



County of Santa Barbara
105 E. ANAPAMU, SANTA BARBARA

HUMAN SERVICES COMMISSION

COMMUNITY RELATIONS COMMITTEE MEETING –
ACTION SUMMARY
January 7, 2016

Call to Order: Committee Chair Jessica Tade called the meeting to order

Roll Call **Committee Members Present:** Commission Chair Solomon, Committee Chair Tade, Commissioners Ramirez, Lindner, Sepulveda, and non-Committee Commissioner Cawthon
Absent: Commissioner Jensen
Staff Present: Susan Foley

Public Comment Period: None

Committee Chair Tade shared her ideas of target audiences (public, BOS, non-profits and foundations and partners) for a communications campaign utilizing local media, and print materials and the HSC website. She said the goal would be to increase visibility with the target audiences. There was discussion about possible products such as videos, brochures, annual report etc. Commissioners all agreed that more interaction with BOS was beneficial and should occur perhaps quarterly. There was a lengthy discussion and agreement about focusing first on improvements to the HSC website. It is buried in the CEO's "program" tab. Ms. Foley noted that the County Public Information Officer would soon be on board and that it is expected that this person will work with the HSC Community Relations Committee to make recommended improvements. Suggestions included adding video content, stories about agency clients and successes (not for confidential client services). Other suggestions included utilizing social media, participating in or sponsoring events such as a Community Services Day. Commissioner Sepulveda suggested reaching out to the Spanish speaking media. Commission Chair Solomon recommended having business cards printed up for Commissioners to hand out at meetings and events. Ms Foley suggested that the Committee work on a Communications Plan or some kind of structured outline that can be used as a working guide for the Committee. Committee Chair Tade agreed to draft something to share with the Community Relations Committee at the next meeting before sharing it with Assistant CEO Terri Nisich. It was agreed that Commission Chair Solomon should be the official media spokesperson for all media activities.

There was discussion of the need for additional funding for Community Relations activities and admin with increased program funding. It was suggested that an additional \$50-80,000 would be ideal to completely fund these activities. Commissioners don't favor taking these funds from existing or proposed "program" budgets.

Commissioner Sepulveda offered to conduct a mini training on preparing a quality media campaign perhaps at the next retreat.

Adjourn: The Committee meeting adjourned at 1:00 p.m.