



AGENDA

PALM BAY MUNICIPAL FOUNDATION, INC. DISASTER RELIEF COMMITTEE EXECUTIVE BOARD

Regular Meeting No. 2019-01
Thursday, March 28, 2019 – 6:30 P.M.
City Hall Council Chambers, 120 Malabar Road, SE

CALL TO ORDER:

ROLL CALL:

PRESENTATION:

1. Disaster Relief Committee Mission – Juan Bermudez, Vice-Chairman.
2. Committee's introduction to community leaders and stakeholders.
3. Presentation of proceeds from the Mayor's Ball to the Committee.

ADOPTION OF MINUTES:

1. Special Meeting No. 2018-05; October 1, 2018.

PUBLIC COMMENTS: (Non-agenda items only)

Public Comments on Agenda Items – Individuals wishing to speak on specific agenda items can do so at the time the item is being considered by the Board. The Chairperson will ask if there are any public comments prior to the Board taking action on the item. All speakers will be limited to three (3) minutes each.

NEW BUSINESS:

1. Consideration of draft webpage and Committee marketing tools; Q&A with City staff.
2. Discussion of assistance related to the recent U.S. Southeast tornadoes and Midwest flooding disasters.
3. Discussion of staff communication with, and distribution of information to, the Committee.

OTHER BUSINESS:

1. Schedule date for Committee to deliver donation to the SPCA of Brevard.

ADJOURNMENT:

If an individual decides to appeal any decision made by the Disaster Relief Committee with respect to any matter considered at this meeting, a record of the proceedings will be required and the individual will need to ensure that a verbatim transcript of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based (FS 286.0105). Such person must provide a method for recording the proceedings verbatim.

In accordance with the Americans with Disabilities Act, persons needing special accommodations for this meeting shall, at least 48 hours prior to the meeting, contact the Legislative Department at (321) 952-3414 or Florida Relay System at 711.



Palm Bay Municipal Foundation, Inc.

**Disaster Relief Committee
Executive Board (DRC)**

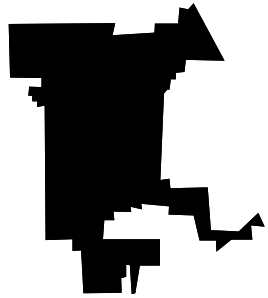


Mission of the DRC:

**To serve as a resource
and conduit for collecting
funds that will be distributed
to non-profit, charitable and
relief organizations during
and after a **Disaster****



Relief could be provided on many levels



Local



County



State



National



International



The success and impact of the program will rely completely on local:



Businesses and Organizations



Churches and Clergy



Community



City Departments



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DISASTER RELIEF DONATIONS

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The City of Palm Bay's Disaster Relief Committee was established on October 3rd, 2017 following the disastrous effects of Hurricane Maria and Hurricane Harvey. The Disaster Relief Committee was born out of the simple idea that we, as individuals, can help to make a huge difference in the lives of those who have experienced a major disaster when we come together and combine our efforts.

Presided over by Mayor William Capote, the newly formed Disaster Relief Committee Executive Board is intended to serve as a conduit so that citizens and City employees can help those affected by local, national and international disasters and tragedies. The City will work with the Disaster Relief Committee Executive Board to collect money to be distributed to non-profit, charitable and relief organizations. All funds raised and disbursed through the Disaster Relief Committee will be reported to the Palm Bay Municipal Foundation and kept on record.

The Palm Bay Municipal Foundation is exempt from federal income tax under Section 501(c)(3). All proceeds go towards identified natural disasters or disasters needing assistance.

Donate

Please note: All funds donated through PayPal are subject to a fee, which will be deducted from the amount donated.

The Disaster Relief Committee's first recommendation, approved by the Palm Bay Municipal Foundation, Inc., was a \$150 donation to the SPCA of Brevard to assist with the care of animals they have taken on locally as a result of Hurricane Florence.

Current members of the Disaster Relief Committee:

- Mayor William Capote, Chairman
- Juan Bermudez, Vice-Chairman
- Lori Parker, Committee Member
- Dawn Bittar, Committee Member
- Shaun McFadden, Committee Member

You may contact the Disaster Relief Committee by calling Palm Bay's Legislative office at (321)952-3414.



