
MINUTES
March 3rd, 2022

Council Members Present: Richard Rock, Heather Cameron, Julianne Perez, Carol Weideman, Harold, M. Paxton, Marilyn Walker, Cheko Carter, Donna McGill, Neil Brickfield, Carlos Mercado, Christine Britt, Deputy Alex Siem

Council members Absent: Carol Bumiller, Laurel Kosharsky, Sara Bleattler

Guests: Jeanne Lafler (Coral Heights Local Neighborhood Association), Arelys Escalera (Pinellas County Communications Department)

JWB Staff: Yaridis L. Garcia

- I. **Call to Order:** Richard Rock, Chair called the meeting to order at 6:05pm. Minutes for February were approved.

- II. **JWB Updates-** RFP will be released for School Readiness and School Success; Yaridis requested a volunteer to serve in the Prevention of Child Abuse & Neglect since Council Member, Marilyn Walker will not be able to serve in the RFP Review Committee. Council member, Cheko Carter volunteered, and Richard Rock volunteered as a back-up if needed. Yaridis will send them more information about this RFP, as well connect the volunteer with JWB Staff.

Work Stabilization-

- Why were NFCs not part of first cycle? JWB will have an internal group looking at it to see when there will be a second cycle to apply for this funding opportunity to cover pay rate, trainings, staff recruitment and retention. JWB putting out funding and started with 19 programs focused on child care to retain or recruit new staff.
- Donna: At the biweekly of NFCS' Executive Directors meeting provided explanation about starting with the child care centers as these programs were hit the hardest during the pandemic. NFCS provide child care as part of their programming, which can also explain the prioritization of the child care centers.
- Cheko: Still need to be mindful that we are servicing the entire family not just kids, parents working two jobs. NFCs can't have staff earning \$9 per hour when McDonalds and other places are paying \$15. We say children and families but the focus seems to be mostly on kids, not just families.

- Yaridis: First time in several years that JWB is releasing multiple RFPs to boost programs with this level of funding in so many areas. Also, JWB streamlined the RFP process. JWB has had a very active legislative advocacy effort; couple of JWB Staff and Board Members visited Tallahassee to inform legislators about our local efforts. JWB is also facing the current workforce shortage and has had couple of vacancies since last year. This issue is impacting organizations locally, as well as at the national level.

Coral Heights Community Discussion: Survey Design & Distribution-

- Total population: 29,839
- 245 addresses
- Beth Bell: Clearwater East Rotary Foundation
 - Can support with mailers!
- Over 50% Spanish speaker population
- Set-up meeting to develop survey
 - Coral Heights community leaders.
 - Yaridis to send email to leaders in Coral Heights to ask for best times for a meeting prior to next Council meeting
 - Anyone from Community Council can attend
 - Keep survey to 10 questions
 - English and Spanish
 - Send survey by email and during events
 - Yard signs to promote
- Demographics in one-pager format
 - Census and area for anecdotes
- Carlos meeting with Pastor Kirk next week
 - Wants to have camp for 100 kids this summer. Wants support (funding).
 - One full day
 - YMCA will not do summer camp in Coral Heights this year but will come alongside Pastor Kirk, and provide swim lessons and access to pool at Ridgecrest YMCA.
 - Transportation: need a bus driver but YMCA would provide transportation
 - YMCA took insurance with Duke Energy over the field. But if we aren't doing summer camp we won't continue to pay insurance on the field.
 - Carlos: will transition focus to High Point Village Mobile Home Park. 114 units in that MHP.
 - Carlos: However, we help, we need to look for commitment that it's a Coral Heights residency summer camp. If JWB provides funding, then could we put a criterion that they must have at least 70% coral heights students
 - Pastor Kirk has done a camp before.
 - TB Lightning could fund a hockey camp.
 - 5 days a week summer camp.
 - Has volunteers

- Pastor Kirk is new to the area but has been at Abundant Life Church for a year. Pastor Anthony used to be the Pastor.
- Yaridis: set up meeting with pastor Kirk. Notes:
 - Summer camp takes a long time to plan
 - JWB can't just provide funding
 - Danielle did share other options for funding
- Neil: Church may have a different approach.
- What about families and kids that don't want to go to the church for different religions.
- Jeanne: Coral Heights Association:
 - Concern about seeing everyone pull out of the neighborhood
 - PAL pulling out insurance for the field
 - YMCA pulling out from camp
- Goals of survey to also ask about the need of this community
- Need to contact Brian Lowack, Pinellas County Government

III. Open Agenda- Yaridis shared flyers for upcoming events
 Donna will follow-up will invite JWB Board member, Jim Millican to attend the Council's meeting in April at the Lealman Asian Neighborhood Center
 Next agenda: Danielle Hintz and her team will provide an overview of JWB's Collective Impact Initiatives (childhood hunger, grade-level reading, preventable child death). 10-15 minutes.

Richard Rock: have a rusted shed at the preschool. Teen-group from the City of Pinellas Park voted and they purchased a new shed with the Valentine's day fund to donate to this pre-school.

Guest shared info and said they are an expert in mailing at the best price, Beth Bell. Mailing and Surveys. 727-418-8885. RotarianBeth@aol.com. Clearwater East Rotary Foundation.

IV. **Movement to Adjourn:** The council agreed to adjourn the meeting at 7:27 pm.
 a. Next meetings:
 Mid-County Community Council: Thursday April 7, 6:00 PM @ Lealman Asian NFC located at 4255 56th Ave N, St. Petersburg, FL 33714

Respectfully submitted by: Julianne Perez, MCC Secretary