



St. Mary's County Human Relations Commission
December 1, 2010
Minutes

Attendees: Melvin McClintock (Chair), Wayne Lockley, Leshia Wood, Theo Cramer, Sarah Tyson, Kelsey Bush (staff liaison), Cynthia Brown (staff), Adrienne Raines (staff)

Not Present: Deborah Dennie, Agnes Butler

Call to Order: The meeting was called to order at 5:35 p.m. by Commission Chair, Mac McClintock.

Approval of Minutes: Minutes from the November 3, 2010 meeting were approved as written.

Signature Event: In the past, the HRC Breakfast served as the signature event, with the community nominating individuals in different categories to honor at the Breakfast. The HRC has also honored High School students at their schools in the past. With the Board transition and budget challenges, the Commission elected not to hold the event in 2010.

HRC members discussed the feasibility of resurrecting the Breakfast or holding another event to create community awareness. T. Cramer suggested that securing an interesting speaker is very important and can have a significant impact on event attendance. S. Tyson suggested "piggy backing", in that the HRC would secure a speaker who is already in the area for another engagement. In determining the timing of an HRC event, M. McClintock suggested avoiding the months of May and June with graduations and school functions.

L. Wood suggested that the Commission plan another breakfast until a new signature event is decided upon. M. McClintock advised that location, target audience and speakers would need to be determined as soon as possible. He also advised that there is no budget for an event, which is a significant hindrance.

M. McClintock stated that the HRC needs to develop a marketing plan to create awareness. He advised that in order to draw attention to the HRC's mission, the Commission must be bold in their marketing and outreach endeavors. K. Bush offered to explore his contacts within the Governor's Office of Community Initiatives to possibly obtain a speaker at no cost. He suggested holding an event during October, which is Hispanic Heritage Month, to embrace and address the growing Hispanic community within the County. If the HRC were to hold an event later in October, free marketing (signage) could be taken advantage of at the Fairgrounds in the weeks prior at both the Oyster Festival and the County Fair.

T. Cramer suggested partnering with organizations that can assist in the marketing of an HRC event, particularly organizations that already have a network in place to tap into. M. McClintock concurred that October would be an ideal month to hold an event and suggested creating a timeline. K. Bush suggested trying to obtain a Hispanic pilot as a guest speaker, and W. Lockley offered to explore his connections with TPS to see if a pilot is available. M. McClintock suggested holding the event off-base to draw that audience out.

Members then discussed locations, with the following suggested: Harry Lundenberg, Forrest Technology Center, and local fire halls. T. Cramer stated that a date needs to be confirmed soon, as these places typically book well in advance. M. McClintock advised that menu selection and ticket prices would need to be determined based on total event cost. Advertising can be sold in the event program to offset printing expenses. K. Bush will inquire with the Governor's Office of Community Initiatives to determine if they can help subsidize the event.

Study Circles: The Commission discussed the pros and cons of doing a Study Circle at the Martin Luther King Jr. Prayer Breakfast and decided against it. M. McClintock advised that facilitators need to be trained before attempting to set up another Study Circle. There was also concern about adequate attendance. K. Bush suggested developing a survey that could be placed on tables at the Prayer Breakfast. The survey could be used as an assessment tool to determine areas of focus for future Study Circles.

County Climate: The Commission discussed what tools could be utilized to quantifiably measure the climate of St. Mary's County. Economic and language barriers were acknowledged, and multiple sources of data collection and compilation were discussed. M. McClintock inquired if the Governor's Office had tools that they used for this purpose; K. Bush stated that the Governor's Office typically uses Census data.

Commission Round Table: M. McClintock advised that it would be beneficial to know what other similar commissions/committees/groups in the region were doing. T. Cramer stated that this meeting was very informative and productive. The Commission for Women's annual event is in March, so it was recommended that a Roundtable be held in April to avoid conflict. K. Bush suggested doing this in lieu of a signature event for this year, and then possibly holding one every quarter.

7th Annual Martin Luther King Jr. Prayer Breakfast: The Breakfast will be held at St. Mary's College on January 17th at 8:15 a.m. in the J. Frank Raley Great Room in the Campus Center. The event includes a community breakfast, speakers and music celebrating the life and work of Martin Luther King, Jr. The cost per person is \$8.00.

S. Tyson stated that January is National Mentoring Month and inquired about the possibility of holding a workshop in partnership with Big Brothers/Big Sisters at the Breakfast. M. McClintock and T. Cramer thought that attendance would suffer unless it was marketed prior to the event. M. McClintock thought it was too late to do in conjunction with this year's event. S. Tyson stated that the workshop would focus on the many different mentoring options available in the County. M. McClintock stated that he would check on space availability and further discuss feasibility with S. Tyson.

Adopt A Family/Christmas Caring: The Commission members stated that they were each engaged charitable activities. A. Raines gave members an overview and status update on the Christmas Caring program and provided her contact information.

ACTION ITEMS

- ➔ L. Wood and M. McClintock will work together to develop a timeline for a signature event and provide a draft for the Commission to review and discuss at the next meeting.
- ➔ K. Bush will explore available opportunities and options through his contacts at the Governor's Office.
- ➔ W. Lockley will explore his connections with TPS regarding a guest speaker for an HRC signature event.

Next Meeting: January 12, 2011 at 5:30 p.m.
Governmental Center, Potomac Building, Room 14

Adjournment: The meeting adjourned at 6:39 p.m.