

**THE CITY OF SAN DIEGO
CITIZENS' EQUAL OPPORTUNITY COMMISSION
PUBLIC OUTREACH SUB-COMMITTEE
MINUTES**

**Tuesday, November 10, 2015
10:00 a.m. – 10:30 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 10:00 a.m.

Chair: Commissioner Cynthia Suero-Gabler – Present

Committee Members:

Commissioner Lan Jefferson – Present

ITEM I: OLD BUSINESS

A. General

- a. The Public Outreach Sub-Committee decided to review the outstanding action items from the final minutes of the PR Sub-Committee 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 Public Outreach Sub-Committee.

B. Meeting Times

- a. Monthly from 8:30 – 9 a.m. on the 2nd Tuesday (Reminder)
- b. Since there are only two sub-committee members, Commissioner Suero-Gabler will call Commissioner Jefferson directly.

C. Community Outreach

- a. **Action Item – 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”**

D. Event Document

- a. Chair Suero-Gabler the CALTRANS 11th Annual Procurement & Resource Fair on Wednesday, October 21, 2015 at the Balboa Park Club Ballroom at Balboa Park.
- b. Commissioner Jefferson attended the Construction Industry Prequalification Workshop on Friday, November 6, 2015 at the Metropolitan Operations Center 2 Auditorium.
- c. Commissioner Jefferson shared that she spoke with small business owners and consultants and asked them how the prequalification process is working for them.
- d. **Action Item – Chair Suero-Gabler and Commissioner Jefferson will fill out the Event Document and email it to Cheryl Stadille.**

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

- a. Action Item – Recommendation to 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.
- F. Public Relations
- a. The Sub-Committee 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.
 - a. Action Item – Recommend that the 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. We propose to take the photo outside of the CEOC Meeting dates/times.
 - b. Action Item – Recommend that the Public Outreach Sub-Committee 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>).
 - c. Action Item – 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>)
- G. Outreach
- a. Chair Suero-Gabler discussed the need for talking points to be drafted for the Commissioners.
 - b. Commissioner Jefferson suggested that we keep it to 3 to 5 bullets.
 - c. Action Item – Chair Suero-Gabler will draft talking points and will send them to Commissioner Jefferson for her feedback.
- H. Relevance and Timing
- a. Reminder of quarterly dates that articles are due for the CEOC Corner
 - b. Next due date is Volume 4 – January 5, 2016.
 - c. 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.
 - d. Action Item – Chair Suero-Gabler, who also serves on the Data Sub-Committee, will draft an article for the Data Sub-Committee and submit it to Data Sub-Committee Chair Custudio.

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. Action Item - The Sub-Committee will review the goals and provide feedback at the next Sub-Committee meeting as to whether some of the goals can be combined or if they actually fit in the Public Outreach Sub-Committee.

ITEM III: NEXT MEETING: Tuesday, December 8, 2015 from 8:30 – 9:00 a.m.



THE CITY OF SAN DIEGO
CITIZENS' EQUAL OPPORTUNITY COMMISSION
COMMISSIONER EVENT UPDATE
FORM

COMMISSIONER: _____ DATE: _____

COMMISSIONER ATTENDANCE/PARTICIPATION: (Which Commissioners will attend Event/Activity)

EVENT/ACTIVITY: (Type of Event/Activity)

PURPOSE: (Purpose of Event/Activity)

HIGHLIGHTS: (Main points of Event/Activity)

TAKEAWAYS: (Commissioner Thoughts of Event/Activity)

ACTION ITEMS: (Recommendations/Priorities for Commissioners)
