



AGENDA
CHASKA HUMAN RIGHTS COMMISSION
ONE CITY HALL PLAZA, CHASKA CITY HALL
Thursday, August 22, 2019
6:30 PM

- 1 Roll Call
- 2 Adopt Agenda
- 3 Open Forum/Guest Presentation
- 4 Approve Minutes
 - 4A July 25, 2019 - Human Rights Commission Meeting Minutes
- 5 Treasurer's Report
 - 5A Treasurer's Report
- 6 Old Business
 - 6A Debrief: River City Days
 - 6B Update: "Race: The Power of Illusion" video and conversation
 - 6C Update: Active Transportation Advisory Committee
- 7 New Business
 - 7A Planning: Human Rights Award
 - 7B Planning: MLK Breakfast
- 8 Next Meeting Date - September 26, 2019
- 9 Adjourn



MINUTES
CHASKA HUMAN RIGHTS COMMISSION
ONE CITY HALL PLAZA, CHASKA CITY HALL
Thursday, July 25, 2019
6:30 PM

1 Roll Call

Present: Leggett, Dunbar, Carlson, Welvaert, Bean, White

Absent: Haga, Scarborough, Spreadbury

2 Adopt Agenda

Motion: Carlson – with revision to add 6C, Update on Farmer's Market

Second: Leggett

3 Open Forum/Guest Presentation

None

4 Approve Minutes

Motion: Carlson – As amended

Second: White

5 Treasurer's Report

Kabat summarized the staff report included in the agenda packet

6 Old Business

6A River City Days Planning

Kabat stated items that he would bring for the Human Rights Commission Booth. Kabat presented the US Census data summary. Commission agreed pamphlets would work well. Kabat introduced the idea of Census Man and the Commission agreed he will be a positive visitor. Commission and Kabat adjusted the times of the sign up sheet for the Human Rights Commission Booth to not overlap any of the shifts. Commission discussed take down of the River City Days Booth on Saturday night after the event.

6B Update: "Race: The Power of Illusion" video community viewing

Welvaert updated Commisisoners about progress towards holding a community viewing and discussion of a video series called "Race: The Power of Illusion". Welvaert explained a moderator would be identified to help with the discussion. Welvaert has let Kumar-Nelson know that the Commission's preference is to wait for fall to develop the event. Kumar-Nelson is OK with this timeline and is willing to contribute her effort towards organizing the event. She is willing to

come in August or September to continue developing the event. Welvaert recommended August so that time doesn't get lost and the Commission agreed. Carlson asked what can be done before August to help prepare. Welvaert suggested that the discussion with Kumar-Nelson will be a good opportunity to develop an event plan together. Leggett asked whether it might be more efficient for a Commissioner or two to meet with Kumar-Nelson before August to help develop a plan proposal to be discussed in August. Carlson said she would be happy to work with another Commissioner to help develop a plan, and Welvaert agreed to join. Dunbar asked Welvaert about her thoughts on the video. Welvaert summarized the video and said it is produced by PBS and is very well done. Dunbar asked whether the video could be watched by other Commissioners. Welvaert said Haga is the contact at the school district for the videos, so she will ask.

7C Update on Farmer's Market

Welvaert updated the Commission that scheduling is too tight to secure cultural activities for the 2019 Farmer's Market. She stated that the Chamber is interested in pursuing this idea for the 2020 Farmer's Market.

7 New Business

7A Active Transportation Advisory Committee

Kabat introduced the Active Transportation Advisory Committee as well as what is the make up for a bicycle friendly community to the Commissioners. Leggett wanted to better understand whether this was to promote more accessibility for people to afford bicycles or to invest in the bicycle infrastructure. Commissioner Carlson stated she is interested in transportation and would be interested in serving on the Committee.

Motion: Dunbar

Second: Bean

7B Review Attendance Expectations

Welvaert reminded the Commission about the guidelines in the City's Ordinance regarding attendance. Dunbar suggested that Kabat should have a discussion with each of the Commissioners to understand their ability to attend.

