

**POLICE ADVISORY BOARD MEETING MINUTES  
MONDAY, APRIL 9, 2007, 5:30 P.M.  
FIRST FLOOR CONFERENCE ROOM**

**MEMBERS PRESENT:**

L'Tanya Allen  
Shelly Weil  
Joshua Bressler  
Annette Annechild  
Jose Herrera  
Altanese Jean-Louis  
Karen St. Fort  
Charles Ridley  
Joseph Ferrer

**MEMBERS ABSENT:**

John Jackson  
Sharon Austin  
Jimmy Weatherspoon  
Jose Ramirez

**STAFF PRESENT:**

Cathy Kozol  
Chief Larry Schroeder

**STAFF ABSENT:**

None

**GUEST OTHERS:**

Officer Jeff Messer

**1. CALL TO ORDER/ROLL CALL:**

The meeting was called to order by Chairperson, Charles Ridley, at 5:35 p.m.

**2. INTRODUCTIONS:**

Officer Jeff Messer introduced himself to the Board members.

**3. APPROVAL AND/OR ADDITIONS TO THE AGENDA:**

Mr. Weil made a motion to approve the agenda, seconded by Ms. Annechild. Said motion passed unanimously.

**4. APPROVAL OF THE MINUTES FROM THE MEETING OF MARCH 12, 2007:**

Mr. Herrera made a motion to approve the minutes from the meeting of March 12, 2007, seconded by Ms. Annechild. Said motion passed unanimously.

**5. OLD BUSINESS:**

None

**6. NEW BUSINESS:**

## **A. Media Relations**

Officer Jeff Messer discussed how the media is handled and how accurate information is distributed. He then spoke about different occasions where inaccurate information was written by the media. Officer Messer went on to explain that at times the media is misinformed and they do not get confirmation before releasing information. He stated that misinformation is pulled but not corrected.

Ms. Annechild noted an instance where police officers did an excellent job but the article regarding what took place was not on the front page of the paper. Instead the article was in an area that was difficult to find.

Mr. Ridley feels that more good news rather than bad should be publicized. He suggested utilizing other methods of advertising other than the media to get information to the community.

Police Chief, Larry Schroeder, stated that he has communicated with the Information Technology Division regarding the Police Department having their own website where information can be displayed.

Mr. Ferrer inquired about a budget for marketing purposes.

Chief Schroeder advised that there is no budget for marketing purposes.

Mr. Ferrer feels that advertising should be done if a website is established. He feels that there should be a budget for marketing purposes.

Ms. Annechild spoke about advertisement done in the paper for Save Delray. She suggested an ad being written in the paper directing people to the website.

Mr. Ferrer suggested a marketing plan being submitted to the City Commission.

Mr. Weil spoke about having events that positively affect the City being showcased at the Delray Affair.

Mr. Ferrer made a motion to recommend that a marketing budget be provided by Police Chief, Larry Schroeder, for the creation of a website, as well as, for advertising purposes.

The motion was seconded by Mr. Weil. Said motion passed 7-2 with Mr. Herrera and Mr. Bressler dissenting.

Mr. Herrera feels that the Advisory Board should be involved in the creation of the marketing plan. He does not feel that the marketing plan should be developed without the input of the Advisory Board.

Chief Schroeder stated that the process will include the Board members input. Mr. Ferrer stated that an individual will be needed to update the website daily.

**7. DISCUSSION CONCERNING NEXT MEETING AGENDA:**

Discussion led by Officer Jacobson regarding Mr. Bressler's traffic proposal.

Update from Bump Mitchell regarding events taking place in the community.

**8. COMMENTS BY BOARD MEMBERS:**

Altanese Jean-Louis spoke about an officer that responded to an incident that took place in her community.

**9. PUBLIC COMMENTS:**

None

**10. ADJOURNMENT:**

There being no further business, Chairperson, Charles Ridley, declared the meeting adjourned at 7:01 p.m.

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Venice Cobb, Executive Assistant/Board Liaison

The undersigned is the Secretary of the Police Advisory Board and the information provided herein is the minutes of the meeting of said Police Advisory Board of April 9, 2007, which minutes were formally approved and adopted by the Board on \_\_\_\_\_.

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Venice Cobb, Executive Assistant/Board Liaison

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S/City Clerk/Boards/Police Advisory Board/minutes