



City of Cedar Rapids
Civil Rights Commission
Outreach & Education Committee Meeting Minutes
Thursday, February 26, 2015
5:00 pm – 6:30 pm

Commissioners Present: Dr. Emily Bowman
Ms. Ashley Reynolds

Commissioners Absent: Ms. Tamara Cronin- Chair

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

Meeting started at 5:05 p.m.

Introductions

Public Response - No public present

Approval of Minutes – No corrections were made. The minutes stand approved.

Old Business -

1. Outreach Report

Johnny Alcivar-Zuniga presented the monthly outreach activities report showing events and trainings that were held in February. Mr. Alcivar-Zuniga explained the performance measures and what information would be used to track performance.

Ashley Reynolds asked if staff has considered using Survey Monkey to complete pre and posttests. Mr. Alcivar-Zuniga stated sometimes computer access is not available to the clientele of the training. Dr. Bowman suggested Poll Everywhere as it can be used on cell phones via text or through the internet. Mr. Alcivar-Zuniga stated staff will look into it for clientele that has access to cell phones and computers during trainings.

Dr. Bowman moved to approve the February Outreach Report. Ms. Reynolds seconded the motion, which was unanimously approved.

2. Fair Housing Advertising Update

Mr. Alcivar-Zuniga presented the Civil Rights commercial. Dr. Bowman asked if there could be a sentence in another language such as Spanish. Mr. Alcivar-Zuniga stated this commercial will only air on an English channel. Ms. Yates stated more advertising will be done next year and other languages can be incorporated.

New Business –

1. Performance Measures

Mr. Alcivar-Zuniga presented proposed performance measures which include:

- 50% of customers rating presentations and events as satisfactory or better.
- 15% of increased knowledge in customers after training.

Mr. Alcivar-Zuniga stated the recommendations will go to the full Commission in March for review and approval.

Ms. Reynolds asked if the data would be tied to actions. Mr. Alcivar-Zuniga stated his position is temporary and the data could be used in an argument for a full time position to request additional temporary positions.

Dr. Bowman requested the quote "...service as a..." quote be amended to serve "as a source..."

Dr. Bowman moved to approve the memo and staff recommendations as amended. Ms. Reynolds seconded the motion, which was unanimously approved.

Training –

1. Train-the-Trainer

Mr. Alcivar-Zuniga provided Train-the-Trainer training in regards to Know Your Rights and How to File a Complaint.

Dr. Bowman and Ms. Reynolds requested the Fair Housing training be postponed to the next Committee meeting.

Dr. Bowman moved to adjourn the meeting at 6:37 p.m. Ms. Reynolds seconded the motion, which was unanimously approved.

Respectfully submitted by Alicia Abernathey