

CITY OF MILWAUKEE EQUAL RIGHTS COMMISSION

Committee Meeting Minutes

Committee: Communications Committee

Meeting Date: Tuesday, November 3, 2021, 12PM (Virtual)

Attendees:

<input type="checkbox"/> Tony Snell	<input checked="" type="checkbox"/> Jessica Boling	<input checked="" 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 checked="" type="checkbox"/> Jamal Washington	<input type="checkbox"/>

* Chair

** Vice Chair

Guests:

Agenda Item(s)	Discussion Item(s)	Action Item(s)
1. Welcome / Call to Order	➤ 12:03PM	
2. Priority Communications Activities from Strategic Plan	<ul style="list-style-type: none"> ➤ Osher Presentation - Went well, about 25-30 people attended in-person and in virtual formats, we will need to define key terms. ➤ Inclusive Restroom update - Commissioner Snell spoke w/ Alderman Bauman's aide, alderman will adding draft policy to PW Committee agenda. 	<ul style="list-style-type: none"> ➤ Edwin to email Osher Presentation to Communications Committee ➤ Commissioner Guequierre to reach out to Ryan at DPW to check on any revisions to Inclusive Restroom policy.
3. Social media communications format	<ul style="list-style-type: none"> ➤ A social media committee has been established for the City, focus on branding and unified messaging. ➤ Tina Klose is converting our logo into bigger sizes. ➤ We need to be careful when converting documents, logo on Spanish and Hmong IHRD flyers was messed up. ➤ City attorney's office is working on safe posting guidelines. 	<ul style="list-style-type: none"> ➤ Edwin to post on social media about Equality Awards nominations ➤ Edwin to post on social media about open commissioner seat
4. Commissioner and Staff Roles for Communications	➤ The ERSp role will continue to evolve and will adjust as needed per the ERC's	

	<p>needs; Director Purvis would like the staff to take on more administrative tasks as appropriate.</p> <ul style="list-style-type: none"> ➤ Rebecca would like to step down as leading the IHRD Committee. 	
5. Events Outreach	<ul style="list-style-type: none"> ➤ IHRD <ul style="list-style-type: none"> ○ Having a 3 minute, high-level presentation about the ERC lead by Commissioner Snell. ○ Schedule is being worked on by committee. 	<ul style="list-style-type: none"> ➤ Rebecca will adjust flyer as needed for social media postings ➤ Commissioner Guequierre to ask Mr Huertas to follow up with attendees, add them to meeting notification list if they are interested. ➤ Commissioner Guequierre draft IHRD intro PowerPoint. Tony will give the presentation. Focus on initiatives relevant to themes.
6. Consideration for Reconvening In-Person Commission Meetings	<ul style="list-style-type: none"> ➤ Will need to utilize tech to allow hybrid meetings ➤ We need to get back into the community, let's utilize local libraries and other public spaces. We need to have a large enough space to accommodate social distancing and participant #s. ➤ We will need to consider any City guidelines as it relates to holding in-person community meetings. 	<ul style="list-style-type: none"> ➤ Commissioner Guequierre to request agenda item for full commission meeting to discuss re-entry plan.
7. Future statements and proclamations	<ul style="list-style-type: none"> ➤ IHRD, MLK in January, Black History Month in February, MKE Metro Church's 50th Anniversary 	<ul style="list-style-type: none"> ➤ Commissioners Snell, Moua, Guequierre draft proclamations by Monday, 15 Nov ➤ Commissioner Guequierre to request agenda item to approve proclamations at full commission meeting.
8. Adjournment	1:00PM	