

Notes:

- Lisa, Rev Hoskins, Bo, Doug, Angelika
 - o Communications – Lisa and Doug
 - o Outreach and Engagement – Bo and Reverend Ken

- Communications update
 - Voted on logo last week
 - Handed out fliers last weekend and will hand out more this week
 - o Need to organize street teams like we did the Census
 - There is now a Spanish version as well, ready on Friday. Need distribution plan.
 - Doorhangers – need a street team, possibly community organizers or youth groups.
 - Groups to coordinate with: Universities could be an option. Non-Profits could lead a street team – LINC, Urban League, NAACP, Neighborhood Associations, KSSN, K-Connect, AYA, PRIDE Center, Asian American (Bing), UCC, Family Outreach, Strong Beginnings, Strong Fathers, Equity Pac, GRPS (John Helmholdt), Hispanic Center, Great Start Collaborative, YMCA, Boys and Girls Club, Spring GR, Start Garden, Amplify GR, Kathi Harris, Grand Rapids Area Association of Pastors (includes various religions), GRABB, GRCC, Ronja (First Nations), Hispanic Chamber, Hispanic Center, Chamber of Commerce, Rapid Growth Media, Public Access
 - o Grouping of organizations by Angelika
 - Youth, Community Resource Partners, Churches, Neighborhood Associations
 - o To Do's
 - Need list made of contacts in the group to populate
 - Develop messages to go with the fliers / tailor it to other audiences
 - Make communications plan
 - Develop social media including graphics
 - Influencer strategy
 - Design eye-catching flier (with people)
 - Bo suggested from last census we should find out what other languages this should be in (Rwanda). Many refugees in the community – Reverend Hoskins has someone on his staff who might be able to help.
 - Bo has been in communication with Javier Cervantes (GRPS) / John Helmholdt. Need to spend time in the school so that it is lesson plan-able and so young people can get something from this as well.
 - Concerns expressed about time commitment trying to get out to different events
 - Can we get fliers made 11x17 to put on food trucks?
 - Billboard with QR code (\$750+) – code could direct to (1) what is it, (2) ideas and (3) voting – can we change the link from the code as time progresses?

RFP

- Not sure if we are the ones who are creating the RFP for this
- Need to make sure that process is equitable as folks in community associations tend to work within their own networks. What process can be in place for true outreach?
- What is the deadline for the RFP?

Breakout Sessions: Communications & Outreach and Engagement Committees with Angelika Lee
09/30/21 Meeting-Notes by Laura Olson, City Staff

- Discussion of timeline

Need to talk about budget as soon as possible – what are the parameters?

- Billboards
- Street team
- The buckets that funding can go into needs to be very clear

(missed a few minutes)

- Concerns expressed about translating
 - o Victor Joaquin was suggested to translate (Hispanic Center)
 - o Trusted interpreter would be helpful, gives the power back to the community.