

## MEETING AGENDA MULTICULTURAL ADVISORY COMMISSION

Thursday, August 18, 2016 – 6:00 p.m.  
922 Machin Avenue, Novato, CA  
City Administration – Baget Conference Room, 2<sup>nd</sup> Floor

### 1. CALL TO ORDER – Chairman Jacobs

### 2. ROLL CALL – Chairman Jacobs

Chairman:	Jacobs
Vice Chair:	Florez
Board Members:	D'Arrigo, Selzer

### 3. APPROVAL OF MINUTES

**Item: 3.A:** Minutes of the July 21, 2016 Multicultural Commission Meeting

**Item: 3.B:** Minutes of the August 10, 2016 Multicultural Commission Special Meeting

### 4. PUBLIC COMMENTS

At this time, members of the public may comment on any item NOT appearing on the agenda. Under State Law, matters presented under this item cannot be discussed or acted upon by the Commission at this time. For items appearing on the agenda, the public will be invited to make comments at the time the item comes up for Commission consideration. Comments must be limited to 3 minutes or less.

### 5. UNFINISHED BUSINESS

**Item 5.A:** Vote on events for 2016-17 fiscal year.

1. Multicultural Festival
2. Written Materials & Table Outreach Materials
3. Faces of Novato
4. Passion for Justice Awards
5. Proclamation to Honor a Community Member
6. Equity Conference
7. Community Garden & Harvest

**Recommendation:** Vote on item(s) keeping in mind the Commission's budget.

**Item 5.B:** Multicultural Commission logo discussion

1. Appoint a subcommittee

2. Return next meeting with Multicultural Advisory Commission logo options for approval by full commission.

**Recommendation:** Appoint a subcommittee and report back to the full commission.

## 6. NEW BUSINESS

**Item 6.A:** Discussion, direction, and subcommittee appointments for Multicultural Festival event.

1. Date of event (resolution to Council with options required with a date change)
2. Budget for Event
3. Appointment of subcommittees for the following:
  - a. Location
  - b. Permits (if food vendors)
  - c. Performing groups
  - d. Vendors
  - e. Outreach, i.e., advertisements, flyers
  - f. Donations
  - g. Business license (if entities not licensed with the City intend to sell)

**Recommendation:** Discussion, direction, and subcommittee appointments for Multicultural Festival event.

**Item 6.B:** Assignment of subcommittee for the development of outreach materials.

**Recommendation:** Appoint a subcommittee to begin work on brochures, handouts and other education materials as well as banners and other table materials.

## 7. COMMISSION AND STAFF COMMENTS AND REQUESTS

Comments or requests from commissioners or staff present related to the Multicultural Advisory Commission.

## 8. ANNOUNCEMENTS

Announcements from the commissioners on activities of the Multicultural Advisory Commission.

## 9. ADJOURNMENT

**Attachments:** Minutes of the July 21, 2016 Multicultural Commission Meeting

Minutes of the August 10, 2016 Multicultural Commission Special Meeting

**AFFIDAVIT OF POSTING**

I, Caitlin Doyle, certify that on August 15, 2016, at 2:00 p.m. (time) I caused to be posted the agenda of the Multicultural Commission of the City of Novato, California, on the City Community Service Board in the Police Department and on the City's website at [www.novato.org](http://www.novato.org)

//Caitlin Doyle//  
Secretary for the Multicultural Commission



THE CITY OF  
**NOVATO**  
CALIFORNIA

## MEETING MINUTES MULTICULTURAL ADVISORY COMMISSION

Thursday, July 21, 2016 – 6:00 p.m.  
922 Machin Avenue, Novato, CA

City Administration – Baget Conference Room, 2<sup>nd</sup> Floor

### 1. CALL TO ORDER – Chairman Jacobs

Meeting called to order at 6:00 p.m. by Chairman Jacobs

### 2. ROLL CALL – Chairman Jacobs

Present: Chairman Jacobs, Vice Chairman Florez, Commissioner Selzer

Note: Commissioner D'Arrigo arrived at 6:25 p.m.

Also in attendance: Councilmember Drew; Lori Frontella, Interim City Clerk; Caitlin Doyle, Management Analyst (NPD)

Commissioner Sutler-Cohen resigned from the commission prior to the meeting.

### 3. APPROVAL OF FINAL AGENDA

Approved unanimously.

