

AGENDA

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

Monday, March 7, 2011

20 E. Main St. Ste. 250

4:30 p.m.

1. Approval of the minutes from the February 7, 2011 Ad Hoc meeting.
2. Items from citizens present.
3. 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. Hear an update from staff on previous links found.
 - ii. Changing or refreshing the Board Logo.
 1. Hear an update from staff on using the previous logo.
 - iii. Updating text and editing the Board Brochure.
 1. Hear an update from staff.
4. 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
 - a. Board member Ms. Denise Heap suggested adding:
 - Boeing-Diversity Office/Armando Espinoza (No contact info found online for Mr. Espinoza)
 - LGBTQ Center at ASU – Lisa Pittari, LGBTQA Specialist (480) 727-0840
 - MPD Diversity Team – Karen Stegenga, Crime Prevention Officer (480) 644-5014
 - MLK Committee – Nancy Reynolds, Chair mesamlkjr@gmail.com (No phone number)

- NAACP of East Valley – (No contact information found)
 - Mesa Association of Hispanic Citizens (MAHC) – info@mahcaz.org
(No contact person found, only generic email address)
 - East Valley Patriots for American Values – (No contact information found online)
- ii. “Getting to know your neighbors” articles to the media.
 1. Update on potential articles
 2. Hear an update from staff on 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 on the Facebook Diversity Fan page and using the city’s Twitter account to promote the HRAB.
5. Discuss and provide direction on the request from the Board to have business cards.
 - a. Hear an update from staff on the Diversity Office budget to purchase generic business cards.
 6. Discuss future agenda items, meeting dates, announcements, other housekeeping.