
**MINUTES
HUMAN RELATIONS COMMISSION
REGULAR MEETING
Monday, June 8, 2009
5:00 p.m.
Human Resources
Pinnacle Training Room
7575 E. Main Street
Scottsdale, Arizona**



PRESENT: Enid Seiden, Chair
Linda Simmons, Vice Chair
Susan Galpin, Commissioner
Jeff Jameson, Commissioner
Kuros Lamé, Commissioner
Edward Lopez, Commissioner
Joel Martin, Commissioner

STAFF: Linda Walton, Staff Liaison
Velicia McMillan, Assistant General Manager, Human Resources

1. **Call to Order:**

Chair Seiden called the meeting of the Scottsdale Human Relations Commission to order at 5:09 p.m.

2. **Review and Approval of Minutes:**

COMMISSIONER GALPIN MOVED TO APPROVE THE MINUTES OF THE MAY 11, 2009 REGULAR MEETING. COMMISSIONER LOPEZ SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

3. **Regional HRC Meeting Initiative**

Commissioner Galpin reviewed the latest draft of the joint statement on human rights that resulted from the most recent Regional HRC meeting. She noted that many people took part in revising the original draft, and that the final statement was further modified afterwards. Chair Seiden felt the resulting statement lacked passion. Vice Chair Simmons noted that City leaders had hoped for a statement that would transcend merely a set of words, and serve as a call to action.

Ms. Walton asked the Commission to review the statement, and provide feedback for the August Regional HRC meeting. Commissioner Galpin felt that the statement as originally

written had more of an impact. This was diluted as the focus shifted towards specific groups rather than a general overall theme. Many were concerned about inclusiveness. There were also points of contention over simple terms like "city" and "residents." There was confusion over what a mission statement is, how to give it punch, and how to develop talking points from it.

Chair Seiden asked the Commission to consider the best way to move forward. They agreed to prepare for the August regional meeting by creating an action plan for how to best utilize the statement. Commissioner Lopez suggested that if each city sent a smaller number of representatives, more could get accomplished. Ms. Walton noted that the Commission could have summer meetings to resolve outstanding issues.

COMMISSIONER LOPEZ MOVED TO HOLD THE NEXT HUMAN RELATIONS COMMISSION MEETING ON JULY 20, 2009. COMMISSIONER GALPIN SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

COMMISSIONER GALPIN MOVED TO AGENDIZE, A DISCUSSION ON A PLAN OF ACTION FOR THE REGIONAL HRC INITIATIVE FOR THE JULY 20 MEETING. COMMISSIONER MARTIN SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

4. **Hispanic Heritage Community Celebration**

The Commissioners provided updates on their efforts to attract sponsors for the Hispanic Heritage Community Celebration. Ms. Walton reported that the Apollo Group, Cox, Wells Fargo Bank, and Casino Arizona have committed sponsorships. She said no decision has been made regarding whether to allow a venue to serve alcohol. The Commission brainstormed additional businesses and organizations to contact for sponsorship requests.

Ms. Walton noted an upcoming meeting with the Scottsdale Center for the Arts. Additionally, the Scottsdale Gallery Association is interested in partnering as part of a cross-promotional effort. In response to an inquiry from Commissioner Jameson, Ms. Walton said she plans to meet with Xavier Castro to discuss the possibility of creating a coupon book in association with downtown merchants. Commissioner Martin said the coupon book would be one way of involving alcoholic beverage companies without detracting from the family atmosphere.

Commissioner Lamé proposed a presentation about Cesar Chavez that could tie into the human rights issue, while adding an educational dimension. Commissioner Martin inquired whether the HRC was responsible for programming the celebration. Ms. Walton said a Hispanic Heritage Committee is being formed that will include Commissioners Jameson and Lopez. That would be an appropriate forum to present the Commission's ideas.

