

CITY OF PALM BAY, FLORIDA

**PALM BAY MUNICIPAL FOUNDATION, INC.
DISASTER RELIEF COMMITTEE
EXECUTIVE BOARD
REGULAR MEETING 2019-02**

Held on Monday, the 15th day of July 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 (Late)

CITY STAFF: Present was Terri Lefler, Deputy City Clerk; Keely Leggett, Community Information Coordinator; Rodney Edwards, Junior Staff Attorney; Sandra Urban, Special Projects Manager.

PRESENTATIONS:

1. Presentation(s) by organization(s) to identify local causes and areas of need that could benefit from Disaster Relief Committee donations. The American Red Cross, represented by Dee Yeater (volunteer); 2-1-1 Brevard, Inc., represented by Tim Carroll (Helpline Contact Center Manager); and United Way of Brevard, represented by Rob Rains (President) and Liz Lee (Vice President of Community Impact), presented their agencies' mission. Each agency discussed the services that they provide to the community and the areas identified as having the greatest need locally following small- and large-scale disasters. There was a "Question and Answer" session by the Disaster Relief Committee (Committee) following each presentation.

Ms. Bittar joined the meeting at this time.

Ms. Yeater advised that the American Red Cross (Red Cross) served Brevard, Flagler and Volusia Counties. She said that the agency was chartered by Congress, relied on donated dollars and was deployed outside of the region. Last year, the Red Cross responded to 143 local disasters and participated in the aviation exercise at the Daytona Airport.

Ms. Yeater advised that the Red Cross' "Home Fire Campaign" installed/replaced 4,000 smoke alarms/batteries in this area last year and the "Pillowcase Project" had trained

youth for disaster preparedness by filling pillowcases with essential items in case of evacuations (551 students were in this program). Ms. Yeater mentioned that the Pillowcase Project and the Youth Summit were unfunded. Ms. Yeater stated that the Red Cross performed 1,400 calls of messaging for the armed services in this area and that there were 1,300 cases for families of the armed services that needed resources. There were 116 individuals in the volunteer program at Patrick Air Force Base that had worked 1,200 hours per month; they were volunteering with the 45th Medical Group in the pharmacy area and had filled 7,000 prescriptions. The Space Coast Chapter provided their three (3) counties with more than 6,000 critical skills teachings, which included cardiopulmonary resuscitation (CPR), care giving and first aid. Volunteer management was critical for Red Cross as they relied heavily on volunteers. Last year, 736 volunteers were mobilized to go out to the seven (7) states that were most affected by hurricanes. The Red Cross had a Memorandum of Understanding with National Transportation Safety Board for any type of transportation accident and they also provided a Family Assistance Center to meet with victims' loved ones. Even though the Red Cross did not provide blood in Florida, they provided blood, nationwide, for the armed forces.

Mr. Bermudez noticed that Red Cross' website did not have direct routing for specific events. Ms. Yeater advised that all donations were distributed to specific disasters when advertised by the Red Cross. Requests for donations towards specific programs were also accommodated by the Red Cross. Mr. Bermudez inquired if it was mandatory for donations to be made through the website or if donations could be made locally, in order to speed up the process. Ms. Yeater advised she consult with the Executive Director and advise the Committee accordingly.

Mr. Carroll advised that United Way of Brevard was 2-1-1 Brevard, Inc.'s (211) largest partner. 211 handled 35,000 calls around the clock during the 2004 hurricanes. After that, 211 had the opportunity to partner with Brevard County Emergency Management and had since allowed for teams to be sent to the Brevard County Emergency Operations Center (EOC) for disaster events to take over their community information line in addition to manning the 211 calls. 211 logged 4,500 calls for Hurricane Matthew and 11,000 for Hurricane Irma. 211 provided answers to basic needs pre-event; addressed crisis intervention during disaster events; remained in the Brevard County EOC after the disaster for two (2) weeks to address post-event needs; and lastly, went into long-term disaster relief recovery. Mr. Carroll had been deployed to Monroe, Louisiana, three (3) weeks post Katrina and saw their well-organized statewide 211 setup and operations.

