

MIAMI-DADE COUNTY
OFFICE OF THE CHAIR
HISPANIC AFFAIRS ADVISORY BOARD
ANNUAL RETREAT MEETING SUMMARY
MARCH 12, 2013
6:30 – 9:30 PM

LA PORTENA RESTAURANT
8520 SW 9 STREET
MIAMI, FLORIDA

MINUTES

PRESENT:

Magali Abad
Abbie B. Cuellar
Lyse Cuellar-Vidal
Christina F. Gomez-Pina
Yvelice Gonzalez
Jorge N. Iglesias
Edilfa E. Perez
Armando Rodriguez
Vivian Rosado
Felipe Villaraus

EXCUSED:

Xiomara Casado

Guest: Betty Prieto, Stenographer, Dynamic Reporting

Board Chairwoman Lyse Cuellar-Vidal opened the meeting at 6:40 p.m. She welcomed and thanked HAAB Members and guest for attending the meeting. She wished them a good evening and again thanked them for being present and for celebrating her birthday with her. She explained that the Annual Retreat Meeting is the most important meeting of the year because it will set the direction that the board will take during year 2013. It will detail the initiatives and programs that the Board will implement during the year. The meeting was held at La Portena Restaurant 8520 SW 8 St., Miami, Florida.

She welcomed and introduced new Board Member Armando Rodriguez. Mr. Rodriguez has been appointed to HAAB by Commissioner Bruno A. Barreiro, District 5. She asked him to say a little bit about him.

New Board Member Armando Rodriguez thanked Chairwoman Cuellar-Vidal and HAAB Members for the warm welcome. He said that it is a great pleasure and honor to be able to participate as a board

member of the Hispanic Affairs Advisory Board. He is looking forward to working with all the members in the projects that will bring benefits to the Hispanic community of Miami -Dade County. He explained that he was the marketing manager for Ocean Bank for many years and he had the opportunity to work with HAAB. He is familiar with some of the board's programs and he is happy to be able to participate in their development. When he was with Ocean Bank he provided lots of support to the Hispanic Art Expressions Exhibit. He co-hosted exhibits at the bank that had a great turnout and provided a great platform for all the ethnic groups to interact. He has a hobby and passion, music composer and plays different musical instruments. Mainly, he plays the Spanish Pipe. He spends hours every day either composing or playing music. He is dedicated to the music full time now, and he enjoys it very much.

Chairwoman Lyse Cuellar-Vidal asked HAAB Members to introduce themselves and say a little bit about their lives, so that Mr. Rodriguez could get familiar with them and know them better.

All HAAB Members introduced themselves and said a little about their lives.

HAAB Chairwoman Lyse Cuellar-Vidal asked HAAB Members to review the Board Retreat Agenda and the Board Meeting Minutes of the February 12th Board Meeting and to make a motion to approve them.

Board Member Edilfa Perez moved to approve the Board Retreat Agenda. Board Member Magali Abad seconded the motion and the motion passed.

Board Member Magali Abad moved to approve the February 12, 2013 Meeting Minutes. Board Member Abbie B. Cuellar seconded the motion and the motion passed.

Year 2012 Board Achievements:

Board Member Magali Abad spoke about the Hispanic Business Summit that HAAB hosted in partnership with the South Florida Hispanic Chamber of Commerce. The Summit was a project of the HAAB Outreach Committee and Ms. Abad is the Chair of the Committee.

The Outreach Committee Members decided to host an educational summit on a topic of interest to the Miami-Dade County constituents. Given the fact that the Hispanic community has grown so much and it keeps on growing, they decided to present a summit that addressed the impact and power Hispanics/Latinos have in our nation. Therefore, a panel of experts presented their views on the growing Hispanic community, how it is perceived by the business community and the public in general, and their projections for the future in South Florida. The panel included the following topics; immigration/new Hispanic Generation, census/Hispanic growth, electoral process/Hispanic role, buying power/socio economic, and social media. The presenters were professional individuals that are very well informed on the subjects, it included; Agustin Garcia, President GarCorp, City of Aventura Commissioner Luz Weinberg, Dr. Antonio Villamil, Dean, St. Thomas University School of Business and Anjanette Delgado, Lead Digital Creative, Telemundo 51. Ms. Jackie Nespral, Anchorwoman, NBC 6 was the Summit Moderator. It was attended by over two hundred constituents who left the place very happy and with a wealth of good information.

Ms. Abad informed HAAB Members that Ms. Liliam Lopez, President of the South Florida Hispanic Chamber of Commerce contacted her and HAAB Director Maria Lazo to have a meeting and discuss the possibility of hosting another summit or forum this year. We already met with Ms. Lopez and we'll be calling a meeting of the Outreach Committee to start planning another forum/summit this year. There

are many important issues affecting many groups, but mainly Hispanics and it will be a great benefit to the community to educate them on an important issue. The One issue that we know will interest the community is the Affordable Care Act (ACA). So it will be a great topic to concentrate the summit.

Ms. Lopez agreed with her on the topic for this year's summit. She will be presenting the idea and topic to her members for discussion and approval. After her monthly meeting she will be meeting again with me and Board Director Maria Lazo to start planning the summit.

Board Member Edilfa Perez explained that it is very important that HAAB keep focusing on issues affecting the community and bringing the right information regarding those issues to the community. The best way to target the issues is by joining other Hispanic organizations to host public informational summits in the community. The South Florida Hispanic Chamber is a great organization to partner with to bring informational meetings to the community.

