

**POLICE OVERSIGHT BOARD
COMMUNITY OUTREACH SUBCOMMITTEE**

**Monday, January 22, 2018 – 5:30 p.m.
Plaza del Sol Building, 600 2nd Street NW
3rd Floor Small Conference Room**

Members Present

Johnny J. Armijo
Dr. William Kass
Valerie St. John
Chantal Galloway

Others Present

Executive Director Edward Harness
Amanda Bustos
Maria Patterson
Jim Larson
Eric Olivas

MINUTES

- I. New Chair.** Prior to beginning the meeting, which began at 5:31 p.m., the subcommittee decided they needed to establish on record that Mr. Johnny J. Armijo is the chair of the subcommittee. Member St. John motioned to amend the December 7, 2017 minutes to state that Johnny Armijo was elected to be chairperson of the Community Outreach Subcommittee in that meeting. Member Kass seconded the motion. The motion was carried by the following vote:
For: 4 - Armijo, Galloway, Kass, St. John
- II. Welcome and Call to Order (previously item I):** Subcommittee Chair Armijo officially called the meeting to order. He apologized for not bringing burritos.
- III. Approval of the Agenda:**
- A. A motion was made by Subcommittee Member Kass to approve the agenda as written, other than what was already changed (addition of item I). Subcommittee Chair Armijo seconded the motion. The motion was carried by the following vote:
For: 4 - Armijo, Galloway, Kass, St. John
- IV. Approval of the Minutes for December 7, 2017:**
- A. A motion was made by Subcommittee Chair Armijo to approve the December 7, 2018 minutes with the aforementioned amendment. Subcommittee Member Galloway seconded the motion. The motion was carried by the following vote:
For: 4- Armijo, Galloway, Kass, St. John
- V. Public Comments:**
- A. Member Kass introduced Jim Larson, a soon-to-be POB member.
B. Eric Olivas, Chair of the Northwest CPC, introduced himself.

Minutes

Civilian Police Oversight Agency
Police Oversight Board, Community Outreach Subcommittee
Monday, January 22, 2018
Page 1

- C. Chair Armijo described the subcommittee's role—to bring ideas from the community to the board—and invited Mr. Larson and Mr. Olivas to participate in the conversation throughout the meeting.
- D. Mr. Olivas expressed his interest in having more communication with the subcommittee. Chair Armijo agreed and added that transparency is important and that often officers do not have a chance to speak their mind.

VI. Review Research from POB Members – Outreach Committee

A. Goals, Objectives, Timelines, etc.

1. Chair Armijo described why it is time to reexamine the subcommittee's goals, objectives, and mission statement.
2. Chair Armijo appreciated the introduced in the last POB meeting about documenting and tracking occasions where the POB or CPOA is interacting with the public.
3. Chair Armijo also thought it was a great idea to have all of the subcommittee chairs send Director Harness updates about their subcommittees each week.
4. **Goals and Objectives.** Chair Armijo reintroduced the “Community Outreach Committee Structure” handout he had distributed to the subcommittee in November. Please see attachment “A.”
5. He added that it is important for all the subcommittee members to have a uniform message about the subcommittee's purpose and function.
6. **PowerPoint Presentation.** Chair Armijo described the PowerPoint presentation that Director Harness developed and Chair Armijo suggested that they work off of that presentation.
 - i. Amanda Bustos added that the presentation should be adapted for a CPC presentation and so that the CPCs can better understand how the CPOA and POB can be useful to them.
7. **Updates.** Chair Armijo commented on recent changes, such as the hiring of Chris Sylvan as CPC manger and having a representative from the mayor's office attend POB meetings. Chair Armijo and Director Harness updated the subcommittee about the reappointments of POB members Armijo and Waites.
8. Chair Armijo handed out a document that has the subcommittee's current mission statement and outlines new ideas for subcommittee goals and objectives. See attachment “B.”
9. **Mission Statement.** Chair Armijo suggested they start to come up with a mission statement that is short and concise.

