



COUNTY OF SONOMA
COMMISSION ON HUMAN RIGHTS

Commission on Human Rights

Strategic Planning

August 26, 2008

Human Resource Training Center

575 Administration Drive, Suite 117B Santa Rosa

MINUTES

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

COMMISSIONERS ABSENT: None.

STAFF PRESENT: Dell Jacoby; Nadine Jaillet; Maggie Martin

I. CALL TO ORDER/INTRODUCTIONS: Boyce called to order at 1:12 PM.

II. CONSENT ITEMS: The agenda was approved.

III. PUBLIC COMMENT: None.

IV. STRATEGIC PLANNING SESSION

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

- 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' application for the 5th District has been forwarded to Supervisor Reilly, which will complete representation for that District. Commissioners agreed that recruitment is the number one priority for the Commission now. Strategies include:
 - 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.
 - Gerald Myers, prospective Commissioner for the 5th District and volunteer, will discuss 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.

- Boyce and Jacoby will arrange an interview with Sonoma County Today TV show, 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 will contact the Volunteer Center and County of Sonoma Volunteer Office to update Commission vacancy information.
- Rohde will work with Jacoby to expand and update the CHR website
- Jacoby will seek the names of former Grand Jury members for Commissioners to solicit volunteer participation.
- Commissioners will develop articles and editorial on the efforts of the Commission for news print (responsibility to be assigned.)

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 begun contacting High School Counselors to discuss support of the Listening for a Change project sponsored by the Commission and developed for Diversity Clubs at high schools. Kumar will contact Sonoma Valley (8/27), Doran Park (9/17), Petaluma (9/5), and Analy (TBD) High Schools; dePriest has met with Santa Rosa, Cloverdale, and Windsor High Schools and will meet with Elsie Allen (8/27) and Montgomery (TBD) High Schools.
 - Outreach to the public will be discussed and the Commission will take possible action at the Strategic Planning Session to be held on September 23.
- 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:
 - Boyce will chair the Planning Committee. First steps include contacting Anne Jane Rothschild to inquire if she is available to serve on the planning committee and to assist with the event this year. Boyce will also contact Listening for a Change to serve on the planning committee. Jacoby will confirm the Volunteer Center to serve as Fiscal Agent and will confirm the contract with the Furth Center.
 - Villegas and dePriest will co-chair the Sponsorship Committee. First steps include contacting last year's sponsors: Schulz should be approached by a personal relationship; Agilent, Spaulding, McCoullough & Tansil, LLP,

State Farm and Clover Stornetta are long term sponsors and each should be initially approached by phone and then followed up with a letter of solicitation. Rothschild will be asked to solicit Structure for Success and Circle Bank. Each Commissioner will solicit personal contacts. Staff will finalize the 2008 Sponsorship packet and spread sheet of past donors and forward to dePriest and Villegas. Donations will be sought from Safeway (this responsibility to be assigned.)

- Rohde will chair the Program Committee. It was decided to continue with music before and after dinner. Suggestions included high school or college chamber or World Music groups. In the last couple of years the Commission has provided a keynote speaker. This is a possibility again this year and Villegas will contact the local chapter of the ALCU to inquire about a speaker. Myers will inquire if Jim Gray is available. Boyce and dePriest will inquire about a one woman show that may be available. Jacoby will contact Brian Ferrell, Carol Estes (age discrimination) and the Anti-Defamation League for possible speakers. Other suggestions instead of a keynote speaker were human rights poetry reading by students or a presentation of some kind from High School Diversity Clubs. Jacoby and Rohde to meet the week of 9/8.
- Budget for the event is \$2,000. Catering from the Pasta King will be \$10.50 per person. Additional charges include coffee/tea/water service, linens/table service rental, paper plates, awards, printing, Furth Center reservation and AV costs, music, keynote speaker. Other costs to be determined.
- Ticket prices will go up this year to \$20.00 reserved and \$30.00 at the door; youth tickets go up to \$10.00. In past years have been \$10.00 reserved and \$15.00 at the door; youth tickets were \$5.00. In past years, meals have been donated. This year, the Commission will pay \$10.50 per person for meals, so it was decided to raise ticket prices to cover costs.

The Commission will pick up its strategic planning effort again on September 23, from 1:00 to 5:00 at the HR Training Center, 575 Administration Drive, Suite 117B, Santa Rosa, followed by the regular Commission meeting at 5:30 at the PRMD Hearing Room, 2550 Ventura Ave., Santa Rosa.

V. ANNOUNCEMENTS:

- None

VI. NEXT MEETING: The next Strategic Planning meeting will be Tuesday, September 23, 2008 at 1:00 at the Human Resources Training Center. PM.

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