



City of Cedar Rapids  
Civil Rights Commission  
**Outreach & Education Committee Meeting Minutes**  
Monday, July 27, 2015  
4:00 pm – 5:00 pm

**Commissioners Present:** Mr. Leland Freie  
Ms. Ashley Reynolds

**Commissioners Absent:** Dr. Emily Bowman, Chair

**Staff Present:** Ms. LaSheila Yates, Executive Director  
Mr. Bernie Walther, Investigator  
Ms. Alicia Abernathy, Administrative Assistant

**Call to Order** – Leland Freie, acting Chair, called the meeting to order at 4:13 p.m.

**Approval of Minutes** – Ashley Reynolds moved to approve the minutes from the May meeting. Leland Freie seconded the motion, which was unanimously approved.

**Old Business** -

**1. Outreach Report**

LaSheila Yates, Executive Director, stated Bernie will serve as the outreach contact for the Commission now that Johnny Alcivar is no longer with the Commission. Ms. Yates stated Bernie has experience in outreach as he led trainings in the Police Department. Ms. Yates stated Bernie will have support with outreach from staff and will receive more support when the AmeriCorp Vista position starts in October.

Bernie Walther, Investigator, presented the monthly outreach report showing events and trainings that were held in July. Mr. Walther explained outreach activities have started slowing down for the Commission so numbers aren't as high as previous months. Some of the outreach events for July included Festival Latino, Asian Culture Festival and the ADA Celebration.

Ms. Yates pointed out the performance standard for increased knowledge or understanding of the Civil Rights local ordinance was set for 15% and the score is currently at 14%. Commissioner Freie asked if staff looked into using smartphone applications for surveys and testing. Ms. Yates stated staff is finishing up some major projects but will look into the possibility and funding following the completion of those projects. Commissioner Reynolds suggested the post-test be completed as the presentation is going on and maybe there would be an increase in knowledge.

## **New Business –**

### **1. FY16 Education and Outreach Action Plan Discussion**

Ms. Yates stated the Commission is down to base level staffing of five team members and staff is working with two commissions. Staff is also working to meet the new performance standards. Therefore, staff would like to try to keep as many outreach events as possible during normal business hours.

Mr. Walther went through the Action Plan explaining the four objectives, the target audience, key messages, communication tools, communication plans and pointed out various tasks or projects staff will be working on.

Commissioner Reynolds moved to approve the FY16 Education and Outreach Action Plan as presented. Commissioner Freie seconded the motion, which was unanimously approved.

Ms. Yates stated the Action Plan will go before the full Commission in August for approval.

The meeting was adjourned at 5:05 p.m.

*Respectfully submitted by Alicia Abernathey*