10. Mr. Larson suggested they find a way to work the subcommittee's intent to provide feedback from the community into the mission statement.
 - i. Member Galloway noted that that is already in the last sentence of the standing mission statement and Mr. Olivas suggested they move it further to the top.
 - ii. Member Galloway suggested changing the first sentence to read something like "To gain insight from citizens to share with the police oversight board and for all members to communicate..."
11. Director Harness asked if there was an electronic version of the document. Chair Armijo agreed to share an electronic version of the document with the subcommittee.
12. Member Kass suggested they emphasize the subcommittee's function outside of the CASA since the CASA will go away in a few years.
13. Mr. Olivas noted that the POB derives its power from the ordinance and suggested mentioning that.
14. **Key Phrases.** Mrs. Bustos started writing their ideas up on the white board. Please refer to attachments "B" and "C". Under "Outreach Mission," Mrs. Bustos wrote:
 - i. policy and ordinance
 - ii. gain insight to take back to board.
15. **Audience.** Member Kass asked the subcommittee to consider who the audience for the mission statement is. Member Kass said that in his view, the audience is the public first, then the APD, and third, the City.
 - i. Under "Audience," Mrs. Bustos wrote "1. Community," "2. APD," and "3. City."
16. Member Kass talked about the POB's relationship with the City Council and suggested that Outreach should act as a conduit, not a filter, for information and keep City Council informed.
17. Member Galloway asked if the information that is filtered through the POB to various entities come directly from the POB or from the Outreach Subcommittee. Member Kass emphasized the need to go to volunteer information to City Council directly.
18. Member Kass added that the full POB has outreach responsibilities; the subcommittee is simply responsible for facilitating that outreach.
19. Chair Armijo and Mrs. Bustos noted that under audiences they need to include community groups who are statistically more likely to

encounter the police. Director Harness suggested they those groups “court-recognized stakeholders.”

20. **Mission Statement.** Chair Armijo invited them to get back to the mission statement.

21. Mrs. Bustos suggested the topic of transparency as an addition to the mission statement.

22. **Discuss POB’s Message to the Public**

VII. Discuss POB’s Message to the Public

- A. **Message.** Member Kass suggested that in order to write the mission statement they should consider the question, what is it the Outreach subcommittee has to offer to the public in terms of a message?
- B. In the view of Member Kass, the subcommittee acts as representatives of the POB who are committed to dialoging with the community.
- C. Director Harness stated that his “elevator pitch” for the subcommittee is that Outreach is the bridge between the public and the POB for advancing the POB’s mission.
 - 1. Mr. Olivas said he thought that was the CPC’s charter—a bridge between the community and APD.
 - 2. Director Harness agreed and said that Outreach and CPC’s missions overlap and parallel each other somewhat.
- D. **Complaints and Commendations.** Mr. Olivas thought that it is important to advertise what the POB does with commendations and complaints, especially commendations.
- E. **Questions for Mr. Olivas.**
 - 1. Chair Armijo asked what the process is for complaints at CPCs. Mr. Olivas explained that complaints are generally resolved quickly by the area commander.
 - 2. Chair Armijo asked if most of the average CPC meeting is taken up by APD presentations rather than citizens’ questions. Mr. Olivas said that was more often the case than not.
- F. **POB and CPC Relationship.** Jim Larson asked Mr. Olivas what he sees as the POB being able to do for CPCs? Mr. Olivas replied he isn’t sure because how the POB can help CPCs because he isn’t sure what the POB can do.
 - 1. Member Kass told Mr. Olivas that the POB makes policy recommendations based on citizen complaints, though Outreach has to find a way to better communicate this function to the public.

2. Mr. Olivas agreed that the public doesn't know about the POB's policy-making process and that it would be great to help the community learn about that in CPC meetings.
3. Director Harness noted that the CPOA also has the resources to do in-depth research, which might be useful to CPCs.
4. Mr. Olivas agreed that it would be great if the Outreach subcommittee could come to CPC meetings to present about the roles of the POB and CPOA and collect feedback. Member Kass added that they want to give credit to the community for these ideas and policy changes.
5. Member Galloway suggested they present the POB as policy-making advocates to CPCs.

G. **Mission Statement Drafting.** Chair Armijo attempted to steer the conversation back toward writing the mission statement.

