

CITY OF PALM BAY, FLORIDA
PALM BAY MUNICIPAL FOUNDATION, INC.
DISASTER RELIEF COMMITTEE
EXECUTIVE BOARD
REGULAR MEETING 2019-03

Held on Monday, the 16th day of September 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 6:28 P.M.

ROLL CALL:

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

CITY STAFF: Present was Terri Lefler, Deputy City Clerk; Rodney Edwards, Junior Staff Attorney; Lisa Morrell, City Manager; Keely Leggett, Public Information Officer.

ADOPTION OF MINUTES:

1. Regular Meeting 2019-02; July 15, 2019.

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

PUBLIC COMMENTS:

1. Bill Battin, resident, stated that he perused the City's website but was unable to find the balance in the Disaster Relief Committee (Committee) fund and did not see efforts by the City to promote the Committee's contribution webpage. He asked how the Committee would be combined with the aid.

NEW BUSINESS:

1. Discussion of assistance for the areas affected by Hurricane Dorian.

Mayor Capote advised that the areas affected by Hurricane Dorian consisted of the

Bahamas, North Carolina and South Carolina. Ms. Bittar suggested that the Committee's donation(s) for those affected by Hurricane Dorian go to the Red Cross.

Mayor Capote expressed concern that the City committed to partnering with Brevard Caribbean American Sports and Cultural Association's (BCASCA) disaster relief initiative without approaching the Committee. He felt that that the Committee should be the umbrella over the City when it comes to disaster relief assistance and asked Mrs. Morrell how, going forward, the City would be married with the Committee. Mrs. Morrell stated that she had been given direction by Council to work with the BCASCA. She had assigned the Community Room in the City Hall Annex as a public donation site (other donation sites were located at BCASCA and Paddling Paradise). She mentioned that this was an internal initiative and that no City or Committee funds were utilized. Mrs. Morrell advised that the City would work with the Committee to formally donate through the organizations selected by the Committee. She noted that there was approximately \$14,000 in the Committee's account.

Mr. Bermudez suggested that the Committee create and adopt a standard operating procedure which would define the Committee's role, the City's role and how both would work together. He offered to take the lead on writing the procedures to explain how the Committee operated within the City's parameters.

Ms. Bittar mentioned that the Committee was only to manage monetary donations and not to collect sundries. She applauded the City for collecting sundries as a relief initiative. Mayor Capote suggested that the Committee give \$500 worth of sundries to BCASCA for delivery to the Bahamas, in conjunction with the City's donations. Ms. Bittar felt that would deviate from the Committee's purpose. Mr. Bermudez concurred and expressed concern that this was a communication issue. He felt the Committee should be involved when the City responds to emergencies/disasters. Ms. Bittar asked that these types of opportunities be disseminated to the Committee through the Committee's Secretary. Mayor Capote mentioned that a liaison should be designated to the Committee. Ms. Bittar suggested someone with social media background.

Ms. Bittar requested a Facebook page for the Committee. Mrs. Morrell advised that a page could be created, along with training provided to the Committee as to the rules for government posting and archiving. Mrs. Morrell asked that the Committee assign a point of contact to communicate with the City's Public Information Officer. The Committee concurred to appoint Ms. Bittar.

Ms. Bittar advised that two (2) separate areas were affected in the Bahamas (Abaco Islands and Grand Bahama Island). Mayor Capote stated that one donation for both

areas in the Bahamas should be made to the Red Cross. Mr. McFadden preferred to donate \$1,000 to the Bahamas due to the vast devastation.

Motion by Mr. McFadden, seconded by Mr. Bermudez, for recommendation to the Palm Bay Municipal Foundation, Inc. (PBMF), a donation in the amount of \$1,000 to the Red Cross for the Bahamas relief efforts. Ms. Bittar felt \$1,000 was reasonable but was slightly concerned as it was still early in the hurricane season; however, Mayor Capote was not concerned as he felt there were enough funds at the time. Mayor Capote requested that a notice go out to the community advising that the Committee was collecting monetary donations for a specific time period for the Bahamas relief effort. Ms. Bittar asked about approaching the Greater Palm Bay Chamber of Commerce (Chamber) as another way to get the word out. Mrs. Morrell advised that she could approach the Chamber but believed they had their own relief initiative. Ms. Bittar felt that, as a leading contributor to the Chamber, it was a good opportunity to introduce the Committee. Mayor Capote suggested Ms. Bittar contact Nancy Peltonen, Chamber President and CEO, to arrange same. He also suggested that Mr. Bermudez include advertising for donations for specific events following a disaster into the procedures. Motion carried unanimously.

Mayor Capote asked for a motion for the Carolinas. Mr. Bermudez was concerned that the event may not have qualified as a disaster. Mayor Capote felt the Carolinas did meet disaster status (which included fatalities, displacements and power outages). Ms. Bittar felt it would be unfair not to donate based on the measurement of disaster. She stated that the qualification should be based on a Federal disaster being declared. She suggested that the amount of the donation be adjusted based on the level of devastation.

Motion by Ms. Bittar, seconded by Mr. McFadden, for recommendation to the Palm Bay Municipal Foundation, Inc. (PBMF), a donation to the Red Cross in the amount of \$250 for North Carolina relief efforts and \$250 for South Carolina relief efforts. Motion carried unanimously.

Mrs. Lefler asked for clarification on the length of advertising for monetary donations toward the Bahamas relief efforts. Mrs. Morrell advised that advertising for a specific event should be short and specific, giving a sense of urgency. She suggested a 30-day advertisement window from the date of launch. The Committee concurred that the advertisement should run from September 20, 2019 through October 18, 2019.

2. Discussion of incorporating the Disaster Relief Committee into the City of Palm Bay's efforts to aid in disaster relief.

This item was discussed under Item 1, New Business.

Mayor Capote reiterated that the Vice Chairman should work with the City Manager to establish a standard operating procedure.

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

Mr. Bermudez suggested a couple of items for the next meeting: 1) include more information on the website as a way to promote the Committee and motivate donators; and 2) promote/recognize investors (i.e. platinum, gold and silver members). Mayor Capote asked that Mr. Bermudez incorporate these ideas in the draft policy and work with Ms. Leggett on the marketing perspective. The Committee concurred.

ADJOURNMENT:

There being no further business, the meeting adjourned at the hour of 7:05 P.M.

William Capote, MAYOR

ATTEST:

Terri J. Lefler, DEPUTY CITY CLERK