

May 20, 2025

CITY OF PEMBROKE PINES DIVERSITY AND HERITAGE BOARD YEARLY REPORT 2024 – 2025

EXECUTIVE SUMMARY

This year saw the Heritage and Diversity Advisory Board refine their objectives and procedures. The board was briefed by City Attorney Paul Hernandez on the applicable Sunshine Law and Public Records Laws, as well as its purpose and role as a recommending body to the City Commission.

The board discussed a framework for the agenda to include planning for budgets, board recommendations, and integrating a master calendar of events for presentation to commission.

After deliberation, the board settled on meeting five times per year during the months of January, March, May, September and November.

Mayor Angelo Castillo participated in the board meeting of March 18, 2025, and spoke of the importance of celebrating diversity in all its forms. The Mayor requested a complete calendar of proposed events alongside the City's current events for presentation to the Commission for inclusion in the upcoming budget cycle. This calendar, if approved by the Commission, would become a resolution of the City and the board would review and amend it when appropriate.

PROPOSED STRATEGIC INITIATIVES AND ACTIONS

The Diversity and Heritage Board proposed the following activities and events to highlight the importance of celebrating diversity and heritage in the City:

- Providing a welcoming certificate in collaboration with the Police Department for community members in need of specialized help during emergencies, who sign up for the Special Needs Registry.
- Highlighting Flag Day on social media. Creating an electronic map where residents can indicate their origins.
- Introducing a multicultural event, including food and music.
- Incorporating a multi-cultural element into the Pines Day birthday celebration.
 - *Action: Pines Day will be celebrated on April 26, 2025, with the theme "Lighting Up the World", and will include "Passport to Fun Activities" for children to visit each continent and do a related project or activity, as well as the "Cultural Connection Market" showcasing products celebrating our residents' diverse heritage and food trucks with multicultural dishes.*

- Improving communication by utilizing additional platforms, increasing the frequency of messaging, and enhancing the timing of outreach—particularly in the days and weeks leading up to City events. This includes more consistent and proactive use of social media, email newsletters, the city website, and other tools to ensure residents are informed in a timely and accessible manner.
 - ***Action:** A promoter and influencer were hired for the Hispanic Heritage Festival along with advertisement on iHeartRadio and marketing in print ads and social media.*
- Juneteenth event proposal with plans to include food, history, speakers and entertainment.
 - ***Action:** The Juneteenth event will include elements of this proposal including arts and crafts workshops and historical presentations.*
- Including Day of Service, parade and march leading up to the event on Martin Luther King Jr. Day.
 - ***Action:** Martin Luther King, Jr. Day 2026, will include elements of this proposed initiative.*
- Updating the City website to include resident welcome materials.
- Exploring concepts for new events and recognition initiatives.
 - *While a final recommendation is still in development, early discussions have included ideas such as an Autism Awareness event and an educational program that allows residents to learn about the diverse heritages represented within their community. In addition to new events, staff is also considering a recognition program that highlights both residents and City employees in connection with monthly cultural observances. These recognitions would be featured on the City's social media platforms to celebrate diversity and foster community pride. For example, during Asian American and Pacific Islander Heritage Month, the city could spotlight a member of the Police Department who represents that heritage.*

BOARD MOTIONS

Motions made on June 25, 2024:

A motion was made by Member Hinds and seconded by Member Hylton to recommend to the Commission the idea of holding a multicultural event, including food and music. The motion passed unanimously.

A motion was made by Member Hicks-Lee and seconded by Member Edwards to recommend to the Commission to enhance the advertising of city events on various platforms. The motion passed unanimously.

A motion was made by Member Hinds and seconded by Member Hicks-Lee to add a parade in honor of Dr. Martin Luther King Jr. prior to the festivities already in place. The motion passed unanimously.

Motions made on September 17, 2024:

A motion was made by Member Hicks-Lee, seconded by Member Hinds, to recommend having a formal Juneteenth event to follow a similar guideline provided. The motion passed unanimously.