1. Member Galloway thought that one focus of the mission statement should be advocacy.
2. Mr. Larson mentioned that the most productive way write a mission statement is to start with a draft and build upon that rather than writing one from scratch. He suggested having one person write a draft.
3. Mrs. Bustos suggested they circle the words and phrases that stand out to the subcommittee as being applicable to the mission statement in order to write a mission statement draft.
4. Mr. Larson thought "bridge" was a useful structural word.
5. Mrs. Bustos reminded the board that mission statements should be seven to eight words long ideally.
6. Member Galloway was attracted to the word "conduit."
7. Chair Armijo asked if Mr. Olivas could have input. Director Harness answered in the affirmative and explained public input is always valued.
8. Mrs. Bustos noted again that transparency is a key phrase.
9. Mrs. Bustos also thought they should add something about complaints and commendations in the mission statement.
10. Member Kass agreed that the aspect of the CPOA receiving commendations is little known and that side should be emphasized.

H. **Trends and Statistics.** Mrs. Bustos asked how Outreach could better identify trends.

1. Member Kass said it would be useful for members to be able to arm themselves with statistics and trends (such as the number and types of complaints).

2. Chair Armijo asked what particular role the Outreach subcommittee would play in that. Director Harness answered that Outreach could participate more in the year-end report.
 3. Mrs. Bustos added that trends in the year-end report are useful for identifying where they should focus their outreach efforts.
 4. Member Galloway asked Mrs. Bustos she meant by “trends” and Mrs. Bustos clarified she was referring to the number and nature of trends.
 5. Mr. Larson asked if the numbers of complaints Mrs. Bustos talked about included 311 calls. Mrs. Bustos said 311 tickets were excluded from that statistic. A lot of them were small complaints related to paperwork.
 6. Member Kass remarked that the POB needs to be educated about those statistics. Mrs. Bustos suggested adding that as a standing agenda item.
 7. Mr. Larson said that minor complaints and inconsistencies in investigation timelines still point to problems within APD policy.
 8. Mrs. Bustos noted that APD generally takes 10 to 15 days to release statements about incidents but if they go outside of that they are not violating any SOPs and this information is not tracked. Director Harness added that that is why they carved out this type of complaint for mediation process so that it could be handled informally. This may be the focus of a policy recommendation at some point.
 9. Member Kass said that would be good information for the public to have.
 10. Director Harness reminded the subcommittee that they need to convey that they are not APD’s customer service, nor APD apologists.
 11. Member Kass argued that the subcommittee needs to focus on presenting data in a neutral way. Mr. Olivas agreed that even knowing APD’s basic statistics helps.
- I. **Message to the Public.** Member Galloway asked if there is an elevator pitch about what the POB and CPOA are.
1. Director Harness said he explains the CPOA as policing the police from the citizen’s side.
 2. Member Kass says his explanations are audience-dependent but that he basically says the POB reviews complaints and makes policy recommendations to make APD be what the citizens want it to be.
 3. Member Galloway asked how they could tie that back to the POB’s core functionality in the mission statement. Even if they create something larger and more in depth that we can have behind the mission statement.

J. Drafting Assignments.

1. Chair Armijo suggested they take the key phrases and everyone write a rough draft of a mission statement for the next meeting.
2. Mr. Larson suggested they all bring them back, share them with one another, and then pick one they all like and work on it.
3. Mr. Larson added they should make it clear that “policies” go beyond SOPs to also include trends.
4. Director Harness noted that the subcommittee needs to tie in the concept of community-oriented policing.
5. Chair Armijo thought it sounded like a good idea for everyone to take home the key words and bring back a mission statement.
6. Member Galloway suggested they come up with mission statements in two weeks and then share them with the rest of the subcommittee so that everyone can look at them prior to the next meeting.
7. Mr. Larson suggested they set a definite deadline. Mrs. Bustos agreed and asked everyone to send her their mission statements in two weeks. Mrs. Bustos promised to email everyone a photo of the white board on Tuesday, January 23. (See attachments “C” and “D” for the photo and explanation of white board notes.)
8. Mrs. Bustos reminded everyone that they can always send her stuff to add to the agenda, as long as it is 72 hours in advance of the meeting.
9. **Mission Statement Deadline.** Mrs. Bustos clarified that February 7, 2018 was the deadline for everyone to send her their mission statements. She would then send each person’s mission statement back out to all of the subcommittee members so that they would have time to read them before the next subcommittee meeting.