Dunbar asked whether the alternates were supposed to attend every meeting or if they are expecting a call if they are needed. Leggett clarified that his job requires a lot of travel, and circumstances have played out so that he happens to be traveling on HRC weeks. Leggett commented that he wants to continue to serve through the year and evaluate his ability to participate. He expressed appreciation in all of the interest in community participation on the HRC.

Carlson added that she observed previous issues with attendance. She suggested that Welvaert may be the appropriate person as the Chair to explain their role and the desire for them to attend. Bean echoed Carlson's point. White added that when she was an alternate, she often voted due to regular member

absences. Welvaert said she would have a conversation with the alternates to ensure they are aware of their roles.

Leggett added that the Commission should begin promoting the Human Rights Commission Award. Welvaert added that now is a good time to begin promoting the award. Leggett added that now is also a good time to begin planning the MLK Day breakfast. Welvaert said this will be a topic for August's agenda. White agreed to reach out to the High School Jazz Band to begin.

8 Next Meeting - August 22, 2019

9 Adjourn

Motion: Carlson

Second: Leggett

STAFF REPORT
CHASKA HUMAN RIGHTS COMMISSION
August 22, 2019

Subject: **Treasurer's Report**

Prepared By: Nate Kabat

Balance and Expenditures:

2019 Beginning Balance:	\$2,000.00
May 2019 Expense: Water and Granola Bars for Pow Wow	\$44.87
June 2019 Expense: Give Away HRC Logo Fans	\$325.00
July 2019 Expense: River City Days Candy Giveaways Commissioner T-Shirts	\$20.94 \$28.00
August 2019 Expense: Commissioner Nametags	\$34.50
Balance: August 2019	\$1,546.69



Chaska Human Rights Commission

Social Media Marketing Plan for Human Rights Award

Background:

Beginning in 2011, the Human Rights Award has been given out annually to an individual or organization that has shown special efforts to ensure all citizens of Chaska have equal opportunities in employment, housing, public accommodations, public services, education and other affairs that impact the social well-being of the Chaska community.

Current Status:

The Commission has been trying to grow the awareness about the award to engage a wider part of the community and solicit more nominations.

How are we're changing the status quo?

Last year, we used a two-fold approach with an emphasis on social media and advertisements in the Chaska Herald. This year, we will look at expanding our marketing into community gathering places.

Why does the Human Rights Award matter?

The Human Rights Award celebrates how the Chaska Community Values impacts lives for the better. By recognizing those who live those values, we can encourage the entire community to continue to look out for the well-being of their neighbors.

How do we communicate our message?

- City of Chaska's website: This will serve as the "home base" for award information. Public can find details related to nomination forms, submission deadline, and other criteria for the award.
- Social Media (Facebook, Twitter, Nextdoor, and Instagram): We will use the main City accounts to push out a weekly message. These will be focused more on featuring past winners and highlighting their human rights efforts in Chaska.
- Newspaper Ads: We will create a print advertisement to run in the Chaska Herald. Placing an ad in one print edition in September, October, and November would cost approximately \$600.
- Neighbors of Chaska magazine: If you have not seen this magazine, it is mailed each month to residences in some of Chaska's neighborhoods.
- Flyers: Ask permission to place flyers in local churches, Chaska library, City Hall, Jonathan Association mail stations, SW Transit East Creek station.
- Business-to-business: Increase awareness through other Chaska organization networks like the Carver County Community Development Agency, SW Chamber of Commerce, Downtown Business Alliance, Ridgeview Foundation, and other local non-profits.

Social Media Marketing Content & Schedule:

We will post weekly content from Aug 28 until November 15. The content will tie into the overarching goals of the Human Rights Commission and bring awareness to the Human Rights Award nomination process and deadline.

