

**MIAMI DADE COUNTY ASIAN AMERICAN ADVISORY
BOARD
STRATEGIC PLANNING RETREAT
May 14, 2005**

TRANSCRIPT of DAY'S EVENTS

Board Members present:

Irtishad Ahmad
Shui King Chi
Nida Recabo
Jose Fuentes
Manny Wong
Mimi Lam Freedman
Josephine Gordy
Narinder Jolly
Hiromi Hanamura
Alireza Malek
Farzana Farooq
Einez Yap
Shabbir Motorwala
Subrata Basu
Yuwadee Wongbundhit

Staff:

Mohammad Shakir, Executive Director

Facilitator:

Janice M. Fleischer, J.D., Principal, FLASH Resolutions (janice@flashresolutions.com)

**MEET AND GREET: CARLOS A. GIMENEZ, MIAMI DADE COUNTY
COMMISSIONER**

Commissioner Gimenez spoke to the Board in the morning as they were beginning their day of deliberations. He expressed support for their work. A short period of dialogue with the Commissioner followed his comments.

AGENDA REVIEW AND MEETING GUIDELINES

The Facilitator, Janice Fleischer, reviewed the day's Agenda (**Exhibit A**). She then proposed Meeting Guidelines (rules of respect for meetings) which were adopted by consensus (**Exhibit B**).

Prior to beginning deliberations, Ms. Fleischer reviewed a series of definitions with the group. These definitions were important to aid the group in understanding each step of strategic planning they would be doing during the day. (**Exhibit C**)

ISSUE REVIEW

The Facilitator then handed out a list of the issues which had previously been generated by the group (**Exhibit D**). She pointed out that, upon her review of the issues generated, she had added a “fourth” category of issues to be addressed: Board Organization. Ms. Fleischer then asked the group to review the issues distributed; she then asked if there were any additions to the issues from the group.

The following issues were added:

Education/Outreach

1. There is not enough recognition of Asian-Pacific American Heritage month.
2. There is not enough intercultural education.
3. Lack of staff
4. There is not enough media attention.
5. Lack of outreach and resources for domestic violence.

Leadership

1. The Asian American community at large does not recognize the Asian American Advisory Board as leaders.

GOAL GROUPS: TITLES AND PURPOSES

SMALL GROUP WORK: OBJECTIVES

The next step was a discussion of each of the previously stated goals of: Education/Outreach, Leadership and Economic Development. The group’s attention was directed once again to the definitions. (A “goal” is “the long term end toward which programs or activities are directed”, an “objective” is “a specific, measureable, achievable end with a timetable that marks progress toward accomplishing the goal [and resolving issues associated with that goal]”) The Facilitator asked the participants to consider what the Board wants to accomplish with each goal and thereafter draft a Goal Statement for each. After the discussion, a final statement of the goal was drafted and accepted. The group then broke into small groups to draft Objectives related to each of their Goals (**Exhibit E**- small group instructions). After the small group work, each small group reported on their results and allowed the full group to comment.

The results of the discussion regarding what was expected from each category, renaming the categories to reflect an “active” goal statement and the development of initial Objectives yielded the following:

EDUCATION/OUTREACH was changed to: RECOGNITION AND AWARENESS

Discussion comments:

1. Understanding differences
2. Develop awareness
3. Familiarize non Asians with the identity of Asian Americans
4. Asian *Americans* become viable members of the greater community.
5. Make non Asian community aware of the contributions of Asian Americans

6. Have specific references to Asian Americans in achievement awards, etc.
7. Awareness of who Asians are (what countries, cultures, etc.)
8. Highlight similarities of Asian Americans with all members of the greater community; show commonalities.
9. Gain recognition for Asian American community

Final Goal Statement:

Raise awareness of the Asian American Community at large by recognizing and being recognized for our contributions and achievements.

Objectives:

1. Recognize students who have achieved above average grades/community services in schools and colleges. E.g. Silver Knight nominees; Valedictorians/salutatorians, and other achievements- Rhodes Scholars, medical degrees, advanced professional degrees
2. Provide multi-cultural information through the public library system, public schools and other media outlets. Network with media, school board, county, etc.
3. Provide education among various Asian communities about cultures and festivals, religious rites and observances.
4. Establishment of "Speaker's Bureau" for the community at large
5. Establishment of a crisis management team
6. Understand the needs of our younger generations.
7. Understand the needs of elderly/aging population; language barriers.
8. Support various Asian communities to maintain their cultural identity. (i.e. Asian dress up day, etc.)

Reactions to small group report:

1. Community hours and computer skills are available at National Alliance for Nurturing Elderly and Youth (NANAY)

LEADERSHIP discussion comments:

1. Have a dialogue with elected and appointed officials.
2. Have open communications
3. Decision making capability of Asian American leaders
4. Asian American leadership has an influence
5. Create a united front and legitimacy
6. Networking with movers and shakers of the community at large
7. Internal focus and implementation
8. Involvement with the community
9. Commitment/motivation/encouragement

Final Goal Statement:

Facilitate ways to build effective, credible and reliable leadership.

