



COUNTY OF SONOMA
COMMISSION ON HUMAN RIGHTS

Commission on Human Rights
Strategic Planning
October 28, 2008

La Plaza Conference Room, 2300 County Center Drive, Suite 150

MINUTES

COMMISSIONERS PRESENT: Judy Boyce, Jim de Priest, Krishna Kumar, Chris Rohde,
Judy Rice

COMMISSIONERS ABSENT: Robert Villegas

STAFF PRESENT: Dell Jacoby; Nadine Jaillet; Taryn Lewis

INTERN PRESENT: Gerald Meyer

I. CALL TO ORDER/INTRODUCTIONS: Boyce called to order at 1:10 PM.

II. CONSENT ITEMS: The agenda was approved.

III. PUBLIC COMMENT: None.

IV. STRATEGIC PLANNING SESSION

Strategic Planning: the Commission held two strategic planning sessions on August 26 and October 28. The Commission began strategic planning discussing team development and effective communications. The Commission then moved to project planning. During the sessions, the Commission discussed and adopted the following:

- o Strengthening the Commission: Commissioners discussed strategies to recruit new Commissioners to fill the existing vacancies. Currently there are two vacancies in the 1st District, two in the 2nd District; three in the 3rd District and two in the 4th District; Gerald Myers' and Wayne Downey's applications for the 3rd District has been forwarded to Supervisor Smith; Judy Rice was sworn in as Commissioner of the 5th district, which completes representation for that District. Commissioners agreed that recruitment is the number one priority for the Commission now. Strategies include:
 - o Each Commissioner will visit their Supervisor to discuss appointments as soon as possible, particularly in the 3rd District, where there is no representation and the Supervisor will be retiring from the Board in January.
 - o Gerald Myers, prospective Commissioner for the 3rd District and volunteer Intern, has discussed the Commission and its mission/goals with Art Warmoth, Wayne Downy and Jim Gray, all faculty at Sonoma State University or Santa Rosa Junior College, in the hopes they will seek placement on the Commission. Jim Gray has declined.

- Boyce will be interviewed on Sonoma County Today TV show on Monday, November 3, highlighting the Commission and in particular, the Human Rights Awards.
- dePriest will ask Reverend Coffee to announce the openings at church services, as well as contacting Shomrei Torah Social Action Committee to announce openings on the Commission.
- dePriest will contact KRCB Radio and TV for public service announcements
- Boyce will ask Reverend Turner to also announce openings at church services and in the community.
- Jacoby has contacted the Volunteer Center, Sonoma State University Center for Community Engagement and County of Sonoma Volunteer Office to update Commission vacancy information.
- Commissioners will develop articles and editorial on the efforts of the Commission for news print (responsibility to be assigned.) Gerald Myer, Commission Intern, will submit draft articles to Commission for approval for publication. At this time, ownership is by all Commissioners.
- Commissioners moved to remove “Strengthen relations of Commission through team building exercises designed to foster openness and understanding” from the Commission Work Plan and institute the practice as an ongoing effort of the Commission.
- Commissioners moved to remove “Communicate with Board of Supervisors to ensure candidates are familiar with roles, responsibilities, programs and mission of CHR” from the Commission Work Plan and institute the practice as an ongoing effort of the Commission. Representatives from the 1st (dependent on the outcome of the November 5 elections), 3rd, and 5th Districts will meet with new Supervisors to update them on the roles, responsibilities, programs and mission of CHR. Ownership by all Commissioners. Districts 1, 3, 5 representatives will arrange visits with new Supervisors in January and February.
- The Commission moved to provide off site and Commission meeting training on the skills and regulatory requirements of Commissioners when a need is determined by the Commission. The Commission will continue to participate in Public Service Ethics Training for Boards and Commissions provided by the Board of Supervisors under AB 1234, training provided under California Association of Human Relations Organizations (CAHRO), human rights related training provided by our partner, Listening for a Change, as well as Commission related training provided by the County.

Timelines and benchmarks are still to be set for this recruitment effort.

