



Civil Rights Commission

City of Cedar Rapids
Civil Rights Commission
Outreach & Education Committee Meeting Agenda
Monday, April 18, 2016
4:30 pm – 5:30 pm

Outreach & Education Committee Members:

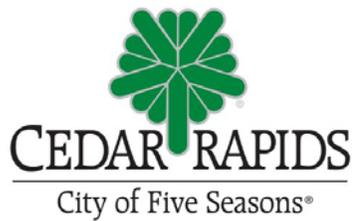
Emily Bowman, Chair
Leland Freie
Ashley Reynolds

Agenda:

- I. Call to Order
- II. Approval of Minutes
- III. Old Business
 - 1. Fair Housing Poster Contest Update Sophie Belter
CRCRC Intern 10 Minutes
 - 2. Outreach Report Bernie Walther
CRCRC Investigator 5 Minutes
 - 3. Quarterly Trainings Update Bernie Walther
CRCRC Investigator 10 Minutes
 - 4. Summer Outreach Events Bernie Walther
CRCRC Investigator 5 Minutes
 - 5. FHAP Outreach Budget LaSheila Yates
CRCRC Executive Director 10 Minutes

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
Monday, February 29, 2016
4:30 pm – 5:30 pm

Commissioners Present: Dr. Emily Bowman, Chair
Ms. Ashley Reynolds

Commissioners Absent: Mr. Leland Freie

Staff Present: Ms. LaSheila Yates, Executive Director (via conference call)
Mr. Bernie Walther, Investigator
Ms. Alicia Abernathy, Administrative Assistant

Guests: Mr. Scott Ireland

Call to Order – Dr. Emily Bowman, Chair, called the meeting to order at 4:33 p.m.

Approval of Minutes – Ashley Reynolds moved to approve the minutes from the February meeting. Emily Bowman seconded the motion, which was unanimously approved.

New Business –

1. Public Service Announcement

Scott Ireland, KGAN, stated TV is still the most influential media source. Mr. Ireland stated with the \$5,000 investment there will be for a total of 312 commercials in the month of April. Mr. Ireland provided a breakdown of timeslots the commercial will air within. LaSheila Yates, Executive Director, stated staff has seen an increase in phone calls relating to service and companion animals so the PSA will focus on that in terms of housing. Mr. Ireland stated staff met with the producer to discuss ideas for the PSA and a script should be put together within a week. The PSA will mention common questions that are being raised when people call the Commission.

Commissioner Bowman asked if the Commission would receive the copyrights to the PSA in order to share on our website and social media outlets. Mr. Ireland stated the copyrights will go to the Commission.

2. FHAP Outreach Budget

Ms. Yates stated the Commission received a grant from HUD in which the funds were not completely used. Ms. Yates stated HUD agreed to allow the Commission to carry the funds into FY16 but the money had to be allocated toward specific projects and outreach. Ms. Yates stated there was approximately \$45,000 to start with and some of it has been allocated for the Fair Housing Poster Contest, the PSA, Language Link, document translation, etc.

Commissioner Bowman stated she would be interested in seeing the Commission advertise on City buses including advertisement for Commission vacancies.

Old Business -

1. **Outreach Report**
2. **Quarterly Trainings Update**
 - a. **EEOC**
 - b. **Fair Lending**
3. **Summer Outreach Events**

Bernie Walther, Investigator, stated social media followers are continuing to increase. Mediation training, held on February 9th, had 47 people in attendance and staff is working to provide a second Mediation training. The second training will provide a recap of the previous training and then will go into more in depth discussion. Mr. Walther stated John Marshall Law School is providing Fair Lending training on April 8th and staff will start publicizing the even this week. Mr. Walther stated there is still no EEOC contract yet but the dates are tentatively set for May.

Ms. Yates stated there will be a Law Day held with Cedar Rapids Community School District students that will bring their attention to various laws including Civil Rights laws. Ms. Yates stated she will be providing Know Your Rights training to the students.

