

Civil Rights Commission
City of Cedar Rapids
Outreach & Education Committee Meeting Agenda
Tuesday, January 20, 2015
1:15 pm – 2:15 pm

Outreach & Education Committee Members:

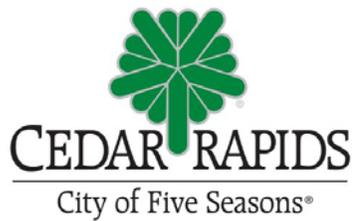
Tamara Cronin, Chair
Emily Bowman
Leland Freie
Paulette Hall

Agenda:

- I. Call to Order
- II. Introductions
- III. Public Response
- IV. Approval of Minutes
- V. Old Business
 - 1. Outreach Report Johnny Alcivar-Zuniga 10 Minutes
Civil Rights Commission
 - 2. Train-the-Trainer Draft Johnny Alcivar-Zuniga 10 Minutes
Civil Rights Commission
- VI. New Business
 - 1. Fair Housing Advertising Plan LaSheila Yates 10 Minutes
Civil Rights Commission

Notice:

Any person needing visual/audio assistance or language interpretation should contact Civil Rights at 319-286-5036 at least 48 hours prior to the meeting.



City of Cedar Rapids
Civil Rights Commission
Outreach & Education Committee Meeting Minutes
Tuesday, November 18, 2014
4:30 pm – 5:00 pm

Commissioners Present: Ms. Tamara Cronin- Chair
Ms. Paulette Hall (Conference Call)

Commissioners Absent: Dr. Emily Bowman
Mr. Leland Freie

Staff Present: Ms. LaSheila Yates, Executive Director
Mr. Johnny Alcivar-Zuniga, Outreach Coordinator

Meeting started at 4:31 p.m.

Introductions

Public Response - No public present

Approval of Minutes – Paulette Hall moved to approve the minutes. Tamara Cronin seconded the motion, which was unanimously approved.

Old Business -

1. Fair Housing Movie Night Follow-up

Johnny Alcivar-Zuniga reported on the Movie Night that was held November 6, 2014. There was a turnout of 24 people: including 4 staff, 2 Cedar Rapids Commissioners, 1 Marion Commissioner, and 1 City Council Member. There was constructive dialogue after the films were shown. A survey was conducted following the event and 84% said the event was very good or fairly good and that they would like to see similar events in the future and draw bigger audiences.

Commissioner Hall asked about the possibility of conducting similar events on a quarterly basis. Executive Director Yates stated it could be something staff can research after staff has met the MOU requirements.

2. Future Outreach Activities: Outreach Plan

Mr. Alcivar-Zuniga stated the remaining events from the approved outreach plan include the Roll of the Dice event (Nov. 18), Train-the-Trainer for Commissioners, the Fair Housing Media Contest, Marion Roll of the Dice event, Neighborhood Association presentations and Outreach events. Staff will keep the commission updated as trainings arise.

Ms. Cronin asked how many participants had register for the Media contests. Mr. Alcivar-Zuniga stated only three individuals have submitted entries for the poster contest and none for the video contest. Mr. Alcivar-Zuniga stated that communication with the library has taken place to hold workshops where students can create and submit a poster at the workshop. Also, the Iowa City

Human Rights Commission has given consent to extend the Video Contest to the Iowa City community, which should help increase the number of registrants.

New Business –

1. 2014 Fair Housing MOUs

Ms. Yates reported on HUD Partnership Grant funds which amounted to over \$230,000 to pay for partnerships with community organizations conducting Fair Housing efforts and also paid for temporary investigator and temporary outreach coordinator positions. As part of the agreement, \$75,000 was assigned for work on the Fair Housing Summit and Fair Housing efforts through collaborations with community organizations. Five agencies were paid to build Fair Housing Capacity which included requirements for training leadership, staff and clientele and the inclusion of Fair Housing material. In order to ensure the agencies' success and good customer service, Executive Director Yates has reached out to the five organizations to set up infrastructure to report out as well as to assist with trainings. Staff time will be required to fulfill obligations.