A motion was made by Member Hinds seconded by Member Azad to discuss at the next meeting the possibility of this Board going back to meeting monthly, with July, August, and December off. The motion passed unanimously.

A motion was made by Member Azad, seconded by Member Landrian, to discuss at the next meeting the possibility of renaming the street next to his church in honor of his recently passed spiritual leader, Imam Shaikh Shafayat Mohamed. The motion passed unanimously.

Motions made on January 21, 2025:

A motion was made by Member Hylton, seconded by Member Tewari, to name the building inside the William B. Armstrong Dream Park “Dream Park Community Center.” The motion passed.

A motion was made by Member McKenzie, seconded by Member Hicks-Lee, for the Diversity & Heritage Advisory Board’s meetings to be scheduled every other month for January, March, May, September, and November, skipping June July, and August, going forward. The motion passed unanimously.

A motion was made by Member Hylton, seconded by Member Tewari, to table the discussion about the renaming of 71st Street after Imam Shaikh Shafayat Mohamed to the next board meeting on March 18, 2025. The motion passed unanimously. *(At the March 18th meeting the board asked Member Ali to provide more information to include the exact configuration of the proposed section of the road and a bio/profile of Imam Shaikh, which he agreed to provide at the next meeting.)*

Motions made on March 18, 2025:

A motion was made by Member Tewari, seconded by Member Hylton to nominate Member Prospect to continue serving as Chair of the Diversity and Heritage Advisory Board for another term. The motion carried unanimously.

A motion was made by Member Hicks-Lee, seconded by Member Tewari, to nominate Member Burgess to serve as Vice Chair of the Diversity and Heritage Advisory Board. The motion carried unanimously.

MEMBER NAME:	SEPT 24'	JAN 25'	MARCH 25'	MAY 25'	JUNE 25'	JULY 25'	AUG 25'	SEPT 25'	OCT 25'	NOV 25'	DEC 25'
Hicks-Lee (D1)	P	P	P	P	NM	NM	NM		NM		NM
Tewari (D1)	P	P	P	P	NM	NM	NM		NM		NM
McKenzie (D1)	P	P	P	P	NM	NM	NM		NM		NM
Hinds (D1)	P	RESIGNED	RESIGNED		NM	NM	NM		NM		NM
Industrious (D1)	P	P	P	P	NM	NM	NM		NM		NM
Stewart (D1-Alt)	NOT YET APPOINTED			P	NM	NM	NM		NM		NM
Acuna (D2)	P	UE	UE		NM	NM	NM		NM		NM
Prospect (D2)	P	P	P	P	NM	NM	NM		NM		NM
Burns (D2)	E	P	P		NM	NM	NM		NM		NM
Rosario (D2)	P	UE	UE		NM	NM	NM		NM		NM
Azad (D2)	P	E	P		NM	NM	NM		NM		NM
Brewster (D3)	UE	UE	UE	P	NM	NM	NM		NM		NM
Sicard (D3)	UE	UE	UE		NM	NM	NM		NM		NM
Edwards (D3)	UE	UE	UE		NM	NM	NM		NM		NM
Hylton (D4)	P	P	P		NM	NM	NM		NM		NM
Burgess (D4)	P	P	P	P	NM	NM	NM		NM		NM
Potter (D4)	UE	RESIGNED	RESIGNED		NM	NM	NM		NM		NM
Landrian (D4)	P	UE	UE		NM	NM	NM		NM		NM
Mathew (M)	UE	UE	UE		NM	NM	NM		NM		NM
Henriquez (M)	P	P	P	P	NM	NM	NM		NM		NM
Total voting members in attendance	13	9	10	9							

8 PRESENT FOR QUORUM

P - PRESENT

UE - UNEXCUSED

E - EXCUSED

NOT YET APPOINTED/RESIGNED

NM - NO MEETING

NQ- NO QUORUM

#NAME?

The Diversity and Heritage Advisory Board The board voted to meet every other month. The following are the skipped meeting months.

Skipped meeting months are

June

July

August

December