



Economic Opportunity Council (EOC) Outreach Subcommittee Meeting Minutes

Location: 1470 Civic Ct., Suite 200 Concord, CA 94520



Date: 7/8/2019

Time Convened: 12:06 PM

Time Terminated: 1:01 PM

Recorder: Mele Lolohea

Attendees: Tricia Piquero, Dawn Miguel (Conference call) Michelle Chenault (Conference call), Ajit Kaushal (Conference call), Renee Zeimer, Monisha Merchant (Conference call), Sam Houston (Conference call), Devlyn Sewell (Conference call), Christina Reich,

Absentee: Nancy Sparks
Camilla Rand (excused), Mele Lolohea (excused)

TOPIC	RECOMMENDATION / SUMMARY
Review Desired Outcomes and Ground Rules	<ul style="list-style-type: none">• Zeimer reviewed the desired outcomes and ground rules.
Public Comment	<ul style="list-style-type: none">• None Present

TOPIC	RECOMMENDATION / SUMMARY
<p>Action: Community Action Trifold</p>	<ul style="list-style-type: none"> • Staff explained the trifold has been in the works since March and the edits in red are changes staff has made to the brochure. • Zeimer stated her understanding is that the purpose of the brochure was as a recruiting piece and a way of informing the community who the Economic Opportunity Council is and what the board does. Zeimer expressed that there is a disconnect with the face of the trifold because it does not state Economic Opportunity Council on the brochure. • Piquero stated to her the brochure was about us (EOC and staff) working together with the mission statement and reaching our goals as a community action agency. She continued to explain it is confusing but headed in the right direction. The brochure is going to help explain what we are doing, why and how. • Zeimer explained the Economic Opportunity Council should be up front in the cover. • Kaushal agreed with Zeimer and stated that the trifold highlighted more of Community Services Bureau than the EOC. • Miguel suggested removing Community Services Bureau on the front cover and replacing it with the Economic Opportunity Council. • Zeimer recommended making the photo smaller on the front of the trifold. The group agreed to decrease the font size of “<i>Contra Costa County</i>” and the next line “<i>Community Services Bureau</i>” in a larger font size. The group agreed to change the bottom of the brochure to state, “<i>Economic Opportunity Council Tripartite board</i>”. • Reich explained staff changed all the questions at the top of the trifold to statements stating “Who We Are”, “What We Do” and “Why We Do It”. • Zeimer shared some of Merchant’s edits with the group. Reich stated after the March meeting, she was pulled aside by the program specialist that she needs to make the group understand that the Economic Opportunity Council cannot be a stand-alone. Reich reiterated that it is a Community Action Agency with a tripartite board. • Piquero recommended bolding Economic Opportunity Council throughout the trifold to help the flow of the brochure. • The group agreed to make changes under the subtitle <i>Who We Are</i> stating, “<i>Established in 1964 as part of President Lyndon Johnson’s “War on Poverty” legislation, the Contra Costa County Community Services Bureau (CSB) is part of a national Community Action Partnership network and is responsible for administering the Community Services Block Grant (CSBG).</i>” • The group discussed on the next section to remove the last sentence in the first paragraph under <i>What We Do</i>. The group agreed to change “<i>agency partners</i>” to “<i>service providers</i>”. • Piquero and Merchant expressed how uncomfortable they are with using “poor” in the trifold because it shows pity. The group agreed to change the word and come up with another, possibly low-income. • Piquero proposed that she along with Zeimer and Merchant tackle the brochure and send out for feedback. • Chenault recommended eliminating all the words and maybe using bullet points instead. • Piquero stated the group could lessen the words but the bullet points will not get the message across to the reader. • Piquero recommended sending out an email for feedback before the Thursday meeting, so the group can capture the changes and input of the committee. • Staff presented the photos from subcontractors that could possibly be used in the trifold.
<p>Next Steps</p>	<ul style="list-style-type: none"> • Staff will capture any changes and feedbacks before the July business meeting.

TOPIC	RECOMMENDATION / SUMMARY	
Meeting Evaluation	<p style="text-align: center;"><u>Pluses / +</u></p> <ul style="list-style-type: none">• None	<p style="text-align: center;"><u>Deltas / Δ</u></p> <ul style="list-style-type: none">• None