

Spanish-Language Advisory Board Meeting Minutes

April 26, 2011

5:00 p.m.

Cuyahoga County Board of Elections

I. Introduction and Welcome

a) **Present:**

Dennis Anderson	Magda Gómez	Ivelisse Roig
Pablo Castro III	Pat McDonald	Francisco Santiago
Carlos Chinchilla	Lorna McLain	Dharma Valentín
Yasin Cuevas	María I. Pérez	
Luis Gómez	Jane Platten	

b) **Not Present:**

Marilyn Bagley
Luis Cartagena
Blanca Figueroa
Adrian Maldonado
Javier Morales-Ortíz

II. **Review & Approval of Minutes from 03/28/2011**

a) **Minutes were discussed by Magda Gómez.**

- i. Approval of the Spanish Advisory Board minutes from the March 28th, 2011 meeting.
 1. The motion was made by Carlos Chinchilla and seconded by Pablo A. Castro III for the minutes' approval and no other discussion or objections were made.

III. **Bilingual Coordinator's Report:**

- a) **Bilingual Coordinator, Ivelisse Roig, provided a brief update concerning the bilingual requirements for the May 3, 2011 Election:** The city of Cleveland has no issues on the ballot for this Primary Election, therefore we don't expect a high demand of Spanish speaking voters.

- i. Bilingual Requirements:
 1. Bilingual Ballot Samples are available on our website: www.BOE.cuyahogacounty.us
 2. Spanish website is now accessible to the public.
 3. All voters' related materials are offered in Spanish for this election and future elections.
 4. Boards of Elections phone recording messages are now bilingual.
 5. Spanish Hotline will be available on Election Day: 216-443-3233
 6. We have bilingual staff working for this Election, in case assistance is required.

IV. **Old Business & Updates:**

a) **Spanish-Language Advisory Board Facebook:**

- i. Magda Gómez (Chair) encouraged member's feedback and comments on the Facebook Page.
 1. Facebook page sample was attached thus the members can have an idea of the information and structure; the Facebook is not live yet.
 2. Magda Gómez and other members suggested adding videos, newspaper articles, link into email and website to increased social media.

b) **Survey Project Discussion:**

- i. Survey questions draft copies were provided to obtain feedback from the board members. Magda Gómez (Chair) provided a brief update.
 1. Carlos Chinchilla suggested a comment line and also having the Outreach Subcommittee consult the survey to strategize.
 2. Pablo A. Castro III recommended limiting the survey short and mentioned that Pastor Meléndez from Tremont welcomes the opportunity to educate people of his church in the voting process.
 3. Lorna McLain emphasized the benefit of including a sit down audience through collaborations with Cleveland Municipal School District community aides and churches.
 4. Director Platten advised the board members to be responsive when approaching certain school districts, especially in the suburban areas since the Board of Elections is facing poll location negotiation issues.
 5. Magda Gómez reported that we need to consider other alternative solutions besides the Business Volunteer Unlimited since this organization involves membership costs, and also Professor Javier Morales hasn't given us a concrete answer about having support from Baldwin Wallace students. One potential option is to recruit students from Cleveland State University or to take into consideration Dharma Valentín's idea of having high school students from Lincoln West High School.
 6. Dharma Valentín said that high school students are required to do volunteer hours in order to graduate. She offered her office space for training. Training will include confidentiality when handling information, and the process of collecting data through surveys. The students will have adult supervision.
 7. Magda Gómez said- "This survey is a good education opportunity"

c) Spanish-Language Advisory Board Website Portion

- i. Bilingual Coordinator, Ivelisse Roig handled members a website portion draft for comments.
 1. Magda Gómez asked; where this portion will be featured? Director Platten said that it will have an individual tab.
 2. Magda Gómez would like to see more information explaining the group purpose and work; and also send an email blast informing the community about the website.

V. New Business:

a) Public Notices Sample and E-Kit

- i. Public Notices: Copies of the public notices published in “La Prensa” were given to the members.
 1. The members had a positive view to the public notices, and like the media selected to be published.
- ii. E-Kit:
 1. The purpose of the E-Kit was explained by Dennis Anderson, Community Outreach Manager: “The E-Kit is to share information with community partners and have their support in publishing our information into their websites e-newsletters, and emails. The E-Kit is send early on during the election process via email to inform our partners about the election deadlines and dates.”
 2. Advisory board members suggested adding Hispanic agencies such as: Spanish American Committee, El Barrio, Julia de Burgos, Esperanza, Hispanic Bar association, Ohio City, and City of Cleveland newsletter.

b) Spanish- Language Advisory Board Ground Rules

- i. Pablo A. Castro III (Co-chair) opened the ground rules discussion. He wanted to attain the point of view of the members and the Director regarding having formal vs. informal rules.
 1. The most important question from the group was to which point they are supposed to stay involved, if they just have to advise or take action.
 2. Pablo A. Castro III asked Director Platten if the Advisory Board is under the umbrella of the Board of Elections.
 3. Director Platten replied that the Advisory Board is under the Consent Decree and it’s an independent group. The Decree duration is until 2014 with the option to file a termination in 2013; however it’s not necessary for the Advisory Board to end their

existence. Director Platten told the Bilingual Coordinator, Ivelisse Roig to send the group the Consent Decree part where it is discussed the “Advisory Group.”

4. Luis Gómez commented that the group should be flexible with some general rules in place, and that the group should take action in the implementation of the program. Gómez stressed the need to educate the Latino community concerning the voting process, since it’s relatively different from Puerto Rico (which is every four years) Director Platten mentioned that she learned that fact through the Bilingual Coordinator, and that it’s reasonable how it could be confusing. Gómez also mentioned having Public Service Announcements (PSA) messages recorded in Spanish for the radio stations in Cleveland about the Election Process.
5. Maria Pérez shared her work experienced from working with a mayor in Puerto Rico of how successful was to call voters using automatic phone recording messages, that we should try that method here in Cleveland.
6. Pablo A. Castro III said that addressing cultural sensibility it’s highly important.
7. This subject went into diverse directions and it needs further discussion.

VI. Subcommittee Work Session (15 min)

- a) **Subcommittees were encouraged to keep in touch through their preferred communication method.**

VII. Misc. News & Closing Remarks

- a) **Co-Chair Castro requested members to remain in contact with their subcommittees.**

Meeting adjourn
6:00 PM