



City of Jacksonville – The Jacksonville Journey

Public Relations

MINUTES

OF

PUBLIC RELATIONS

Will Ketchum/Maria Coppola

March 25, 2008

The Jacksonville Journey – Public Relations

Will Ketchum/Maria Coppola

March 25, 2008

4:00 p.m.

PROCEEDINGS before the Jacksonville Journey - Public Relations Chair/Member taken on Tuesday, March 25, 2008, Edward Ball Building, 8th Floor - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 4:00 p.m.

Public Relations Re-Entry Workgroup

**Will Ketchum, Chair
Maria Coppola, Member**

APPEARANCES

WORKGROUP MEMBERS:

Will Ketchum, Chair

Maria Coppola, Member

ABSENTEE MEMBERS:

None

PROFESSIONAL STAFF:

None

STAFF:

Rachelle Sundy

OTHERS PRESENT:

None

PROCEEDINGS

March 25, 2008

Public Relations Re-Entry Workgroup

4:000 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 Education Presentation.

Chairman Ketchum began the meeting with the note that he had met with his peer chairs on Friday, 3/21/08 to discuss how the presentations should look and to develop a strategy for going forward to the final presentation to the Steering Committee. He noted that W. C. Gentry, Chair of the Education, Truancy, Dropout & Literacy Sub-Committee, spoke to him in that meeting about the fact that the presentation for the Guiding Stars that Ms. Coppola created was not exactly what he was looking for. He told Chairman Ketchum that he wants to see more emphasis put on the Voluntary Pre-K program with a lesser emphasis put on looking for a center with the Guiding Star. Ms. Coppola asked if Mr. Gentry gave any ideas on what he specifically wanted to see as the end result. She asked is this for the entire county, or only for Zone One? Chairman Ketchum noted that he believed it would be county-wide. Ms. Coppola asked if the same geography applied as to the original discussion that occurred in the Early Learning Workgroup - which covered 25 centers in the troubled zones. She also asked what the qualifications were for VPK; she noted that she really needs to do

some research on how VPK actually works. Chairman Ketchum suggested that they give Ms. Renee Brust (Mayor's Staff) a call to determine what help she may be able to provide as to what Mr. Gentry's thought process was. Ms. Brust noted that this should be a county-wide venture - all kids in the 4-year old bracket need to attend pre-kindergarten. Ms. Brust noted that there is a segment of the population that are untapped; it is known that the group is from affluent families with stay-at-home mom's. However, there is no Social Security number attached to these kids for tracking purposes - she notes that this is one of the recommendations that will be forthcoming from the Education Sub-Committee. She suggested that Jill Johnson would be a great contact for information on the program. She further suggested that Ms. Susan Main would also be a good resource. Ms. Brust noted that the original recommendation for the Guiding Stars presentation was good - but they want to go in a different direction - it should be expanded to point to Voluntary Pre-K as the primary focus.

Chairman Ketchum thanked Ms. Brust for her help and noted that Ms. Coppola would need to replace the Guiding Stars program and start fresh. He noted that he would be available to help in any way that she needed, but felt that her first priority would be to contact the experts in the field (noted above) and then put something together that they can discuss. Ms. Brust noted that the full Education Sub-Committee would be meeting on 4/9/08 and she would need to see the program by 4/8/08 at the latest. Chairman Ketchum had concerns that Mr. Gentry would need to see it prior to that; and they would need time to make any recommended

changes he might have. After discussion about calendar availability, it was determined that Tuesday, April 8, 2008 at 3:30 p.m. would be scheduled for Ms. Brust/Ms. Coppola/Chairman Ketchum and possibly Mr. Gentry to discuss the new program.

Chairman Ketchum noted that this will have to be a grassroots effort and he appreciates Ms. Coppola's efforts and her hard work to date. Ms. Coppola asked Chairman Ketchum to provide support in the various media vehicles that may be necessary.

After further discussion, it was determined that Chairman Ketchum and Ms. Coppola would meet on Tuesday, April 1, 2008 at 3:00 p.m. to determine an inventory of what is already in place, so as not to duplicate efforts; they will ask that Ms. Brust be available for a phone call if it is deemed necessary.

Chairman Ketchum adjourned the meeting at approximately 4:45 p.m.