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**MINUTES  
HUMAN RELATIONS COMMISSION  
REGULAR MEETING  
Monday, July 20, 2009  
5:00 p.m.  
Human Resources  
Pinnacle Training Room  
7575 E. Main Street  
Scottsdale, Arizona**



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**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

**GUESTS:** Steve Geiogamah  
Jason Song  
Joe Garcia

1. **Call to Order:**

Chair Seiden called the meeting of the Scottsdale Human Relations Commission to order at 5:10 p.m.

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

Ms. Walton clarified that the Commission reviewed the latest draft of the joint statement, not the final version. She also corrected the beginning of the second paragraph of Item 4 to read "Ms. Walton noted an upcoming meeting with the Scottsdale Center for the Arts about partnering. Additionally, the Scottsdale Gallery Association is interested in partnering in a cross-promotional effort."

**COMMISSIONER MARTIN MOVED TO APPROVE THE MINUTES OF THE JUNE 8, 2009 REGULAR MEETING AS AMENDED. COMMISSIONER LAMÉ SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).**

### 3. Regional HRC Meeting Initiative

The Commission discussed plans for the next Regional HRC meeting, reviewed several versions of a joint statement on human rights, and considered the possibility of developing a separate statement for Scottsdale.

**COMMISSIONER JAMESON MOVED TO TABLE THIS ITEM IN ORDER TO PRESENT TWO CERTIFICATES OF APPRECIATION UNDER AGENDA ITEM 5. COMMISSIONER GALPIN SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).**

Following the presentation, the conversation returned to the Regional HRC statement. Vice Chair Simmons felt that the joint statement that emerged from the meeting changed appreciably from what was initially intended. The original goal was to unite Valley sister cities in taking a stand on human rights and vowing mutual support, not to launch an attack. She asked whether the Commission wanted to do something to ensure that the spirit of the original effort was not lost. Ms. Walton reminded the Commission that the latest draft was the result of much deliberation between representatives from many cities. Vice Chair Simmons noted that only Phoenix and Scottsdale participated in drafting the original version and only after much thought went into it. The second meeting involved many more people and the new version lost focus.

The Commission reviewed three different versions of the statement. Commissioner Galpin explained that she crafted a new statement in response to the many personal viewpoints that went into the Regional HRC draft. It is a rational statement rather than a reactionary one, and was inspired by documents that are already in effect and have withstood the test of time. The statement concludes with a call to action.

Commissioner Martin inquired about the meaning of the phrase "The broader scope of conditions or the preponderance of popular opinion," in the May 18 statement. Vice Chair Simmons interpreted the phrase as an attempt by the group to broaden the statement. Commissioner Galpin said much of the May 18 discussion focused on small things rather than the broad scope. Effective use of language would eliminate that problem.

Chair Seiden asked whether the Commission preferred to leave the statement the way it was drafted, to express dissatisfaction with its current state, or to craft a separate statement for Scottsdale. Commissioner Martin proposed that the best course of action would be to align with the other municipalities on the broader statement, while crafting one that specifically addressed the issue from Scottsdale's perspective. Vice Chair Simmons noted that the Mayor and Council are not interested in wasting time with more statements. They prefer action. Chair Seiden felt that a new statement would just duplicate what the Diversity Observance Month proclamation of 2007 already did.

Commissioner Galpin said the joint statement serves as a reiteration of principles, but lacks a call to action. Its use of the term "bullying" sounds very reactive, and she felt the City of Scottsdale should not endorse that term in a printed statement. Chair Seiden agreed. Commissioner Jameson noted that the Diversity Observance proclamation urges all citizens to become educated about all dimensions of diversity. He felt that a separate Scottsdale statement would be redundant.

**VICE CHAIR SIMMONS MOVED NOT TO CRAFT A SEPARATE STATEMENT ON HUMAN RIGHTS JUST FOR SCOTTSDALE, BUT TO INSTEAD USE THE DIVERSITY OBSERVANCE PROCLAMATION OF 2007 TO FULFILL THAT NEED. COMMISSIONER JAMESON SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).**

Commissioner Martin reviewed the revisions that the Scottsdale HRC would make note of during the Regional HRC meeting:

- Remove the term "bullying."
- Drop reference to "cities."
- Express dissatisfaction with the effectiveness of the phrase "A preponderance of public opinion."

**VICE CHAIR SIMMONS MOVED NOT TO ACCEPT THE DRAFT OF THE REGIONAL HRC STATEMENT ON HUMAN RIGHTS AS THE FINAL PRODUCT. COMMISSIONER MARTIN SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).**

#### 4. Hispanic Heritage Community Celebration

Ms. Walton reported that the Scottsdale Center for Performing Arts (SCPA) approached the Hispanic Heritage Committee about collaborating on a joint event. The SCPA plans a Latin Festival for November 13 through 15, and they want to broaden its appeal by tying it into the Hispanic Heritage Community Celebration (HHCC). The Latin Festival features nationally recognized entertainers and expects to attract 15,000 attendees. They have asked that the Entertainment Subcommittee work with them in securing local talent, and would like to take advantage of the Committee's expertise. Several sponsors that had previously been lukewarm have now signed on, and it might be possible to convince other potential sponsors to change their minds. The first joint meeting will be on July 21.

