

CITY OF PALM BAY, FLORIDA

**PALM BAY MUNICIPAL FOUNDATION, INC.
DISASTER RELIEF COMMITTEE
EXECUTIVE BOARD
REGULAR MEETING 2019-01**

Held on Thursday, the 28th day of March 2019, at the City Hall Council Chambers, 120 Malabar Road, SE, Palm Bay, Florida.

This meeting was properly noticed pursuant to law; the minutes are on file in the Office of the City Clerk, City Hall, Palm Bay, Florida. The minutes are not a verbatim transcript but a brief summary of the discussions and actions taken at the meeting.

The meeting was called to order at the hour of 6:30 P.M.

ROLL CALL:

CHAIRMAN:	William Capote	Present
VICE-CHAIRMAN:	Juan Bermudez	Present
MEMBER:	Lori Parker	Present
MEMBER:	Shaun McFadden	Present
MEMBER:	Dawn Bittar	Present

CITY STAFF: Present was Terri Lefler, Deputy City Clerk; Keely Leggett, Community Information Coordinator; Lisa Morrell, City Manager; Yvonne McDonald, Finance Director; Rodney Edwards, Junior Staff Attorney.

PRESENTATIONS:

- 1. Disaster Relief Committee Mission – Juan Bermudez, Vice-Chairman.** Mr. Bermudez presented a PowerPoint and explained the Committee's mission.
- 2. Committee's introduction to community leaders and stakeholders.** Mayor Capote introduced the Committee members.
- 3. Presentation of proceeds from the Mayor's Ball to the Committee.** Mayor Capote presented the Committee with a check of the proceeds from the Mayor's Ball held on January 26, 2019, in the amount of \$14,000.

☞ RECOGNITION:

- 1. Volunteer Program (one (1) year of service as boardmember):**
 - a) Juan Bermudez; Lori Parker.** Mayor Capote recognized Mr. Bermudez and Ms. Parker.

ADOPTION OF MINUTES:

1. Special Meeting No. 2018-05; October 1, 2018.

Motion by Mr. Bermudez, seconded by Ms. Bittar, to adopt the minutes. The motion carried unanimously.

PUBLIC COMMENTS:

There were no public comments.

NEW BUSINESS:

1. Consideration of draft webpage and Committee marketing tools; Q&A with City staff.

Ms. Parker presented the marketing flyer for final revisions. Mr. Bermudez asked to change the wording from “natural **and** manmade disasters” to “natural **or** manmade disasters”. Ms. Parker advised that the new Disaster Relief Committee (DRC) logo would replace the logo currently on the flyer. Ms. Bittar felt the flyer looked flat and wanted to see a different color-scheme in the background; she suggested utilizing red or blue. Mr. Bermudez asked that the top border from the new PowerPoint presentation be used in place of the current picture on the flyer.

Mr. McFadden questioned the target audience, in which Mayor Capote advised it was the business and church communities. Ms. Bittar mentioned the flyer would be in business lobbies and perhaps in the Council Chambers during meetings. She said that a marketing flyer was very important when having face-to-face meetings with businesses. Mr. McFadden felt that the flyer should be jazzed up a great deal, and possibly appeal to a younger audience.

Mrs. Morrell suggested utilizing four members of City staff with graphics design/social media background. She would have staff bring back a few different size options to offer different pricing/printing packages for the DRC. Mrs. Morrell noted that the DRC should take into consideration any extra costs for printing, envelopes, stuffing, mailing, etc. which would be borne by the DRC’s funding.

Ms. Leggett presented the draft webpage. She explained it was a basic webpage to get the DRC branded and started with a graphic, slider and logo. The webpage contained information as to origin of the committee, how it was formed, the structure of the committee, a donation button (deposited into the DRC’s PayPal account for a nominal fee), and a notation of the DRC’s first donation to the SPCA. Ms. Leggett also made mention that City staff could accept cash and check donations at City Hall.

Mr. Bermudez asked if it was an active site. Ms. Leggett explained that the navigation would not be live until the DRC reviewed and approved the webpage; however, the site could be accessed through a friendly Uniform Resource Locator (URL). Ms. Bittar asked that the link to the webpage be emailed to the DRC members. Ms. Leggett presented different options for the logo.

