

**MINUTES
OF THE REGULAR MEETING OF THE
EDINA HUMAN RIGHTS & RELATIONS COMMISSION
JULY 26, 2011
7:03 PM**

I. CALL TO ORDER

Chair Kingston called the meeting to order at 7:03 PM.

II. ROLL CALL

Answering rollcall were Commissioners Bigbee, Cashmore, Kingston, Mayer, Newell, Seidman, Stanton and Winnick. Guests present were Sue Plaster and Jennifer Bennerotte.

III. MEETING AGENDA APPROVED

Motion by Commissioner Bigbee and seconded by Commissioner Cashmore approving the meeting agenda.

Ayes: Bigbee, Cashmore, Mayer, Newell, Seidman, Stanton and Winnick
Motion carried.

IV. CONSENT AGENDA ADOPTED

Motion by Commissioner Cashmore and seconded by Commissioner Winnick approving the consent agenda as follows:

IV.A. Approve regular meeting minutes of June 28, 2011.

Ayes: Bigbee, Cashmore, Mayer, Newell, Seidman, Stanton and Winnick
Motion carried.

V. PRESENTATION BY JENNIFER BENNEROTTE, DIRECTOR OF COMMUNICATIONS AND MARKETING

Ms. Bennerotte was introduced and welcomed to the Commission meeting. She had been invited to share the following City's communication tools.

Upcoming deadlines for submitting articles to *About Town*, the City's quarterly publication distributed to Edina households are: Winter Issue, 10/21/11; Spring Issue, 1/20/12; Summer Issue, 4/20/12; Fall Issue, 7/20/12; Winter Issue, 10/19/12.

Video options for communication are:

- 1) Cable channel 16 for government access, running with weekly segments
- 2) "Agenda: Edina," the news program viewed four times weekly – Deadlines for upcoming submissions are the third Fridays of each month: August 19th, September 16th, October 21st, November 18th, and December 16th.
- 3) "In Edina" is a half-hour video magazine airing five times weekly in a talk-show format. Each show's theme is in five segments and runs for a month. Its upcoming deadlines are August 10th, September 14th, October 12th, November 9th, and December 14th.
- 4) Two public service announcements (PSA's) per month

City Extra is an e-mail notification service available through the City's website. It was noted that 21% of Edina's residents do not have internet access.

The City of Edina now uses Facebook, Twitter, YouTube and Four Square (solely for the enterprise funds). All messages must go through the Communications Department for social media posting.

The City's primary online communications tool is its website—www.cityofedina.com. HRRC can be mindful of its own page and make it a community resource.

Ms. Bennerotte reminded the Commission that October is the deadline for submitting information about the 2012 Tom Oye Human Rights Award. She shared that a new City website would be in place by

December 31st. Scott Neal, the City Manager, has an online blog site which is the most visited page on the City website. Ms. Bennerotte reminded the Commissioners that he welcomes new ideas as topics for his blog. She announced that there is now an additional blog site titled edinacitizenengagement.org. With a free e-mail subscription to this site, one can keep up on issues such as the Southdale redevelopment plan, the City's 2012 budget, and the Grandview small area plan.

Ms. Bennerotte concluded by reminding the Commission that the Communications Department can submit press releases on behalf of the group to the Sun Current, the Minneapolis Star Tribune, KSTP TV and news, Edina Patch, Edina Magazine, Edina Chamber of Commerce, the SW Journal, neighborhood associations and the School District.

VI. COMMUNITY COMMENT

Sue Plaster was welcomed back as a visitor to Commission meetings.

VII. REPORTS/RECOMMENDATIONS

VII.A. HUMAN SERVICES TASK FORCE DISCUSSED

Because HRRC will no longer be involved in the human services budgeting process, Chair Kingston reported that the City Manager is in the process of forming a Human Services Task Force to review proposals and submit a 2012 budget to the City Council for approval. Members of the Task Force will consist of one representative from each of the advisory boards and commissions. Chair Kingston shared that \$5000 will be submitted for approval to the City Council for the Commission's 2012 operating budget.

Member Stanton indicated that the Commission should pursue means for providing a demographics report, utilizing the latest census data. The research, planning and coordination (RPC) function of HRRC was last utilized in 2006 with money budgeted for developing an affordable housing report. For RPC money to be available in the future, the Commission must be deliberative in determining what is needed and valuable for the community, and then go before the Council in a timely fashion with a justified proposal. A 1998 demographics update from the large report prepared in 1993 will be e-mailed to the Commissioners for their information.

VII.B. DEBRIEFING OF EVENTS

Chair Kingston invited the Commissioners to go around the table and comment about the two events held in 2011—*"Reflections on Bullying"* and *"Days of Remembrance."*

"Reflections on Bullying"

- It was a remarkable event; however, there was a lack of clarity about the co-sponsors. The sponsors needed to be present at the table.
- The lines of communication were somewhat unclear. There was a lack of information provided to the schools.
- How do we get permission from the schools? Letters of introductions and approval are necessary.
- The schools have asked that there be no more soliciting of the students—i.e. EdinaSecrets postcards.
- The schools need to get involved earlier in order to figure out ways for student participation.
- The event impacted a number of people in a genuine way.
- Thank-you's were written to all the participants in the event.
- The event had a successful turnout with a good mix of people.
- The event's goal was to engage the School District in a partnership.
- The issues surrounding the event are not easy and sometimes controversial.

"Days of Remembrance"

- There could have been some sort of memento from the City for the participants.
- A sign-in with addresses would be helpful.

- It was another remarkable event; however, few young people attended.
- Having a survivor there was wonderful.

Both Events

- A chair plus one should be accountable for each event and provide a report.
- Planning schedules should be published.
- Deadlines should be set and made clear.
- Address and e-mails of all involved need to be gathered and stored.
- Be continuously looking for opportunities to educate the community; i.e. “become upstanders and not just bystanders”; “awareness not only educates but saves lives.”
- Partnership clarity is critical.
- Make sure the meeting tones and expectations are set early.
- Communicate and debrief after each meeting.

A task force consisting of Members Cashmore, Mayer and Seidman will finalize and present a check list for organizing future events at the October Commission meeting.

VII.C. LEAGUE’S GLBT RESOLUTION RECOMMENDED FOR THE COUNCIL’S SUPPORT

At the July 26, 2011, Commission meeting, HRRC endorsed the League of Minnesota Human Rights Commissions’ resolution to oppose changing the Minnesota constitution in order to ban the legal recognition of same-sex relationships and unions, and the Commission agreed to investigate a recommendation that the City Council could also support the opposition.

Motion by Commissioner Bigbee and seconded by Member Cashmore to recommend that the League’s resolution be supported by the Edina City Council.

Ayes: Bigbee, Cashmore, Mayer, Newell, Seidman, Stanton and Winnick
Motion carried.

Member Stanton agreed to talk to the City Attorney regarding the Constitution and future Commission activities.

VIII. CORRESPONDENCE AND PETITIONS

No correspondence or petitions were received.

IX. CHAIR AND COMMISSION MEMBER COMMENTS

Member Bigbee reported that the Board of the League of Minnesota Human Rights Commissions would be meeting in Edina for its August meeting—Saturday, August 27th, Southdale Library, noon to 3 PM. He encouraged the Commissioners to consider ways to serve on this Commission.

X. STAFF COMMENTS

There were no comments.

XI. ADJOURNMENT

There being no further business on the Commission Agenda, Chair Kingston declared the meeting adjourned at 9:05 PM.

Respectfully submitted,

Susan Howl, HRRC Staff Liaison

Minutes approved by HRRC, August 23, 2011.

Jessi Kingston, HRRC Chair