



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