

# 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 Special 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**