Board Member Jorge Iglesias, Chair of the Signature Events Committee explained that the 2012 Hispanic Heritage Month had been very busy. The opening event was on September 15 at the City of Sweetwater. Mayor Manuel Marono and the City of Sweetwater Council Members along with HAAB officially opened Hispanic Heritage Month. We continued hosting exhibits every Friday during the month of October 2012. We hosted exhibits at the City of Doral with Mayor Juan C. Bermudez and the Cultural Affairs Advisory Board, with Commissioner Audrey Edmonson, Commissioner Lynda Bell and in Coral Gables with Mayor Cason at the Coral Gables Museum. We also had the exhibit at the Stephen P. Clark Government Center Lobby during the month of October. All the events were well attended and our partners were very happy to see such a professional art exhibit.

Mr. Iglesias expressed concerned with the fact that the HAAB Director is retiring in July 2013 and the complexity of the Hispanic Heritage Month events. It takes a lot of time and dedication to fully accomplish the Hispanic Heritage Month Calendar. The Hispanic Art Expression Catalog is a long and tedious process to write it and produce it. It costs lots of money to reproduce it, so that means doing marketing to find the sponsors and donations to cover the cost of printing the catalog. Then, in order to carry out the October Calendar of Events, you have to have lots of patience and dedication to host an evening event every Friday during the month of October. The person that will be replacing the HAAB Director should be on board at least a month before Maria Lazo leaves the County to learn the process and get acquainted with the ongoing projects. So it could be a smooth transition.

Board Member Armando Rodriguez recommended that music as a musical concert be incorporated to the Hispanic Heritage Month Calendar. It could be a solo performance or a group performance singing Latin music.

2013 Board Initiatives:

- Board Member Abbie Cuellar proposed hosting a public forum/seminar on affordable housing. An informational/educational program on all the housing opportunities to the constituents. A panel of presenters to speak about Habitat for Humanities, Public Housing Programs and any other program available to the community.
- Board Member Armando Rodriguez proposed an addition to the Hispanic Heritage Month Calendar. A music event, a concert or performance featuring Hispanic musicians.

- Board Member Magali Abad proposed a Summit/Forum on the new Obama Affordable Care Plan. She proposed that HAAB join the South Florida Hispanic Chamber of Commerce as a partner to carry out the summit.
- Board Member Jorge Iglesias proposed a change to the Hispanic Heritage Event. He proposed to carry out the “Hispanic Art Expressions Exhibits” Calendar of Event, but he doesn’t want to produce a 2013 Hispanic Art Catalog. He will be doing a call to artists to last year’s artists to invite them to participate this year again. At the events, catalogs from previous years will be display and distribute to the guests. A program listing the names of all the artists will be prepare for each of the exhibits and distribute to the guests also.

Board Member Jorge Iglesias explained that his proposal will be the most sensitive alternative to maintain the Hispanic Heritage Month Signature Event. It will help make the transition of the retirement of the current HAAB Director and the entrance of the New HAAB Director somewhat smooth. The Hispanic Art Expressions Exhibit is a complex project that needs lots of attention, hard work and dedication every year. It is a long and time consuming process that has to begin early in order to be realized in a professional and organize way during the month of October every year. Another factor is the fund raising to cover the cost of producing the art catalog. We, the HAAB Members need to start raising funds for the 2014 art catalog.

Board Member Magali Abad recommended that all Board Members start looking for a sponsor to raise the money for the 2014 Art Catalog.

Creation of the 2013 Committees:

The HAAB Members decided to keep only two committees during 2013 to take on the year’s initiatives.

The Outreach Committee:

Members:

Magali Abad, Chair
Christina F. Gomez-Pina
Xiomara Casado
Vivian Rosado
Abbie B. Cuellar
Armando Rodriguez
Felipe Villaraus

Projects:

Radio/T.V. Appearances
Health Fairs
Summits/Forums
Workshops/Seminars

Signature Events Committee:

Members:

Jorge N. Iglesias, Chair
Vivian Rosado
Lyse Cuellar-Vidal
Edilfa E. Perez
Magali Abad
Armando Rodriguez

Projects:

Hispanic Art Expressions Exhibits
Music Festival/Concert
Other Signature Event or Special Project

Monthly Meeting:

HAAB Members discussed possible changes to the monthly meeting, but decided to keep it the second Tuesday of each month, at 6:00 p.m., at Cubaocho Art & Research Center.

Board Member Jorge Iglesias reminded all members that it is very important to attend the meeting every month in order to have quorum. It is also very important to be on time.

Closing Remarks:

Board Chairwoman Lyse Cuellar-Vidal reminded all HAAB Members that it is very important to attend the monthly board meeting so there will be quorum. She counts with all members' cooperation on attending the meeting and on being on time. She reminded them that they made a commitment with their appointing commissioner when they were appointed to the HAAB representing the different districts. They will attend the HAAB Monthly Meeting every month and they will be their representatives in the community. Your dedication and commitment is only for 2 hours every second Tuesday of each month. Aside from the monthly meeting, you'll dedicate a few more hours during the year attending the committee meetings and the signature events.

She thanked all members for taking time to attend the Board Retreat Meeting. She also thanked them for reappointing her to serve a second term as Chairwoman of the Board. She welcomed and thanked new Board Member Armando Rodriguez for joining the board and for attending the Board Retreat.

For a complete transcript of the Board Retreat Meeting, please visit our office at 111 NW 1 St., Ste.1034, Miami, Florida.

Meeting Adjourned at 9:55 p.m.

Maria Lazo
Recorder