Objectives:

1. Speakers Forum
 - a. To include Asian American Bar Association and various Asian American professional groups
 - b. To whom do we present?
 - i. Civic groups
 - ii. Community groups
 - iii. Students
 - iv. Etc.
 - c. Better programming of promotion of the Asian Pacific American Heritage Month (May)
2. Networking with elected and appointed officials
 - a. Monthly briefs with County Commissioners (not always the same ones)
 - b. Breakfast/cocktails with state legislature members monthly
 - c. Officials attend Board meetings (or their staff)
 - d. Members of Board meet one time a year with their appointing Commissioner and give a report.
3. Voter registration drives
4. "Become the source!"
5. Media Strategy
 - a. News items
 - b. Meet with county politicians and staff and promote our work

Why do this?

- Patriot Act
- Alien Act
- Recognition!
- Dream Act

Reactions to small group report:

1. Staff from each commissioner's office should be invited to Board meetings.

ECONOMIC DEVELOPMENT discussion comments:

1. Take advantage of economic opportunities
2. Create wealth

Final Goal Statement:

Network and Promote Business opportunities in the public and private sectors.

Objectives:

1. Gather and create a "directory" of available resources for economic development.
 - a. Maintain annually
2. Convey and share the "directory" with the Asian American community.
3. Create an "outreach program" in the form of workshops to educate and provide know-how to interested Asian Americans.

SMALL GROUP WORK-PROJECTS

Once the above work was completed, the group was once again asked to break into small groups to discuss specific projects to accomplish their objectives. Each small group was given a work sheet to fill in. The results of this work is shown below:

RECOGNITION AND AWARENESS:

What should we do?	Who should oversee it?	When should it start/be accomplished?	What objectives does it address?
Annual dinner to recognize students who have accomplished Silver Knight nominations, valedictorians, salutatorians, etc.	Mr. Shabbir and Mr. Shakir in conjunction with the Education Committee	Start May, 2005- July, 2005 for an October dinner	1
Provide multi cultural information to schools, media, and public libraries (Asian Heritage Month)	Farzana Farooq and the Educational Committee	September, 2005 and ongoing	2
Establish a "Speaker's Forum" ; work with ? a leadership group	Dr. Irtishad		3,4,5,6,8
Establish a crisis management team to address: a) domestic violence; b) social and political issues and c) mental health and effecting	Mr. Shakir Farzana Farooq Nida Racabo	September, 2005 and on going	5

LEADERSHIP

What should we do?	Who should oversee it?	When should it start/be accomplished?	What objectives does it address?
Create a 15 minute powerpoint presentation: "Asian American Advisory Board- Who are we?"	Subrata Basu To prepare outline	End of June, 2005 September, 2005 completion date	Tool for Speaker's Bureau 1
Networking with elected and/or appointed officials	Jose Fuentes Einez Yap	Asap	
Breakfast or cocktail	Jose Fuentes Einez Yap	Asap September, 2005 for first event Select venue should be ongoing	Networking, 2
Monthly briefings with County Commissioners	Jose Fuentes Einez Yap	Asap September, 2005 and ongoing	Networking, 2
Invite Commissioners staff or Commissioners to AAAB monthly meetings	Josephine Gordy	Beginning in June, 2005 and ongoing	Networking, 2
Meet with our appointing Commisioners	Jose Fuentes	Asap and ongoing	Networking, 2
Voter's Registration	Mimi Lam Freedman Josephine Gordy	Summer, 2005 Before deadline in October, 2005	Increase Asian Registration in voting, 3
Increase Visibility in the media	Jose Fuentes Mimi Lam Freedman	On going Meet in July, 2005 with county media staff	Media, 4
Become the source for Asian American stories	Jose Fuentes Mimi Lam Freedman	On going	Media, 4
Send information packets to media on the AAAB	Jose Fuentes Mimi Lam Freedman	Ongoing Prepare media packs asap	Media, 4

ECONOMIC DEVELOPMENT

What should we do?	Who should oversee it?	When should it start/be accomplished?	What objectives does it address?
<ol style="list-style-type: none"> 1 Delegate executive director to gather information (data base) 2 provide guidance on where to find this information 3 provide this Committee with monthly progress report 	<p>The Economic Development Committee; task to be performed by the Executive Director</p> <p>Narinder Jolly Alireza Malek Others?</p>	<p>Asap Completion target is by July AAAB meeting</p>	<p>1, create a directory</p>
<ol style="list-style-type: none"> 1. AAAB website digital database hard copy; advertise it 2. ED to write letter to Asian Americans and appropriate government letting them know the directory exists 3. advertise on metro rail 4. businesses 5. monthly progress report by ED 	<p>The Economic Development Committee</p> <p>Narinder Jolly Alireza Malek Others?</p>	<p>Start upon completion of directory; should be by November AAAB meeting</p>	<p>Convey and share</p>
<ol style="list-style-type: none"> 1. Identify existing workshops/outreach programs/resources relating to economic minority programs 2. coordinate, schedule and communicate/promote the workshops 	<p>The Economic Development Committee</p> <p>Narinder Jolly Alireza Malek Others?</p>	<p>Upon completion of the directory</p>	<p>3</p>

At this point in the day, participants were asked to complete the meeting evaluation forms and the meeting was adjourned.
