



HISPANIC ADVISORY COMMITTEE

180 NE 2nd Street, City Hall Council Chambers

Where Life is Sweet

August 21, 2023 at 7:00 PM

AGENDA

Bienvenidos a Todos Presentes – Gracias por Participar y Asistir
Welcome to All Present – Thanks for Attending and Providing Your Input

1. **LLAMAR LA REUNIÓN A ORDEN – CALL MEETING TO ORDER**
2. **JURAMENTO A LA BANDERA - PLEDGE OF ALLEGIANCE**
3. **NUEVOS ASUNTOS - NEW BUSINESS**
 - A. Introducción de Nuevo Miembro, Alberto Munoz - New Member Introduction, Alberto Munoz
 - B. Stepping Stones Alliance
4. **MOCIÓN PARA APROBAR ACTAS DE LA REUNION - MOTION TO APPROVE MINUTES**
 - A. Actas de la Junta del 15 de Mayo (No hubo reuniones en Junio, o Julio) - Minutes of the May 15th Meeting (There were no meetings in June, or July)
5. **OTRO - OTHER**
 - A. Cambiar las juntas mensuales a juntas bi-mensuales, sin juntas en el verano. Juntas serían en Enero, Marzo, Mayo, Septiembre, y Noviembre o cuando sea necesario. Changing monthly meetings to bi-monthly meetings, with no summer meetings. Meetings would be held January, March, May, September, and November or when needed.
 - B. Elección del Presidente del Comité- hasta 6/30/2024 -- Election of Committee Chair through 6/30/2024
 - C. Elección del Vice Presidente del Comité- hasta 6/30/2024 -- Election of Committee Vice Chair through 6/30/2024
6. **ÚLTIMOS COMENTARIOS - CLOSING COMMENTS**

A. Del Publico | From Public

Cualquier persona que desee hablar porfavor haga lo siguiente:

1. Declarar su nombre completo y
2. Limitar discusion a no mas de TRES minutos

Anyone wishing to speak is asked to please do the following:

1. State your full name and
2. Limit discussion to not more than THREE minutes

B. De Representantes de la Ciudad | From City Representatives

C. Del Comite | From Committee

D. Representantes de los Estudiantes | Student Representatives

7. PRÓXIMA REUNIÓN - NEXT MEETING

A. Lunes, 18 de Septiembre a las 7pm. . Monday, September 18 at 7pm.

8. REUNIÓN TERMINADO - MEETING ADJOURNED

**** AMERICANS WITH DISABILITIES ACT NOTICE****

Please contact Hermiston City Hall, 180 NE 2nd Street, Hermiston, OR 97838 (Phone No. 541-567-5521) at least 48 hours prior to the scheduled meeting time if you need an accommodation. TTY and TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900 or 711.

Chair Jose Garcia called the meeting to order at 7:04pm. Committee members present were Mark Gomolski and Jesse Roa. Abby Reyes-Munoz was excused. Also present were Council Representative Roy Barron, City Recorder Lilly Alarcon-Strong, and Youth Advisor Heavenly Coleman. The pledge of allegiance was given.

Meeting Minutes

Mark moved and Jesse seconded to approve the minutes of the January 17th and February 21st meetings. Motion carried unanimously. (There were no meetings held in March and April)

BMCC Public Input

Susan Brower and BMCC President Mark Browning stated they are asking area organizations and the community at large to help guide the college on initiatives to enhance the lives of students. Currently, about 25% of BMCC students are Hispanic and they know they need to do a better job representing and helping this population and this is why they are putting fourth this public input effort.

Susan and Mark presented information (PowerPoint attached) and asked for the Committee and the public's feedback on what/how they believe BMCC:

- Should address community needs
- Their strengths and weaknesses
- The opportunities and challenges they have
- Should address other items that BMCC should be aware of but may not be

And gave information regarding:

- Affordability
- Dual credit programs
- Athletic programs and scholarships
- Programs specifically designed for employers in the area, such as Amazon
- Misinformation- that BMCC only offers certificates and not degrees
- After hours/late night/six days a week educational programs are offered
- Short-term, as little as six-months, education programs where they could be making \$50,000 per year and more with direct employment after graduation, and
- Preparing to enter a four-year college

