

DRAFT MINUTES
JUNEAU HUMAN RIGHTS COMMISSION
THE CITY AND BOROUGH OF JUNEAU, ALASKA
Feb 1, 2022

I. CALL TO ORDER/ROLL CALL

- a. Present: Haifa Sadighi, Mary Wegner, Aidan Key, Emily Mesch
- b. Absent: Ibn Bailey (submitted resignation letter Jan 2022)
- c. Support: Di Cathart

II. APPROVAL OF MINUTES

- a. Minutes of the January 18, 2022 Meeting – Approved with minor corrections

III. APPROVAL OF AGENDA - Approved

- a. Training for JHRC Members: Crowdsourcing with Kristen Daniels from CatapultEd - Tabled to March 15th
- b. Town Hall Conversations
 - 1. **Promotion and Budget:** Emily and Angel did initial legwork for advertising and promotion plan for town hall meetings. Emily and Mary met to get Mary up to speed on marketing plan and did additional work – see notes in appendix below.
 - 2. Next steps will look to radio, social media, event calendars and other avenues for no-cost promotion of the town meetings. We discussed the possibility of spending \$70 for 40 posters for a two-time distribution across town. There is in-house printing available to us from the city and we could then drop them off at Capital Printing. Goal is to get to a place where we can list upcoming town meetings on any poster. Can we submit a request for funds from the budget for commissions? We would need to submit funds requests (ex. presenter fees) several months in advance. We should talk with Human Resources about the budget.
 - 3. It was decided that we should eliminate the printed posters for our first (few?) town hall meetings until we see the results of the radio, newspaper, and CBJ social media avenues.
 - 4. We discussed whether we could pre-approve the format of future announcements which would then be populated with content for any specific town hall. The goal of this approach would be to eliminate excess public meetings with quorum to approve administrative tasks. It was motioned and approved that we have a consistent format for town hall marketing materials. (Text drawn from town hall “progressive marketing plan” :

“Graphically appealing background appropriate for the content of the Town Hall with the 2-3 sentence description provided by the speaker along with the speaker’s picture. Additional text information on the poster will include When and Where along with the City Clerk’s email and directions to get the Zoom link on the CBJ Calendar.”

Additional Discussion Items:

1. *Discussed and mapped out a Feb 23rd, 2022, 6p dialogue, the purpose of is to begin event planning for Black History Month 2023. We would like to invite Juneau Black caucus leaders to join us for this brainstorm as well as any interested members of the public. Haifa and Aidan will meet to identify potential invitees and to frame Feb 23rd conversational goals.*
2. *JHRC members will attend the Human Resources (HR) meeting on February 28th to address HR questions and to revisit the long-ago request to gain a city acknowledgement/resolution of Black Juneau pioneer Rosa Lee Walker.*
3. *Efforts will be made in subsequent JHRC meetings to continue building a foundation for hosting future town hall meetings. It was agreed that substance reigned over quantity and that our first year’s goal may be in the range of 2-3 town halls and we could uptick the frequency as capacity allows.*
4. *Emily agreed to coordinate media promotion for town hall meetings (with additional support as needed/requested).*
5. *Mary agreed to take on meeting minute taking responsibilities (with additional support as needed/requested).*
6. *Aidan and Haifa agreed to coordinate the town hall invited speakers schedule. (with additional support as needed/requested).*

IV. UPCOMING MEETING DATES

- a. February 15, 2022 at 5:00 pm

V. ADJOURNMENT: 6:40pm

Appendix

Notes from Emily and Mary’s Jan 2022 Meeting

Proposed Advertising Plan

1. Progressive Outreach:

1. *Goal: We want to rely on more than the standard CBJ advertising of meetings to make sure that our Town Hall advertising is reaching the widest possible audience.*
2. *In addition to the standard CBJ advertising of meetings, we will initially focus on CBJ Facebook and CBJ Twitter outreach, as well as utilize the JAHC Juneau Community Calendar [online, poster, and other venues]*

3. *Use the City printing service privilege at Capital Copy to print a few poster of each Town Hall. [Note: We need to find out from the JAHC how many posters will need to be printed for each Town Hall.]*
4. *Have the JAHC put up our Town Hall poster along with their Juneau Community Calendar posters 4-6 weeks and 2-3 weeks before an event.*
5. *If we find that we are still not getting enough participation in our Town Halls with this approach, then we will explore paid advertising in the Juneau Empire.*
2. **Current Costs:** *\$5 at both the 4-6 week and 2-3 week interval for JAHC to post our Town Hall poster alongside their Juneau Community Calendar poster: 2 posts per Town Hall = \$10/Town Hall*
3. **Timeline:** *Posters will need to be finalized and printed 2 months prior to an event.*
4. **Speaker Contribution:** *From each speaker, we will need to have a photo that we can use for the printed poster and a 2-3 sentence description of the Town Hall.*
5. **Formats:**
 1. CBJ Facebook and CBJ Twitter: *Clean text-only graphic with a little color formatting to identify Who, What, When, and Where with a link to the City Clerk's email and text in the body of the Facebook or Twitter post that includes a link to the CBJ Calendar where they can get a link to the Zoom.*
 2. Printed Posters: *Graphically appealing background appropriate for the content of the Town Hall with the 2-3 sentence description provided by the speaker along with the speaker's picture. Additional text information on the poster will include When and Where along with the City Clerk's email and directions to get the Zoom link on the CBJ Calendar.*
 3. KTOO: *Interview opportunity*