



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

Commissioners Present: Dr. Emily Bowman

Commissioners Absent: Ms. Tamara Cronin- Chair
Ms. Paulette Hall
Mr. Leland Freie

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

Others Present: Mr. Scott Ireland, CBS 2/Fox 28

Meeting started at 1:16 p.m.

Quorum was not obtained

Introductions

Public Response - No public present

Approval of Minutes – Due to lack of quorum, the minutes were not approved and will be reviewed at the next commission meeting.

Old Business -

1. Outreach Report

Johnny Alcivar-Zuniga presented a new format for sharing monthly outreach activities with the committee. The report will also outline customer ratings of training program and percent of increased knowledge of the Civil Rights ordinance. The percent of knowledge increases is tracked by conducting a pre-test and pro-test for provided trainings.

Dr. Bowman requested upcoming outreach activities also be included in the report.

2. Train-the-Trainer Draft

Mr. Alcivar-Zuniga stated the Train-the-Trainer document is 90% complete and will be used to assist commissioners in getting more comfortable with conducting trainings. Staff will provide a presentation of how it works, provide tools to make commissioners more comfortable in presenting to the public and provide ways to deal with diverse audiences. The document will be finalized and shared with committee members at an upcoming date.

New Business –

1. Fair Housing Advertising Plan

Ms. Yates stated staff would like to move forward with HUD money to complete Fair Housing advertising. Staff would like to run commercials relating to Fair Housing from February to April as April is Fair Housing month.

Scott Ireland, CBS 2/Fox 28, stated the idea of the advertising is to create awareness and commercials will be run during high frequency times to create the awareness. Television is still the most high profile place for advertising. Mr. Ireland presented an overview of when commercials would run and there would be a total of 40 commercials per month. Mr. Ireland explained when the commercials would run and pointed out there is no charge to produce the commercial. In order to produce the commercial there would need to be approximately an hour to shoot the office space and other footage necessary for the commercial. The hour worth of film would be condensed to a 30 second commercial. The commercial could be placed on the Civil Rights Commission webpage if desired.

The meeting adjourned at 1:59 p.m.

Respectfully submitted by Alicia Abernathey