The Committee and public gave suggestions to include:

- Assigning student mentoring with a success coach
- Pushing out more information from Spanish TV and Radio Stations, like Univision, that Hispanic people watch and listen too, and providing a lot of outreach efforts at high schools and community events
- Providing more workforce training programs such as:
 - Plumbing
 - Electrical
 - Reaching out to the Metal Sheet Workers Apprenticeship Programs
 - Expand the home builder program and continue to invest in simulators, such as crane equipment, etc with area High Schools to help get students ready for trade jobs once they finish High School as there are many workers that need this experience and training
- Grow their campuses and main offices in Hermiston instead of Pendleton as Hermiston is showing the majority of growth
- Provide a more approachable community atmosphere

And gave feedback to include BMCC's:

- Easy enrollment process and great customer service

The Committee asked that BMCC publicize their end results from their outreach efforts.

Susan and Mark stated summaries of all of these items/ideas will be published on the BMCC website so the community is kept in the loop. There is also an online survey in English and Spanish for people to participate in, and thanked HAC and members of the audience for the opportunity to obtain this input form everyone who participated.

Changing Monthly Meetings to Bi-Monthly Meeting

Lilly stated she was approached by members of the Committee, to ask the committee as a whole, to consider changing the frequency of meetings from monthly to bi-monthly as it has been difficult to find speakers/presenters, have them attend once they have confirmed, and low public attendance at meetings.

Members of the Committee thought it would be best to table this discussion until the next meeting as Jesse is a new member and asked for additional time to consider the issue. The Committee decided to hold a meeting in June instead of September to address this issue and possibly hear community presentations.

Closing Comments

Public Comments

City of Umatilla Chamber of Commerce

Representatives from the Umatilla Chamber of Commerce spoke regarding their outreach efforts specifically targeted to the Latino community in the area as their goal is to be a support to them especially since this demographic has shown tremendous growth in the area. Asked if HAC could help give them ideas on how better to connect with Latino businesses as there is a lack of participation with the Chamber. They want Latino businesses to know all the benefits involved with being a Chamber member like: help with filling out grants, personal practical connections that help build their business, not just advertising and information outreach which is also provided.

Roy suggested the Chamber reach out to Obdulia Munoz from HAC/IMESD as she works with many people/businesses when planning information resource events and stated it's also important to have face-to-face communications with Latino business owners as well to help build connections.

Greater Hermiston Republicans

Members of the Greater Hermiston Republican group spoke regarding events they hold throughout the year to help people register to vote, regardless of what side of the aisle they are on. Their goal is to align people to registered to vote with what best fits their beliefs, how they want their community to reflect those beliefs, and how they can get involved to help move those beliefs forward. One of their main goals is to help build relationships; they are doing this by having Spanish speaking members available as this area has a large Spanish population and they understand that it's important to have engagement in their own language, it's also important to understand that demographics change and it's important to move with them.

Roy thanked the group for providing this bilingual service to the community.

Cinco De Mayo Committee

Cinco de Mayo Committee members Nazario Rivera, Moises Lopez, and Brenda Flores stated they have been a 501c3 since 2013 planning events annually with the exception of 2020 and 2021 due to Covid, and 2022 due to other circumstances. They were frustrated learning that the Hispanic Advisory Committee was also planning a Cinco de Mayo event without their permission as having two Cinco de Mayo events shows the community that they are divided as they have been receiving negative feedback. Roy also stated that the Committee should have reached out to him prior to planning their event.

Lilly stated Jose had reached out to her in April and asked if she knew if a Cinco de Mayo Event would be taking place. She looked on Hermiston Live Calendar and saw nothing listed and personally had not seen or heard anything advertised about a Cinco de Mayo event, so she said no. From that point, the Hispanic Advisory Committee began planning their Cinco de Mayo and Resource event on Festival Street with the City's permission. Jose supplied information of this event and it was added to the Hermiston Live Calendar. Lilly stated that it is unfortunate the 501c3 is receiving negative feedback as she has heard only positive things from the community, at City Hall, regarding both events.

