

City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601



Minutes - Final

February 17, 2016

1:00 PM

Roberta Lisle Kline Conference Room

Equal Opportunity Committee

*Commissioner Charles Goston, Chair
Commissioner Todd Chase, Member*

Persons with disabilities who require assistance to participate in this meeting are requested to notify the Equal Opportunity Department at 334-5051 or call the TDD phone line at 334-2069 at least two business days in advance.

CALL TO ORDER - 1:12 PM**ROLL CALL**

*Commissioner Charles Goston, Chair
Commissioner Todd Chase, Member*

ATTENDANCE

*Torey Alston, Office of Equal Opportunity
Yvette Carter, GRU Community Relations
Aleta Cozart, Budget & Finance
Magi Crawford, GRU Communications
Joan Dorval, GRU Purchasing
Steve Stagliano, GRU Purchasing
Diane Holder, Budget & Finance
Zanorfa Lynch, Office of Equal Opportunity
Glenda Russell, GRU Community Relations
Gwendolyn Saffo, Office of Equal Opportunity
Elizabeth Waratuke, City Attorney's Office
Sylvia Warren, Office of Equal Opportunity
Bob Woods, GG Communications*

ADOPTION OF THE AGENDA

Adopted

APPROVAL OF MINUTES

150687 [150687.](#) **Equal Opportunity Committee (EOC) Minutes (B)**

Attachments: [150687_EOC Minutes_120915.pdf](#)

RECOMMENDATION *The EOC approve the minutes of the 12/09/2015 as circulated.*

Approved as Recommended

DISCUSSION ITEMS

150688 [150688.](#) **Staff Updates (B)**

Attachments: [150688_.PPT Outreach Plan 2016.pdf](#)

RECOMMENDATION *The EOC: 1) hear updates from OEO staff and both GG & GRU Communication and GG & GRU Purchasing staff; 2)take action as deemed appropriate.*

Discussed

MEMBER COMMENT

The committee heard updates by various departments regarding their communications efforts. Mr. Woods clarified his department's supportive role, adding that departments such HR, Parks, Rec & Cultural Affairs spearhead their own advertising initiatives and do not always involve his office. Chair Goston noted the City did not have a good history of getting info disseminated and more could be done as it pertains to informing the public the OEO's role/functions, for instance. Chair Goston asked about the advertising program previously used by the City. In response, Mr. Woods noted this program ended due to lack of funding. He stated the Communications Dept. Operational Budget is very small and Ads are decentralized to departments due to this. Despite this, Mr. Woods noted several resources are utilized for communications these include minority-owned newspaper, the Gainesville Sun (for the job fair), social media, Channel 12 among others. Chair Goston recommended the use of intern from UF's College of Journalism and Communications and other funding sources like GRU Community Relations Low-income Energy Efficiency (LEEP) program. Chair Goston highlighted additional concerns regarding message redundancy and accuracy. Mr. Woods stated he is currently looking at the Communications budget/funding, with Budget & Finance and the City Manager's office. He has also started an internal campaign aimed at informing employees on what the OEO does.

Magi Crawford provided GRU's Communications update. Ms. Crawford noted she meets with Mr. Woods monthly in the coordination of efforts and would love to work with him collaboratively on marketing and communications efforts. Ms. Crawford also provided additional background information on the LEEP program

CITIZEN COMMENT**NEXT MEETING DATE - TBD****ADJOURNMENT - 3:44PM**