Ms. Bittar inquired as to the method(s) that 211 advertised their services to the public. Mr. Carroll advised that 211 was a 501(c)(3) that had operated for 40 years and was very well known. He stated that there was no money in advertising but 211 operated by word of mouth, flyers, the website and social media. Ms. Leggett advised that the municipalities and Brevard County advertised 211 on their websites as well as directed constituents to 211 as a resource with the County.

Mr. Bermudez asked which organizations 211 coordinated with to respond during a disaster. Mr. Carroll advised that 211 did not have direct contact with organizations; 211 guided constituents and directed them to the organizations for assistance.

Mr. Rains advised that the EOC assisted with more than hurricanes and storm-related events (i.e. tornadoes); they assisted with events such as wildfires, launch anomalies, and man-made disasters (i.e. mass shootings). Ms. Lee explained that ESF-15 (Emergency Support Function-15) dealt with donations, volunteer management and training year-round at the EOC. She noted that United Way served as a liaison with Florida Volunteer Organizations Active in Disaster, which communicated/coordinated with United Way Worldwide, and activated/maintained the status of the Brevard County Long Term Recovery Coalition. Ms. Lee discussed United Way's post-storm responsibilities, explained that United Way brought in large national groups to assist with recovery efforts and Red Cross provided their facilities for these groups. Ms. Lee further explained that the United Way worked with AmeriCorp to bring in countrywide volunteers and with CareerSource Brevard to begin the case management process. Ms. Lee explained that Red Cross kept supplies such as tarps, generators, diapers, ice and bottled water on-hand so that they could respond to the municipalities/County immediately when a disaster struck, with United Way's biggest responsibility to the County points of distribution, which consistently changed.

Mr. Rains stated that communication was critical, especially between the municipalities and the County. Ms. Lee explained that United Way sent staff to shelters as individuals may need assistance with completing the Federal Emergency Management Agency (FEMA) applications and staff also served at disaster recovery centers. Ms. Lee mentioned that United Way worked with Crisis Cleanup at the state level as it allowed for tracking and created better communication and coordination. She explained that United Way was also looking for scammers, and through Crisis Cleanup, could perform Level 2 background checks immediately.

Ms. Lee stated that after Hurricane Irma, United Way assisted with 402 FEMA applications, distributed 2,000 tarps and coordinated installation of tarps for individuals in need, positioned \$100,000 for additional food and water to local food pantries and sharing centers, recruited 416 local volunteers and completed 1,251 home repair projects.

Ms. Bittar asked if United Way had enough resources to respond to Hurricane Irma needs. Ms. Lee advised that resources were a problem for Hurricane Irma due to the widespread damage, but previous storms seemed to be well covered. Mr. Rains also felt that the amount of activity that had occurred over the past couple of years had played a role in the amount of resources available for Hurricane Irma. Mr. Rains explained that United Way assisted with difficult cases by hiring case managers with CareerSource Brevard. Ms. Lee explained that all money that came into Brevard County stayed in Brevard County.

Mr. Bermudez inquired if the United Way had a process to vet organizations that the Committee could use as a model. Ms. Lee advised that United Way worked with the County and the State to check the Better Business Bureau, registries, driver's licenses, background checks, and for any lawsuits against the organization. Ms. Parker asked if United Way offered assistance for individuals who were scammed. Ms. Lee confirmed same.

ADOPTION OF MINUTES:

1. Regular Meeting 2019-01; March 28, 2019.

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

PUBLIC COMMENTS:

1. Mahagony McLeod stated that she was a registered nurse and was completing her Bachelor of Science (BSN) program which was related to disaster relief. She asked for a reference from the Committee as proof that she had attended the meeting. Mayor Capote requested that she leave her contact information with the Deputy City Clerk.

2. Sandra Urban, Special Projects Manager with the City of Palm Bay's Fire Rescue Department, introduced herself to the Committee and advised that main function was emergency management.

OLD/UNFINISHED BUSINESS:

1. Consideration of:

a) Draft marketing flyer/business card;

Ms. Leggett presented the revised marketing flyer and business card for final revisions. Mr. Bermudez requested that a phone number be added to the flyer in which Ms. Leggett advised she would get with staff as to the appropriate phone number and add it to the documents. Ms. Bittar asked if the font for contact information on the webpage and both documents could be larger. Mayor Capote suggested changing the font color to red. The Committee concurred.