The 501c3 members stated they started planning in mid-March and advertising through Facebook so everyone should have known that an event was planned, and a second event was not needed. The event was also held at EOTEC so all city personnel should have known about the event as EOTEC is a city facility. Roy stated EOTEC staff should have also placed the 501c3's event information on the Hermiston Live Calendar.

Lilly stated while EOTEC is part of the City, EOTEC is a different department and just like if they would have had the event at the Community Center, they (EOTEC/Community Center) do not specifically tell each department what events are being planned. The City is not responsible for advertising events, the event organizers are responsible for advertising their events. If the 501c3 wanted their event listed on the calendar, they should have given their event information to EOTEC staff as it is the responsibility of the event organizers to supply this information, as well as advertising their event at City Hall and in other public spaces if they wished to do so, to let more people know about their event.

The 501c3 read a quote from Jose printed in a Spanish Newspaper called La Voz and stated negative comments like this divide the community.

Jose stated that the entire quote is inaccurate, and that the 501c3 must remember that not everything printed in newspapers are true.

HAC members stated that they only held this event because they did not know one was already being planned and they did not want another year to go by without a Cinco de Mayo Event. 501c3 members were more than welcome to reach out to HAC members and attend meetings to let them know that they were planning an event as there has not been a lot of transparency from the 501c3 regarding their efforts hosting this event.

HAC members thanked the 501c3 members for attending the meeting and voicing their concerns stating it is clear both organizations want to support the community but it's also important to know that communication works both ways and it would be best to reach out to one-another in the future and not point fingers, and expressed support for both organizations to work together in the future.

Committee Comments

Community Outreach & Cinco de Mayo- Jose stated this item was discussed during the Public Comment Period.

Youth Representatives

Heavenly spoke regarding the Juntos Club at Hermiston High School and encouraged more student members to join.

City Representatives

Roy and Lilly spoke on the following:

- Budget Committee Meeting
- IT Department
- North 1st Place Construction and supporting businesses in that area
- Façade Grant for Human Bean


- Gettman Road Extension
- Life Flight
- Horizon Park

Next Meeting

Tuesday, June 20th at 7:00pm at City Hall Council Chambers. Monday, June 19th is Juneteenth Holiday.

Meeting Adjourned at 8:28pm.

DRAFT



Welcome!


We're glad you're here!

Help plan for the future of the college and ways to enrich the lives of students

Your Time, Your Voice, Our Future

The Plan for Today

- Welcome and introduction
- Why are we doing this?
- How will we do this?
- Open-ended discussion questions
- What's next?



BMCC Listening Sessions 2023







What is the purpose of a community college?
What needs are addressed?