### 4. PUBLIC COMMENT

Clerk Frontella provided an overview of meeting structure, Brown Act Compliance, conflict of interest, staff duties, and the need for a goal setting session. Given her knowledge she will be interjecting as appropriate during the meeting to ensure only actionable items are moved. Most agenda items are for informational purposes only. Moreover, the commission will be receiving more formal Brown Act training from the Clerk and City Attorney's offices this fall. The liaison will also provide commissioners with written material to review in the meantime.

### 5. COMMITTEE ORGANIZATIONAL ITEMS

Meeting minutes approved unanimously for:

May 19, 2016

June 16, 2016

Commissioner Seltzer would like further clarification (to be noted) on his MCAC logo responsibilities.

### 6. INFORMATIONAL UPDATES

Clerk Frontella reiterated that items deemed "informational" were for reporting out. For further discussion or action, items need to be properly agendaized.

Movies in the Park: Chairman Jacobs has distributed flyers. Will work with liaison and others for additional postings. The liaison noted the event has been posted to the City's Calendar and website.

Independent Film Festival & Latino Heritage Event: Both large undertakings; recommended by Clerk Frontella to push the discussion to the goal setting session. Further action, i.e., selecting a date needs to be an action item on a future agenda.

Funding Protocols: Liaison reports that reimbursements go through her. From there, the analyst at the police department who handles finances takes care of. Most vendors (thus far) the City has on file. Should additional information be required to process a reimbursement, the liaison will make commissioners aware. The goal setting meeting will better address how to budget things using the dollars allocated each budget cycle.

Question Lists: Clerk Frontella recommended addressing some of these in the goal setting session. Additionally, the description of the question lists were circulated to commissioners but not in detail on the agenda which poses transparency issues.

## **7. GENERAL BUSINESS**

Outreach efforts and overall project review will be moved to the brainstorming and planning session.

With respect to a possible chairperson change, Chairman Jacobs made note he's been chair for two years this coming September.

## **8. COMMISSION & STAFF COMMENTS**

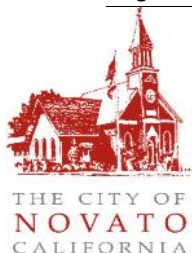
Clerk Frontella and the liaison reiterated that the next meeting should be a planning session to go over the commission's goals and agenda for the year. The work plan should be submitted to Council each year. Planning events prior to looking at the budget, bandwidth and designated duties (namely activities, outreach, and education) is premature.

## **9. ADJOURNMENT & FUTURE MEETINGS**

The planning session will be held on Wednesday, August 10<sup>th</sup> in the Baget Conference Room at the City's Administrative offices at 6:00 p.m. Commissioners should plan for approximately 90 minutes. The liaison will secure the room and send out the agenda. The liaison will also check with Finance on an updated budget figure.

The next regularly scheduled meeting will be held on Thursday, August 18<sup>th</sup> in the Baget Conference Room at the City's Administrative offices.

Meeting adjourned at 7:40 p.m.



## MEETING MINUTES – SPECIAL SESSION MULTICULTURAL COMMISSION MEETING

Wednesday, August 10, 2016 – 6:00 p.m.

922 Machin Avenue, Novato, CA

City Administration – Baget Conference Room, 2<sup>nd</sup> Floor

### 1. CALL TO ORDER – Vice Chairman Florez

Meeting called to order at 6:03 p.m. by Vice Chairman Florez

### 2. ROLL CALL – Vice Chairman Florez

Present: Vice Chairman Florez, Commissioners D'Arrigo and Selzer

Note: Chairman Jacobs arrived at 6:05 p.m.

Also in attendance: Mayor Eklund; Lori Frontella, Interim City Clerk; Caitlin Doyle, Management Analyst (NPD)

### 3. PUBLIC COMMENTS

None.

### 4. UNFINISHED BUSINESS

**Item 4.A:** Discussion regarding “Movie in the Park” held July 30, 2016.

Clerk Frontella noted this item for debrief of the event and to cite take-away items, i.e., things to learn from, for next year's event.

Chairman Jacobs reported there were roughly 50 people in attendance including Mayor Eklund and Council Member Drew. He noted that the turnout was quite low compared to previous years. The movie began at dusk. A number of gifts and prizes were handed out.

Commissioner Selzer attended and had a good time but recommends next year to define a clear start time as opposed to “dusk”.

Vice Chairman Florez also attended and had a good time. She noted that in future years to explore how to ensure vendors are happy, via compensation, etc. She noted the turnout may have been lower due to the movie selection and last minute planning, given the commission got a late start this year.

