Roman: Today is January 15th, 2019, and we are opening up our Public Affairs Committee meeting. The first one of 2019. The time now is 6:37 PM. Let's take a moment of silent meditation before the Pledge of Allegiance.

[silence]

All: I pledge allegiance to the flag of the United States of America, and to the Republic for which it stands, one nation under God, indivisible, with liberty and justice for all.

Roman: Madam village manager, may I please have roll call.

Christia: Yes, ma’am. Vice Mayor Omar Nickerson.

Nickerson: Here.

Christia: Mayor Claudia Cubillos.

Cubillos: Here.

Christia: Councilperson Vimari Roman.

Roman: Here.

Christia: You have a quorum, Chairperson Roman.

Roman: Next, we have the approval of agenda. For right now, we just have the tracking report that we're going to go over. Does anybody have anything else that you want to add?

Nickerson: No, madam chair.

Roman: Okay. With that, do we have a motion for approval?

Cubillos: I'll make a motion to approve the agenda.

Nickerson: I'll second the motion to approve the agenda.

Roman: Mayor Cubillos has the motion, vice mayor has second, all in favor?

All: Aye.
Roman: I didn't see any minutes in our report, did you guys see them?

Nickerson: I didn't see them.

Cubillos: No.

Roman: Okay, so we'll move that over for the next meeting. We do not have anyone in Good and Welfare present, so we're going to move forward, and we'll go forward with the tracking report. What I've done here is that I printed out the budget for Public Affairs, and I took a look at the tracking report that was emailed by the clerk which I realized that it was very outdated, and decided to just go ahead and update the report myself according to what our budget has. I also added a column, that's just the actual expenses. I just think that's an easier way for us to keep a track-

Cubillos: It's a good idea.

Roman: - of the expenses especially since many of our items here are budgeted items. Right now, the numbers that are there for the budget is obviously based on our 2018/2019 budget. There's a couple of items that we didn't have any numbers for, which I wanted to just go over. One is, it says here, this was on the report already, and I just left it there for the website. Mayor, is this to be upgraded in this fiscal year?

Cubillos: Yes, she needs to provide what that would look like. I think the only thing that she has made--

Roman: Who is she?

Cubillos: I'm sorry, Sarah, she is our website manager. What she may have mentioned to both the clerk and I is that there's not a problem bringing it up-to-date as it relates to maybe like a new face or facelift. The thing is that all of the oldness that's on there is how is it and where is it archived. I think that's the only thing. What we have made sure to do, and I think all of us are active in doing that is making sure we are always sending information to the clerk or to the manager or to Sarah herself to make sure it's always up-to-date and it's fresh.

That we're doing much better of, but as soon as she submits something to us, it's something for us to approve and we have the budget for because to get a whole new website to include an app and maybe better police reporting or more police reporting, it'll probably cost a bill of like $5,000 or $10,000 and we just haven't really done that yet because it's what we have been doing has worked, just a minor updated.
Roman: Okay, so right now we don't have estimates from her?

Cubillos: No.

Roman: At this moment in time, let me just be clear again and we'll go to you, what we're looking to possibly get a quote for is if we want it to add an app and if we wanted to add police reporting to the website.

Cubillos: More of like user-friendly because I think if you add an app, then the website is more app-driven, so you have to click on an icon and then it takes you somewhere. Right now, it's not like that, it's more like pages. When Sarah and I first talked about what that would look like, and that was probably three years ago and now it's like $5,000 back then, but I honestly have not re-spoken or brought it up to her. I've just more focused on ensuring that she gets as much up-to-date information as it relates to everything that we're doing and things. Actually right now, I know that we need to upload some videos and things like that to make it accurate.

Roman: I don't think I've seen that. It doesn't have a search, so I think it would be good to have a search where you don't have to go through the entire- you can just type in something and it'll just come up. I do agree that it does need to get updated, and I'm sorry, did you have something, Norman?

Norman: Yes, if I may. Last week we had the studies attorney's luncheon. The entire focus of the luncheon was website accessibility concerning ADA compliance. Without getting too specific in terms of the concerns, there is this wave of litigation. That's where we're seeing most of the municipality litigation and the suggestion was villages and cities that have their websites should have a simple audit done by the Miami Lighthouse to make sure that our websites are compliant. What I'll do, maybe we could send you my notes and the outline of the talk, it was really well done.

