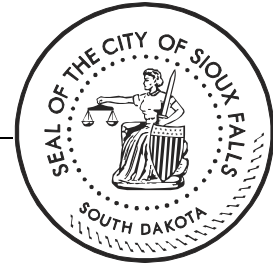


# MINUTES

Thursday, January 13, 2011



**Sioux Falls  
Human Relations  
Commission**

12 Noon—1 p.m.  
Commission Room, First Floor  
City Hall  
224 West Ninth Street

**Commissioners:** Present: Ahrendt, Aware, Carlson, Hariri, Lodu, Luecke, Rist, and DAC Liaison, Farabee.

**Absent:** Abbott, Guzman, Waara, and Williams

**Staff:** Gary Colwill, Human Relations Manager; Dave Pfeifle, City Attorney; and Carol Garry, Human Relations Assistant.

**Guests:**

## 1. Call to Order/Welcome Guests

Chairperson Hariri called the meeting to order at 12:15 pm.

## 2. Approval of Minutes

Carlson moved to approve the minutes from the December 9, 2010, meeting; Rist provided the second. The minutes were unanimously approved as presented.

## 3. Status of Cases/Staff Report

Colwill updated the Commission on the status of the open cases. The oldest case is a probable cause that is still open. Staff has found a current address for the respondent and a conciliation conference has been scheduled for January 19, 2011. The remaining cases have been assigned to an outside investigator with the exception of EM 10-7-21, -26 & -27 which are being held back for the new Human Relations Manager.

Pfeifle updated the Commission on the status of Colwill's replacement. Twenty-five applications were received and be reviewed with interviews scheduled the week of January 24. The position was advertised in the state bar and second circuit newsletters and in the Argus Leader. Most of the applicants work for county or state government. Aware wanted to express his conviction that the person needs to have a passion and understanding of discrimination.

## 4. Appointment—December Case Panel

Ahrendt, Carlson, Hariri, Lodu, and Rist

## 5. Continuing Business – Committee Reports

### a. Brainstorm Marketing Ideas

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**Commission Chair: Vaney Hariri**

**Commission Vice Chair: Clint Waara**

**Commission 3<sup>rd</sup> Officer: Teresa Luecke**

Enforcement Committee  
Chair—Dwayne Williams  
Rod Carlson  
Vaney Hariri  
James Lodu  
Terry Rist  
Staff – Gary Colwill

Education Committee  
Chair -Karla Abbott  
Val Ahrendt  
Vaney Hariri  
Teresa Luecke  
Staff – Carol Garry

Events Committee  
Chair - Clint Waara  
Qadir Aware  
Rod Carlson  
Sandra Guzman  
Vaney Hariri  
Staff- Carol Garry

The Commission reviewed some graphics for marketing ideas. The best ones were simple and eye-catching. The different venues where we place our marketing will dictate how simple or complex they can be. For example, a billboard needs to get the message across visually, using few words. On the other hand, a poster can have more written information. Posters on the bus can have more writing, but will need to be able to read it from a few feet away.

A tag line was agreed on – “Leading the Fight Against Discrimination”.

The Commission reviewed the video of the HRC’s CH. 16 spot. Some suggested changes were adding local landmarks so the people appeared to be local, change the color scheme to make the logo pop, change tag line from “There When You Need Us” to the new tag line.

6. **New Business**

**a. No new business was discussed.**

7. **Disability Awareness Commission Report – Farabee reported.**

The DAC has established their project selection for 2011 - hotel survey project, another ArtAbility event, awareness trainings, self service gas station sticker for people with disabilities and a library resource project.

They received a media grant from KELO for the 2011 ArtAbility. This should get plenty of exposure for the event.

8. **Public Comment**

Commission expressed gratitude to Colwill for his service to the Commission and the community.

9. **Adjournment**

Rist moved to adjourn. The meeting adjourned at 1:05 p.m.

Minutes respectfully submitted by Carol Garry.