
**Minutes
Human Relations Commission
January 10, 2017**

Minutes of the HUMAN RELATIONS COMMISSION held on Tuesday, January 10, 2017, 6:00 p.m., at the City Hall, 3rd Floor Conference Room, 31 E. Fifth Street, Tempe, Arizona.

(MEMBERS) Present:

Dino Castelli
Amanda Lee Faustini
Carl Hermanns
Rochelle Johns
Stefanie Garcia
David Kader
Tesi Sedeno
B.J. Ayers

(MEMBERS) Absent:

Ira King, Jr.
Jeanne Powers
Chris Houk

City Staff Present:

Ginny Belousek, Diversity Manager
Megan Hutchison, Diversity Executive Assistant

Guests

None

Call to Order

Chair Hermanns called the meeting to order at 6:08 p.m.

Agenda Item 1 – Public Appearances

There were no public appearances.

Agenda Item 2 – Consideration of Minutes: HRC – December 13, 2016 Minutes (Motion Required)

MOTION: Commissioner Garcia moved to ACCEPT the minutes

SECOND: Commissioner Castelli

DECISION: Minutes unanimously APPROVED

Agenda Item 3 – Welcome New Commissioners – B.J. Ayers, David Kader, & Tesi Sedeno

Chair Hermanns welcomed the three new members to the Commission and invited them to introduce themselves.

Agenda Item 4 – Speak Out PR Campaign – Ginny Belousek

Ginny Belousek gave an update to the Commission regarding the PR Campaign proposal that was discussed at the Commission's December meeting. The first step for the Commission would be to establish the message they would like to convey. Ginny then referred the Commission to the three examples supplied in the meeting packet.

Chair Hermanns described each of the three samples he had provided for the meeting packet. All the examples were seen multiple times, and at multiple locations, while he was vacationing in Portland, Oregon. Carl said he feels that the two main ideas the Commission's poster should be addressing are: encouraging people to speak out and report crimes, and the Commission's ability to show support to everyone in the community. He then asked the Commission for their input.

Commissioner Castelli suggested the Commission consider a gateway sign into the City. Something along the lines of a simple billboard sign welcoming people into Tempe. Possible phrase, "Tempe welcoming you as you are." He also recommended the Commission consider creating vertical banners for the street poles that are located all over downtown Tempe. The Commission could also create large scale horizontal banners that would cross major streets, like Mill Avenue. A different banner could be created each year and then be given away as awards.

Ginny Belousek commented that she thought she heard that the City is currently considering the redesign of their Sister Cities signs located throughout the City. If so, the Commission could take this opportunity to assist with the redesign to help get their message out to the public. In regards to street banners, Ginny stated that she can research when there is an opening on the banner calendar to hang something for HRC. Unfortunately, the large scale horizontal banners are quite costly. The banners cost around \$2,000.00 and there is an additional fee to put them up and take them down each time.

Commissioner Sedeno recommended that the Commission take part in the Sister Cities redesign and also look into smaller signs that businesses could display showing support.

Ginny Belousek commented that she would research the timeline regarding the Sister Cities redesign and will let the Commission know what she finds out. She then commented that the Commission could easily create a poster to be placed in City buildings and available for business to display as well.

Commissioner Kader asked if the Commission worries about the cost of things. Ginny Belousek responded that the Commission has no budget. A budget supplemental, for the Diversity Office, would need to be submitted any new expenditures.

Commissioner Faustini inquired about the design cost for the items the Commission was discussing. Ginny responded that the City has a designer on staff and there would be no cost for design work. The designer would be able to create a few options that would then be taken to the Commission for final approval.

Chair Hermanns proposed that the Commission start with the posters since they would be easy and quick to create. He then commented that the Sister Cities sign would be another great avenue for the Commission, but was concerned with the small size. The banners would of course be larger, but would only be up for a little while. Possible verbiage on banner, "All are welcome". He then pointed out that having a banner, Sister Cities signage, and posters displayed in business would help to reinforce the Commissions message.

The Commission again discussed the three samples of posters that were provided in their packet. The idea of creating a logo to be placed on the poster was recommended by several commissioners as well as adding contact information for the HRC at the bottom. It was also decided that the City of Tempe logo should be placed on the poster. The Commission agreed that the wording for the poster will be, "You are welcome as you are". It was also recommended that once a logo is created it should then be placed on not only the poster, but the banner and the Sister Cities signage as well.