There was a question with respect to signage. The liaison was instructed prior to the event that the City is moving away from “A-Frame” advertising. In addition to displaying a banner on the De Long overpass (which the commission will look to purchase for future events) and posting flyers in downtown and City boxes, the

City relies heavily on social media. The liaison also noted to put up large banners, the City needs lead time. The Mayor advised she is looking into the use of 'A-Frames' as she believes providing they are on center medians, they are permitted.

## 5. NEW BUSINESS

**Item 5.A:** Discussion and direction of Multicultural Commission - Goal Setting and work plan for 2016-17 year.

- a. Education
- b. Outreach
- c. Activities

Clerk Frontella and the liaison facilitated the discussion on goal setting. Commissioners were advised to keep the Commission's mission statement, i.e., incorporating all ethnicities and cultures in mind when brainstorming and formulating events. Additionally, commissioners to keep in mind other constraints including budget and bandwidth. While brainstorming ideas, the components of education, outreach and activities also need to be fleshed out and incorporated.

Notes from the planning session include:

Budget: \$6,000 allocated July 1<sup>st</sup> to last through June 30<sup>th</sup>. Currently, there is roughly \$4,800 remaining following the Movies in the Park event. Additional expenditures for this budget period potentially include: table banner and materials, brochures, developing a logo, and directory. A rough estimate or placeholder of \$500 was noted, in the interest of keeping the budget in mind.

Questions: Website access for information; can the City print materials for the commission and if so, what is the process or limit; are "A" Frames allowable and if so, what are the rules and constraints; if the Multi-Cultural Festival date is changed, what other events occur during April and May that need to be looked at so as not to conflict. Mid-May was discussed as a possibility.

Movie in the Park: Occurs during the summer months and typically after July 1<sup>st</sup>. This year's Movie in the Park cost roughly \$1,200. From a financial standpoint, holding another event prior to July 1<sup>st</sup> may not be advisable as it would require another \$1,200 in funds or more from this budget year. Discussion of an ad-hoc subcommittee at a subsequent meeting to decipher who takes point on what.

Multicultural Festival: Historically the event has been held the last Saturday of April. Looking at a possible date change (would require Council approval) but to avoid conflicting with other events around the same time such as School Fuel and Clean & Green Day. Last year, the event ran roughly \$2,400; however Chairman Jacobs received a sizable amount of donations. A rough estimate or placeholder of \$3,000 - \$4,000 was noted in case donations are not as readily available. Planning items for this event include: Donations, sound system, performing groups, tables and chairs, handouts, event advertising, food, and

other partnerships. Discussion of an ad-hoc subcommittee at a subsequent meeting to decipher who takes point on what.

Brainstorming / Misc. Events or Ideas: Equity Conference with speakers and a moderator; community garden and harvest festival; recognition (proclamation) of city members at council meetings; Passion for Justice Awards; Faces of Novato Awards; MLK Walk (more of a partnership?). Other items such as brochures and written materials were moved over to the budget section; Latino Heritage Festival was moved over / incorporated to the Multicultural Festival to better service the broader mission of the Commission. A stand-alone event may be too narrow.

Partnerships: Park 'n Rec, Blue Ribbon Coalition, Novato Youth Center, Latino Marin, Promotores, Marin Grass Roots, Margaret Todd Senior Center, CPON, MLA Golden Eagle Int'l Inc, Novato Leading, Civic Organizations (Rotaries, Chamber of Commerce, DNBA, etc.), NUSD, Mothers' Organizations, Other Pre-Existing Festivals, County Senior Festival, Climate for All Event, MLK Walk, Asian Alliance, Marketing, Marin County Fair, Bioneers Conference, Streetscape Committee, Miwok, Olompali, other museums, Marin Community Foundation.

The next regular meeting, will provide commissioners with the opportunity to dive into greater detail on some of these items and decide priorities, budget allotments, tasks, ad-hoc subcommittees and formally place on the agenda accordingly and as needed.

## **6. COMMISSION AND STAFF COMMENTS AND REQUESTS**

None.

## **7. COMMISSION SUBCOMMITTEE REPORTS**

None.

## **8. ANNOUNCEMENTS**

None.

## **9. ADJOURNMENT**

The meeting adjourned at 7:40 p.m.

The next regular meeting will be held on Thursday, August 18<sup>th</sup> in the Baget Conference Room at the City's Administrative offices at 6:00 p.m.