5. **Cross Cultural Communication Series**

Ms. Walton noted that the ad hoc committee to plan the next Cross Cultural Communication Series (CCCS) would include Commissioners Seiden, Simmons, Jameson, and Lamé. Because of the ongoing budget problems, there is a proposal to reduce the series from six sessions to four, in October, November, March, and April. The proposed locations are the Kiva, and the Appaloosa, Mustang, and Civic Center libraries. Additionally, the proposal would eliminate the noon sessions and focus on making the evening sessions bigger.

Vice Chair Simmons suggested either eliminating or reducing the food. Ms. Walton responded that the series was originally conceived to use music and food to get people to interact with each other before focusing on difficult subject matters. Vice Chair Simmons opposed reducing the number of sessions in the series, because that would reduce opportunities for people to participate. Chair Seiden opposed elimination of the daytime sessions, which were popular with seniors who are less likely to attend in the evening.

Commissioner Jameson argued that the Commission would be in a better position to decide what could be cut once they understood the costs involved. Ms. McMillan said the Series must struggle against the perception of some in the City that see it as something nice to have but not essential. The tendency is to calculate the number of City resources required compared to the number of citizens in attendance, even though change cannot be measured that way.

Vice Chair Simmons said the Commission is charged with creating awareness, and the Series has proven itself worthy in that regard. The Commission would be failing their responsibility by getting caught up in budget politics. Ms. McMillan responded that the City's reductions are beginning to impact basic essential services. In light of that reality, it would be presumptuous to go ahead with twelve sessions, and it would do more damage if the Series were eliminated.

Vice Chair Simmons said the Commission should be willing to change what is necessary to fit within the City's budget constraints and political requirements, without compromising those aspects that are key to the mission. She felt that four topics would be too few. Commissioner Martin proposed that the four programs be scheduled at regular intervals throughout the year to maintain a consistent flow. Ms. McMillan explained that the four proposed dates were chosen because they correspond to themed months when it is easier to attract media attention.

The Commission discussed doing away with food at the events to save money. Ms. McMillan noted that beyond the cost of the food itself, more staff is required whenever it is served. Commissioner Galpin proposed that instead, attendees be given a small token that they can walk away with. Perhaps merchants would be willing to provide related promotional items. She advocated that the daytime events offer seniors a great opportunity for socializing and become something to look forward to. Chair Seiden suggested the ad hoc committee creatively determine what could be done to maximize the impact of the Series, given the reality of the budget. Ms. McMillan reiterated that the City's biggest concern is the number of employees required relative to the number of attendees. Ms. McMillan noted that a meeting has been scheduled to allow stakeholders to determine the parameters for the series. The residents want to be able to know how the Series will benefit them.

COMMISSIONER LOPEZ MOVED TO REFER DISCUSSION ON THE CROSS CULTURAL COMMUNICATION SERIES TO THE AD HOC COMMITTEE AND THAT THE RESULTING RECOMMENDATION BE AGENDIZED FOR DISCUSSION AT THE REGULAR COMMISSION MEETING ON JULY 20. VICE CHAIR SIMMONS SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

6. Chair Reports

Chair Seiden reported that she sent a letter to Council informing them of the original statement that was drafted for the Regional HRC meeting. She has not received a response.

She requested that the fall agenda contain a discussion with Bill Strauss of the Anti-Defamation League on hate groups in Arizona, and how to prevent them from becoming stronger.

7. **Commissioner Items**

No items were presented.

8. **Open Call to the Public (A.R.S. § 38-431.02)**

No members of the public wished to address the Commission.

9. **Staff Liaison Items**

Ms. Walton announced that the Equality Arizona Dinner would be held on June 13. She reported that the Communications and Public Affairs Office prepared a media advance to attract interest in stories about the new Commissioners, and the diversity of City boards and commissions. She assured the Commissioners that they would have the opportunity to review the material before it is distributed.

Ms. Walton reported that the HRC will have two vacancies in October, and that Commissioner Simmons has submitted an application for reappointment.

10. **Adjournment**

With no further business to conduct, the meeting adjourned at 6:50 p.m.

Respectfully submitted:

A/V Tronics, Inc. DBA AVTranz.