

AGENDA

CITY OF MESA
HUMAN RELATIONS ADVISORY BOARD (HRAB)
Ad Hoc MARKETING AND COMMUNICATION PROJECT TEAM

Monday, December 20, 2010
20 E. Main St. Ste. 250
3:30 p.m.

1. Discuss and provide direction on Goal #1 of the HRAB 2010/2011 Strategic Plan which recommends; the HRAB is recognized by the community as *the* place to go for dialogue and leadership on diversity-related issues.

Action Items:

- a. Create a new brochure for the Board and revisions to the Board's page on the City Web site.
 - i. Editing and updating the Board Web site, specifically adding community information links.
 1. Discuss and determine links to be posted.
 - ii. Changing or refreshing the Board Logo.
 1. Hear an update from staff.
 - iii. Updating text and editing the Board Brochure.
 1. Hear an update on current draft, production status.
2. Discuss and provide direction on Goal #2 of the HRAB 2010/2011 Strategic Plan which recommends; the HRAB is aware, educated and responsive to human relations issues in the community.

Action Items:

- a. Create and implement methods to educate the community about stereotypes, facts and myths related to immigrants.
 - i. Updating and adding new contacts to the Emerging Communities contact list.
 1. New contacts to be added
 - ii. "Getting to know your neighbors" articles to the media.
 1. Update on potential articles

2. Discuss and finalize content, timeline for an e-newsletter.
 - iii. Social media as a way to engage the community with Board issues.
 1. Hear an update from staff.
3. Discuss and provide direction on the request from the Board to have name badges and business cards.
 - a. Hear an update from staff.
4. Hear from citizens present.
5. Scheduling of meetings and general information.