



Hispanic Advisory Committee Minutes

April 21, 2025

Chair Alberto Munoz opened the Meeting at 7:00pm. Committee member(s) present was Jessica De La Cruz and Jesse Roa (arrived at 7:01pm). Also present were Council representatives Maria Duron and Jeff Kelso, as well as staff representative City Recorder Lilly Alarcon-Strong. The pledge of allegiance was given.

Meeting Minutes

Jessica moved and Alberto seconded to approve the minutes of the March meeting. Motion carried unanimously.

(Jesse arrived at 7:01pm)

Cinco de Mayo Presentation

Martha De Leon, Cinco de Mayo Committee Representative (not a City Committee), stated this Event will be held on Sunday, May 4th at EOTEC. The event was planned at the last minute as the Committee was not sure if they wanted to host the event due to the current political climate. The event will host out of town and local bands, food and other vendors, face painting, bounce houses, non-profit information booths, but is also seeking additional vendors. There will not be a pageant this year due last-minute planning. A schedule of events will be released as soon as the bands are confirmed. Information is being pushed out through the Cinco de Mayo's Facebook page and flyers. Martha apologized for not communicating with HAC prior as again, it was up in the air if the event would take place this year or not. Martha thanked the City for allowing the event to be held at EOTEC as this event has outgrown previous locations and is also a great way to showcase EOTEC.

Review 2025 Committee Goals and Calendar Events

Events to include:

1. ASAP: Immigration/Know Your Rights (organizers)
 - COMPLETED – Held event on February 16th
2. May 2-4: Cinco de Mayo (booth/volunteers)
 - Jessica stated she is part of the Cinco de Mayo Committee (not a City Committee) and asked that Lilly send her the Youth Representatives emails as they previously stated they would like to volunteer for this event.
3. Saturday, August 16th Melon Fest (booth)
 - HAC asked Lilly to send them the contact information of the Melon Fest Event Organizers.
4. August: Back to School Event at Harrison Park with Made to Thrive (booth/volunteer)
 - No Update
5. Sept 15 - Oct 15: Hispanic Heritage Month Celebration (organizers)
 - HAC stated they have had preliminary discussions regarding event details and will continue to meet to plan the event and spoke regarding collaborating with other partners, like the Cinco de Mayo Committee (not a City Committee) to make this event more successful.
 - Martha De Leon, Cinco de Mayo Committee Representative, stated they would love to collaborate with HAC on this event.
 - Maria and Jeff both stated they would like to be included in planning and volunteering for this event.



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6. Oct 31 – Nov 1: Dia de Los Muertos (booth)
- No Update

Goals to include:

1. Efforts to increase the Latino Vote
 - Jesse stated he is working on this front with the League of Women Voters. HAC stated they plan to push this information out by leveraging events they plan to volunteer at.
2. Marketing HAC and their meetings to attain more public meeting attendance by:
 - a. Additional outreach, engagement, and increased visibility in the community with information about HAC “to build trust about who we are and what we do” by:
 - Creating short in-person surveys given/taken during community events asking community members what is important to them so HAC has a better understanding of items HAC could focus on.
 - No Update
 - Have HAC information, including meeting days/times, already printed in a convenient way that can be easily given out to the public at community and other events.
 - COMPLETED- Business cards were created and given to Committee members for disbursement.
 - HAC Tablecloth and Red Cards.
 - COMPLETED - Given to Committee members for disbursement.
 - b. Alberto will join the Hermiston High School Juntos Club, as a Liaison- to help with HAC outreach efforts.
 - No Update

Closing Comments

Public Comments

Virgina Rome Garcia, 435 E Sunset Dr- invited all to attend the Juneteenth Celebration at McKenzie Park. The Community event is free for the public to attend. Jesus Rome can be contacted for further questions.

Rosalba Salinas from WaFD asked who the City uses to make city banners as she felt the prices were expensive for businesses to purchase and recommended the City seek additional local quotes.

Lilly stated the City always tries to use local businesses, however the City is not selling the banners that she is referring to, a private company is selling the banners, and therefore the City does not profit from or have anything to do with the quoted price.

Committee Comments

Jessica asked for an explanation of the \$300.00 event fee the City charges stating she did not remember being given information on this.



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Lilly stated that HAC, at a previous HAC meeting, had been presented all of this information, ie: all new proposed fees, proposed implementation process, and why the fees were being proposed, and that she and Jesse had also volunteered to translate this information at a different City Council meeting.

Martha De Leon, Cinco de Mayo Committee Member (not a City Committee), stated she did not know a \$300.00 event fee was required for the Cinco de Mayo event until a City representative called her about this. Martha stated the information was difficult to find and understand on the website specifically for her “as a Latina and all Latinas” and came to City Hall for an explanation stating she did not believe that the Cinco de Mayo Group should be required to pay the event fee as she felt it was a co-organized event with the City- but now understands that the event is not co-organized but a City Sponsored event and therefore she has paid the event fee. Martha asked that HAC let the City Council know that this information was not supplied transparently, should be explained better, and, as she suggested last year to the City Council when she was on the Hermiston Civic Leadership Academy, “that only the most important information should be supplied on the City’s website”, and repeatedly demanded that staff/HAC repeat, “say you validate me”.

Lilly displayed on the screens several different ways to find the information on the website regarding fees and the ordinance passed, explained that the information was widely publicized in various City and non-city meetings to push out the information to various groups of people, held an Open House event, was supplied on the City’s website and social media, paper and online surveys were published and obtained, through the Chamber of Commerce, and a separate Ad-Hoc Business License Committee was formed who did in-person interviews, pushed-out another survey, and met monthly until they reached a recommendation that they presented to the City Council that the Council approved. Lilly stated that a wide range of information is supplied on the website as what is important to her may not be important to others.

Alberto stated he understood Martha’s concerns and Council Representatives present would relay the information to Administration.

Jessica gave information regarding a Know Your Rights event that would be held on April 23rd from 6:00pm to 8:00pm at the BMCC Campus.

Alberto stated he is reaching out to EOTEC General Manager Al Davis to give HAC information about all the different Hispanic Events held at EOTEC and that Umatilla County Fire District 1 is asking for public feedback regarding how they can better assist the community.

Youth Representatives

None present.

City Representatives

Maria and Jeff spoke regarding:

- National Day of Prayer
- National Public Safety Telecommunicators Week Proclamation and information and statistics regarding our local dispatch center



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- City Council discussions regarding adult business regulations
- National Night Out
- Transient Room Tax (TRT) Information regarding grant funding for City events
- City Chats
- Library renovation updates
- Naming of the current Loma Vista Park

Next Meeting

Next Meeting: Monday, May 19th at 7:00pm at City Hall Council Chambers.

Meeting Adjourned at 7:58pm.