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**MINUTES**  
**March 7, 2024**

**Council Members Present:** Harold Paxton, Richard Rock, Julianne Pérez, Carol Weideman, Cheko Carter, Carol Bumiller, Caterina Tassara (Pending Board Approval), Fidel Johnson, Jeanne Lafler, Angel Addison

**Council members Absent:** Deputy Corey Studt, Keith Sabiel, Fred Green, Christine Britt, Carlos Mercado

**Guests:** John & Cyndi Carter (Generation Church), Tracey Schofield (Police & Kids Foundation), Jillian Rose (City of Pinellas Park), Bea Dukes (JFCM), Wanda McCawthan (Friends of Ridgecrest), Beth Bell (Rotary Club of Clearwater), Jessica Conway (Learning Empowered), Erika Owen-McCann (Public Participation and Engagement Coordinator), Arelys Escalera (Pinellas County Community Outreach Coordinator), Shannon Ford (LEADS)

**JWB Staff:** Yaridis L. Garcia & Jomar López

**I. Call to Order- Call to Order, Vice Chair Harold M. Paxton, at 6pm.**

- a. Quorum present. Jan and Feb meeting minutes approved.
- b. Chair, Richard Rock, arrived and took over leading the meeting.

**II. Open Agenda-Community Partners Updates**

- a. Beth Bell: Today, finished painting the Reading Rocks bus. Long project for Clearwater Rotary Club. Includes a Mobile Classroom and book distribution center.
  - i. Focus on High Point, Ridgecrest, and Coral Heights.
  - ii. Plan to park at the same place, same time, based on when buses reach that area. Will be on a regular schedule (weekly), Tuesday, Wednesday, Thursday (one community, one class, one day per week).
  - iii. Will include teaching in small classroom setting. Focus on 4-6 kids at a time.
  - iv. **Key consideration / action items: Looking for drivers and teachers for project.**
  - v. Questions: How are students selected?

1. One of Rotary members is collaborating with school principals, and it will be teacher recommendation and open to the neighborhood; will have a waiting list.
2. Cheko Carter: Want to this to be a consistent resource in the community. Have been working with JWB and ReadStrong team members.
  - a. **To-do: Yaya** will connect them with Danielle Hintz.
- vi. Plans:
  1. Beth: Also focus on second goal of adult financial literacy and ESOL (those programs will be developed after the literacy goals of 2<sup>nd</sup> grade).
  2. Cheko: Plan for other Rotary clubs to join in.
  3. Beth: Website is pending: ReadingRocksBus.com
- vii. **Key consideration (ALL): Stay tuned for grand opening!** (Plan to start being in neighborhoods in September.)
- viii. **Key consideration (ALL): Are looking for sponsors specifically for programs.**
- b. Arelys Escalera:
  - i. Erika is the new Public Participation and Engagement Coordinator (Pinellas County). Focus is on neighborhoods.
  - ii. Pinellas Citizen University April 10-May 15 (Wednesday nights and 1 Thursday night)
  - iii. Flyer ready, open to any County resident. 18 years and older.
  - iv. **To-do: Share and register!**
  - v. **Key consideration (ALL): April 4, Open House at Lealman Exchange.**
    1. **New Assistant Administrator that will serve unincorporated areas (most of Mid-County): Amy Davis**
- c. Jessica, Learning Empowered:
  - i. Summer School open for registration: 3, 4, 5, year olds before kindergarten (flyer sent in email through Yaya to Mid-County Council).
- d. Pinellas Park Updates:
  - i. Rock: Nicer FL event that included tips for how to learn English and integrate into community. 20 people attended. Adults learn and kids can play games. [Nicer FL](#) has been a great organization to work with.
  - ii. Partnered with Zero Suicide. Program every 4<sup>th</sup> Monday and Tuesday of the Month.
  - iii. Jillian: Just completed YES Program. 98% graduation rate. (Youth Citizen's Academy). Post-program Survey: all positive and noted they would have liked the program to be even longer.
    1. Plans: Looking to plan two new pilot programs (safe sitter/safe at home and a build a city program with Community Development)
- e. Generation Church new guests: here to listen and learn. Genesys encouraged them to attend.
- f. Shannon Ford with LEADS (focus on camps for healthy choices, parenting class, etc.). Gift cards as incentives.