- Outreach to the Public: The Commission discussed the drivers and restraints in educating the public about the Commission. Drivers were seen as our partnerships, events, and passion. Restraints were considered to be limited budget, current limited membership, and a lack of public understanding of Human Rights vs. Civil Rights. Outreach to the Public will be addressed in two phases: Educational outreach to the public and to schools and communication with the public to include media outreach.

- Strategies for outreach to schools include:
 - Kumar and dePriest have contacted High School Counselors to discuss support of the Listening for a Change's *Essence of Acceptance* project sponsored by the Commission and developed for Diversity Clubs at high schools. Schools contacted include Sonoma Valley, Doran Park, Petaluma, and Analy, Santa Rosa, Cloverdale, Windsor, Elsie Allen and Montgomery High Schools. Ownership is taken by Kumar and dePriest.
 - Most schools have some form of Diversity Club
 - Fall is too busy for the schools to organize and support a program such as the *Essence of Acceptance* curriculum for the spring semester; the Commission moved to continue contact with Schools through Spring of 2009 for an implementation in Fall 2009. Kumar and dePriest will contact principals and faculty sponsors in Spring of 2009.
 - Focus will be on two schools as a pilot – Santa Rosa High and Elsie Allen High.
 - The Commission moved to revise the goal “Work with school districts to ensure schools have appropriate policies, tools and resources to deal effectively with diversity issues” to “Contact school districts to inquire if they would like the Commission to review their policies, tools and resources to deal with diversity issues on campus.” Ownership of this objective to be determined.
 - The Commission moved to delay the goal “Consider expanding education programs to reach younger students” until Commissioner membership increases. Ownership of this objective to be determined.
- Strategies for outreach to the public include:
 - Develop media database and process for media contact:
 - Staff to provide methods and formats for media contact
 - Commissioners to develop relationships with media in general and in their District for promotion of CHR activities
 - Committee to identify most appropriate outlets for contact
 - Committee to contact Chamber of Commerce as part of outreach
 - Ownership of this objective to be determined
 - Rohde will work with Jacoby to expand and update the CHR website
 - Judy Rice, representative of the 5th District, will serve as Liaison to the ongoing Human Trafficking effort of the Commission on Human Rights and the Commission on the Status of Women.
- Partnerships with Human Rights Organizations and Agencies: Ownership of this effort to be determined
 - The Commission will continue its membership in CAHRO and staff will obtain information about the annual conference for Commissioner participation.

- The Commission will continue to explore opportunities to develop partnerships with Human Rights Commissions in Northern California through CAHRO and through the efforts of Gerald Meyer, Commission Intern.
- The Commission will continue to develop strategic partnerships with local agencies and organizations in order to develop a greater understanding of issues, eliminate duplication, identify unmet needs and foster collaborations through a speakers' bureau and through public presentations to interested parties. The existing PowerPoint describing the Commission will be used in this effort. Judy Rice will take ownership with one other Commissioner to be determined.
- The Commission will continue to establish a network of local gov't agencies and private organizations to provide:
 - Proactive response to issues related to hate based criminal behavior and incidents.
 - Re-establish partnerships with law enforcement
 - Partner with existing community and faith based human rights groups
 - Expand to include a broad array of organizations and individuals

Ownership for this goal to be determined.

- Human Rights Awards: The Commission discussed the Human Rights Awards event to be held on January 17, 2008. The Commission discussed and took action on the following:
 - The Commission moved to abandon the current dinner format as it exists for the Human Rights Awards (Kumar/Rohde);
 - The Commission directs the Planning Committee to review staff recommendations for a venue and choose an appropriate location to hold a revised Human Rights Awards celebration (Rohde/Rice) not to exceed \$600 in rental fees.
 - The Commission agreed to adopt an afternoon format presenting awards to honorees and providing entertainment and dessert refreshments at a reception (Kumar/Rice). The Commission took a straw vote and agreed that the event would be at no charge for attendance and that donations will be encouraged prior to and at the event.

V. ANNOUNCEMENTS:

- None

VI. ADJOURNMENT: The meeting was adjourned at 5:00 PM.