

# City of Jacksonville

*1st Floor - Council Chamber  
117 W. Duval Street*



## Meeting Minutes

**Monday, April 12, 2021**

**3:00 PM**

**Council Chambers 1st Floor, City Hall & Virtual**

### **Special Committee on Social Justice and Community Investment**

*CM Matt Carlucci, Co-Chair  
CM Brenda Priestly Jackson, Co-Chair*

Meeting Convened: 3:04 pm      Meeting Adjourned: 4:37 pm

Attendance:

**Committee Members Priestly Jackson (Co-Chair), Carlucci (Co-Chair), Salem, DeFoor, Newby, Boylan and White**

**Also: Council Members Gaffney and Carrico; Peggy Sidman, Office of General Counsel; Phillip Peterson, Council Auditor's Office; Colleen Hampsey, Council Research**

**I.      Introductions**

- II. SJCIC Jobs Initiatives, Other Proposals and Presentations**  
**Application review and funding recommendations**
- a. Unfinished Business: 5000 Roles Models, Literacy Pros Jacksonville**
  - b. Updated Proposals: Operation Save Our Sons, Black Expo**
  - c. Final Consideration: Northside Coalition, Community Revolution Festival**
  - d. New Proposal: Jacksonville Youth Works**

Tia Leathers, Executive Director Family and Community Engagement DCPS, spoke about the 5000 Role Models program. The program is in operation in 17 DCPS schools and the funding would serve the current enrollment and expansion to additional schools. The students dress in formal attire - dress shirts, pants and ties - which has been found to positively impact esteem and behavior. Their funding request will go primarily towards uniform costs and transportation. Ms. Leathers said that the funds will cover costs for one school year, including the summer activities. CM DeFoor expressed support for the program and asked about the legality of providing funds to a school program. Peggy Sidman cited a legal opinion from 1970 that indicates that it may not be. Ms. Leathers said that the funds may be routed through the Jacksonville Public Education Fund (JPEF) and then to 5000 Role Models.

The committee unanimously agreed to move ahead with drafting legislation for this program and CM Salem will coordinate that process with OGC.

Dr. Jennifer Blalock and Rodney Wells, Literacy Pros Jacksonville Youth Leadership Advisory Council, spoke about literacy and criminal behavior, and explained their funding request of \$20,000 for an awareness billboard campaign (in zip codes 32206, 8, 9, 10, and 18) to promote youth literacy using photos of DCPS students to make reading seem 'cool'. The funds would also cover free books for teens, events and posters in various community centers. The campaign would provide visual affirmation of positive reading behaviors and celebrate literacy and achievement. CM Salem said he was hesitant to fund a marketing campaign. CM Boylan asked about sustainability and Dr. Blalock said that their goal is to continue, after expending seed money/City funds, through community partnerships and grants. CM DeFoor drew a comparison between this campaign and the funds for 5000 Role Models uniforms, and made a motion for support. CM Priestly Jackson said she felt torn about this funding request and CM Carlucci said that the support from the committee should be unanimous, so the request was tabled until a future meeting.

Bishop Jon Guns and Andrew George spoke about Save Our Sons proposed jobs initiative that will empower young men, ages 11-18 to maximize their potential for positive civic impact through contributions to their families and community, equipping them to one day be effective leaders and fathers. The funding request is for \$150,000 to expand the Menturn program, which exposes young men in grades 10-12 to various career pathways, to 75 students. Menturn will pair the youth to an organization that will prepare them for the real world as well as continue to offer mentorship guidance and ongoing training. The program has community partnerships, such as JaxChamber, and includes a year long curriculum, family support and wraparound services. CM Boylan recommended revising the submitted budget for clarity and adding details to the

proposals about outcomes. CM DeFoor asked about the scope of services and why the funds go primarily towards salaries. Mr. George explained the extensive wraparound services and how case management is the foundation of the program. CM Boylan asked how students are selected, and Mr. George said they have a flow of students between grade levels, and some referred by the Department of Juvenile Justice. Pastor Guns said the demand for services is great and that parents call and request that their sons enroll in the program.

CM Gaffney extended his full support. CM Newby emphasized the value of exposing the students to professional career options and how it can change lives. The committee unanimously agreed to move ahead with drafting legislation for this program and CM Newby will coordinate that process with OGC.

Suzy Jackson, Pollock Group, spoke about the proposal for the Black Expo. Their revised application directs SJCIC funds towards the May 21st portion of the event, to include a job fair, employability training and an event for teen entrepreneurs. CMs DeFoor, Gaffney and Carrico all expressed support for the event. Ms. Jackson discussed the positive outcomes from previous years, related to connecting job seekers with employment, and also the impact of training sessions for small business owners. CM Gaffney talked about how many people he knows who were hired at job fairs during the Expo. CM DeFoor spoke favorably about effectiveness of the job fair component. CM Priestly Jackson talked about the employment needs in the city, especially in the Black community. The committee unanimously approved the \$50,000 funding request and CM Carlucci will coordinate that process with OGC. Due to the timeline, the legislation will have to be filed as an emergency.

Javon Williams, CEO Jax Youth Works, spoke about their on the job construction program, which matches participants with contractors for a one year period of paid apprenticeship type training. This pilot program could serve 25 individuals with the intended goals of financial independence, home ownership and gainful career/employment. The program includes mentoring and wraparound services, with a focus on those formerly incarcerated and/or face career disrupted. The full budget listed a total request of \$490,000 but Mr. Williams said that \$100,000 could get the program up and running for roughly seven students (\$15,000/student). CM Gaffney suggested that they revise and specify more detail in the budget, and provide a list of community partners. The committee will discuss the proposal further at the next meeting.

Jeff Sims, Sims Consulting, was in attendance to speak about the proposal submitted previously in partnership with the Northside Coalition. He is no longer collaborating with the Northside Coalition and is now working with the First Coast Leadership Foundation. CM Priestly Jackson said that the committee is no longer accepting new submissions and it was unclear whether this would be categorized as a new proposal due to the new nonprofit partnership. This proposal will be revisited at the next meeting.

Representatives from the Community Revolution Festival were unable to attend and

will join the next meeting to discuss their proposal.

**III. Other Legislative Concerns of Council Members**

**Funding Requested:** \_\_\_\_\_

**Noticed Meeting Date:** \_\_\_\_\_

**Target Population and Neighbors/Constituents to be Served:** \_\_\_\_\_

**Legislation Files [ ] Yes [ ] No**

**IV. Miscellaneous Concerns**

CM Salem asked about unused funds after the proposal process is over. CM Priestly Jackson said that at the May 24th SJCIC meeting, the committee will decide how to address any unused/nonallocated funds.

CM Priestly Jackson also mentioned a union skills apprenticeship high school program and the completion of a community grant for funding.

**V. Public Comment (if time permits)**

One attendee spoke about overpolicing/underpolicing, criminal justice reform, legal equality and incarceration. One attendee spoke on behalf of the Youth Works program, noting that the year long on-the-job training would be beneficial to the community.

Minutes: Colleen Hampsey, Council Research

CHampsey@coj.net 904.255.5151

Posted: 4.15.2021 5:00 pm