

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

Committee: Communications

Meeting Date: Wednesday, February 3, 2021. 12-1 PM. Video meeting.

Attendees: Nathan Guequierre, Tony Snell, Mayhoua Moua, Patricia Ruiz-Cantu, Rebecca Rabatin

Agenda Item	Discussion Items	Action Items
1. Welcome / Call to Order		
2. Priority Activities for Communications Committee from Strategic Plan	<p><i>Strategic Plan Initiatives:</i></p> <ul style="list-style-type: none"> Internal ERC communications: email. Diane Lopez can assist with administrative items; check with Nikki. Social media plan – form committee now? Campaign software, full year \$750. Need clarity on budget CDBG funding for communications. Community listening methods. Post-COVID initiative. How frequently? Collaborate with community groups (Fair Housing Council, eg.) Open forum, live chats, speakers bureau for ethnic chambers, BIDs, NIDs (need a standard presentation; have messaging ready to go). 	<ul style="list-style-type: none"> Nathan to finally finish email. Social Media Plan – Nathan can set up parameters and ask ERC Chair to establish. Set up parameters for next Comm Comm meeting. Nathan put community listening brainstorm on future agenda.
3. End of Year Reporting	<ul style="list-style-type: none"> Coordinating responses ERC Universe Document 	<ul style="list-style-type: none"> Nathan to send template to committee chairs, including blank ERC Universe document.
4. ERC + OEI Communications Coordination	<ul style="list-style-type: none"> Staffing update Proclamations Website updates – announce new chair and vice chair We can create a calendar of items to be posted. Can have checklist so people can put in initials when they are done, sent on eNotify, posted to social media. Set up email thread for now – use thread Tony started on ERC resolutions. 	<ul style="list-style-type: none"> Nathan create blurb announcing Chair/Vice Chair congratulations, list committee chairs with contact info; Patricia will post. Tony to follow up on commissioner and staff appointments Tony to distribute contact list internally
5. Events Outreach + Follow Up	<ul style="list-style-type: none"> Lunch and Learn. Need staff interaction methods. Equal Rights Specialist really has to do this. Tony is monitoring ERC email, directing traffic. Post all commissioners' cell numbers internally. Post testimonial vids Youtube Live? 	<ul style="list-style-type: none"> Rebecca to explore options for posting videos; will work with Patricia to explore YouTube broadcasting

6. Committee Build Out	<ul style="list-style-type: none"> • Time for a concerted effort to add members; ID expertise needed: social media, graphic design, journalism, media, af am, latinx, 	<ul style="list-style-type: none"> • All members reach out to networks for new members. • Patricia to review commissioner recruitment announcement for latinx-focused commissioner; Nathan to send updated announcement to her and Becky
7. Community Events Calendar	<ul style="list-style-type: none"> • Create version to post on website 	<ul style="list-style-type: none"> • Nathan to attempt to categorize events, distribute to committee
8. Adjourn	<ul style="list-style-type: none"> • 	