

Citizens' Equal Opportunity Commission  
PR Sub-Committee Meeting 2/19/14 1pm PST  
Via City of San Diego Conference Bridge

Chair: Commissioner Rafael Perez  
Sub Committee Members Present: Commissioner Lan Jefferson, Commissioner Greg  
Torrwick

Absent: Commissioner Monte Jones

1. Meeting Times
  - a. Attendance issues with current time
    - i. Monday and Friday do not work
    - ii. Tuesday, Wednesday Thursday better
    - iii. Needs to take place with enough time to give staff time to add to agenda with 72 hour notice.
  - b. Will change time to third Thursday at 3pm
    - i. \*STAFF QUESTION: Is conference bridge available?
2. Community Outreach
  - a. Commissioners should be in the know for upcoming bids
    - i. Requested Alias to cc PR sub-committee on upcoming bids
    - ii. STAFF RESPONSE: Each commissioner can individually register/subscribe on planet bids.
  - b. Can we create a Google document for sub-committee, if other commissioners can view the shared document, is that a brown act violation?
    - i. Previously asked staff
      1. response was: Does not exist
      2. Updated Question: Can we create a shared document of upcoming events, committee meeting dates, etc and share with commissioners to view without violating brown act?
  - c. Identify Community Organizations
    - i. Partnership Opportunities
      1. Outreach events
      2. Co-marketing opportunities
    - ii. Cultural Organizations
    - iii. Supplier diversity focused orgs.
3. Council Relations
  - a. Encourage commissioners to take ownership of a council committee
    - i. Ie- Rafael- Smart growth and land use, Greg- Infrastructure
    - ii. Non- Agenda Public Comment opportunity- ie-“Attending as a commissioner to encourage awareness of equal opportunity commission and are attending to show our support of your committee.”
  - b. Commissioner Relationship with appointing or residing district + area of interest committee chair.

- i. Ie- Greg lives in La Mesa, District 9 is closest, should build relationship with Councilwoman Emerald
      - ii. Keep focus as relevant as possible in areas commissioners already focus in daily activities.
    - c. City Council Meetings
      - i. Non-Agenda Public Comment if relevant CEOC issue deserves public attention in city council setting or to update progress.
- 4. Public Relations
  - a. Image
    - i. CEOC as engaged hard working commission
    - ii. Trusted by council
  - b. Relevance and Timing
    - i. Timely press releases for CEOC news
      - 1. STAFF QUESTION: If we take an action at a meeting and write a press release afterwards, do we have to wait until the next meeting to approve press release and send out?
  - c. Community Meetings (Announcements at high visibility events and meetings)
    - i. See above regarding shared document
  - d. Meeting/Event Attendance Form
    - i. Attached draft