K. Media and Social Media Outreach. Mr. Olivas asked if the subcommittee does any social media outreach.

1. Chair Armijo noted that the POB meetings are televised on GOV TV and that it would be great if they could start looping those meetings and show scenes with citizens. Chair Armijo added that it would be great to form a closer relationship with the TV station, which, Mrs. Bustos pointed out, is also on YouTube.
2. Director Harness added that the POB has Facebook and Twitter. On Twitter they blast meeting times and relevant articles.
3. Chair Armijo suggested that once they get a relationship going with GOV TV, it would be great to hit major stations and/or KNME.

4. Member Galloway guessed that once the subcommittee has a clear message they will be able to get those media projects rolling within the year.

L. **Goals and Objectives.** Chair Armijo suggested they talk about goals and objectives.

1. Mr. Larson asked about the difference between a goal and an objective. Mrs. Bustos pointed him to attachment “E.”

2. Mr. Olivas noted that all of the goals and objectives listed in attachment “A” seem to point to the subcommittee’s desire to build the police department they want to see.

3. Chair Armijo thought that was a great point. Director Harness rephrased that as “seeking organizational transformation.”

4. Member Galloway agreed that that is a broad stroke objective and needs to be refined into a goal with measurables.

5. Member Kass pointed out that this transformation is already happening, which was especially noticeable in the ride-alongs he went on. He didn’t know how that could be measured but he has noticed a positive change in attitude.

6. Director Harness noted that he sent everyone the resource about community policing.

M. **Emails.** Member Galloway asked about all of the emails she has been getting.

N. Mr. Larson suggested that “voice of the community” is a useful phrase. Chair Armijo asked if it should be “voice of” or “voice for.”

O. Director Harness commented that the last administration missed out by isolating themselves from connecting to the community; it would have saved them from a lot of criticism.

P. **Mission Statement.** Mr. Larson made another noted that the mission statement should give insight about what the subcommittee as well as be inspiring.

Q. **Looking Ahead.** Chair Armijo reviewed what they covered in the meeting and what needs to be tabled until the next meeting.

1. They ran out of time to discuss item V. i. – Goals, Objectives, Timelines, etc. fully. This will be addressed at the next meeting.

2. They covered item VI (Discussion of POB’s message to the public).

3. Agenda items VII (Discussion of outreach strategies for next six months) and VIII (Develop final goals, Objectives, etc. to present to POB board) will be moved to next month’s agenda as well.

4. Chair Armijo emphasized the need to determine their new mission statement in the next meeting.

R. Update from Director Harness.

1. Director Harness remarked that this is a unique time because the monitor team is going to act more as technical advisers. This means that the more the POB can step in now and create a base, the better the POB's position will be in the new administration.
2. Galloway asked more about the monitoring team's plans. Director Harness said that the plan he explained is what was presented to Judge Brack, who will probably accept it.
3. Director Harness reported that APD is reorganizing data. Additionally, APD is rewriting the Use of Force policy.
4. Chair Armijo asked about the monitor and the recordings. Director Harness explained what happened.
5. Chair Armijo and Member Galloway asked for a little bit of background about a recognized stakeholder who is upset about the shooting of the Vietnam veteran with PTSD. He has been civilly disobedient and was instrumental in getting the DOJ to pay attention but he hasn't moved on it is negatively impacting the Valley CPC.

VIII. Assignments. Each subcommittee member will send Mrs. Bustos their mission statement by Wednesday, February 7, 2018.

IX. Other Business. None.

X. Next Meeting. The next Community Outreach Subcommittee meeting will be held on Tuesday, February 20, 2018 from 5:30 to 7:30 p.m.

XI. Adjournment. A motion was made by Subcommittee Member St. John to adjourn the meeting. Subcommittee Member Kass seconded the motion. The motion was carried by the following vote:

For: 4 - Armijo, Galloway, Kass, St. John

The meeting was adjourned at 7:35 p.m.