Mr. Walther stated staff has been informed of various summer events but some of the times haven't been determined. Summer outreach events include PrideFest, Asian Festival, Juneteenth, ADA Celebration, Verteran's Stand Down, Festival Latino, etc. and are mostly on Saturdays.

4. **Fair Housing Training**

The Committee went through the Fair Housing online training providing feedback to staff.

The meeting adjourned at 5:54 p.m.

Respectfully submitted by Alicia Abernathey



APRIL 2016 Monthly Outreach and Education Report

Performance Goals:

- 50% of customers rating presentations satisfactory or better.
- 15% of increased knowledge in individuals after trainings.
- 2.5 or higher rating for overall customer service experience.

Outcomes:

- Individuals are satisfied with training programs/presentations and overall customer service.
- Individuals increase their knowledge about civil rights and the Commission.

	Prior Month's Actuals	Year to Date
Activities:		
Number training programs/presentations requested	3	23
Number training programs/ presentations conducted	2	43
Number of attendees at training programs/ presentations	89	962
Number of request for attendance at community events	1	27
Number of community events participated in	1	41
Number of Social Media fans	2328	2366
• Facebook		
• Twitter	362	365
Percent of customers rating training programs/presentations satisfactory or better	0	100%
Percent of increased knowledge or understanding of Civil Rights local ordinance	0	21%
Rating for overall customer service experience – Outreach	0/0	5/5

Training programs/presentations requested:

- Safe CR Rental Business training - April 19, 2016
- NAACP general knowledge presentation - April 21, 2016
- Mediation (second presentation) - April 22, 2016
- Kirkwood trucking Anti-Harassment training - May 17, 2016
- Law Day - May 25, 2016



Training programs/presentations conducted:

Program/Presentation	Staff	Commissioners	Date	Attendees	Rating	Knowledge Gain
• City of CR New Hire Orientation	JA	None	March 2, 2016	6	NA	NA
• Intrinsic Bias to Coe College students	JG/SB	None	March 23, 2016	22	NA	NA
• Fair Housing training to Kelley Property Mgt.	BW	None	March 24, 2016	5	NA	NA
• Fair Housing training to Five Seasons Mobile Home Court	JG/BG	None	April 6, 2016	6	NA	NA
• Fair Lending presented by John Marshall Law School	BW	LO	April 8, 2016	50	NA	NA

Attendance at community events:

Event	Staff	Commissioners	Date	Area
ARC March	JA/JG	None	April 2, 2016	Outreach

Attendance at boards, meetings, and others: REPRESENTING THE CRCRC

Boards/Meetings/Others	Staff	Commissioners	Date
• Continuum of Care Committee	BW	None	February 29, 2016
• City of CR Diversity Planning Committee	LY	None	March 1, 2016
• Marion Civil Rights Commission Meeting	LY	RT	March 2, 2016
• Diversity Initiatives Committee	LY/AA/BW	None	March 3, 2016
• Meet Jairo Munoz to discuss emerging Latino/Hispanic Committee	LY	None	March 8, 2016
• Immigrant Concerns Committee	BW	None	March 9, 2016



Civil Rights Commission

• City Employee Diversity & Equity Committee	LY	None	March 10, 2016
• CSI class at Kirkwood Community College	LY	None	March 11, 2016
• HUD Region VII FHAP conference	LY	None	March 15-17, 2016
• City Council meeting to reduce Commission size	LY	KR	March 22, 2016
• City Employee Diversity & Equity Committee	LY	None	March 23, 2016
• Implicit Bias for City Directors	LY	None	March 23, 2016
• CR Diversity Planning meeting	LY	None	March 23, 2016
• Civil Service Commission meeting	LY	None	March 23, 2016
• SET Committee Law Enforcement & Public Safety subcommittee meeting	LY	None	March 24, 2016
• City Employee Diversity & Equity Committee	LY	None	March 28, 2016
• Continuum of Care Committee	BW	None	March 28, 2016
• Section 3 program discussion with Housing Division	LY/AA	None	March 29, 2016
• Facilitated training discussion with Linn County	LY	None	March 31, 2016
• City Diversity Initiative Listening Tour with City Clerk	LY	None	March 31, 2016
• United Way Health Solutions	LY	None	April 1, 2016
• SET Housing task force committee meeting	LY	None	April 6, 2016
• Marion Civil Rights Commission “Know your Rights” Train the Trainer	LY	None	April 6, 2016
• SET Communities task force committee meeting	LY	None	April 7, 2016
• ERGC Research Committee	LY	None	April 7, 2016
• Attend Butterfly Brunch	LY	None	April 9, 2016
• United Way LEP training	LY	None	April 11, 2016
• Law Day Planning Committee	LY	None	April 11, 2016
• City Council Meeting to accept Fair Housing proclamation	LY/JG	None	April 12, 2016
• CR Police recruitment strategies meeting	LY	None	April 13, 2016



