

Community Outreach Sub-Committee

Conversation w/Corey Yunke

Date: Thursday, 01.06.2022, 9am - 9:30am

Attendees: Amanda Becker and Corey Yunke

Conversation agenda: get aligned with the new Roseville Community Relation's team in regards to the HRIEC Commission's Community Outreach sub-committee's goal of creating a brand and identity - and ultimately communication tactics- for future community outreach efforts.

There is new energy and resources in the Roseville Community Relations department and the HRIEC Commission sub-committee would like to align their goal of creating some identity and branding for the commission - in order to have some materials to help with outreach communications - with the city's efforts to build out their own identity and branding materials.

An internal graphic designer & videographer is now available to help with creating some tactics that the commission can use to distribute at community events. Ideally, the commission (and all other commissions) would have the following materials updated with new branding:

- Website landing pages with current mission/vision statements (and possibly yearly work plan goals/action items)
 - Community Relations team has an action item to update the Roseville website in either Q3 or Q4
- Flyers/buttons for passing out to community members - with commission information
- T-shirts for commission members to wear when out in public

HRIEC Commission members have a lot of skills and abilities to help facilitate the branding and identity momentum, alongside the Community Relations team. This partnership can serve to strengthen the outreach and communications that are fundamental to the equity and inclusion goals that the city has already laid out in their SREAP. We hope to continue the conversations and ultimately work to get some (simple) branding in place as quickly as possible this year (2022) in order to help facilitate additional HRIEC Community Outreach action items:

- Attend all community events - building awareness of the HRIEC commission but also being out in the community, meeting Roseville citizens where they're at
- Capture the diversity of Roseville resident stories - developing a library of citizen voices
- Help facilitate new Roseville partnership opportunities

Corey and Amanda will continue to stay in touch in regards to how the Community Relations team can collaborate with HRIEC to work together to achieve these community outreach goals!