



**THE CITY OF SAN DIEGO  
CITIZENS' EQUAL OPPORTUNITY COMMISSION  
PUBLIC OUTREACH SUBCOMMITTEE  
MINUTES**

**Friday, April 1, 2016 (March meeting rescheduled)  
9:00 a.m. – 9:30 a.m.**

**CEOC Duty Statement:**

Monitor and/or evaluate the Equal Opportunity Program of the City. Advise on a continuing basis, the Mayor, City Council, Civil Service Commission and other appropriate agencies of City government. Submit written quarterly reports for review by Rules Committee and Council. Assist in recruitment of competent historically under-represented, women and disabled. Promote the City of San Diego as an Equal Opportunity Employer of individuals and firms desiring to contract with the City.

Call to Order: Roll Call at 9:00 a.m.

Chair: Commissioner Cynthia Suero-Gabler – Present

Committee Members:

Commissioner Lan Jefferson – Present

**ITEM I: OLD BUSINESS**

A. General

- a. The Public Outreach (PO) Subcommittee decided to review the outstanding action items from the final minutes of the PR Subcommittee from August 27, 2015 as well as the recommended new sub-committee goals from this year's 2015 CEOC Retreat and use them as a starting point for the new PO Subcommittee.

B. Meeting Times

- a. Monthly from 8:30 – 9 a.m. on the 2<sup>nd</sup> Tuesday (Reminder). The meeting started at a later time than usual at 10:00 a.m.
- b. Since there are only two sub-committee members, Commissioner Suero-Gabler will call Commissioner Jefferson directly.

C. Community Outreach

- a. Recommendation from 11/10 Meeting: Follow up on action item from 8/27/2015 – Request for the actual PowerPoint for the PDF we received on “Doing Business with the City”

**i. Action Item – Chair Suero-Gabler will develop summarized talking points from this presentation for Commissioners to use. – Continued**

D. Council Relations, Council Committee Meeting, and City Council Meetings

- a. Recommendation from 11/10 Meeting: Add an item to CEOC monthly agenda under “Information Items” to allow an opportunity for Commissioners to report on

information they received from attending Council Committee Meetings or City Council Meetings.

- i. Action Item - Need approval by the Chair and Commissioners to add this item to the monthly agenda
- ii. Action Item – Commissioner Jefferson suggested we name this item on the agenda “Commissioners in the Community” (as a report out)

#### E. Public Relations

- a. PO Subcommittee discussed the need for the Commissioners to assist the Staff to educate the public about the EOC. One way to do so would be through existing means of communication including the City’s website, the CEOC Corner in the EOC Newsletter, and through social media.
- b. Recommendation from 11/10 Meeting: Commissioners take a group photo along with individual photos to be used for the CEOC web page on the City’s website and future social media page.
  - i. Action Item – At the February 2016 CEOC Meeting, suggest that we take/submit individual photos and a short bio. Also suggest that we schedule a time to take a group photo of the Commissioners to take place 15-minutes before the March Meeting. – Follow up
- c. Recommendation from 11/10 Meeting: PO Subcommittee look into the legalities of mimicking the City's CEOC web page after the Arts & Culture Commission (See link at <http://www.sandiego.gov/arts-culture/about/commissioners.shtml>)
  - i. Action Item – Follow up on recommendation. – Follow Up
- d. Recommendation from 11/10 Meeting: Follow up on action item from 8/27/2015 – Creation of Social Media Account (Facebook & Twitter). Since the City of SD’s SLBE Program has a Facebook Page, ask if the CEOC can have a group page connected to the SLBE Program’s Facebook Page, to be managed by the Public Outreach Sub-Committee. (See link at <https://www.facebook.com/SDCitySLBE>)
  - i. Update – Per Henry Foster, this item is on hold.

#### F. Outreach

- a. Recommendation from 11/10 Meeting: Chair Suero-Gabler discussed the need for talking points to be drafted for the Commissioners. Commissioner Jefferson suggested that we keep it to 3 to 5 bullets.
- b. Public Outreach Sub-Committee brainstormed several topics. Chair Suero-Gabler will draft initial talking points, sent them to Commissioner Jefferson and CEOC Chair Warner for feedback, and submitted them to Chery Stadille in December.

#### G. Relevance and Timing

- a. Reminder of quarterly dates that articles are due for the CEOC Corner. **Next due date is Volume 5 – April 1, 2016.** Sub-Committee agreed that the rotation of the Sub-Committees to submit articles works perfectly since there are four sub-committees and the articles are quarterly.
  - i. Action Item – Lan Jefferson, who serves on the CEOC Annual Report Ad-Hoc Committee, will draft the next CEOC Corner.

### ITEM II: NEW BUSINESS

- A. SD SLBE Facebook Page – Discussed above in Item II, Section F (d).
- B. Public Outreach Goals from the CEOC Retreat on September 11, 2015
  - a. The PO Subcommittee reviewed the goals discussed from the CEOC Retreat from September 11<sup>th</sup> and decided to keep the following Public Outreach Subcommittee Goals:

1. Inform and educate the public about EOC (talking points & events)
  2. SLBE Training & Mentoring / Public Awareness (only the marketing aspect)
  3. Media to promote the mission (Item on hold)
  4. SDMC Section 26.16 Update to include women & veterans (in process)
- b. PO Subcommittee decided that “Small Business Advocacy” does not fit in as a goal because the City of San Diego is already doing this through their Small Business Ambassador program.
- C. Public Outreach Goals from the CEOC Retreat on September 11, 2015
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1. Inform and educate the public about EOC (talking points & events)
  2. SLBE Training & Mentoring / Public Awareness (only the marketing aspect)
  3. Media to promote the mission (Item on hold)
  4. SDMC Section 26.16 Update to include women & veterans (in process)
- c. PO Subcommittee decided that “Small Business Advocacy” does not fit in as a goal because the City of San Diego is already doing this through their Small Business Ambassador program.
- i. **Action Item – In an effort to get a handle on what the EO Division and other City Departments such as DPW and P&C are currently doing for public outreach to encourage small business participation, we request that staff put together a calendar of events that identifies what each department and division has planned for outreach this year. – Follow up**

**ITEM III: NEXT MEETING: Tuesday, April 12, 2016 from 8:30 – 9:00 a.m.**