

CITY OF MILWAUKEE EQUAL RIGHTS COMMISSION

Committee Meeting Agenda

Committee: Communications

Meeting Date: Wednesday, September 1, 2021, 12:00PM (virtual)

Attendees:

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| <input checked="" type="checkbox"/> Tony Snell | <input checked="" type="checkbox"/> Jessica Boling | <input type="checkbox"/> Nikki Purvis |
| <input type="checkbox"/> Martha Collins | <input type="checkbox"/> William (Bill) Crowley | <input checked="" type="checkbox"/> Rebecca Rabatin |
| * <i>Chair</i> | <input checked="" type="checkbox"/> Mayhoua Moua | <input checked="" type="checkbox"/> Shelley Gregory |
| ** <i>Vice Chair</i> | <input checked="" type="checkbox"/> Nathan Guequierre* | <input type="checkbox"/> Jacqueline Cook |
| <input type="checkbox"/> Jennifer Bennett | <input type="checkbox"/> Jamal Washington | <input type="checkbox"/> |

| Agenda Item | Discussion Items | Action Items |
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| 1. Welcome / Call to Order | <ul style="list-style-type: none"> ➤ Call to order at 12:05 PM. ➤ Welcome Mr. Huertas and Comm. Gregory. The committee is finally getting built out! | |
| 2. Communication Activities 2021 Budget Review | <ul style="list-style-type: none"> ➤ Comm. Guequierre reviews budget related to marketing. | |
| 3. Priority Activities for Communications Committee from Strategic Plan | <ul style="list-style-type: none"> ➤ Strategic Plan Initiatives: <ul style="list-style-type: none"> ○ Social media plan and committee creation will be held off until 2022. Mr. Huertas will post key messages in the meantime. ○ Toolkit: Comm.'s Guequierre, Boling, Gregory, Moua, and Mr. Huertas will draft toolkit contents to determine audience(s), messaging, and appropriate media. | <ul style="list-style-type: none"> ➤ Comm. Snell will grant Mr. Huertas social media access. ➤ Comm. Guequierre will discuss with Mr. Huertas about posts for remainder of this year. ➤ Comm. Boling will set up two one-hour meetings; meetings must be noticed. ➤ Comm. Guequierre will discuss agenda with Comm. Boling, will send list of 2020 complaints to Comm. Boling. |
| 4. Logo and ERC One Pager | <ul style="list-style-type: none"> ➤ ERC one-pager: Text will be built as part of toolkit discussion. ➤ Logo: Will need new logo in time for full ERC meeting on 9/15, colors should incorporate previous multicolor scheme. | <ul style="list-style-type: none"> ➤ Mr. Huertas will talk to Christina Klose to discuss logo alternatives with a 9/8 deadline. |
| 5. Events Outreach | <ul style="list-style-type: none"> ➤ Int'l Human Rights Day: <ul style="list-style-type: none"> ○ ERC will resume awards process. Need records of awardees to Mr. Huertas. Need Communications to decide language for awards. Communications team will | <ul style="list-style-type: none"> ➤ Ms. Rabatin will pull list of previous award IHRD winners for Comm. Moua and Outreach & Education committee. ➤ Mr. Huertas will speak with Mayor's Office regarding IHRD proclamation. |

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| | <p>need proclamation from Mayor's Office.</p> <ul style="list-style-type: none"> ➤ October and December Lunch and Learns are in development. ➤ Comm. Snell will be giving Osher Lifelong Learning presentation on 11/1/21; he will need the base presentation from Comm. Guequierre. | <ul style="list-style-type: none"> ➤ Ms. Rabatin and Comm. Guequierre to ask Christina Klose to refine base presentation. |
| 6. Proclamation Drafts for Autumn 2021 | <ul style="list-style-type: none"> ➤ Four documents will be presented to full commission in September for approval. | <ul style="list-style-type: none"> ➤ Comm. Gregory will draft Transgender Day of Remembrance and LGBTQ Pride Month proclamations. Comm. Guequierre will draft Hispanic Heritage and Veterans Day documents. Ms. Rabatin and Mr. Huertas will provide examples. |
| 7. Community Listening Session Update | <ul style="list-style-type: none"> ➤ ERC will hold off on in-person events until 2022 due to COVID-19. Toolkit (<i>being developed, will be prioritized at October strategic planning retreat</i>) will be used to guide sessions. | |
| 8. Committee Vice Chair Election | <ul style="list-style-type: none"> ➤ Tabled to next meeting as full committee is not present. | |
| 9. Adjournment | <ul style="list-style-type: none"> ➤ Adjourned at 1:08PM. | |