Benefits of working with the DRC:

Centralize Hub to
Support Relief Efforts

Tax Deductible Donations

Trusted Fund Manager



Disaster Relief Committee Executive Board 321-952-3414

Mayor William Capote, Chairman

Juan Bermudez, Vice-Chairman

Lori Parker, Member

Dawn Bittar, Member

Shaun McFadden, Member

CITY OF PALM BAY, FLORIDA

**PALM BAY MUNICIPAL FOUNDATION, INC.
DISASTER RELIEF COMMITTEE
EXECUTIVE BOARD
SPECIAL MEETING NO. 2018-05**

Held on Monday, the 1st day of October 2018, at the City Hall Annex Community Room, 120 Malabar Road, SE, Palm Bay, Florida.

This meeting was properly noticed pursuant to law; the minutes are on file in the Office of the City Clerk, City Hall, Palm Bay, Florida. The minutes are not a verbatim transcript, but a brief summary of the discussions and actions taken at the meeting.

The meeting was called to order at the hour of 6:31 P.M.

ROLL CALL:

CHAIRMAN:	William Capote	Present
VICE CHAIRMAN:	Juan Bermudez	Present
MEMBER:	Lori Parker	Present
MEMBER:	Vacant	
MEMBER:	Dawn Bittar	Present

CITY STAFF: Present was Terri Lefler, Deputy City Clerk.

ADOPTION OF MINUTES:

1. Regular Meeting No. 2018-04; July 16, 2018.

Motion by Mr. Bermudez, seconded by Ms. Bittar, to adopt the minutes. The motion carried unanimously.

PUBLIC COMMENTS:

There were no public comments.

OLD/UNFINISHED BUSINESS:

1. Discussion of the Committee's duties and responsibilities.

Mayor Capote announced Ms. Torres' resignation from the Disaster Relief Committee (Committee) and advised the City would begin the process of soliciting applications.

Ms. Parker verified that all members understood the Committee was only to collect monies, not physical items. Mayor Capote confirmed and reiterated that the Committee would decide which organization(s), on a case-by-case basis, would receive the proceeds from donations. He would have liked for a member to have engaged the Committee after Hurricane Florence. He explained that any member of the Committee could request an emergency meeting by communicating directly through the City Clerk's Office.

Mr. Bermudez expressed concern that the Committee did not yet have a webpage or donation link in which to refer the public. Mayor Capote explained that an emergency meeting could have been called pertaining to Hurricane Florence and that a webpage and link to collect donations could have been created at that time. He stated that the City had done something similar for Puerto Rico and the Committee could have mirrored that donation link. Mr. Bermudez asked for clarification as to how the Committee intended to be prepared for an emergency, how the Committee would communicate with the community to solicit funds, and how people could donate to the Committee.

Ms. Bittar felt the purpose of the marketing piece discussed at the last meeting was to bring awareness as well as engage the public. She felt it was for informational purposes only, but it would be a proper way to introduce the Committee to the stakeholders. Mayor Capote explained that the Committee was already a known entity as it had been approved by the Palm Bay Municipal Foundation, Inc. It was up to the Committee to spread the word. He stated that the Committee would be able to make decisions towards multiple causes, such as Hurricane Florence and the Indonesian tsunami.

Mayor Capote suggested that the Committee create a Facebook page. Ms. Parker suggested a permanent webpage for the Committee be created with a link to be able to donate at any time. Ms. Bittar felt it would be important to identify the purpose of the Committee on the webpage containing the link to donate (i.e. Palm Bay Municipal Foundation, Disaster Relief Committee; all proceeds go towards identified natural disasters or disasters needing assistance). Mr. Bermudez requested that the link be easily accessible on the City's homepage. Mrs. Lefler suggested adding the PowerPoint presentation and informational flyer to the Committee's webpage. Ms. Parker offered to maintain the Committee's webpage. Mr. Bermudez suggested adding a link to the Committee's Facebook page, referring individuals to the Committee's webpage on the City website. Mayor Capote mentioned that the City could engage its employees to donate, possibly through payroll deduction, stating that it would be a tax write-off. Mrs. Lefler offered to collaborate with the Communications and Information Technology Director to create the webpage, live donation link and Facebook page.