We had Christopher Stance who's the lead counsel from the League of Cities, it was moderated by Hanse Hansenot, the Sunny Isles Village. They just went through the whole process.

Roman: Okay, Sunny Isles?

Norman: Right, and they also had the executive director from the Miami Lighthouse. Her name escapes me, but she's can't see. What they do is they come in and they take a look at your website to make sure it is actually compliant to avoid these types of flash losses that are going on in the country.
Roman: That's great. As we are deciding to update it, that'd be a good time for us to do it. Excellent. Any feedback, Christia?

Christia: No, except that if we are going to do the upgrade, we should also have forms on there, like the formatting and all that too. I'm sure we have a good list to present and to get closer.

Roman: You plan for the new fiscal year?

Christia: Yes.

Roman: Okay, and then, vice mayor, did you have anything for us? [laughs]

Nickerson: No.

Roman: Updates?

Nickerson: No, thank you, madam chair.

Roman: Okay. All right, so we'll leave that blank for now. I have a quick question. I know that there was some back and forths about some of the council perhaps giving some of their funds over to the horsemen. Did that ever happen? Because we have $250 here budgeted that are still here.

Christia: No, that never happened. We're exploring other options.

Roman: Okay, perfect. That's $250 that's still available for horsemen.

Christia: Right, yes.

Roman: Okay.

Speaker: [inaudible 00:07:53]

Cubillos: Yes, general things that we use for- we do a walk with them or the village-wide cleanup that we do with the children and the police officers or anything that they may need for it. Just a lineup. We've always had a lineup for horsemen.

Roman: That cleanup is not on here, should we add that cleanup to this?
Cubillos: I don't know. I think the cleanup is on the public safety because it's generally the one, the police officers, but it could be in either one, but you're right, it's not on here.

Nickerson: It's on the older one.

Cubillos: No, they don't have a cleanup.

Christia: No, that's separate.

Nickerson: The Little River.

Christia: It's not on the old one because I looked at the old one.

Nickerson: It's not on the old one.

Cubillos: The village-wide cleanup is always been on the public safety because it's always something that is done with the police officers, but when you really look at every event, all of them are done with them, so it doesn't matter.

Roman: I think we should keep all the events in one, and it is part of Public Affairs. What is that called again?

Cubillos: I called it operation village-wide cleanup. It used to be done in October for many years. I offered to do it in April because it was the fourth month, and so we started doing it April probably like two years now, so it's set for April.

Roman: Do you remember off the top of your head what was the budget? I can look it up.

Cubillos: I don't remember.

Roman: Okay, that's fine.

Cubillos: If it is, it's small.

Roman: We'll add that here. The role models, unfortunately, I just confirmed with the manager that that was not secured for us this year, so that's $750 that we have there. Definitely, I recommend that we keep it on there, fast forward to the following year, and then hopefully, we can jump ahead, invite the table and be represented there. We have the senior luncheon, which was added at the budget, the state of the village, the Little River cleanup, the League of Cities dinner. This is for our table, right?
Cubillos: The League of Cities is for the table.

Roman: Then the turkey giveaway, that's a donated item, correct?

Cubillos: Turkey giveaway, we receive about 40 tickets from the League of Cities.

Roman: Okay, so do we have to budget anything for that?

Cubillos: I was going to say something when you got down to Christmas. You added the column for budget, which I thought was great, you added the actual expense, which I thought was great, what about adding a column for--

Roman: Dates? For what?

Cubillos: Donations. Donations and sponsors so we can keep track of what's actually raised. That also might be a good idea because one of the areas when we raise money is fully for these events. That might help offset when you realize how much we're spending and what have you. I was going to bring that up over at Christmas. With the toy giveaway, one of the things that I had looked at was, I got a lot of sponsors this year, and I'm looking to be able to do that for the turkey giveaway this year.

Roman: Okay, we'll leave it at donated and not budget anything.

Cubillos: Yes, and then add a column.

Roman: Because nothing was budgeted, so we just leave it there. Then I did want to leave the welcome wagon. This was all here, but I do believe that this is important. I never received this when I moved in, which was almost, gosh, 17 years ago, but I'd like to perhaps for us to implement something because I think it is a great way to welcome someone that just moved in.

