

DIVERSITY AND HERITAGE ADVISORY BOARD CITY OF PEMBROKE PINES, FL

March 21, 2023

The regular meeting of the **DIVERSITY AND HERITAGE ADVISORY BOARD** was called to order at 6:30 P.M. by Chair Hicks-Lee at the Frank Art Museum at Charles F. Dodge City Center, 601 City Center Way, Pembroke Pines, FL 33025

DIVERSITY AND HERITAGE ADVISORY BOARD

Present: Chair Hicks-Lee, Vice Chair Prospect; Members Tewari, Burns, Azad, Burgess, Potter Landrian ; Alternate Members Industrious, and Acuna

Absent: Members Jacobs-Reed, Brewster, Comfort, Sicard, Edwards, Mathew, and Surin

Also Present: Liaison Shechter, Heather Needleman Assistant City Attorney; Christina Sorensen, Assistant City Manager, Board Secretary Katherine Borgstrom and City Commissioner Thomas Good

EXCUSED ABSENCES

APPROVAL OF MINUTES

On a motion by Member Landrian seconded by Member Azad to approve previous Minutes of November 15, 2022, January 17, 2023 and February 21, 2023 passed unanimously.

LIAISON REPORT

Mr. Shechter stated he had no report, then he introduced Christina Sorensen, Assistant City Manager Director of Recreational and Cultural Arts. Ms. Sorensen spoke about the updated response to the Heritage and Diversity Board dated March 21, 2023 (copies were passed to members). She spoke briefly about the updated information and how the Board Members could use it as a guide to perhaps coordinate Diversity projects with existing City events. She went over how planning for events requires planning several months in advance and that budgeting planning is open until mid-April when the City Manager looks over the proposed budgets from every department to formulate the next year's total City budget. She gave the planning example using the Birthday event (coming up in April) – planning began eight months in advance, developed a theme for

the event, choosing music, other entertainment and/or food provided. Planning includes corporate and community partners, with everything finalized within the month of the event.

She stated not every event is large, she is here to help with planning.

Took questions:

Tewari – do the school advisory board interact with her department? No, the school events are mostly for fundraising and her department doesn't get involved in the planning of these event.

Azad – how do we promote diversity in school. – Jay Shechter suggested he could reach out to Dr. Sporillo to ask questions or invite her to come to another meeting of this board for more planning information.

Chair Hicks – perhaps have a reading program – at the events for the children.

Ms. Sorensen – the families and children are the main focus during most of our events – there is always something for the children to see or do, to participate in.

Potter – we discussed piggybacking to city events to be involved – asked about corporate partners – are there many – Christina Sorensen replied there are a few major ones, and some that were sponsors before but are not now.

Landis – are there retail merchants who are sponsors, specifically mentioned El Dorado Furniture – Christina Sorensen replied – El Dorado sponsored in past, not currently, Member Landis offered to put her in touch with head, as it is a personal friend of his. Christina Sorensen replied – yes, she would contact if information was supplied – for any sponsorship – if other members have contacts, please forward them to her or the liaison or the board secretary.

Commissioner Good – budgeting for 2023 – 2024 is mostly completed – so if they have support from R & C, they need to have some sort of budget in mind when making the recommendation.

Christina Sorensen – suggested they gather their information into an outline, come back at the next meeting to discuss and then forward to her so she can advise on budgeted needs before it goes to commission.

Christina Sorensen – asked members to tell her what they believe the City “does not do” right now – more discussion around the table, the most listed item was parades.

Chair Hicks – for veterans day – many cultures have served in the armed forces – perhaps pictures of the veterans across cultures and history of their service.

Azad – We started with a concept of teaching the young ones about diversity and the culture within our city and that must be done through the schools. We need to find out what and how the schools are teaching diversity now and how can we be more involved in that – thinks festivals and shows are good, but they don't teach about diversity.

Christina Sorensen – we offer youth only activities – Art competition, poetry competition for different diversities –
Acuna – daughters do all the City activities, there is art, music, dance all available to the residents

Christina Sorensen – just did the Storywalk – for children – make large replica of the book and show it as the pages are read. Will suggest more diverse books for future events (this is done with the county)
Acuna – getting into the schools is difficult – curriculum is settled by the district school system personnel.

Azad – then we need to talk with school board members.

Tewari – There are courses related to diversity already in the schools – he has served on the South Broward Diversity committee –
Jay Shechter – he will contact Dr. Sporillo and invites her to come to a meeting as soon as she can.

Industrious – Activities at the senior center are they just for seniors? Liaison Shechter – most fall in the daytime, so it does make it harder for others to be involved, but anyone over 18 can be a member of the center and attend events – there have been classes in the past designed for children.

Chair Hicks – perhaps events are not advertised enough? Christina Sorensen – we have the activities list on every social media platform of the City and they are on the six City “billboards” throughout the city. But she will work even more with the City media department to get the new out more. Member Burns suggested posting on event bright – she uses it and finds it gets the word out.

Discussion of musical groups ensued – Christina Sorensen asked that if they had a recommendation – please send it to her and her team will check out the performer and see if it can be added to the events.

Prospect – have disabled been celebrated? – there are programs, camps, sports programs for special needs community, but not necessarily a celebration event.
Liaison Shechter – members of SWFP get a newsletter with evening – signs are put out on Palm and Johnson, use the City Connection paper to advertise events.

Members should take an event that appeals to them, create an outline of what the event would entail, what their expectations of the event would be and that could be given to Christina Sorensen, and she could develop a budget for it and bring back to the board

for their knowledge to see if they want to go forward with recommendation to City Commission. Christina Sorensen and Liaison Shechter both reminded board that the annual report would be a great place to put future recommendations before the City Commission.

Chair Hicks – is it possible to use the parking area? Christina Sorensen replied – most, if done at the City Center, are done on the plaza because of the FPL lines that go over the parking areas – they restrict height of vehicles, entertainment venues and play havoc with sound.

OLD BUSINESS

There was none.

NEW BUSINESS

There was none.

REQUESTS FOR FUTURE AGENDA ITEMS

Members are to bring back an activity outline/how/where/when of event – projection on expectations of event.

ADJOURNMENT

Vice Chair Prospect adjourned the meeting at 7:30 P.M.

Respectfully submitted,

Nicole Lafrance
Board Secretary

Adjourned: 7:37 PM
Approved: