

## AGENDA

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

Monday, November 29, 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. Hear a presentation from Jessica Brodersen, Public Information Office.
  - ii. Changing or refreshing the Board Logo.
    1. Hear logo proposals from City Printing and Graphics Department
  - iii. Updating text and editing the Board Brochure.
    1. First draft edits to be finalized.
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 the Arizona Republic Newspaper
2. Discuss and finalize content for an eNewsletter
- iii. Social media as a way to engage the community with Board issues.
  1. Hear an update from the Public Information Office.
3. Discuss and provide direction on the request from the Board to have name badges and business cards.
  - a. Hear an update and advisement from City of Mesa on proceeding.
4. Hear from citizens present.
5. Scheduling of meetings and general information.