Cubillos: We have the sample pamphlet. There is a sample pamphlet that has all the basic information that when you move into El Portal, we're like, "Who do you call or how do you do this?" and all of that, so there is a sample pamphlet. I know I have the electronic version, I don't have a hard copy of it. If there's something that we want to tackle, I can definitely send it to the clerk and then we can all have it, but I have to look at it somewhere archived, but I definitely have the old version of it.
Roman: Maybe this is something we can look at for the next meeting. It’s have all that doc, bring it here, and then maybe discuss it. Then in the meantime, Christia, I guess you can figure out how it is that we learn that someone new has moved in, like in terms of purchasing the houses because we got to track that in order for this to work. We have to track who's purchased in the village and then I don't know how rentals go. Is there anything that needs to be filled out here for rentals?

Christia: No, I can't imagine, but we'll look at this some more.

Cubillos: Christia and I worked on, months ago, the re-occupancy list. The re-occupancy lists will help you determine who's new in the village, but when we pulled it up, it was giving us who sold as opposed to who purchased. We just have to find a way to do it the other way around because years ago, I know that I had gotten it a couple of times and it allowed me the opportunity to send the note to them saying, "Welcome to El Portal. You just bought a home here." It's a matter of when Ms. Bubbly gets, I think Blair, right?

Christia: Yes.

Cubillos: Maybe get squared away and we're acclimated with the system to see if there is a way that you can do a search or look, search for fields or what have you. I know there has to be a way because it was done years ago, but I don't know if since then the system has changed. That I don't know because we're talking probably like eight, nine years ago when I first did it.

Christina: Then we'll look into how we can research that or get that information if we can.

Roman: Maybe we should, I know you've got a lot on your plate going on and somebody can assist, but perhaps you can, before our next meeting, if you can, if not, this is not pressing. We could always move it, it's find out how we can track it because it makes no sense for us to look at what we're going to be offering them if we're not going to be able to track it, but I'm sure we should probably find a way to do that.

Christia: Okay.

Cubillos: All right. Next, we'll move on to the newsletter. I know that this has been going on for a number of years and we have it quarterly. The only thing I've never seen is a budget. The cost of it, I've generally used my discretionary report to print them out. Ironically enough, Christia just asked me the question, "Hey, do you want to put it? Go ahead and put it on the budget" because I keep using my discretionary to pay for the printing of it. There are actually
been times that I paid for and not even trying to receive. It's something that we could talk about because the newsletter is something that I hope keeps going on.

As a matter of fact, one of the things that I did do was, as a matter of fact, just this morning, I sent over to, because of the last article most of you put into submission. One of the goals that I'd like to achieve is to have all of you submit articles more often; the attorney, the police department, the manager, every council member. Then I sent in an email to our senator and to our representative, and I sent them the link. It was really hard to send them the link because it's such a big file, but asking them that for the March issue because it's so close to legislative session that I really hope that they can put a spotlight in there as far as from their perspective, how do they see the legislative session coming along.

We can put it from our perspective on when we are hoping to get monies for the village, stormwater and what have you, but from their perspective, how do they see state ruling going with public records requests, how do they see it with home rule and things like that. That was just today that I sent it to Senator Pizzo and Representative Joseph, but I didn't get a response back yet. Hope they know. Hoping that that becomes more of that informational piece to El Portal.

Roman: Great. When is the due date for each of the quarters?

Cubillos: The idea is always to have the newsletter out at least two weeks before bulk pickups so that the residents are fresh in their mind. That's right, bulk pickups is coming. It would be great if I can have the submissions for the first quarter by February 15th, and then if you look at the bulk pickup of every quarter, guesstimate like five weeks before that. If we can get a submission five weeks before that, and actually if you take a look at it right here, I think it's on here, like January 9th, April 7th, July 7th, October 7th.

Christia: Five weeks before bulk.

Cubillos: At least because you figure it takes about, by the time she gets it and all that, at least we can have the tune to actually come to life.

