



City of Jacksonville – The Jacksonville Journey

Public Relations

MINUTES

OF

PUBLIC RELATIONS

SUB-COMMITTEE

February 27, 2008

The Jacksonville Journey – Public Relations

Sub-Committee

February 27, 2008

10:30 a.m.

PROCEEDINGS before the Jacksonville Journey - Public Relations Sub-Committee taken on Wednesday, February 27, 2008, Edward Ball Building, 8th Floor - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 10:40 a.m.

Public Relations Sub-Committee

Will Ketchum, Chair
Diane Brunet, Member
Hazel Campbell, Member
Maria Coppola, Member
Hester Clark, Member
Ben Frazier, Member
Reggie Fullwood, Member
Clara McLaughlin, Member
Paul McCormick, Member
Bryant Rollins, Member
Melissa Ross, Member
Neill Vining, Member

APPEARANCES

COMMITTEE CHAIRS & MEMBERS:

WILL KETCHUM, Chair
HAZEL CAMPBELL, Member
MARIA COPPOLA, Member
BEN FRAZIER, Member
REGGIE FULLWOOD, Member
PAUL MCCORMICK, Member
MELISSA ROSS, Member
NEILL VINING, Member

ABSENTEE MEMBERS:

DIANE BRUNET, Member
HESTER CLARK, Member
CLARA MCLAUGHLIN, Member
BRYANT ROLLINS, Member

PROFESSIONAL STAFF:

None

STAFF:

STEPHANIE BARNETT
ANNA BRADLEY
RACHEL DAVIS
SUSAN PELTER
LYNN RIX
GINNY WALTHOUR

OTHERS PRESENT:

Sen. Betty Holzendorf, Co-Chair, Steering Committee
Stephanie Barker, Brunet-Garcia
Stacie Bucher, Jacksonville Public Library
Earl Kitchings

PROCEEDINGS

February 27, 2008

Public Relations Sub-Committee

10:30 a.m.

Call to Order and Comments. Chairman Ketchum called the meeting to order at approximately 10:40 a.m.

Purpose of Meeting. Discuss the Mayor's crime initiative - The Jacksonville Journey - Take a Step - Public Relations Sub-Committee.

Chairman Ketchum welcomed the group and thanked them for their willingness to be in attendance.

Mayoral Staff, Susan Pelter, spoke to the sub-committee about some housekeeping items, such as stating your name prior to speaking, speaking into the microphone and parking validation.

Chairman Ketchum went through a power point presentation, available at:

<http://www.coj.net/NR/rdonlyres/eayap6x5nzixcpt73csecrbzleswenlcmo2yz34ab2tcaxqzg5zydtlsvet4pygm6cexqxiiwmdhseqvvjazzjglxob/Presentation+PR+022708.pdf>

The presentation ended with a summary of 8 requests made by the subject matter sub-committees. The Public Relations Sub-committee members chose which projects from the list they would like to work on.

1. Educate parents on importance of educational childcare versus custodial childcare. **Maria Coppola**
2. Promote school attendance in elementary school. **Paul McCormick**
3. Educate parents on penalties they may face when their children are truant. **Paul McCormick**
4. Promote CrimeStoppers in area schools. **Neill Vining**
5. Promote co-teaching. **Reggie Fullwood**
6. Promote career academies. **Reggie Fullwood and Will Ketchum**
7. Promote public/private partnership opportunities with city-identified parks and centers that need additional focus. **Hazel Campbell and Melissa Ross**
8. Encourage business to hire ex-offenders. **Ben Frazier and Melissa Ross with assistance from Neill Vining**
9. Encouraging people to become mentors. (This request was made by the Positive Youth Development Sub-committee previously). **Diane Brunet-Garcia and Hazel Campbell**

Senator Betty Holzendorf, Co-Chair of the Steering Committee spoke to the sub-committee about getting the Jacksonville Journey message out to the community. The three main messages should be:

1. There is a Jacksonville Journey
2. You can participate
3. This is how to participate

The Public Relations Sub-committee needs to get the Jacksonville Journey logo and message out into the community with positive press about committee members, what is being discussed and letters to the editor.

Chairman Ketchum and Mayoral Staff, Susan Pelter, responded that the sub-committee is working to set the stage for the coming recommendations and to prepare the community for buy-in. A report-to-date is being prepared.

2. Action Items

Ben Frazier made a motion that the minutes from all the previous Public Relations Sub-committee meetings be accepted. Melissa Ross seconded the motion. It passed unanimously.

3. Discussion Items

Adjournment Meeting adjourned at 12:00 p.m.