- Aug 28: Post saying nominations are now being accepted for the Human Rights Award
- Sept 4: Post about 2012 winner of the Human Rights Award: Guardian Angels Church Homebound Ministry
- Sept 10 (moved to Tuesday, since Wednesday is Sept. 11): Post about 2013 Human Rights Award winner: Gordon Stewart
- Sept 18: Post about the MLK Day banquet. Show highlight video recap from last year's event.
- Sept 25: Post about Human Rights Commission meeting the next night. Highlight agenda items.
- Oct 2: Post about 2014 Human Rights Award winner: The Gathering Place, St. John's Lutheran Church
- Oct 9: Post about 2016 Human Rights Award winner: Launch Ministry
- Oct 16: Post about the 2017 Human Rights Award winner: Love INC
- Oct 23: Post about Human Rights Commission meeting the next night. Highlight agenda items.
- Oct 30: Post about MLK Day banquet, mention some details about the program (if already determined)
- Nov 6: Post about the 2018 Human Rights Award winner: Libby Fairchild
- Nov 13: Post about the deadline for nominations for Human Rights Award.
- Nov 15: Morning post about the deadline for Human Rights Award nominations

STAFF REPORT

CHASKA HUMAN RIGHTS COMMISSION

August 22, 2019

Subject: **Planning: MLK Breakfast**

Prepared By: Nate Kabat

The following items need discussion for planning the 3rd Annual MLK Day Breakfast to be held Monday, January 20, 2020. This event is jointly supported by the Human Rights Commission and the SouthWest Metro Chamber of Commerce.

- Location: Chaska Event Center
- Time: 8-9am?
- Entertainment:
 - Commissioner Lisa White has agreed to be point person to work with Mr. Bessler from the high school for band musicians
 - Do we want singers? Something else in addition to instrumental music?
- Keynote speaker: Start brainstorming ideas. Jeff Filipek is also thinking.
- Invocation: Has been given by a local clergy the last two years. Last year we received feedback that the invocation seemed very Christian, with a suggestion to appeal to all theologies. Brainstorm ideas.
- Refreshments: Last year Red Bench and Dunn Bros. contributed. How would we like to proceed this year?

Invite you to the

Martin Luther King – Human Rights Breakfast

Monday, January 21, 2019

8:00-9:00am

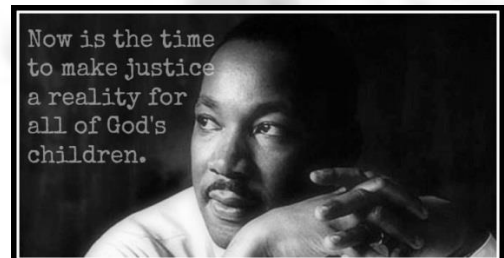
Chaska Event Center

Breakfast is Free

AGENDA:

- Welcome- *Jeff Filipek*- SouthWest Metro Chamber of Commerce President
- Musical Selection 1- Chaska High School Jazz 1 (Adam Bestler- Director)
- Opening Thought/Invocation- *Pastor Greg Snow*- St. John's Lutheran Church- Chaska
- "Some Things We Must Do"- *AB Danner & Neia Beck*- Chaska High School Diversity Club
- Keynote- "Pathways to Prosperity" - *Allison Streich and Trinity Lawrence*- Carver County CDA
- Musical Selection 2 - Chaska High School Jazz 1 (Adam Bestler- Director)
- 2018 City of Chaska Human Rights Award- presented by *Ellen Bean*- Chaska Human Rights Commission
- "I've Been to the Mountaintop"- *AB Danner & Neia Beck*- Chaska High School Diversity Club
- Closing- *Jennifer Welvaert*- Chaska Human Rights Commission Chairperson
- "Amazing Grace" - *by all*

Event Sponsors:



You are also invited to:

MLK service at Shepherd of the Hill: 7pm
135 Engler Blvd. at Hwy 41