Motion by Mr. Bermudez, seconded by Mr. McFadden, to hold on the marketing flyer pending staff improvements and to approve the webpage as is, with improvements throughout the year. The motion carried unanimously.

2. Discussion of assistance related to the recent U.S. Southeast tornadoes and Midwest flooding disasters.

Ms. Parker discussed the tornadoes in the Southeast United States and asked if the DRC would be interested in assisting. She mentioned that Borargard, Alabama, had the most devastation, but that the Panhandle was hit as well.

Mayor Capote suggested that the DRC donate through the American Red Cross (Red Cross). He was going to discuss the Midwest flooding, and to be fair, suggested each cause receive \$500. He felt that the DRC could contact the local Red Cross to find out where to make the donation.

Motion by Ms. Bittar, seconded by Ms. Parker, to recommend to the Palm Bay Municipal Foundation, a donation in the amount of \$500, per disaster, through the Red Cross. Ms. Parker advised that she would contact the Red Cross in Rockledge to find out where to make the donation. Mr. Bermudez noted that the DRC should work on guidelines as to how to notify members of disasters for research prior to voting and amounts to allocate per disaster. The motion carried unanimously.

3. Discussion of staff communication with, and distribution of information to, the Committee.

Mayor Capote advised that email was the most effective method of communication for staff. He urged the Committee members to regularly monitor their emails to ensure the Committee's business was conducted in a timely fashion. He requested updates to their contact information be submitted to the Deputy City Clerk.

OTHER BUSINESS:

1. Schedule date for Committee to deliver donation to the SPCA of Brevard.

Mayor Capote asked Ms. Parker to contact the Society for the Prevention of Cruelty to Animals (SPCA) to offer the Saturday dates of May 11, 18 or 25, 2019, to see which date would work best with their schedule.

Mayor Capote announced that the next regular meeting was scheduled for Monday, June 17, 2019, 6:30 p.m. The Committee concurred.

Mrs. Lefler reminded Mayor Capote of the questions from City staff on the provided handout.

Mr. Bermudez read the definition of “disaster” and explained it had the capability of causing the loss of community, lives, homes, or environment, so each event would need to be reviewed individually. Mayor Capote advised that since the DRC just received its first large amount of proceeds from the Mayor’s Ball, the disbursements would likely be determined during this year’s hurricane season. Mayor Capote felt that, being a new committee, there would be trials and errors as it was a learning process. Ms. Bittar felt priority should be local, with focus on unfunded and unplanned.

Aaron Parr, resident, commented that if he made a donation to the Palm Bay Disaster Relief Committee, he would expect that funding would be dispersed for Palm Bay disasters. He mentioned that if he wanted to donate to a disaster in another state, he would donate directly to the Red Cross in that area. He felt that the DRC should place limits/criteria for specific disasters (nationally) so that the funding lasted longer.

Ms. Bittar felt that donations outside of the City limits would need to be specified. Mr. McFadden inquired if the DRC would distribute funding for local individuals. Mayor Capote responded that the DRC had decided that funding would be for organizations only. Mr. McFadden asked if there were specific organizations to which the DRC would donate. Mayor Capote said that as the DRC was newly formed, those discussions had not occurred as yet.

Mrs. Morrell suggested that the DRC decide what 501(c)(3)s it would like to donate to as an action item for the next agenda. In addition, she mentioned that, prior to the next meeting, the DRC should develop criteria for the donation. Mrs. Morrell suggested the DRC look at the overhead of said organizations’ financial situations and how much they retain for administration versus how much they provide for assistance. She advised she would provide the DRC tools to prepare the analysis via email. She also suggested pre-defining criteria as suggested by Mr. Parr.

Ms. Bittar suggested inviting the Red Cross and the United Way to a future meeting. Mayor Capote advised that they should receive an invitation to the next meeting and that the items suggested by the City Manager and Mr. Parr be added to the next agenda. Ms. Leggett advised that she would send out a Press Release and asked if anyone in

particular should be included. The DRC felt that Brevard County Emergency Management, Red Cross, United Way, Fire Chief and Police Chief should be included.

ADJOURNMENT:

There being no further business, the meeting adjourned at the hour of 7:43 P.M.

William Capote, Chairperson

ATTEST:

Terri J. Lefler, Deputy City Clerk

☞ Indicates item was added to the agenda.