Roman: I just think it'd be great to send out a calendar invite to everybody. Because I know that if I don't put something on my calendar, it doesn't happen, so that way we all have it, and then everyone knows, and no one feels like they're left out. I will get the dates and then, Christia, do you think you can send the calendar invite?

Christia: I will have the clerk send the calendar.
Roman: The clerk, okay.

Christia: We'll do it. Somebody will do it.

Cubillos: Yes, that's better because not all of us remember. Some of us remember and then when you get it, it's like just three people or four people as opposed to all of us.

Roman: All right, so we'll do that. I'll just get the dates over to the clerk, I'll send them to the clerk, I'll just CC you [laughs].

Christia: Okay, thank you.

Roman: All right. Okay, so that was the newsletter National Night Out backpack. I know it's mostly donations, correct?

Cubillos: Yes.

Roman: Okay, all right, so we'll do that. Then we've got Easter, the annual 5K. Now, off the top of my head, I couldn't remember when the annual 5K is.

Cubillos: The third Saturday in May.

Roman: Okay, so third Saturday of May. I guess we should go through the dates for these. Fourth of July obviously is 4th of July, Halloween, Christmas, and then Arbor Day. Then Arbor Day is when again?

Cubillos: Barbara Fewshal has it at the second Saturday in March.

Roman: Okay, second Saturday in March. All right, so let's go back real quick to-- Senior luncheon, do you have an estimated timeframe?

Cubillos: No, it's really when the chair wants to do them. Last year I think we only had one and we had it in February for Black History month.

Roman: Okay, so in 2018 this happened February. Then State of The village that happens in?

Cubillos: The fourth Tuesday in August.

Roman: The fourth Tuesday. I'm going to add the dates to the tracking, I think it's easier. Then the Little River cleanup, when is that again, do you remember?
Cubillos: The Little River cleanup, Kristen McLean usually has the date picked out. It's going to be a little different and special this year. We're working on a project together along with the Florida League of Mayors. It's going to be a broad project, but I don't know. She usually picks the Saturday after Arbor Day or the first Saturday in April. We try not to do it anything after April because it gets too hot.

Roman: Right, okay. I'll touch base with her in regards to the date that we're planning on this year. Then the League of Cities dinner, when is this?

Cubillos: The League of Cities dinner will be May 4th this year.

Roman: May 4th, okay, and the turkey is November, we got that. National that summer, that takes place in August?

Cubillos: National Night Out is done on the second Tuesday or is it the first Tuesday? No, the first Tuesday in August, but some cities or some metropolitan southern cities are hot, they also do it in October. We've traditionally always done it in August because we do it combined now with the backpack giveaway, but it's the first Tuesday in August. That's National Night Out.

Roman: All right. Then Easter, does anybody know if Easter is early this year?

Christia: It's late, it's late April.

Roman: April. Okay, got it. Late April. I'll find out the day and then we'll figure out when we'll do that. Fourth of July, Halloween is October, so we've got that. Then our next event will be the Arbor day for March. Is Barbara Fewshal still the chair?

Cubillos: No, Barbara Fewshal, last year was the first year that she was not the chair. It was coordinated by the administration along with the Public Affairs committee, and then the El Portal Women's Club coordinated the food as opposed Janice doing it. Barbara Fewshal did all the logistics for the event, and then Janice Cockwood coordinate the food in other countries, but last year was the first year that it was different. Last year the administration coordinated the events and the Women's Club coordinated the food.

Roman: Is this something that we would like to see, chair because perhaps we can do that?

Cubillos: No, in order to be Tree City USA, you must have a tree board, it's part of the requirements. That is manned by a chair and two members, but for this year, we're going to be selecting and solidifying. That's the only way that you're actually are a Tree City USA. Christia
Roman: Have the board.

Cubillos: Arbor Day and a celebration.

Roman: It's the chair and--

Cubillos: Two member, yes.

Roman: - two members. Okay, so we'll have a new chair shortly, and then the two members, and then you'll get that to Christia so that she can get it to the--

Cubillos: Yes.

Roman: Then we can see if the chair can take the majority of the planning over. I'll ask the woman's club if they still want to participate with this.

Cubillos: Logistics of the food?

