

CITY OF MILWAUKEE EQUAL RIGHTS COMMISSION

Committee Meeting Minutes

Committee: Communications Committee

Meeting Date: Wednesday, October 6, 2021, 12PM (Virtual)

Attendees:

| | | |
|--|---|---|
| <input type="checkbox"/> Tony Snell | <input type="checkbox"/> Jessica Boling | <input type="checkbox"/> Nikki Purvis |
| <input type="checkbox"/> Martha Collins | <input type="checkbox"/> William (Bill) Crowley | <input checked="" type="checkbox"/> Edwin Huertas |
| <input checked="" type="checkbox"/> Mayhoua Moua | <input checked="" type="checkbox"/> Shelley Gregory | <input checked="" type="checkbox"/> Rebecca Rabatin |
| <input checked="" type="checkbox"/> Nathan Guequierre* | <input type="checkbox"/> Jacqueline Cook | <input checked="" type="checkbox"/> Patricia Ruiz-Cantu |
| <input type="checkbox"/> Jennifer Bennett | <input type="checkbox"/> Jamal Washington | <input type="checkbox"/> Nichole Smith |

* Chair

** Vice Chair

Guests:

| Agenda Item(s) | Discussion Item(s) | Action Item(s) |
|--|--|---|
| 1. Welcome / Call to Order | ➤ Call to order at 12:06PM | |
| 2. Approval of 9/1 Minutes | ➤ Approved. | |
| 3. Logo update | ➤ Logo with wider bars at top and bottom have been approved to be used for ERC purposes. Has been used on IHRD flyer, including Lunch n' Learn flyer for October 14 th event. | ➤ Edwin to convey the committee's thanks to Tina Klose for her excellent work on the logo. |
| 4. Prior activities for communications committee from strategic plan | <ul style="list-style-type: none"> ➤ Commissioner Guequierre will take key messages language from commissioners and reformat. ➤ May need to reach out to Tina Klose once key messages are finalized. | <ul style="list-style-type: none"> ➤ Commissioner Guequierre to send agenda for toolkit meeting next Tuesday noon to Edwin ➤ Commissioner Guequierre to add KM about ERC history and evolution. |
| 5. Events outreach | <ul style="list-style-type: none"> ➤ November 1st Osher Presentation – Commissioner Snell will be facilitating this (use toolkit as a test to find gaps and tweak) ➤ Osher presentation – end with Call to action – attend committee meetings; join a committee ➤ Fold KM6 into KM 5 ➤ KM7: detail determined by amount of time available | <ul style="list-style-type: none"> ➤ Rebecca to speak w/ Tina RE: toolkit layout (deadline 10/22/21). ➤ Commissioner Guequierre to assemble outline and discuss with Commissioner Snell. |

| | | |
|---|--|--|
| | <ul style="list-style-type: none"> ➤ Prepping for IHRD: flyer – add one sentence describing “Featuring speakers with international experience on voting rights, assembly rights and asylum.” ➤ IHRD to include presentation on basics of ERC (3 mins delivered by Commissioner Snell) | |
| 6. Consideration of reconvening in-person commission meetings | <ul style="list-style-type: none"> ➤ Will need to ultimately be taken to Governance. ➤ Commissioner Guequierre will need to speak w/ Commissioner Snell (may survey entire commission). Will tech allow hybrid model? | |
| 7. Committee Vice Chair election | <ul style="list-style-type: none"> ➤ Commissioner Guequierre previously spoke w/ Commissioner Washington to see if he would take up being Vice Chair; he agreed and Commissioner Guequierre motions to move forward with selection. Commissioner Moua seconds motions and selection is confirmed. | |
| 8. Adjournment | <ul style="list-style-type: none"> ➤ Meeting ends at 1:08PM. | |

ERC Items to Communicate

| | |
|--|--|
| Key Message 1: Who the ERC Is | Key Message 2: The ERC's Mission |
| Composition, role, mission, activities | Eliminate discrimination |
| Detail Level 1 | Detail Level 1 |
| Citizen led | Enforcement of laws |
| Appointed by mayor | Community collaboration |
| Independent | Education on equity |
| Work with City and community | |
| | |
| Detail Level 2 | Detail Level 2 |
| City's equity vision | Chapter 109 provisions |
| OEI and the ERC together | Expanding legal protections |
| City's Racial Equity Plan | Draft and recommend policies |
| Collaborate with State and Federal Governments | Internal: City government and staff |
| | External: residents, employees, visitors, businesses |
| | |
| Key Message 3: ERC Structure | Key Message 4: |
| Committees and Subcommittees | Combined with KM7 |
| Detail Level 1 | |
| Communications | |

| | |
|---|---|
| Education and Outreach | |
| Compliance and Enforcement | |
| | |
| Detail Level 2 | |
| Committees include non-commissioners | |
| How to express interest in a committee | |
| How to bring ideas to the ERC | |
| | |
| Key Message 5: What is Chapter 109? | Key Message 6: What is Discrimination? |
| City's civil rights ordinance | Unequal treatment based on a status |
| Detail Level 1 | Detail Level 1 |
| Establish ERC | Protected classes in Milwaukee |
| Investigate and hear discrimination complaints | Employment |
| Monitor city departments | Housing |
| | Public Accommodation |
| | |
| | |
| Detail Level 2 | Detail Level 2 |
| Protected classes | Examples |
| Employment, Housing, Public Accommodation | |
| | |
| | |
| Key Message 7: What Can We Do For You? | Key Message 8: The Complaint Process |
| Investigate, Adjudicate, Collaborate, Educate | Fair, thorough, impartial, professional, consistent |
| Detail Level 1 | Detail Level 1 |
| Address civil rights complaints | |
| Conduct hearings on civil rights topics | |
| Present education programs | |
| Solve problems | |
| Detail Level 2 | Detail Level 2 |
| Example: refer civil rights complaints | |
| Example: AAPI hearing | |
| Example: Lunch and Learns | |
| Example: Inclusive restrooms and adaptive bikes | |

Audiences + Messaging Matrix

| Audience | Appropriate Messages |
|---------------------------------------|---------------------------|
| Complainants and Respondents | 5/5.2: Chapter 109 |
| | 6/6.1/6.2: Discrimination |
| | |
| Community Change Agents | 1/1.1: Who is ERC |
| | 4/4.2: What We Do |
| | 7: What We Do For You |
| City Staff and Departments | |
| | |
| | |
| | |
| Elected and Appointed Officials | |
| | |
| | |
| City Commissions and Offices | |
| | |
| | |
| Landlords, Business Owners, Employers | |
| | |
| | |
| | |
| Partners and Potential Partners | |
| | |
| | |
| General Public and Visitors | |
| | |
| | |
| | |