APPROVED:

Johnny J. Armijo, Chair

Date

CC: Julian Moya, City Council Staff
Trina Gurule, Interim City Clerk
Isaac Benton, City Council President (via email)

Minutes drafted and submitted by:
Maria Patterson, Temporary Administrative Assistant

DRAFT

Attachments

DRAFT

**POLICE OVERSIGHT BOARD
COMMUNITY OUTREACH
COMMITTEE**

STRUCTURE

D-R-A-F-T

November 2017

Mission:

For all members to communicate the same message and provide factual information and understanding on the CASA agreement and the Police Oversight Board and Civilian Police Oversight Agency roles to citizens - and gain insight from the citizens to share with the Police Oversight Board

GOALS:

1. To educate as many citizens as feasible on the POB/CPOA and CASA agreement and gather information from them to take to the Board
2. To complete a 15/20-minute studio quality video presentation in conjunction with GOV TV to include the chairperson/executive director and community engagement specialist explaining the CASA agreement and the roles of the POB and CPOA

Attachment "A"

3. Have this video run in a loop every two (2) weeks on GOV TV for three (3) months. It can also be presented at any outreach meetings with the community if appropriate
4. To utilize local news media and social media and other means for transparency to identify outreach meetings dates/times and POB dates and times for the first six (6) months of 2018 to gain more community attendance.

OBJECTIVES:

1. To provide the same message from members to the citizens at each meeting/function-we will agree on a format
2. Work with the *Community Engagement Specialist* to coordinate outreach meetings in all quadrants of the city. *At minimum*, two or more per month
3. Have each member of the committee make a listing of geographic locations where committee member(s) will present - and to make contact with the organizations to schedule such meetings
4. Ensure we are all providing the *same message* to educate the community in gaining understanding regarding the, CPOA, POB and CASA agreement to be able to effectively communicate information to community and gain their feedback to take back to the Board

Attachment "A"

5. Have the engagement specialist work with GOV TV and identified Board members to develop a video overview presentation.
6. Present the video *and or* the power point presentation at various community meetings to continue the same information to all in attendance at different locations in the city and listen and bring back comments to the Board
7. Develop **relationship(s)** with one or several of the local television stations to help foster the correct information being
8. broadcast to the community about the CASA agreement/CPOA and the POB, and relay any achievements or lack thereof
9. Members are to miss no more than **three (3)** Outreach Subcommittee meetings yearly

TIMELINES:

General information and ideas to start:

1. First community education outreach effort at the CNM (2017) Montoya camps on *April 11th*. 5:30-6:30

Attachment "A"

2. Begin by the end of November 2017, begin contacting and arranging meetings with neighborhood associations, Community Police Councils and local television stations

3. By the end of June 2018, to have presented 15 or more outreach meetings within the city of Albuquerque by the outreach committee

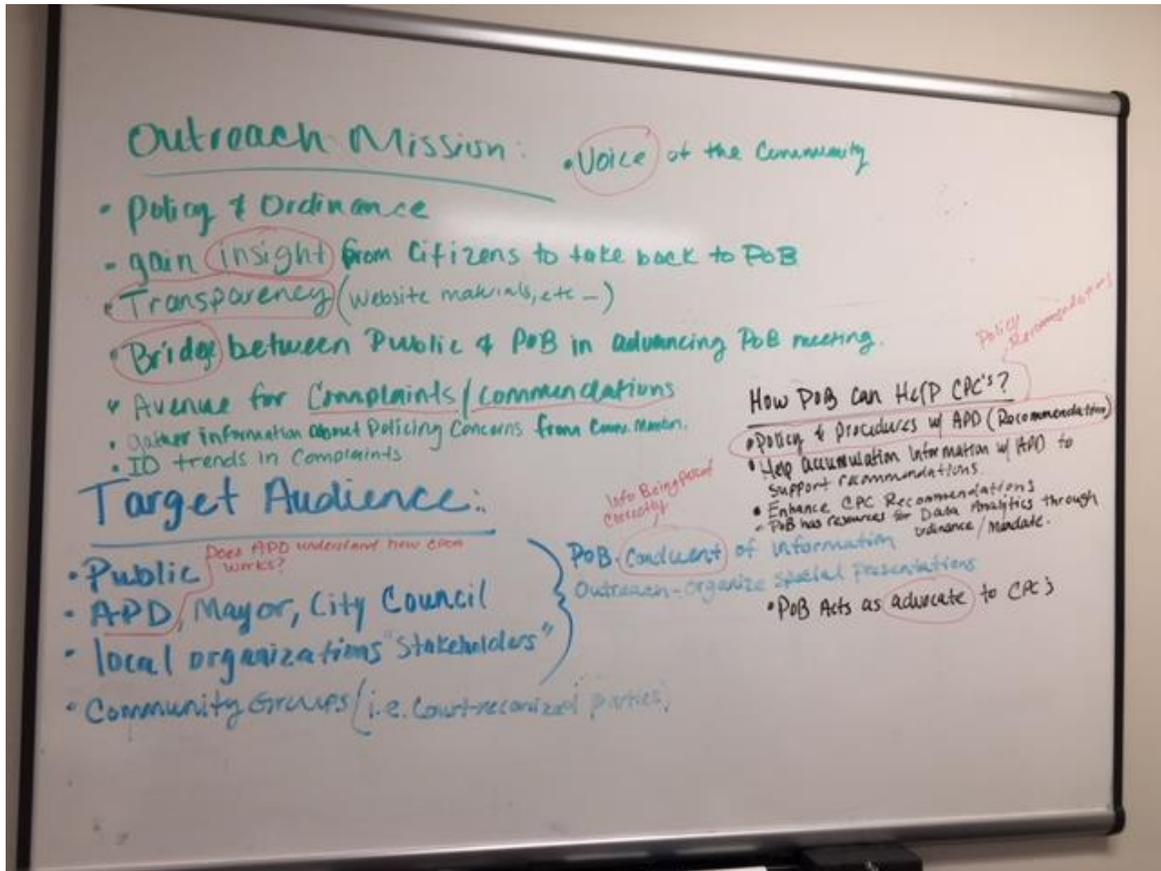
Attachment "A"