Roman: Yes, and then we'll get planning on that. That's our next event. It looks like we don't have anything until Easter after that in April. Then also, the Little River cleanup at some point in April, and then May will be the annual 5K, League of Cities dinner, May. Then looks like there's nothing June. July 4th, then August the State of the Village, National Night giveaway. September, December we don't have anything. October, Halloween, and then we have Christmas. The only one I did not mention was the senior luncheon, which I guess we can take a look and fill in.

Cubillos: What I wanted to touch base real quick was Christmas. I know Christmas this year we did a little differently than we've done in years past, but I also think that maybe to that should be the toy drive giveaway, which is something that generally the mayor has done with the police officers. This year, well, last year, I was able to get at least four really good donations. What we've done because the demographic have changed so much in El Portal, for two years now onto the third year, we go to Miller because that would be the school closest to our town even though it's not in our town.

Roman: It's not.
Cubillos: Yes, two years ago, we first did it there. The question is we need to see how much money was actually spent for the Christmas event that they had here, and then put the line item, the column here as far as the money that were raised, and then what was spent. I think that when we look at Christmas here, it's to take a look at what we do for the town as well as the toy drive so we don't forget the toy drive.

Roman: Okay, so the toy drive was not done this year?

Cubillos: It was.

Roman: It was, okay. What was different this year or last year 2018?

Cubillos: Last year we had food truck night, we had Santa Claus, we had the tree lighting outside, we had the fire truck that came with Santa Claus.

Roman: I didn't come this year.

Cubillos: You weren't at the meeting on December when a resident came and was like, "You guys didn't do anything for Christmas," and then we explained that we had scaled things back, but in years past what we had done. This year what they did was Councilperson Mathis combined it with the Women's Club, and the woman's club was showing the movie Elf. He combined lighting up the tree in here along with painting ornaments, doing yourself ornaments. He did it the same night, him and the Women's Club booked it so that it was the same night that the APC train came. It was all the same night because the APC train comes by and that's something that they always do by themselves.

Roman: Got it. Do you have anything to add, vice mayor? Sounds like you do.

[laughter]

Nickerson: I remember that night when we were here and I was speaking to the Women's Club. I don't know, just something to put out there. I don't know. The Women's Club, they're starting to do a lot of things that are starting to combine with us in a way like events in the village and stuff like that, but sometimes they're struggling to make everything happen. I didn't know if maybe, not to give them a line item or anything like that because they're not part of the actual village, but we might be just going forward just keeping in mind that I think that they're alleviating some of the burden on us when they do combine with more events.
I think maybe we should probably reach out to them even more often to combine maybe even more of it. Along with that, it could help save us some money. I think it's something you might want to consider because a lot of times things get done better when there's a lot more hands involved because then there are more people involved, it's more powerful. I noticed that and when I approached them during that Christmas situation, Christmas celebration, I brought that up to them maybe them in the village, they're the women of El Portal. It's just something I think to keep in mind.

Roman: Right. No, I think we've partnered quite a bit in the past. I will reach out to them and find out what they have under calendar for this year, and I guess we can take it from there and then see you. I did that last year. Although I wasn't part of the Public Affairs committee, I did meet with them to see, because I am part of Women's Club, how we can combine our efforts. I will do the same this year.

Cubillos: I just looked up, Arbor Day is the second Saturday, that's by resolution, so it's the second Saturday in March.

Roman: Okay, so it is. That's by resolution, okay.

Cubillos: Yes.

Roman: Excellent. I don't have anything else in regard to Public Affairs. For the moment, I will put on my creative hats on to see if there is anything else that we may want to incorporate or ways that we can get out there more and get some factual information out, and all that's needed so that we can come together as a village. That will be my goal is to try to unite us a little bit more and have a peaceful year ahead. Hopefully, with Public Affairs, we can do some of that, but that's it. Anything else? Does anybody have anything?

Cubillos: No.

Nickerson: I'm looking forward to working with you, madam chair, I appreciate being on your committee.

Roman: Thank you. That said, do I have a motion to conclude this committee meeting?
Cubillos: Motion to adjourn.

Nickerson: I'll second the motion to adjourn.

Roman: Okay, the mayor has the motion, second by the vice mayor, all in favor?

All: Aye.

Roman: Aye. The meeting has ended. It's 7:06 PM. Thank you.

[00:28:59] [END OF AUDIO]