
**CITY OF MESA
HUMAN RELATIONS ADVISORY BOARD (HRAB)
January 24, 2024 Minutes**

The Human Relations Advisory Board (HRAB) of the City of Mesa met on January 24, 2024 at 6:00pm in the Lower Level, City Council Chambers, 57 E First St.

<u>MEMBERS PRESENT</u>	<u>MEMBERS ABSENT</u>	<u>STAFF PRESENT</u>	<u>GUESTS</u>
Ron Williams Chair	Brett Caldwell	Andrea Alicoate	Aidan Current
Christiana Hammond Vice Chair	Mahmoud Riyad	Elisha Gutierrez	
Nina Allred			
William Campos			
Sabrina Dobson			
Abram Ellsworth			
Rochelle Johns			
Yudidt Nonthe Sanchez			
Oscar White			

1. Chair's Call to Order.

Mr. Williams called the meeting to order at 6:00 p.m.

(1a) Announcement of excused absences.

Ms. Alicoate, Director of Diversity & Engagement, advised that Brett Caldwell submitted his resignation as he relocated outside of the City of Mesa, therefore he was announced as an excused absence from this meeting. Mr. Williams thanked Mr. Caldwell for his service to the board.

2. Items from Citizens Present. *

No citizens wished to speak to the board.

3. Approval of minutes from the December 20, 2023 HRAB meeting.

It was moved by Mr. White and seconded by Ms. Hammond that the above-mentioned minutes be accepted as written.

Upon tabulation of votes, it showed:

AYES- Mr. Williams, Ms. Hammond, Ms. Allred, Mr. Campos, Ms. Dobson, Mr. Ellsworth, Ms. Johns, Ms. Nonthe Sanchez and Mr. White

NAYS- None

4. Hear and discuss Sophisticated Marketing Solutions' use of Mesa Business Builder (MBB) Small Business Assistance.

A video featuring Mr. Campos, owner of Sophisticated Marketing Solutions and HRAB member, was presented to the HRAB. The video showcased his experience of utilizing the Mesa Business Builder (MBB) Small Business Assistance. Mr. Campos shared with the HRAB how he found out about the program and how his business progressed with their tools. He spoke about the resources available, the access to a variety of business solutions, and professionals who could provide guidance.

Ms. Alicoate provided HRAB with additional information about the program that is part of the Economic Development Office. She explained the accessibility of having the platform available online and the evolution of the program. She concluded the presentation by emphasizing the focus on small business owners and spotlighting Mr. Campos' experience.

5. Hear and discuss a presentation on the new city program for Community Clean Up.

Elisha Gutierrez, Community Engagement Coordinator with the Community Services Department provided HRAB with a presentation on the Community Clean Up program. She began with an overview of the community's need for this specific service, the planned model, and current available programs pertaining to this field. She explained the strategic planning and collaboration with the Solid Waste department around creating this program. She provided details on the logistics surrounding the containers that were customized, along with operational planning for the launch this Spring. She also shared targeted geographical areas assessed as starting points based on data gathered by non-utilization of other similar programs. Ms. Gutierrez detailed the outreach strategy for effectively communicating with residents regarding the timing of the deployed service in neighborhoods, as well as a review of the website along with how the program will be modified to meet accommodations. She concluded the presentation by answering questions and receiving feedback from board members.

6. Hear an update on the public engagement period for the 2050 General Plan and other Citywide master plans.

Ms. Alicoate gave an update on the public engagement period for the 2050 General Plan and other Citywide master plans. She provided details on the comment and review phase. She explained how the public can participate in sharing their comments and feedback on the document. She also expressed how this draft is a culmination of all the public engagement leading up to this phase. Ms. Alicoate also shared an update on the Transit Master Plan and the public comment phase currently available. She requested HRAB provide their input through the platforms. She concluded the presentation by answering questions and receiving feedback from board members.

7. Scheduling of meetings, future agenda items, and general information.

(7a) All-America City Day on Saturday, January 27, 2024 in Downtown Mesa from 11am-4pm. Kick-off reception on Friday, January 26, 2024 at 5:30pm in the The Post.

(7b) Annual Regional Unity Walk on Saturday, January 27, 2024 at Tempe Beach Park. The festival will start at 4:30pm with the walk to follow at 6:00pm.

(7c) Next HRAB meeting will be held on February 28, 2024 at 6pm in the Lower-Level City Council Chambers (57 E 1st St).

8. Hear reports on conferences and/or meetings attended.

Mr. Williams attended a City Council meeting and Unified Arizona Veterans meeting where he received a nomination to be on the board of the Arizona Veterans Hall of Fame. He also attended a Booster A Foster Family meeting. Along with facilitating the Arizona MLK Awards Breakfast and the pre-march ceremony as Chair of the Arizona Dr. Martin Luther King Jr. Celebration Committee. He also volunteered at the Cooper State Beer Festival. He attended the Asian Festival and the Azura rebranding event

Ms. Hammond spoke at a press event in support of the statewide nondiscrimination bill.

Ms. Allred attended an Asian District Steering Committee meeting and facilitated the Multicultural Day event hosted by the East Valley Hispanic Chamber of Commerce and Mesa Public Schools. She attended a virtual meeting with the Mesa Community Action Network and attended the Share Your Roots event hosted by the Mesa Police Department. She volunteered at the Asian Festival and attended the Mesa-East Valley Dr. Martin Luther King Jr. Parade. She attended the i.d.e.a. Museum Foundation Board meeting and facilitated a donation collection at the Soley for Kids event.

Mr. Campos attended the East Valley Breakfast with the Governor event and an event at Sloan Park hosted by the Mesa Chamber of Commerce.

Ms. Dobson attended Merry Main Street, the Mesa-East Valley Dr. Martin Luther King Jr. Parade, and the Asian Festival.

Mr. Ellsworth attended the World is Waiting concert at the Mesa Art Center and attended the Multicultural Day event hosted by the East Valley Chamber of Commerce and Mesa Public Schools. He also attended Merry Main Street and the Fireside Devotional. He visited the Arizona Big Trains Garden. As well as participated in the Mesa-East Valley Dr. Martin Luther King Jr. Parade and attended the Azura rebranding event.

Ms. Johns volunteered at the Mesa-East Valley Dr. Martin Luther King Jr. Parade.

Ms. Nonthe Sanchez attended a dialogue event held at Arizona State University.

Mr. White participated in the collection and delivery of donations to the veterans' homeless shelter on Christmas day. He also delivered cards to the Veterans Affairs Home Care Center. As well as participated in the Mesa-East Valley Dr. Martin Luther King Jr. Parade.

9. Adjournment.

The meeting was adjourned at 7:00 p.m.

Submitted By:



Andrea Alicoate,
Director of Diversity & Engagement