- i. **Key consideration (ALL):** Seeking partnerships for groups that have kids that could benefit from camps.
- g. Julianne (Largo):
  - i. Banquet by Ridgecrest YMCA coming up: Support the Greater Ridgecrest YMCA and programs like Bridging the Achievement Gap (BTAG), swim lessons, summer camp, youth sports and more at the Better Together Banquet on Thursday, April 18, at the Central Park Performing Arts Center (105 Central Park Dr., Largo, FL)
  - ii. Seeking Asian American Pacific Islander (AAPI) honoree for Largo if anyone has recommendations of a Largo resident, business owner, nonprofit leader, etc. Cheko Carter may have some ideas.

### III. Council Business

- a. Community Work Evaluation: JWB has a staff member, Jomar Lopez (Senior Strategic Researcher), focused on Strategic Research and will be ensuring the Work Plan aligns with goals and measurements of goals.
  - i. Will support measurements at Grand Family Events.
  - ii. Jomar shared the survey and asked for review of content (How do you feel? Content? Wording? Etc.) during the council meeting.
    - 1. The group discussed review of survey and provided several comments such as: keep at third grade reading level, shorter opening, have a list of challenges and include an (other) example, focus on check boxes instead of long sentences, etc. Consider tracking youth/adult attendees in survey or having a clicker to track.
    - 2. **To-do: Jomar will make edits and bring to event committee for final review.**
    - 3. **To-do: Pinellas County team, Rock, Yaya/Arelys can review for Vietnamese, Portuguese, and Spanish.**
- b. Grand Families Events:
  - i. Jillian: Insert will be mail in utility bill insert to 18,000 residents.
    - 1. **To-do: Julianne** interested in post event survey to see how many people heard about it this way, to inform Largo communications.
  - ii. Yaya: will be at the TV station next Thursday to promote events on March 14.
    - iii. **To-do: Arelys** going to coordinate for Spanish speaking TV.
- c. Meeting Time Survey: Julianne provided a recap of survey results. Thursday was the clear frontrunner with over 20 members and guests indicating it as the best day. The group voted on the top two options:
  - i. Thursday evening, 5:30-7pm
  - ii. **Thursday evening, 6-7:30pm**
    - 1. **The council voted and decided to keep it at the same time so all current council members and most guests can attend.**
  - iii. **Key consideration: Yaya can see for any other council members that cannot attend at this time, if we can have an ad-hoc communication with those individuals to review materials, etc.**

- d. Community Events Funding:
  - i. Smaller grant funds (\$500-\$3000) for organizations. Learn more online at [Community Councils - JWB \(jwbpinellas.org\)](http://jwbpinellas.org).
  - ii. Question about timing at last meeting: 60-180 days to apply within event.
    - 1. Yes, there is a system to work it out if you apply for event in old fiscal year and then funds can roll over to new fiscal year.
    - 2. Many applications are coming in!!
      - a. North County (including, Hispanic Outreach Center, Speak Up Youth Mental Health, and Help Me Grow).
      - b. South County (including, Baby Talk Conference)
    - 3. Mid-County (including, Learning Empowered for June 22, Juneteenth event; PEHMS Mental Health Conference)
    - 4. Due to success, looking to request more funding for next year.

#### IV. JWB Updates:

- a. Turbo Babies (no latest updates)
  - b. Youth Leadership Committee:
    - i. Have focused on signature project for childhood hunger initiative (three recipes and how-to video, and a recipe box). Distributed to 100 kids in all three regions, North, Mid and South (Hispanic Outreach Center, High Point, Boys & Girls Club, St. Petersburg).
    - ii. **To-do: Youth made video, will share soon!**
  - c. **JWB Children's Summit:** Yaridis and Julianne provided a recap of the summit which focused on healthy monitoring and use of electronics and social media with youth. Several useful tips and resource documents were shared during the council meeting and via email.
  - d. **Council Discussion:**
    - i. **Question from Catarina, LANFC:** Hearing the summit Idea of core value and kindness campaign to others. Can JWB be more involved in that type of campaign?
      - 1. **Pastor B:** There are new apps to protect kids as well that parents can install.
- **Next Meetings:** April 4<sup>th</sup>, Mid-County Council Meeting at Pinellas Park Public Works.
  - May 4: Grand Families, Mid-County Event!
  - June 6: Thursday, Potluck (just a light agenda) for Mid-County Council Meeting

*Meeting Minutes respectfully submitted by Julianne Perez, Secretary of Mid-County Council*