



City of Jacksonville – The Jacksonville Journey

Public Relations

MINUTES

OF

PUBLIC RELATIONS

RE-ENTRY WORKGROUP

March 11, 2008

The Jacksonville Journey – Public Relations

Re-Entry Workgroup

March 11, 2008

1:30 p.m.

PROCEEDINGS before the Jacksonville Journey - Public Relations Re-Entry Workgroup taken on Tuesday, March 11, 2008, Edward Ball Building, 8th Floor - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 1:30 p.m.

Public Relations Re-Entry Workgroup

**Ben Frazier, Member
Melissa Ross, Member**

APPEARANCES

WORKGROUP MEMBERS:

BEN FRAZIER, Member
MELISSA ROSS, Member

ABSENTEE MEMBERS:

None

PROFESSIONAL STAFF:

None

STAFF:

LYNN RIX

OTHERS PRESENT:

None

PROCEEDINGS

March 11, 2008

Public Relations Re-Entry Workgroup

1:30 p.m.

Call to Order and Comments. The meeting began at approximately 2:00 p.m.

Purpose of Meeting. Discuss the Mayor's crime initiative - The Jacksonville Journey - Take a Step - Public Relations Re-Entry Workgroup. Mr. Frazier and Ms. Ross have taken on the task of providing a public relations strategy for the Intervention/Rehab Sub-Committee for their Re-Entry program for ex-offenders. After the first meeting Ms. Ross created a power point presentation which can be found on *The Jacksonville Journey* website at:

<http://www.coj.net/Mayor/Jacksonville+Journey/Minutes.htm>

The purpose of today's meeting was to discuss revisions to that draft in anticipation of presenting their plan to the Public Relations Sub-Committee Chair and staff on Friday, March 14, 2008.

The following revisions were made:

- Telephone number needs to be developed for ex-offenders to call that will direct them to various re-entry programs.
- After a conversation by staff with Kevin Gay, it was decided to drop the incentive portion of the plan. Instead the plan will emphasize the benefits of hiring ex-offenders who have been through a re-entry program.

The idea of the summit was further developed to include:

- Goal - to unveil creation of an ex-offenders employee database.

- A round table discussion with current employers and prospective employers of ex-offenders.
- An attorney to address legal issues of hiring ex-offenders (theory of negligent hiring).
- Testimonials.
- A job fair for ex-offenders.

It was also suggested that a budget for year one and then years two - five be developed as this had been asked of presenters on Monday.

2. Action Items

Ms. Ross will make the changes above.

3. Discussion Items

Adjournment Meeting adjourned at 2:30 p.m.