

MINUTES

REGULAR MEETING OF THE CITY OF GOSHEN COMMUNITY RELATIONS COMMISSION Tuesday, September 8, 2015, 7:00 P.M., Goshen City Hall, 202 S. Fifth St.

CRC mission: Our mission is to foster a climate of positive community relationships and non-discrimination in which all Goshen citizens enjoy equal opportunity for education, employment, and access to public conveniences, accommodations and real property.

Members Present: Anne H. Berry, Bryce Gast, Kelly Huffman, Sreekala Rajagopalan, Nathan Mateer Rempel & George Smucker

Consultant: Darin Short (present through Item 5 discussion)

Members Absent: Ed Ahlersmeyer, Sandra McMasters

Guest: Rocio Diaz, Coordinator of Intercultural Engagement, Goshen College

1. Call to Order & Opening

- a. Introduce visitors: Nate called the meeting to order at 7:02 and introduced Rocio Diaz who is serving on the 2025 Steering Committee
- b. Review the agenda. The agenda was adopted with the addition of item 7-a and deletion of review of May minutes from Item 2
- c. Opening reflection by Sreekala Rajagopalan
Sreekala reviewed and reminisced about the beginnings, mission, history, funding, growth and accomplishments of the CRC (formerly Human Relations Commission). Observing growing diversity within Goshen, she identified our general failure to recognize and acknowledge the diversity of religions—just assuming everyone present is some form of Christian, which feels like disrespect for other faiths. While we have many Latinos, they are not the only minority in Goshen. Sreekala looks toward the future with a lot of hope for good. Progress often seems slow and difficult but we are happy when it actually happens.

October reflection: TBD since Bryce Gast is expecting a baby on or near this date

2. Review minutes for August 11, 2015

Corrections:

- Minute 4, Sentence 3 was corrected to read: “The voice mail greeting is in both English and Spanish.”
- Minute 6.5 Sentence 3 was replaced by “School officials agreed that this event should not have happened on school property.”

Action: Approve the minutes for August 11, 2015 as corrected (Sreekala / Anne / carried)

3. Treasurer’s report

- Bryce Gast gave the Treasurer’s report: CRC had a budget balance of \$26,687.73 on August 31, 2015. Diversity Day donated funds total is \$8,042.48 as of August 1, 2015.
- Nate asked Bryce to break out and report the total expenses of the 2025 Visioning Project at the October meeting

4. Reports statistics and referrals

Darin Short reported that CRC hot line voice mail problems have been sorted out and the greeting now has the correct message in Spanish and English. There was no activity in August except a message intended for a different number. The hot-line number is 574-537-3839 x358 and can be found on the City’s web site [<http://www.goshenindiana.org/content/community-relations-commission>]

5. Vision 2025: Vision Statement recommendation

Darin Short, Nate Mateer Rempel and Rocio Diaz reviewed the Steering Committee membership and activity of its most recent meetings. Its final product is this vision statement for CRC

Goshen is a vibrant and dynamic community. Together we strive to:

- Strengthen our social and economic resources
- Promote vitality, safety, and wholeness
- Engage, embrace and celebrate our cultural commonalities and differences
- Address challenges to our common good

Nate described the project like an hourglass. We have arrived at the narrow point having come up with the vision statement. Going forward we will find ways to implement this vision.

Plan: Darin will lead in setting up a half-day retreat to move us into the next phase. This retreat will be on a Saturday in 2015

6. Marketing sub-committee recommendations

Anne Berry and Kelly Huffman proposed a written budget using the line items as marketing objectives. These include creating our own website, much more robust than what we now have on the hard to find space on the City site, and also advertising. Any marketing initiative will utilize new CRC Facebook & Twitter accounts. This plan requires design services that emphasize the visual. Taste of Goshen is currently better branded than the CRC itself. This branding initiative must document the things we are doing on our Facebook page in a timely fashion. We will find ways of driving traffic to the right resource. We still need our logo but we need to go beyond just the logo to flesh out our desired image. After branding, comes marketing. Branding would be more about identity. Beyond establishing who we are, people need to know they can contact us for a variety of reasons. We will make it easy for the public to know when and how to call. Our goal is to extend an invitation and give them the confidence needed to contact us. [How far can we extend confidentiality?]

Some of these budget lines are one time costs and some will be recurring expenses. The immediate next step is to make the identity of CRC more visible—i.e., marketing our identity. Branding requires consistent messaging. What is it that we want to put out there? It needs to be substantive—synthesize the pieces into a nugget that can be used as a marketing campaign. Then we need measurable goals. Our plan should be to take the momentum we have and move ahead. Our first focus might be to target teachers, pastors and human resource managers. We will soon be promoting our renewed and enhanced identity

7. Review of CRC consultant evaluation forms

Nate has received forms from 4 of us and is waiting for evaluation forms from the rest of us

7a. Neighborhood Outreach

Nate reported that Gilberto Pérez, representing Bienvenido of Goshen, LLC, asked if it would be a conflict of interests to approach Sandra McMasters to work as facilitator for the Latino Neighbor Outreach initiative since Bienvenido received a grant from the CRC for this purpose, as there would be a small stipend for her services.

Response: it is acknowledged that Sandra is uniquely qualified and it is the consensus of CRC members present that it is appropriate for Sandra to serve if her connection to both CRC and Bienvenido is acknowledged and made transparent

8. For the good of the CRC: None

9. Announcements by CRC members

Sreekala announced that AAUW [American Association of University Women] is sponsoring a mayoral candidate forum at Goshen Public Library on Oct 8 from 6 to 8 p.m.

10. Adjournment

At 9:18 p.m. Bryce moved to adjourn with the second given by Anne—carried

Next meeting is October 8, 2015