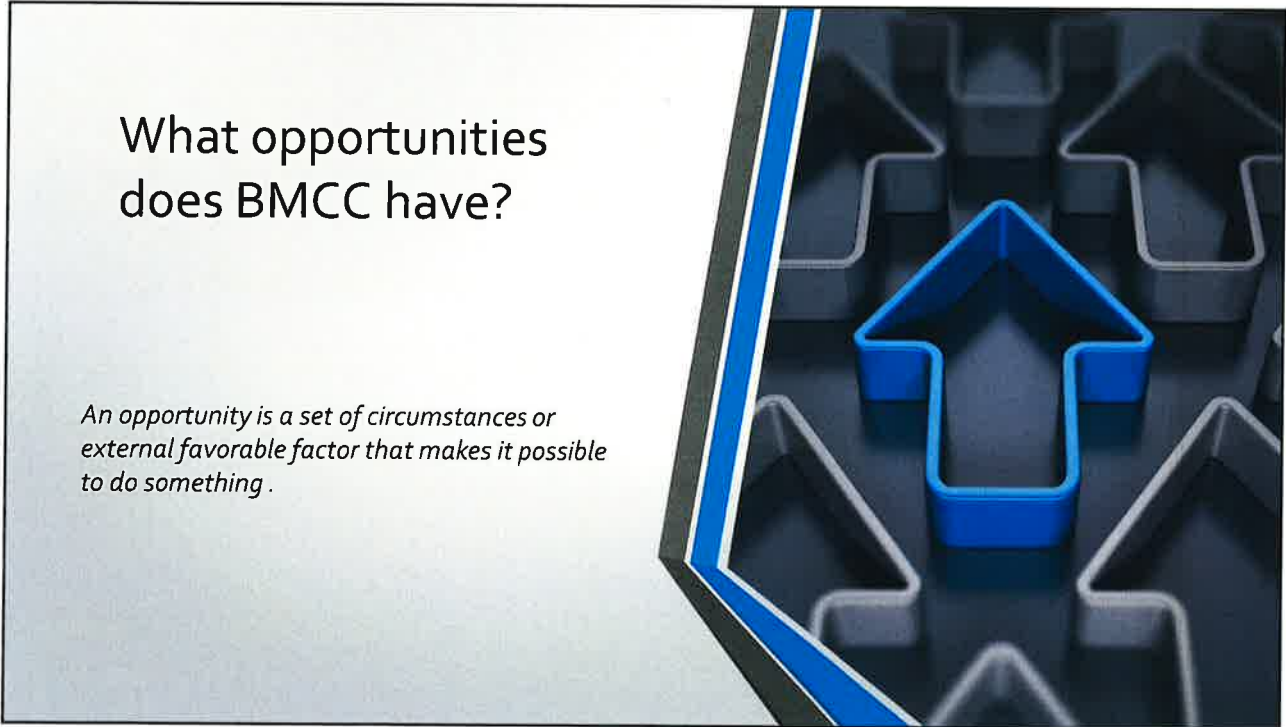


What are BMCC's strengths?
A strength is a strong favorable attribute or inherent asset.



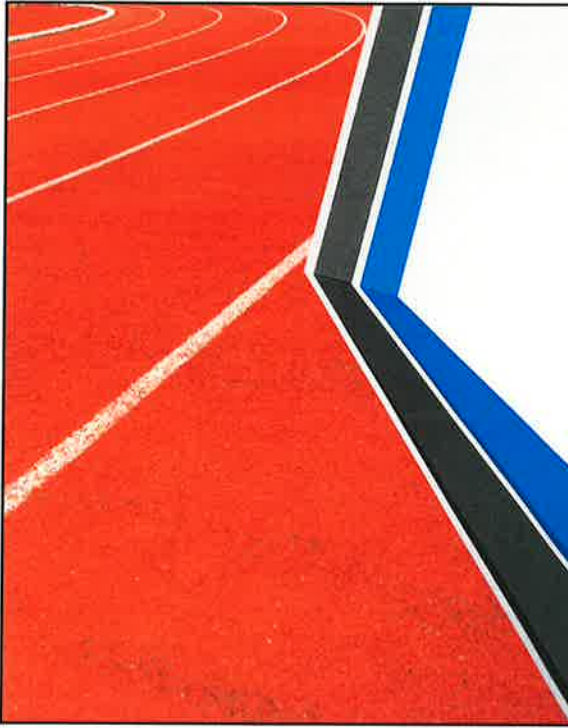
What are BMCC's weaknesses?

A weakness is a quality or feature regarded as an inherent disadvantage or fault.




What opportunities does BMCC have?

An opportunity is a set of circumstances or external favorable factor that makes it possible to do something .



What challenges does BMCC have?

