

Item 14A - Outreach Subcommittee

PEC OUTREACH EVENTS 2024

Outreach Events Calendar

2024 Attended Events

| Event | Date | Commissioner(s) Attended |
|---|----------------|--------------------------|
| District 3 Town Hall @ Children's Fairyland | March 16, 2024 | Chair Micik |
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| | | |

Suggested Free Outreach Events

| Event | Frequency |
|---|---------------------------------|
| Oakland Roots & Soul Games | Seasonal (Summer/Fall) |
| Merchants Associations events - Rockridge, Temescal, Laurel, Jack London | Seasonal |
| Rotary Club (and other such clubs) meetings | Monthly |
| High School Government Classes | Variable |
| Office Hours for Council Members, School Board, City Auditor & Police Inspector General | Variable |
| National Night Out | Annual, First Tuesday in August |
| Oakland Love Life Celebration | Annual |
| Farmers Markets | Weekly |
| League of Women Voters Meeting | Monthly |
| Mills College Public Policy Graduate Students Meetings | |
| Goldman School Public Policy - Info Forums | Quarterly |
| Open Oakland - Open Data Day | Annual |
| Night Out for Safety and Liberation | Annual |
| Acts Full Gospel Church | Weekly |
| Allen Temple Baptist Church | Weekly |
| | |

Staff Suggested Paid Outreach Events

| Event | Date | Cost |
|--|--------------------|-------|
| Friday Nights at the Oakland Museum | Returns April 2024 | TBD |
| Art and Soul Festival | September 2024 | \$350 |
| Oaktoberfest | October 2024 | \$270 |

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Outreach Subcommittee

Members: Vince Steele (Chair), Alea Gage, and Ryan Micik

March 7, 2024 Minutes

Attendees – Members: Commissioners Steele, Gage, Chair Micik

Attendees – Staff: Nicolas Heidorn, Executive Director; Jelani Killings, Ethics Analyst

Discussion:

The meeting began with a discussion of the outreach materials produced by staff. We reviewed the roadshow presentation document, roadshow outline, handouts and flyers. Chair Micik suggested we also have an elevator pitch that can be used as a shorter, concise version adaptable to various audiences.

The subcommittee discussed the outreach calendar as well. Based on committee input we decided that we will all confirm our outreach targets (date/times) and report back via email.

The subcommittee then discussed outreach goals for democracy dollars and clarifying those metrics. We plan to revisit the conversation in April/May following an upcoming presentation that will help us pinpoint the key areas democracy dollars should be focused.

Action Steps:

- Chair Micik will send 3-5 minute elevator pitch to committee.
- Staff will send ppt. presentation to committee for use in the field.
- Commissioners will confirm date/times of upcoming presentations based on their identified targets.