Upcoming events and opportunities:

Event	Time	Location	Date
• Mediation Training	9am-noon	CRPD Community Room	April 22, 2016
• Law Day	TBD	CRCRC office	May 25, 2016
• Farmer's Market (Citizen Appreciation Day)	7:30am-Noon	Green Square Park	June 4, 2016
• PrideFest	Noon-6pm	Club Basix	June 4, 2016
• Tanager Fest- Donna the Dolphin	4:30-6:30pm	Rockwell Sports Complex	June 4, 2016
• Asian Festival	1:30-10pm	McGrath Amphitheatre	June 11, 2016
• Juneteenth	11am-4:00pm	Viola Gibson Park	June 18, 2016
• ADA celebration	4:00PM?	Kernels Stadium	July 23, 2016
• Public Accommodations/ADA presented by Great Plains ADA Center	10:00am-noon	Whipple Auditorium/ CR Public Library	August 29, 2016
• Veteran's Stand Down	TBD	Kernels Stadium	Sept. 9, 2016
• Festival Latino	2:00-7:00pm	May's Island	Sept. 18, 2016

Project # 793606 – FY16 Fair Housing Outreach Budget		Expenses - Detail	Total	Status	Remaining Balance
4/14/2016					
Poster Contest	\$7,000	Scholarships - \$3000 Ads - \$44.25 Event costs - TBD	\$3,044	Underway	\$3,956
Document Translation	\$1,500	Spanish - \$50 French - \$645 Swahili - \$645	\$1,339	Complete	\$161
Language Line	\$3,000	\$3000/will need to be set aside	\$3,000	Underway	\$0
2016 Fair Housing TV Ads (Feb-Apr)	\$5,000	\$5,000 set aside	\$5,000	Underway	\$0
2016 Fair Housing Month Activities - (Speakers, or Community Training)	\$5,000	Fair Lending Training (John Marshall) - \$1,700	\$1,700	Underway	\$3,300
Movie Night Event	\$500		\$10	Complete	\$490
CRCRC Banners Downtown Cedar Rapids in October - 52nd Civil Rights Anniversary	\$1,000	No charge because MEA booked our location and replaced it with another organization. Exploring options for placing the banners downtown in the future.	\$0	Complete	\$1,000
Bus Ads	\$5,000	Advertisement on City buses. \$5000 will need to be set aside	\$5,000	Underway	\$0
Printing	\$5,000	2500 Brochures - \$1225	\$1,225	Underway	\$3,775
2016 Educational Outreach Materials (cultural simulation game, CRCRC timeline, Utility Bill Inserts, and etc.)	\$10,000	EZ Up Tent - \$170.48 Poverty Simulation Game - \$514.03 App update - \$250 Water bottles - \$341 Tote Bags - \$400 Pens - \$182 Women's Equality Coalition - \$35 T-shirts - \$600 CRCRC History Timeline - Approx \$3,000 Tablecloth - \$400 Outreach Bags - \$39.93 Prize Wheel - \$310.73	\$6,243	Underway	\$3,757
Outreach Events	\$2,000	AsianFest - \$575 Festival Latino - \$25 ADA Celebration - \$25 PrideFest - \$25	\$650	Underway	\$1,350
\$45,000			\$27,211		\$17,789