Motion by Mr. McFadden, seconded by Ms. Bittar, to approve the marketing flyer, business card and webpage with the condition of adding a phone number and changing the font for contact information to red. The motion carried unanimously.

b) Pricing/printing package of marketing material; and

Ms. Leggett advised she had contacted a printing company for an estimate on the cost for a printing package. She said the cost for printing five hundred (500) 8.5 x 11 flyers would range from \$106 to \$131, with the price difference being the weight of the paper; and 1,000 double-sided business cards would cost \$32 per member. Mr. Bermudez felt that individual business cards were an unnecessary expense and suggested a generic card without individual names. Ms. Leggett offered the option of printing 1,000 generic business cards to split between the members. Mr. McFadden suggested generic business cards that could be written on. Ms. Parker felt individual cards with member names on would be more appropriate. Mayor felt the individualized cards were more professional and were not a large expense. Mr. Bermudez was concerned that Committee members could change every couple of years or less and that individual business cards would need to be printed for each new member. Ms. Leggett offered a secondary, generic version of the business card, which would cost an additional \$32 and could be placed in City offices, in which the Committee concurred with this option. Ms. Leggett also requested the Committee's preference on the type of card stock to be used for the business cards. The type of card stock currently used for City staff business cards was the \$32 option. The Committee concurred to order the card stock that was included in the \$32 estimate.

Motion by Ms. Bittar, seconded by Ms. Parker, to approve the purchase of 500 flyers, 1,000 individualized business cards for each Committee member, and 1,000 generic business cards. The motion carried unanimously.

c) Distribution of marketing material.

Motion by Ms. Bittar, seconded by Mr. McFadden, to approve distribution of marketing materials, as previously discussed. The motion carried unanimously.

NEW BUSINESS:

1. Discussion of:

- a) Developing criteria for disasters receiving donations;**
 - b) Placing limitations on donations for disasters outside of the City limits;**
- and**
- c) Selecting 501(c)(3) organization(s) to receive funding.**

Ms. Bittar asked if the Committee could be the permanent recipient of the proceeds from the Mayor's Ball. Mayor Capote advised that the 2020 Mayor's Ball funds had already been allocated and that the 2020 incoming Mayor would need to make that determination.

Mayor Capote suggested that \$500 be the standard donation until the Committee could build more savings. Ms. Bittar suggested \$250. Mr. Bermudez felt that the parameter

should be left open as the disaster should determine the amount donated. Mayor stated that the minimum amount of \$500 could be raised at a later date, when additional funding became available. Mr. McFadden felt that \$250 should be the minimum donation, per organization, not per event, and if additional funding was needed, the Committee could meet and raise the threshold for that particular event. The Committee concurred.

Mayor Capote stated that only 501(c)(3) organizations should receive the donations and that the Committee should not donate to individual businesses or people. He suggested specifically the three (3) organizations identified today (Red Cross, United Way and 211), with the potential to identify more. Mayor Capote mentioned Aging Matters but felt that the United Way could aid in the Committee's decision to donate to the additional organizations. He asked Ms. Parker to contact the United Way to identify additional 501(c)(3) organizations. He also suggested that those organizations identified could be invited to present a future meeting in hopes of developing partnerships with the organizations.

Mr. Bermudez asked for a more expeditious method to responding to events.

Motion by Mr. Bermudez, seconded by Ms. Bittar, to approve the amount of \$250 as the minimum donation per organization for each event and to only allow donations to 501(c)(3) organizations (currently the American Red Cross; 2-1-1 Brevard, Inc.; and United Way of Brevard, with the potential of adding additional 501(c)(3) organizations). Motion carried unanimously.

Mayor Capote stated that all Committee members have equal power. He reiterated that emails need to be checked every day and responded to immediately. Mr. Bermudez requested that meetings be setup quickly and that funding be disseminated as quickly as possible.

Mayor Capote announced that the next regular meeting was scheduled for Monday, September 16, 2019, 6:30 p.m. The Committee concurred.

ADJOURNMENT:

There being no further business, the meeting adjourned at the hour of 8:09 P.M.

William Capote, CHAIRPERSON

ATTEST:

Terri J. Lefler, DEPUTY CITY CLERK