

City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601



Minutes - Final

April 4, 2016

5:00 PM

Roberta Lisle Kline Conference Room

Promotion of Minority Owned and Minority Oriented Opportunities Committee

Commissioner Charles Goston, Chair

Mayor Ed Braddy, Member

Commissioner Harvey Budd, Member

Persons with disabilities who require assistance to participate in this meeting are requested to notify the Office of Equal Opportunity at 334-5051 or call the TDD phone line at 334-2069 at least two business days in advance.

CALL TO ORDER - Meeting called to order at 5:00 PM

ROLL CALL

2-Commissioner Goston and Commissioner Budd. (Mayor Braddy arrived after the formal roll call.)

ATTENDANCE

*Torey Alston, Office of Equal Opportunity
Michael Beard, CRA
Kali Blount, Citizen
Erik Bredfeldt, CRA
Yvette Carter, GRU-Community Relations
Aleta Cozart, GG Purchasing
Joann Dorval, GRU Purchasing
Magi Crawford, GRU Communications
Paul Forté, Jr., Human Resources/Diversity Recruiter
Diane Holder, GG Purchasing
Zanorfa Lynch, Office of Equal Opportunity
Fred Murry, City Manager Office
Glenda Russell, GRU-Community Relations
Gwendolyn Saffo, Office of Equal Opportunity
Stephanie Seawright, CRA
Teresa Scott, Public Works
Donald Shepard, Citizen
Steve Stagliano, GRU-Administrative Services
Sarah Vidal-Finn, CRA
Sylvia Warren, Office of Equal Opportunity
Bob Woods, GG Communications*

ADOPTION OF THE AGENDA

The committee adopted the agenda as circulated.

Adopted

APPROVAL OF MINUTES

150892 150892.

Promotion of Minority Owned and Minority Oriented Opportunities Committee (PMOMOOC) Minutes (B)

Discussed

RECOMMENDATION

The PMOMOOC approved the 02/29/2016 meeting minutes as presented.

RECAP OF PREVIOUS MEETING

OEO Director Alston provided a brief recap of the previous meeting. He advised each department would provide a 1 to 2 minute update on their items. He also went over the Committee's role and scope. These included the East Gainesville Strategy, Support and Assistance for Minority Businesses, Increased Community Partnerships, and Better City Marketing Strategy & Promotional Campaign.

150893 150893.

Recap of Previous Meeting (NB)

Discussed

STAFF UPDATES

150894 150894.

Staff Updates (B)

Attachments: [150894. Staff Updates 04.04.16 Special Committee.pdf](#)

Discussed

RECOMMENDATION

Staffs recommended the special committee: 1) hear updates from the various departments and 2) take action as deemed appropriate.

DISCUSSION ITEMS

150895 150895.

Define "East Gainesville" Region (B)

Attachments: [150895. GCRA EastsideCommStrategy04042016.pdf](#)

Discussed

RECOMMENDATION

The committee: 1) heard the Gainesville Community Redevelopment Agency East Gainesville Update and 2) Take action as deemed appropriate.

MEMBER COMMENT

Mr. Woods led the staff updates highlighting General Government's Communications/Marketing Tools and Strategies. He also provided clarification to the PMOMMOC on communication means/methods noting, for instance, that newspaper ads and social media were used to promote the recent telephone town hall meeting. Mr. Woods stated the Communications office was in the process of exploring pricing and vendors regarding future podcasting of City Commission meetings.

Ms. Magi Crawford provided updates on GRU's Communications efforts focusing largely on infrastructure and GRUCom improvements. Ms. Crawford clarified questions regarding GRU's bill stuffer being replaced with a single flyer and the targeted approach utilized for GRUCom. Following both presentations, Commissioner Goston suggested several alternative marketing/communication strategies that could be added to the current initiatives. Commissioner Goston expressed concerns regarding the limited promotion of certain public benefits including Santa Fe College's Training in Manufactured Construction (TRAMCON) certification program which expires in 2017. Mr. Alston stated he would reach out to GG & GRU communications to get out information on this program.

Ms. Carter provided GRU community outreach efforts which included community involvement and customer service initiatives aimed at assisting the community. These include GRU's ED Foundation, Camp Empower, LEAP, and Project Share among others. Ms. Carter explained that Camp Empower is targeted in nature due to its middle school demographics. Both Commissioners Goston and Budd expressed concerns regarding the marketing of GRU's community initiatives and offered added solutions to increase community reach. OEO Director Alston, noted he would follow-up on the committee's request for added LEAP data /statistics. He would also have a conversation with Mr. Bielarski regarding thoughts and ideas on GRU's communications budget.

Ms. Sylvia Warren provided the OEO's Small, Minority, Women, & Service Disabled Veteran Business Program update on promotion of minority-owned business opportunities, community partnerships, and update on business & technical assistance workshops. Erik Bredfeldt followed Ms. Warren with an update on the East Gainesville Economic Development Approach. Mr. Bredfeldt discussed existing opportunities/resources and available tools and challenges to this approach. Commissioner Goston noted he would like to arrange a meeting with Mr. Bredfeldt and several companies interested in doing business in East Gainesville.

Mr. Michael Beard provided the Community Redevelopment Agency's update on its "Look East" campaign report. This was followed by Human Resources/Organizational Development update presented by Mr. Paul Forté Jr. Mr. Forté discussed the intrinsic relationship with recruitment and minority-related initiatives. He discussed several ways to establish opportunities via churches and communities. He also discussed his educational initiative aimed at training potential job seekers on resume writing, interviewing and other skills. Mr. Forté noted he had several workshops and events planned for the future.

Ms. Aleta Cozart provided General Government's Procurement update on bids and future opportunities. She also briefly covered the Demandstar bid system and its features. GRU's procurement update was presented by Mr. Steve Stagliano and Ms.

Joann Dorval respectively. Mr. Stagliano described a new template developed to adhere with recent GRU procurement changes, which he shared with the leadership team and at the budget kick off meeting. Ms. Dorval provided updates on several upcoming procurement opportunities.

Both general Government and GRU's initiatives are in response to OEO Director Alston's initiative creating quarterly contracting forecasts for local small, minority, women, and service-disabled veteran businesses.

In closing, the committee discussed several upcoming changes to local businesses including SAM's Club future move to Archer Road and other potential new industrial developments in East Gainesville. CRA Director Vidal-Finn spoke briefly on this matter.

CITIZEN COMMENT

Donald Shepherd briefly spoke on development opportunities he had solicited for the area; however, he stated these did not materialize.

NEXT MEETING DATE - TBD

ADJOURNMENT - 6:45 PM