The biggest change is that an admission fee would be charged. Tickets are proposed at \$10 each, with children 12 and under free. Chair Seiden expressed concern on the impact this would have on community participation. Vice Chair Simmons suggested making many free tickets available to those who could not otherwise afford it. Ms. Walton suggested the possibility of grocery stores selling tickets at reduced prices. Vice Chair Simmons said that while 15,000 attendees is a reachable target for the music festival, the target community for the Hispanic Heritage Celebration could be put off by even a modest charge. Chair Seiden felt that if the event cannot be free, the price should at least be reduced.

In response to Commissioner Martin's inquiry, Ms. Walton explained that the \$10 fee would cover an entire day of both the Latin Festival and the Celebration. There are plans to have a major act with a separate \$50 ticket. Vice Chair Simmons expressed doubts that the HHCC was the appropriate venue to support the Latin Festival. Each event seems to attract a different group. Ms. Walton said these objections were discussed, but no adequate solutions were found. The joint meeting may produce one.

Commissioner Galpin noted that the Commission previously discussed ways to attract non-Hispanics to the Celebration. While the proposed arrangement might attract fewer people

from the target community, it might succeed in drawing in more people from other communities that might not otherwise have come to the Celebration. Commissioner Martin inquired whether the educational and historical aspects of the Celebration were considered. Ms. Walton responded that the presence of the Latin Festival would actually broaden the number of countries that would be represented in the education element. Commissioner Jameson said this proposal was made to ensure that the HHCC was kept as rich an event as possible. He agreed that a combination of complementary tickets and sponsor-supported discount tickets could help overcome the price barrier. Joining forces would enable both events to benefit from an economy of scale. Otherwise the down economy would mean having to reduce the HHCC effort.

Vice Chair Simmons suggested the possibility of buying up tickets with the intent of distributing them to those in the community who would not otherwise be able to attend. She felt some sponsors might take offense at the notion of contributing to an event that would generate profits. Ms. Walton noted that the HHCC has generated profits in the past, and the proceeds were used to help fund scholarships. Commissioner Martin said sponsors would likely be more interested in an event that attracts 15,000 people than one that attracts 4,000. The Commission should also consider that the music festival would attract liquor sponsorships that would alter the family nature of the Celebration.

#### 5. Cross Cultural Communication Series

Chair Seiden presented certificates of appreciation to Steve Geiogamah, Joe Garcia and Jason Song for their contributions to the Cross Cultural Communication Series (CCCS).

Ms. Walton reported that a call for proposals was sent to community organizations with expertise in subjects relevant to the series. A list of possible topics was presented to gauge their interest. One idea is to have a film series featuring documentaries related to the topics followed by panel discussions. The Anti-Defamation League has a regular film series and has offered to help obtain screening rights for the films. The first of the series is targeted for October.

#### 6. Chair Reports

Chair Seiden asked the Commission to consider whether to have an August meeting. Ms. Walton felt that both the CCCS and the HHCC would benefit from more refinement at an August meeting. Chair Seiden preferred to cancel it. Vice Chair Simmons said progress reports from the action committees would suffice.

**COMMISSIONER LOPEZ MOVED THAT THE HUMAN RELATIONS COMMISSION NOT MEET IN AUGUST, AND THE NEXT REGULAR MEETING BE HELD SEPTEMBER 14. COMMISSIONER JAMESON SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).**

Chair Seiden requested that the presentation on hate groups be agendaized for the September meeting.

7. **Commissioner Items**

Vice Chair Simmons reported on a diversity expert who uses storytelling to convey his message.

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 reported that Council has reviewed the candidates to fill the empty seats on the Commission, and that Commissioner Simmons was reappointed. Robert Fox, who was a member of the first Scottsdale Human Relations Commission, was also appointed to a term beginning in October.

February 6 is being considered for the next Unity Walk. The next Diversity Leadership Alliance monthly workshop features the video *Blue Eyes*.

Ms. Walton reported that Human Resources has cut back on staff, while Risk Management and Payroll have merged into Human Resources. The duties of the Manager of Diversity and the Manager of Training were transformed into the Assistant General Manager's role. Employee Programs is now supporting the activities of the Diversity Advisory Committee. Despite the cutbacks, diversity now has more support. The training component was rolled into the Workforce Development Department, which will include Human Relations staffing. The budget remains intact, but the position of Manager was lost, along with the Diversity Consultant.

10. **Adjournment**

With no further business to conduct, the meeting adjourned at 6:53 p.m.

Respectfully submitted:

A/V Tronics, Inc. DBA AVTranz.