

MAYOR'S HISPANIC AMERICAN ADVISORY BOARD (MHAAB)



A NEW DAY.

MHAAB MEETING MINUTES for

Tuesday, June 16, 2026, 12:00 PM to 2:00 PM

City Hall | First Floor, Lynwood Roberts Room | 117 W Duval 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, Anamaria Contreras, Diana Sandoval, Aida Seeraj, Adam Madrid & Pablo Diaz de Sandi

Staff Present and Outreach Coordinator: Tereese Goodloe, Tracy Aker Williams 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 12:30pm by Pablo Diaz de Sandi, Chairman of the Board and started with the Pledge of Allegiance and introductions/rollcall. Pablo gave a brief recap for members that missed public comment which was made before the official start of the meeting. Pablo advised that last week he met with Mayor Donna Deegan, she is very supportive with what we want to do.

Approval of Agenda & Minutes:

Vote to Approve

- Agenda – Changes made by Pablo:
 - Pledge of Alliance added
 - Public Comment moved to top
 - Motion to approve with changes moved by: Sabrina Marcos, second by: Anamaria Contreras. (06/16/2026 agenda was approved with no discussion)

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- Meeting Minutes: (05/19/2026) – moved by: Aida Seeraj second by: Adam Madrid. Discussion/corrections – members in attendance should be 7 and typo will be corrected.
 - Quorum: Yes, members in attendance 6.
 - Virtual members in attendance: 2.

Guest Speaker: Michael Kirwin running for Congress, wanted to introduce himself and learn more about the needs of the Hispanic Community. As a former attorney states he saw a number of issues not being addressed properly with congress such as

- cost of living,
- wages,
- cost of Health Care,
- Housing
- Challenges with immigration

Pablo went over some statistic – states Hispanics in Duval County has increased 73% from 2010 to 2020, 11% of the population in the City of Jacksonville.

Board Business:

- New Mission statement proposed – will table approval until copy sent by Sabrina for board to review
 - Motion to table approval moved by Sabrina Smith, second by Aida Seeraj
- MHAAB social media post – seeing more activity
 - There was some discussion on updating the flyer for small business forums
 - Adams gave stats – viewership up 70% in past 28-days, views up 103% and content interaction 100% in the past 30-days
 - Topic for July: Insurance

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- There was discussion about amending the forum sessions/calendar because so many were missed.
 - Motioned to amend the monthly forums replacing Insurance for Financial Structure and August Import/Export for Customer Acquisition by Anamaria Contreras, second by Adam Madrid
- Subcommittee Reports/updates:
 - Social Media & Business Committee – already covered
 - Education, Healthcare & Wellness –Did not have meeting but discussion –
 - Posting on social media channels
 - Conversation about posts for July and August, would like Anamaria to create post and send to Tereese and Adam
 - Pablo gave ok to skip July's subcommittee meeting
 - Public Safety, Veterans & Faith – Meeting cancelled
- Pablo gave an ask to reschedule the subcommittee meetings vs cancelling
- There was discussion about subcommittee meetings without staff if a secretary is appointed to take minutes.
- Unidos Jax – Aida Seeraj, chair: Met on May 19, did have quorum
- Discussions
 - Themes – Raices Vives: Honoring Where We Come From, Celebrating Where We Are!
 - Colors and image – would like to use image on a poster or t-shirt to be sold
 - Essay Contest and challenges behind it, pushing for scholarships for graduating seniors
 - Food Vendors – Janjo King, looking for 2 other vendors

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- Spoke about relaunching the Unidos Jax webpage
- Announcements –
 - Florida Blue Back-to-School Event: August 1st
 - Public Service Grants Council – Micro-Grants Program for small non-profits 501(C)(3), established for at least 3 years, with the city
 - Inspire to Rise Podcast: Adam Madrid was on June 5th
 - Aida invited Pablo to the podcast, Friday, June 26, 1:30
 - July 25th back to school event, 10:00am – 1:00pm
 - 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: moved to beginning and no other speaker cards but opened floor to the public however no other public comments.
- Adjourn Meeting: at 1:11pm
 - motioned by Sabrina Smith, seconded by Aida Seeraj.

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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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