

# Item 8d - September 8, 2023 Meeting Minutes

## Outreach Subcommittee

(ad hoc, created August 25, 2023)

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

### September 8, 2023 Minutes

**Attendees – Members:** Commissioners Hill, Gage, Steele

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

#### ***Discussion:***

The meeting began with a review of the current outreach plan for new commissioner recruitment. The plan includes targets for paid advertising in local media outlets, promotion partnership opportunities with other public agencies and community organizations, and ways for commissioners to promote openings to their own networks.

The subcommittee recommended spending the limited ad budget on outlets that are most likely to reach diverse communities across Oakland. They also discussed upcoming opportunities for commissioners to speak at community events and sourced ideas for additional community groups that PEC should partner with to promote vacancies and the application process.

Finally, the subcommittee developed a list of ways that commissioners could engage in outreach, including posting on social media, filming short testimonial outreach videos, and suggesting additional community partners.

#### ***Action Items:***

1. Commissioners will speak at upcoming community events.
2. The PEC will partner with additional community groups to promote vacancies and the application process.
3. Commissioners will engage in outreach activities, such as posting on social media and filming short testimonial outreach videos.

#### ***Next Steps:***

The subcommittee will meet again in October to review progress on action items and discuss additional outreach needs.