(Attachment is forthcoming)

DRAFT

Attachment "B"

Minutes
Civilian Police Oversight Agency
Police Oversight Board, Community Outreach Subcommittee
Monday, January 22, 2018
Page 16



Attachment "C"

POB Outreach Subcommittee Dry Erase Board Notes

Words listed in **RED and BOLD** are the key words we circled!

Notes in Green Marker:

Outreach Mission

- Policy & Ordinance
- Gain **insight** from citizens to take back to POB
- **Transparency** (website materials, etc.)
- **Bridge** between Public & POB in advancing POB meetings
- Avenue for Complaints/Commendations
- Gather information about policing concerns from community members
- ID trends in complaints coming in
- **Voice** of the community

Notes in Blue Marker:

Target Audience

- Public
 - APD, Mayor, City Council
 - Local Organizations “Stakeholders”
 - Community Groups (i.e. Court recognized parties)
 - Outreach- Organize special presentations
 - Side note: Does APD understand how CPOA works?
- POB is the **conduit** (info passed correctly) of information

Notes in Black Marker:

How POB can help CPC’s?

- Policy & Procedure with APD (**Policy Recommendations**)
- Help accumulate information with APD to support recommendations
- Enhance CPC Recommendations
- POB has resources for Data Analytics through ordinance/ mandate.
- POB acts as an **advocate** to CPC’s

Attachment “D”

GOALS AND OBJECTIVES

A **goal** is defined as

1. The purpose toward which an endeavor is directed.
2. The result or achievement toward which effort is directed or aimed.

Attributes of goals vs. objectives

Differences in scope

Goals are broader than objectives in the sense that goals are general intentions and are not specific enough to be measured. Objectives are narrow and are set for certain tasks in particular.

Specificity

Goals are general while objectives are specific. Goals are just general intentions towards the attainment of something while objectives are precise actions for accomplishment of a specific task.

Tangibility

Goals may be intangible while objectives ought to be tangible. Goals may be directed at achieving non-measurable things while objectives may be targeted at getting measurable things or tasks.

Comparison chart

Goal versus Objective comparison chart

	Goal	Objective
Meaning	The purpose toward which an endeavor is directed.	Something that one's efforts or actions are intended to attain or accomplish; purpose; target.
Example	I want to achieve success in the field of genetic research and do what no one has ever done.	I want to complete this thesis on genetic research by the end of this month.
Action	Generic action, or better still, an outcome towards which we strive.	Specific action - the objective supports attainment of the associated goal.

Attachment "E"

Goal versus Objective comparison chart

	Goal	Objective
Measure	Goals may not be strictly measurable or tangible.	Must be measurable and tangible.
Time frame	Longer term	Mid to short term

Attachment "E"