

## MINUTES OF OUTREACH COMMITTEE MEETING

Thursday, July 24, 2014

3:00 – 4:00 p.m.

Monterey Conference Room, Monterey County Government Center

Attendance: Commissioners Alma Almanza, Michael Bennett, Stella Lauerman; EOO staff Irma Ramirez-Bough, Michelle Gomez, Elisa Cantu

Meeting was called to order at 3:05 p.m. One member of the public attended, Bill Ritz from Sen Anthony Cannella's office. No public comments. (As he was leaving, Mr. Ritz invited the COD to participate in a Health Fair to be held August 9<sup>th</sup> at the Alisal Family Resource Center, and distributed his contact information.)

Elections of Outreach Committee Chair and Vice Chair were held. Stella Lauerman will continue as Vice Chair and Michael Bennett as Vice Chair.

The Committee developed the following outreach plan:

- Committee will draft text of **Public Service Announcement** for approval by the COD.
- **Community Calendars:** We plan to post announcements on on-going community calendars with KION, KSBW, and KCBA. Irma Ramirez-Bough will work with Public Information Officer on dissemination. Commissioner Almanza will contact Univision.
- **Public Access Channel 26:** Irma Ramirez-Bough will work with Public Information Officer regarding recording a segment for Channel 26 on the COD.
- **Radio:** Commissioner Lauerman will contact Clear Channel regarding interviews in English and Spanish on the Community Spotlight programs. Commissioner Bennett will contact CSUMB's radio station.
- **Print media:** Commissioner Almanza will contact Monterey Herald, the Californian and Coast Weekly regarding print announcements. Outreach Committee will inquire with Commission Hicks regarding posters on MST vehicles and stops.
- **Social Media:** Irma Ramirez-Bough will work with Public Information Officer regarding a post on the County's Facebook page about the COD.
- **Website:** The Outreach Committee reviewed the website and EOO staff will work with County IT Department to make upgrades. We would like to include a small photo (headshot) and very brief bio (30-50 words) for each Commissioner on COD website.

The Outreach Commission also discussed need to ask Commissioners for names of businesses and other entities to nominate for 2014-2015 awards.

The Outreach Committee will reconvene Wednesday, August 27, 2014 at 3:00 – 4:00 p.m. to discuss progress on above items and next steps. Meeting was adjourned at 4:10 p.m.