

CITY OF MILWAUKEE EQUAL RIGHTS COMMISSION

Committee Meeting Minutes

Committee: Communications Committee

Meeting Date: Wednesday, December 1, 2021, Virtual

Attendees: Tony Snell Jessica Boling Nikki Purvis
 Martha Collins William (Bill) Crowley Edwin Huertas
** Chair*
 Mayhoua Moua Shelley Gregory Rebecca Rabatin
*** Vice Chair*
 Nathan Guequierre* Jacqueline Cook Patricia Ruiz-Cantu
 Jennifer Bennett Jamal Washington** Nichole Smith

Guests: Rachel Lecher, MHD
 Amy Dummann, community guest
 Kimberly, community guest
 Deborah, community guest

| Agenda Item(s) | Discussion Item(s) | Action Item(s) |
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| 1. Welcome / Call to Order | ➤ 12:04PM | |
| 2. Priority Activities for Communications Committee from Strategic Plan | ➤ Toolkit Meeting is scheduled for next week Tuesday 12/8/21. Start talking about formats. Add KM on current initiatives. Add KM on why we need an ERC. ➤ Inclusive Restroom Policy. Signs have been installed at Fondy Market, Port of Milwaukee Admin. Bldg., and PAB 6th floor west end. Signs are planned for install at City Hall Basement, Office of African American Affairs, Keenan Health Center, Southside Health Center, and Northwest Health Center. In some cases as part of ADA revamps. We will have to be available for PWC meeting when the item comes up. ➤ Social Media – Twitter access, IHRD, statements | ➤ Rachel Lecher will forward MHD resources to guide Twitter postings ➤ Commissioner Guequierre to invite Kate Pawassarat to toolkit meeting ➤ Edwin to create Twitter post list: HRC Score, IHRD, statements, MLK Day. |

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| | <p>and proclamations. Posting may have to be delineated between platforms – What messaging is appropriate for each platform? Could use a shared language around racial and health equity with health department.</p> | |
| <p>3. Reconvening In-Person Commission Meetings</p> | <ul style="list-style-type: none"> ➤ Not sure of status, may have to check with DPW or MHD. Should we look beyond January? Council may have requested MHD to draft protocols. | <ul style="list-style-type: none"> ➤ Edwin to check w/ ITMD on Owl technology to be utilized. ➤ Edwin to check w/ Nikki RE: purchasing Owl technology. ➤ Edwin to check on in-person meeting guidelines and reach out to library to see if they have a protocol, allow in person meetings. |
| <p>4. Events Outreach</p> | <ul style="list-style-type: none"> ➤ Int'l Human Rights Day – ERC will need to create a few social media postings to promote IHRD. | <ul style="list-style-type: none"> ➤ Edwin to post on social media RE: IHRD. ➤ Commissioner Guequierre to draft ERC intro points |
| <p>5. 2022 Communications Priorities</p> | <ul style="list-style-type: none"> ➤ Draft list for discussion at retreat <ul style="list-style-type: none"> ○ Social media plan ○ Toolkit rollout ○ Raise visibility of ERC ○ Education around laws and policies – DNS, Licensing Division, ○ Education around enforcement process ○ Business outreach collaboration with MMAC; re accommodating people with disabilities, discrimination. ➤ 'Why do we need the ERC?' <ul style="list-style-type: none"> ○ Raising awareness of issues the ERC brings up | <ul style="list-style-type: none"> ➤ Edwin to go through minutes to see what 2021 Communication Committee has accomplished. |

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| | <ul style="list-style-type: none"> ○ Education for external AND internal audiences (example – raising awareness amongst City staff) ➤ We will need to target entities affected by Chapter 109, employers may need to amend their own policies that include protected classes (the ERC should also seek input from said employers). ➤ May want to consider reaching out to BIDs and businesses. ➤ ERC may want to consider collaborating w/ MHD on best practices related to equity and engagement (Rachel) | |
| 6. Statements and Proclamations | <ul style="list-style-type: none"> ➤ Set for the rest of the 2021 year. New idea – Record a commissioner or elected official reading proclamations to post on social media. | <ul style="list-style-type: none"> ➤ Edwin and Commissioner Guequierre to figure out how to record proclamation for MLK Jr. Day. |
| 7. Adjournment | <ul style="list-style-type: none"> ➤ 1:00PM | |