

**CITY OF MILWAUKEE EQUAL RIGHTS COMMISSION**  
**Committee Meeting Agenda**

**Committee:**

**Communications**

**Meeting Date:**

**Wednesday, April 7, 2021. 12-1 PM. Video meeting.**

**Attendees:**

Nathan Guequierre, Tony Snell, Mayhoua Moua, Daisy Diaquino,  
 Rebecca Rabatin, Patricia Ruiz-Cantu

Agenda Item	Discussion Items	Action Items
1. Welcome / Call to Order		
2. Priority Activities for Communications Committee from Strategic Plan	<ul style="list-style-type: none"> <li>• Social media plan – Review parameters. Constitute subcommittee after new commissioners are installed.</li> <li>• Community listening methods. It's time to institute both formal and informal by intentional efforts to hear from the community. Ideas: speakers bureau; develop standard intro to ERC presentation deck; individuals get out in community; hybrid model; virtual sessions – q/a, let orgs tell us what they're doing; business orgs. State of WI and EEOC wants to collaborate with us on this, have a presence. Identify key organizations.</li> <li>• Re-publicize availability of complaint intake system (in response to AAPI attacks in Atlanta)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Nathan</b> to distribute social media plan parameters, get comments.</li> <li>• <b>Nathan</b> to start a presentation introducing ERC. Reach out to big orgs at least once every two years for formal input.</li> <li>• <b>New ER Specialist</b> to review and update community partner list; committee will review to identify key partners for regular, ongoing check-ins. Bi-annual schedule.</li> <li>• <b>Nathan</b> to draft notice of availability of complaint intake system. Patricia will distribute to partner and media list.</li> </ul>
3. End of Year Reporting	<ul style="list-style-type: none"> <li>• City to complete data analysis; Jessica Boling may have access to data on actual discrimination and hate crime rates. Distribution - present with OEI. to Common Council (JudLeg) and Mayor's office. Stress need for proactive effort for AAPI and others.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Tony</b> to schedule meeting with Mayor, JudLeg. Develop talking points.</li> </ul>
4. ERC + OEI Communications Coordination	<ul style="list-style-type: none"> <li>• Staffing update. Offer for ER Specialist being submitted. Good candidates.</li> <li>• Proclamations – Ben Roovers thanks</li> <li>• Website updates - Testimonials.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Tony</b> to draft thanks for Ben. Put on agenda for ERC meeting.</li> <li>• <b>Daisy</b> to develop plan for brief video testimonials from people who have benefited from ERC partnerships and engagement.</li> </ul>

5. Community Events Calendar	<ul style="list-style-type: none"> <li>• Create version to post on website</li> <li>• Review categorized events</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Nathan</b> to send to committee for final comment and review of event categories</li> </ul>
6. Committee Organization	<ul style="list-style-type: none"> <li>• Time for a concerted effort to add members; ID expertise needed</li> <li>• Vice chair. Delay appointment until commission slots are full</li> <li>• City email for Daisy; she is not a city appointee so it may not be feasible.</li> <li>• Business cards for commissioners.</li> <li>• CDBG Funding decisions coming.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Becky</b> to check on city email for Daisy.</li> </ul>
7. Events Outreach	<ul style="list-style-type: none"> <li>• Jack Murtaugh will chair HRD subcommittee.</li> </ul>	
8. Adjourn	<ul style="list-style-type: none"> <li>• Next meeting: Wednesday, May 5, 2021 at noon.</li> </ul>	