2. Discussion of marketing material related to the Committee.

Ms. Parker confirmed that an invitation for the community meeting would still be distributed. The Committee approved the draft invitation, prepared by Ms. Parker, for the upcoming community meeting.

Mr. Bermudez inquired about cash donations in which Mayor Capote advised cash donations would not be accepted; the donations would only be taken through a link on the website. Mr. Bermudez stated that some individuals may collect donations and bring the lump sum of cash into the City. Mayor Capote suggested that the individual(s) collecting cash donations deposit the money into a checking account and then write a

check to the Committee. Mr. Bermudez asked for the individual responsible for accepting the check donations so that receipts for the tax-write off could be provided. Mayor Capote stated it would be the Finance Department and that the details would be worked out at the community meeting since the City department heads would be in attendance.

Ms. Bittar felt that some individuals may not be comfortable donating through the website and asked if a donation box could be available at City Hall. Mayor Capote stated that would be a question for the Finance Director and should be discussed at the community meeting. Ms. Bittar questioned if donation boxes could be placed at businesses and churches for pocket change donations in which Mayor Capote reiterated that would be an item for discussion at the community meeting. Mayor Capote stated that he would like to see the Committee collaborate with City staff and the stakeholders at the community meeting before the Committee made its final decisions, which would then be put to a vote.

Ms. Parker asked if the invitation should include additional wording, such as advising of the Committee's role and goals. Ms. Bittar suggested that the invitation explain that the community was invited to partner with the Committee. Mr. Bermudez felt the invitation should remain as initially drafted and the additional suggestions could be placed in the PowerPoint presentation. The Committee concurred to finalize the invitation as initially drafted, without additional wording.

3. Consideration of rescheduling Committee's meeting date with community leaders.

The Committee tentatively scheduled the community meeting for Tuesday, November 13, 2018, at 6:30 p.m., in the Council Chambers, pending Council Chambers availability. Mr. Bermudez asked if the live donation link could be up and running for the community meeting. Mrs. Lefler advised that she would confer with the Communications and Information Technology Director.

The Committee concurred to continue further discussion on Item No. 2, Old Business, at this time.

☛2. Discussion of marketing material related to the Committee.

Mayor Capote wanted to continue discussion and review of the draft PowerPoint presentation prepared by Ms. Parker. Mr. Bermudez suggested changing the word "Churches" to "Clergy" in which Mayor Capote recommended "Clergy/Churches." Mayor Capote suggested removing the slide that showed what the Committee was asking from resources as he felt it was repetitive. Ms. Bittar asked if that slide could be replaced with a snapshot of the Committee's webpage/link. Mr. Bermudez pointed out that the stakeholders were also referred to as resources in the PowerPoint presentation; the Committee concurred to reference as stakeholders. Mr. Bermudez asked that notes

be added to the slide containing talking points so that the Committee had the proper tools on what to say during the community meeting. Ms. Bittar suggested a black outline around the white lettering throughout the PowerPoint presentation. Ms. Bittar recommended changing “tax write-off” with “I.R.S. tax deductible donation.” Ms. Parker stated that she would remove Ms. Torres from the Committee members listed on the PowerPoint presentation.

Mayor Capote advised the Committee to encourage those that may be interested to apply for the vacant position.

NEW BUSINESS:

1. Discussion of assistance related to Hurricane Florence.

Mayor Capote advised that the Committee had approximately \$300 in the budget that could possibly be put towards Hurricane Florence efforts. He clarified that as soon as a disaster may start brewing, the Committee should activate and meet. Ms. Parker recommended making a donation to the American Society for the Prevention of Cruelty to Animals (ASPCA) to help with animal rescue efforts from Hurricane Florence.

Motion by Ms. Bittar, seconded by Ms. Parker, to donate \$150 to the SPCA of Brevard, located in Titusville, on behalf of the animals being supported as a result of Hurricane Florence. Motion carried unanimously.

Mr. Bermudez offered to assume the responsibility of also talking with military personnel.

OTHER BUSINESS:

There was no other business.

ADJOURNMENT:

There being no further business, the meeting adjourned at the hour of 7:47 P.M.

William Capote, Chairperson

ATTEST:

Terri J. Lefler, Deputy City Clerk