



City of Culver City

Staff Report

File #: 24-642, **Version:** 1

Item #: A-3.

(1) Receive a Verbal Report from the Outreach and Communications Ad Hoc Subcommittee; (2) Discuss and Consider Approval of The Report's Recommendations; and (3) Determine Next Steps as Deemed Appropriate; and (4) Provide Feedback and/or Recommendations to Staff as Deemed Necessary.

Meeting Date: January 23, 2024

Contact Person/Dept: Michelle Hamilton / Human Resources

Phone Number: (310) 253-5640

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing: **Action Item:** **Attachments:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (1/17/24); (E-Mail) Meetings and Agendas - Equity & Human Relations Advisory Committee (1/17/24); (E-Mail) All City Staff (1/17/24)

Department Approval: Dana Anderson, Human Resources Director (1/17/24)

RECOMMENDATION

Staff recommends that the Equity and Human Relations Advisory Committee (EHRAC) (1) receive a verbal report from the Outreach and Communications Ad Hoc Subcommittee; and (2) discuss and consider approval of the report's recommendations; and (3) determine next steps as deemed appropriate; and (4) provide feedback and/or recommendations to staff as deemed necessary.

BACKGROUND/DISCUSSION

At the December 13, 2022, special meeting, the committee achieved consensus to agendize this item to receive a report from the Communications Ad Hoc Subcommittee for a proposed process for the committee to communicate to the community about upcoming events.

At the January 23, 2023, meeting discussion ensued about creating a protocol for advertising for events and activities, and event advertising timeline and timing for material to be submitted to staff.

At the August 22, 2023, meeting Vice Chair Bano discussed improving the quality of the events held by creating an event checklist. Member Bano presented the Event checklist and discussion ensued between staff and Committee Members regarding creation of a tool to help future EHRAC Members and other Committees, Boards, and Commissions (CBCs); working with partner organizations; outreach methods; creating a marketing schedule; the pre-event section; best practices; creating a timeline for the planning of the event. A suggestion by EHRAC members to organize all of the aforementioned items into a useful chart format was

entertained.

At the September 26, 2023, Special Meeting, consensus was achieved to receive a report and update from the Outreach and Communications Ad Hoc Subcommittee at the next regular meeting on January 23, 2024.

FISCAL ANALYSIS

There is no fiscal impact associate with this agenda item.

ATTACHMENTS

None

MOTION

That the Equity and Human Relations Advisory Committee:

1. Receive a verbal report from the Outreach and Communications Ad Hoc Subcommittee; and
2. If so desired, approve the Outreach and Communications Ad Hoc Subcommittee's; and report's recommendations; and
3. Determine next steps as deemed appropriate; and
4. Provide feedback and/or recommendations to staff as deemed necessary.