

Outreach Subcommittee

(ad hoc, created August 25, 2023)

Members: Charlotte Hill (Chair), Alea Gage, and Vincent Steele.

November 7, 2023 Minutes

Attendees – Members: Commissioners Hill, Gage

Attendees – Staff: Nicolas Heidorn, Executive Director; Jelani Killings, Ethics Analyst; Simon Russell, Enforcement Chief

Discussion:

The meeting began with a review of PEC outreach efforts for Commission vacancies. Analyst Killings walked the subcommittee through the applicants by district, how they heard about the vacancy, and applicants by race. The subcommittee also looked at the results of the ad spend with Oaklandside.

The subcommittee discussed expanding their outreach tactics by, for example, sending their vacancy announcements to the listservs of NCPCs and other partners. They also discussed doing library outreach at the next meeting.

Next, Chief Russell shared the PEC's needs for enforcement resources. The subcommittee discussed the challenge of competing City priorities for funding.

The subcommittee identified the following needs from commissioners:

- A commissioner-written op-ed on the need for greater enforcement resources (January 2024)
- Support publicizing and hosting a press event (February 2024)

The PEC staff also plan to submit a formal budget letter in early 2024.

The subcommittee agreed to determine the timing and authors of the op-ed and work on a PEC events calendar outside of the meeting.