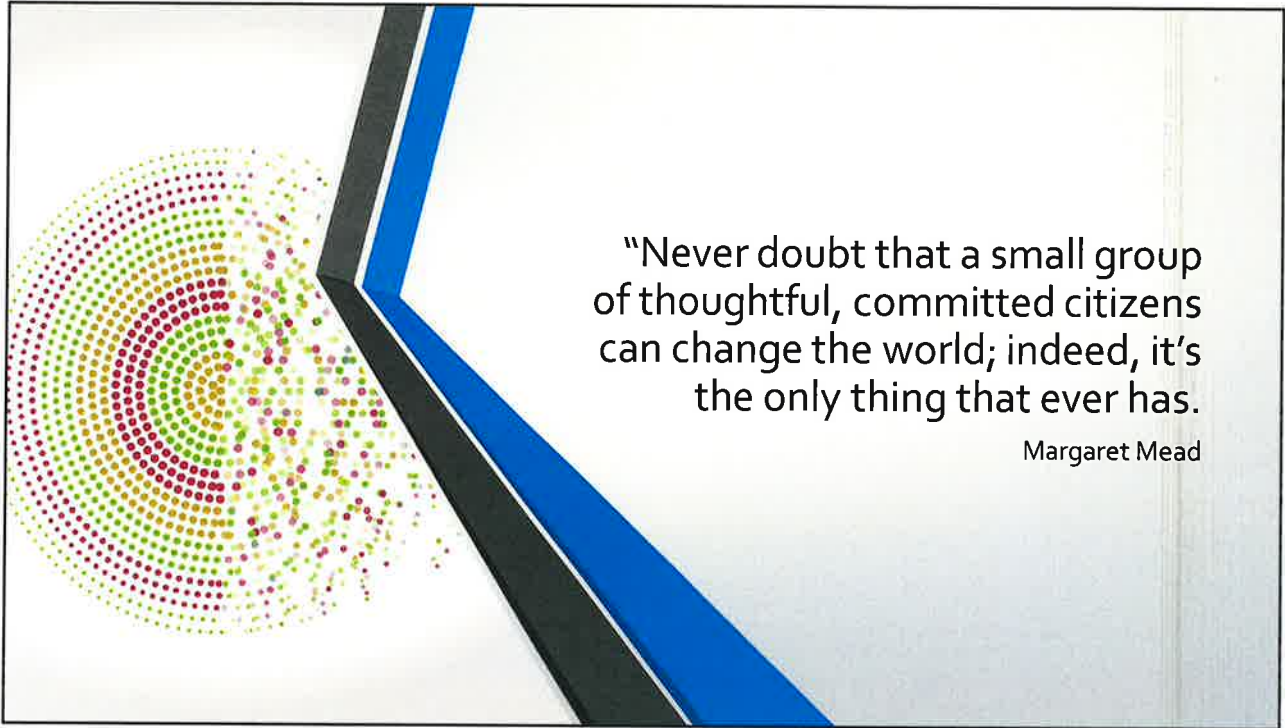
A challenge is a set of conditions or external unfavorable factor that makes it difficult to accomplish something.



What's next?


Timber Talk and Website

- Attend more listening sessions
- Have an opportunity to provide written input
- Get a call from a BMCC representative
- Review the current strategic plan
- See future plans
- Follow happenings that have been guided by your input



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

Margaret Mead



"No one can whistle a symphony. It takes an orchestra to play it."

H.E. Luccock

We want to hear from you!

Listening Sessions

We value your input! To help guide the strategic direction of BMCC, we invite you to share your feedback at a community session in your area. Discussion will include the role of a community college and the future needs of our community and businesses.

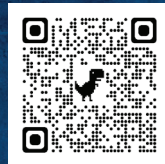
ALL SESSIONS WILL TAKE PLACE
5:30 -7:00 PM

For details, visit:
bluecc.edu/ListeningSessions

Unable to attend in person?
Submit your comments using our online form

SESSION LOCATIONS

- May 1: La Grande High School
- May 2: Pendleton High School
- May 8: Wildhorse Resort & Casino
- May 9: Riverside High School
- May 10: Baker High School
- May 18: BMCC Milton-Freewater
- May 22: Hermiston High School
- May 23: Athena Elementary School



¡Queremos
saber qué
piensa!

Sesiones de opinión

¡Valoramos su opinión! Para ayudar a guiar la dirección estratégica de BMCC, lo invitamos a compartir su opinión en una sesión comunitaria que se realizará en su zona. El debate incluirá el rol de una universidad comunitaria y las futuras necesidades de nuestra comunidad y nuestras empresas.

**TODAS LAS
SESIONES SE
REALIZARÁN DE
5:30 - 7:00 p. m.**

Para obtener información,
visite:
bluecc.edu/ListeningSessions

¿No puede asistir en persona?
Envíe sus comentarios
utilizando nuestro formulario
en línea

UBICACIONES DE LAS SESIONES

- 1 de mayo: La Grande High School
- 2 de mayo: Pendleton High School
- 8 de mayo: Wildhorse Resort & Casino
- 9 de mayo: Riverside High School
- 10 de mayo: Baker High School
- 18 de mayo: BMCC Milton-Freewater
- 22 de mayo: Hermiston High School
- 23 de mayo: Athena Elementary School

