

MAYOR'S HISPANIC AMERICAN ADVISORY BOARD (MHAAB)



A NEW DAY.

MHAAB MEETING MINUTES for

Tuesday, April 21, 2026, 12:00 PM to 2:00 PM

Main Library | Conference Rm G4 | 303 N Laura Street

Our Mission: "The main purpose of the Board is to advocate on behalf of the Hispanic American Community and to provide a means by which the City may obtain information, guidance and advice on the issues facing the Hispanic American Community"

Members Present: Sabrina Marcos Smith, Aida Seeraj, Carmen Martinez, Jose Cuetos, Nicole Landa, Adam Madrid & Pablo Diaz de Sandi

Staff Present and Outreach Coordinator: Tereese Goodloe, Sara King, Aleksandra Sedyuk

Guest Present: Arlene Ortiz, Officer Gonzalez, Officer Navarro

Virtual Attendants: Jorge Lopez, Diana Sandoval, Anamaria Contreras, Kara Tucker

Call to Order & Rollcall – at 12:06pm by Pablo Diaz de Sandi, Chairman of the Board and started with a Rollcall.

Pablo spoke about the importance of this Board more now that the mayor no longer has a Hispanic Outreach Coordinator and with the new DEI Law that has been passed

Approval of Agenda & Minutes:

Vote to Approve

- Agenda - moved by: Sabrina Marcos, second by: Jose Cuetos. (05/19/2026 agenda was approved with no discussion)
- Meeting Minutes: (04/21/2026) – moved by: Aida Seeraj second by: Sabrina Smith
 - Quorum: Yes, members in attendance 6.
 - Virtual members in attendance: 2.

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Guest Speaker: None

Board Business:

- Review MHAAB Mission – Read by Pablo
 - Sabrina rewrote it as a suggestion and read it to the Board, there was some discussion in agreement with the revisions
 - Motion moved by Sabrina Smith to send the revision to the Board so that it can be voted on, second by Nicole Landa.
- Discussion about approved materials to be posted on MHAAB social media sites
 - Kara has material per Pablo
 - Adam was just given access
- Subcommittee Reports/updates –
 - Social Media & Business Committee - Meeting cancelled
 - Education, Healthcare & Wellness – Diana Sandoval, Chair:
 - Meeting cancelled due to plan to post information related to our content to our social media sites, did not go as planned, nothing posted for May will see what happens next month.
 - Public Safety, Veterans & Faith – Meeting cancelled
- Pablo gave an ask from every subcommittee chair, that once the mission is updated, to update a mission that ties into or supports the main board mission
 - Unidos Jax – Aida Seeraj, chair:
 - Met with YaYa – would like template for sponsorship packages approved the first year, need Kara's help to get from Nikko in sports and entertainment
 - Would like a meeting with Lauren from Public Affairs to get the Unidos Jax page on the website back up to start promoting
 - Meeting today – looking for food vendors

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- Request for the mayor to attend Unidos Jax Event (Aleksandra Sedyuk)
- Representation from the mayor's office – Aleksandra Sedyuk gave a brief introduction of who she is and here primary focus – Unidos and the Hispanic Heritage
- Announcements –
 - Inspire to Rise Podcast: Pablo will join in June! Will send his Bio through staff
 - Arlene Ortiz radio hour: if anyone joins, please let us know
 - JSO International Affairs Unity, (904) 630-0914, internationalaffairs@jaxsheriff.org
 - Other Announcements –
 - Achieving the Dream Scholarship Luncheon – May 29th, get tickets on Eventbrite
 - Mayo Clinic Cancer Education - in partnership with the Omega Si Phi Fraternity series of 4 conversations on Prostate Cancer
 - Jax Chamber AI Program – help small businesses and people in the work force upskill themselves with AI, next program kicks off June 9th
 - Jax Bridges in Spanish – reach out to Anamaria if interested
- Public Comment: no speaker cards but will open to those attending
 - Mario Decunto – Jax Zoo Event in October 2026 (date not yet confirmed but hopefully around October 4th)
 - Jose Cuteos asks about the Hispanic Director, Pablo request that he join the Social Media & Business Subcommittee and work on it. There was also question about a calendar of events and access to the Hispanic Directory

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Adjourn Meeting: at 12:57pm

- motioned by Jose Cuetos, seconded by Sabrina Smith.

Chair: Pablo Diaz de Sandi | Vice-Chair: Sabrina Marcos Smith
Members: Anamaria Contreras | Jose Cuetos | Jorge Hernandez
Nicole Landa | Jorge Lopez | Adam Madrid | Dr. Carmen Martinez
Diana Sandoval | Aida Seeraj
City of Jacksonville, DSD (904) 255-5466

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