Ms. Cronin asked about conducting activities with those partners. Ms. Yates responded that it is certainly a possibility and the outreach plan might need to be updated. The requirements for the agencies include monthly reports which have been given new deadlines. The outreach coordinator Johnny Alcivar-Zuniga and Senior Investigator Stefanie Munsterman-Robinson will work on those obligations and be contact persons, with Ms. Munsterman-Robinson taking the lead.

Ms. Hall asked which five organizations are involved. Ms. Yates stated Waypoint, Tanager Place, Young Parents Network, Jane Boyd and the Catherine McAuley Center are participating. Ms. Cronin asked why other organizations in the list of MOUs were not involved. Ms. Yates stated the other organizations already met their requirements tied to the Fair Housing Summit in April.

Ms. Hall asked if there was anything commissioners could help with. Ms. Yates responded that Stefanie or Johnny will send out roles for commissioners whenever possible as events and opportunities arise. Ms. Cronin mentioned she has previously held a booth for the CRCRC and through her work with AmeriCorps some opportunities may arise for partnerships to better utilize the available resources. She added that it will be important to work with vulnerable populations as it is something the community needs to talk about and pull people to work on. Ms. Yates agreed the booth will be helpful whenever those opportunities arise as the CRCRC does not want to stop outreach efforts but keeping in mind the CRCRC has commitments to fulfill. Ms. Yates stated assessment mode of the situation continues and the points will be discussed on at the next staff meeting but in order for agencies to succeed deadlines have been pushed back.

2. Additional

Ms. Hall stated she prefers to have specific responsibilities and roles for participation in events as well as text messaging communication. Ms. Cronin stated she is open to any role or responsibility as long as no heavy lifting is included. Ms. Cronin also stated she prefers e-mail as a communication channel.

Ms. Yates asked whether it was necessary for the committee to meet in December. Ms. Hall and Ms. Cronin agreed the next meeting will be in January and any material could be sent to them beforehand.

Paulette Hall moved to adjourn at 5:10 p.m. Tamara Cronin seconded the motion, which was unanimously approved.

Respectfully submitted by Johnny Alcivar-Zuniga



January 2015 Monthly Outreach and Education Report

Performance Goals:

- 50% of customers rating presentations satisfactory or better
- 10% > 25% Increased knowledge in customers after trainings.

Outcomes:

- Customers are satisfied with training programs/presentations
- Customers increased their knowledge of civil rights and the Commission

	Prior Month's Actuals	Year to Date
Activities:		
Number training programs/presentations requested	0	0
Number training programs/ presentations conducted	3	3
Number of attendees at training programs/ presentations	72	72
Number of request for attendance at community events	4	4
Number of community events participated in	6	6
Number of Social Media fans		
• Facebook	2,228	2,228
• Twitter	303	303
Key Performance Measure(s):		
Percent of customers rating training programs/presentations satisfactory or better	100%	100%
Percent of increased knowledge or understanding of Civil Rights local ordinance	25%	25%



Civil Rights Commission

Monthly Outreach and Education Report

Training programs/presentations requested:

- None

Training programs/ presentations conducted:

Program/Presentation	Staff	Date	Attendees
• LFFS – Human Needs Day	SMR/JAZ	January 9 th	7
• City of Cedar Rapids – Rental Business Training	SMR/JAZ/LY	January 13 th	60
• Jane Boyd – MOUs Fair Housing Staff Training	JAZ	January 14 th	5

Attendance at community events:

Event	Staff	Date
• Public Safety and Youth Services Comm. Meeting	LY	January 12 th
• Festival Latino Cedar Rapids Comm. Meeting	EM/JAZ	January 12 th
• City Council Meeting	LY	January 13 th
• Immigrant Concerns Meeting	EM/JAZ	January 14 th
• Horizons Lunch and Learn	JAZ	January 14 th
• Remembering MLK Jr.	LY/JAZ	January 19 th