Commissioner Ayers inquired as to the possibility of getting the Commission's message out to the public via the water bills. Ginny Belousek commented that the Commission could easily have an article printed in the water bill regarding the posters and offering them to the public.

Commissioner Sedeno inquired as to another venue besides the water bill for the Commission to get the word out on the poster. She is concerned about the people who live in apartments and do not get a water bill. Commissioner Garcia commented that apartments might be part of the Neighborhoods Program and that would be a way to get the poster message out to the public. She also inquired about the possible use of stickers as well as posters. Ginny Belousek responded that apartments are not included in the Neighborhoods Program. She also commented that stickers and window decals could be done along with many other different mediums. The Commission would need to start with the poster and then go from there. She also mentioned that the Commission currently has a logo that had been created 20 years ago. The logo also contains the message, "Together we're better."

Chair Hermanns commented that the Commission can look at logo options at the next commission meeting. This will give Ginny time to meet with the City's graphic designer to supply the Commission with options. He then raised the question to the Commission regarding the Commission's desire to also have a Speak Out campaign.

Commissioner Sedeno inquired as to the title of the Speak Out campaign. That verbiage leaves it all on the individual and really does not offer support. Commissioner Kader offered a more appealing phrase, "We stand with you, you are safe." Adding the words, you and we, helps take the burden off of the individual.

Commissioner Ayers commented that there should be a phone number available where individuals can call and receive support.

Commissioner Sedeno commented that people are often put off by the idea of going to the police to report crimes. She offered up the possibility of an intermediary as a contact for the poster.

Commissioner Castelli pointed out that the Commission's role is to guide the public to a resource for assistance and to not be that resource. He recommended that the poster contain a small note at the bottom letting people know who to contact and how. Commissioner Ayers pointed out that the police department should not be limited from the message and that the poster should help bridge the gap.

Commissioner Houk inquired if the Commission wanted to combine the speak out campaign with the PR campaign and create just one poster. The phrase mentioned by Commissioner Kader earlier, "We stand with you, you are safe" could be added to the PR campaign poster as well as contact information.

Chair Hermanns stated he was also interested in combining the campaigns into one poster. He then suggested that the Commission reach out to Assistant Chief Angel Carbajal to discuss the police department involvement. He then asked the Commission to consider how involved they want to get with people not wanting to speak directly with the police.

It was decided that Ginny will speak with the City's graphic designer and will bring options to the next HRC meeting. She will also invite Assistant Chief Angel Carbajal to the next meeting.

Agenda Item 5 – Challenge Day Update – Ginny Belousek

Ginny Belousek gave an update on her meeting with the Vice Principals from the Tempe High Schools that participated in Challenge Day. The schools would like to host Challenge Day every other year instead of yearly. The schools are experiencing difficulties finding students to enroll in the program every year. Another idea was to expand upon the number of students exposed by Challenge Day by bringing in the Challenge Day personnel for an assembly for the whole school. If that option was chosen, the schools would like to have the assemblies in November and then clubs would be started shortly thereafter. Ginny also reported that all the schools have scheduled a "Be the Change Week" in February.

Commissioner Johns commented that the schools would be best in knowing their needs. She also commented that if the schools were to follow up after a Challenge Day and keep the spirit of the event going, there would be no need to do one every year.

The Commission requested that Ginny keep them updated as to what the schools decide.

Agenda Item 6 – Strategic Plan Update – Ginny Belousek

In the interest of time, Ginny Belousek asked the Commission if they would like to table the Strategic Plan until next month. This would give the new commissioners time to read the Strategic Plan report. The Commission agreed and the Strategic Plan was tabled until the February meeting.

Agenda Item 7 – Diversity Office Update – Ginny Belousek

Ginny Belousek thanked Commissioners Faustino, Garcia, King, and Houk for helping to select the winners of this year's MLK Diversity Awards. She let the Commission know that she would email them all the press release regarding the winners. She then reminded the Commission that the RSVP's for the event are due tomorrow. If any commissioners are interested in attending, let herself or Megan Hutchison know.

Ginny then reminded the Commission about the upcoming Unity Walk, which will take place on Saturday, 1/28/17.

Agenda Item 8 – Announcement of Next Meeting – February 14, 2017

Commissioner Hermanns announced that the next meeting will be on February 14, 2017.

**Motion made by Commissioner Castelli to adjourn the meeting
Second by Commissioner Garcia
Meeting adjourned at 7:31 p.m.**

Prepared by: Megan Hutchison

Reviewed by: Ginny Belousek