

**CITY OF MILWAUKEE EQUAL RIGHTS COMMISSION**

**Committee Meeting Minutes**

**Committee:** Communications

**Meeting Date:** Wednesday, July 7, 2021. 12-1 PM. Virtual meeting.

**Attendees:** Mohammad AbuLughod, Tony Atkins, Commissioner Jessica Boling, Darryl Davidson, Commissioner Nathan Guequierre (chair), Commissioner Mayhoua Moua, Rebecca Rabatin, Patricia Ruiz Cantu, Commissioner Tony Snell

Agenda Item	Discussion Items	Action Items
1. Welcome / Call to Order	Guests welcomed. Commissioner Guequierre commended Rebecca Rabatin for publicizing ERC committee meetings to city staff.	
2. Priority Activities for Communications Committee from Strategic Plan	<p><i>Strategic Plan Initiatives:</i></p> <ul style="list-style-type: none"> <li>➤ Social media plan – waiting on new commissioners. Be sure to address multilingual access.</li> <li>➤ ERC should publicize availability of complaint process in oral format once verified by Compliance and Enforcement Committee</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Commissioner Guequierre</b> to review social media plan charge to include mention of multilingual access.</li> </ul>
3. End of Year Reporting	<ul style="list-style-type: none"> <li>➤ Review at commission for vote.</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Commissioner Guequierre</b> to request inclusion of End of Year report draft for approval by entire commission at July meeting.</li> </ul>
4. Communications Budget	<ul style="list-style-type: none"> <li>➤ Committee reviewed draft budget request for communications activities.</li> <li>➤ Budget for targeted ads on social media.</li> <li>➤ Share some items with O/E – Sponsorships to be determined by O/E.</li> <li>➤ Video messaging for some languages – Rohingya.</li> <li>➤ Use video in the community for cultural competency.</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Commissioner Moua</b> and <b>Commissioner Guequierre</b> to compare budget requests to check for shared items between Comm and O/E.</li> <li>➤ <b>Commissioner Guequierre</b> to check on budget estimate for animated video.</li> <li>➤ <b>Commissioner Guequierre</b> to complete budget pass along to <b>Rebecca Rabatin</b>.</li> </ul>

<p>5. Events Outreach</p>	<ul style="list-style-type: none"> <li>➤ O/E Toolkit development collaboration between Communications and O/E. One-pager.</li> <li>➤ Brainstorm toolkit contents: <ul style="list-style-type: none"> <li>○ Who is ERC? Slide deck to undergo graphic design.</li> <li>○ Call in option for complaints; city has interpreting service available; note this on website.</li> <li>○ “What is discrimination? What does it look like?” Examples. List common abuses that the ERC handles. Local – state-federal jurisdictions. ERC is part of city, but independent, you can rely on us. Accessible bikes, crown act are good examples.</li> </ul> </li> <li>➤ To be used at community events; our own events. Several tools – elevator speech, short and long presentations, coordinated print piece, web content.</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Commissioner Guequierre</b> will work with <b>Commissioner Boling</b> to develop toolkit outline.</li> <li>➤ <b>Commissioner Guequierre</b> to develop 1 minute presentation for L&amp;Ls for next week; slightly longer for IHRD.</li> <li>➤ <b>Commissioner Guequierre</b> to draft toolkit outline and contents: FAQ, short pres, long pres, print doc, video, website.</li> <li>➤ <b>Commissioner Boling</b> to begin drafting FAQ or Checklist: Am I Being Discriminated Against? How to document. Coordinate with E/O, C/E committees. Add to commission agenda? Retreat focus area (!). Mock complaint at retreat?</li> <li>➤ Nathan to send Jessica strategic plan, complaint process overview</li> </ul>
<p>6. Community Listening Session Planning</p>	<ul style="list-style-type: none"> <li>➤ On off month from ERC meeting. 4/year</li> <li>➤ AAPI as focus for first session to follow up on recent commission hearing. Alternatively, civil right implications of lead poisoning with lead advisory committee.</li> <li>➤ What do we need to do – ID partners, set date, coordinate with partner meeting, find location, set agenda, publicize.</li> <li>➤ Add listening session component to IHRD?</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Commissioner Guequierre</b> to request discussion of community listening session planning at full commission meeting in July.</li> <li>➤ <b>Commissioner Guequierre</b> to coordinate with E/O Comm, send outline to <b>Commissioner Moua</b> for four listening sessions annually, format can vary.</li> </ul>
<p>7. Adjourn</p>	<ul style="list-style-type: none"> <li>➤</li> </ul>	