

COMMUNITY RELATIONS COMMISSION

Regular Meeting

JULY 11, 2016

Civic Center

Members Present: Melissa Meechan, Mark Marquez, Lynn Love, Harelda Anderson, David John and Alicia Middleton

Members Absent: Cathryn Abeyta and Charles Kromer

Staff Present: Julie Baird, Ass't City Manager and Joanna Oliver, Secretary

Guest Present: None

CALL TO ORDER

Melissa Meechan called the meeting to order at 4:00 pm with a quorum of members present; the following procedures were duly had and taken.

APPROVAL OF MINUTES

Lynn Love made a motion to approve the May 2, 2016 minutes. Mark Marquez seconded. Motion passed. Harelda Anderson made a motion to approve the June 6, 2016 minutes. Mark Marquez seconded. Motion passed.

HOMELESS STAND DOWN GRANT

The grant application was presented at our June meeting but no action taken for lack of a quorum. David John made a motion to approve the grant application in the amount of \$800. Mark Marquez seconded. Motion passed.

COMMITTEE REPORTS

- Civility First – The funding was approved for the Allen Theater ads. They will be 15 seconds ads that will run at every movie, every day in both theaters. Melissa will take the next step to get it going.
- Electronic Signs - Lynn Love stated that after observing the electronic sign at the Museum, he feels that anything less than 10ft would not benefit us. With the lower profile signs, depending on the amount of traffic, sometimes you can see the message and sometimes it is hidden. He has been in contact with John at the Hutton Plaza regarding there sign and he suggested that using a splash message would be more beneficial than the scrolling message. He gave Lynn contact information regarding a website that they use for signage and effectiveness. He will bring it make the Commission at the August meeting. Melissa suggested tying the theater ad, signage message with the COF marketing. Melissa will set up a meeting with Shana and Lynn – to put together a cohesive message.

- PSA's – not running.
- Grant Application – Has not been revised yet.

OLD COMMISSION BUSINESS

Strategic Planning Meeting – Set up a meeting for July 26th at 5:30 p.m. at San Juan College.

NEW COMMISSION BUSINESS

- Special Months Promotions – September 15 through October 15 is Hispanic month. October is LGBT month. November is Native American month. February is Black History month and March is Women History month. Alicia Middleton will be in charge of promoting the Heritage months. They will discuss ideas at the Strategic Planning Meeting.
- Institute for Civility in Government/Civility Training Workshops – Cathryn had, at one time, made connection with this group to come to Farmington to offer this training if the Commission is still interested. There is a minimum cost for this and so we might need to open up to the public. Melissa asked the Commission to look this over and will bring back to the August meeting for more discussion
- Lynn asked if the Commission could do fundraising. The staff would look into it and get back with them. Melissa talked about the Hustle Kindness campaign and suggested that the CRC pick a Friday and hustle some kindness. Lynn also suggested putting together a calendar for Civility First with each month representing a trait.
- David John stated that the Navajo Times had called him to write about the Commission within the next few weeks.
- Harelda stated that the NNHRC called her for an interview for July 26th but she will need to reschedule. There was a short discussion regarding if she would have to resign the Commission if she was accepted to the NNHRC.
- There was a short discussion regarding the NNHRC meeting on July 14th at the Civic Center regarding employment within the City of Farmington.

CITIZEN INPUT

None

ADJOURNMENT

Meeting was adjourned at 4:49 p.m.

Melissa Meechan, Chairman

Joanna Oliver, Secretary