MEETING OF THE
POLICE OVERSIGHT BOARD
OUTREACH SUBCOMMITTEE
Monday, January 25, 2016 – 2:00 p.m.
Plaza Del Sol, Basement Hearing Room 160
600 2nd St. NW Albuquerque, New Mexico

Members Present
Dr. Jeannette Baca (Chair)
Rev. Dr. David Z. Ring III
Leonard Waites

Others Present
Edward Harness, Exec. Director
Amanda Bustos
Marlo Kiefer

MINUTES

I. Welcome and Call to Order: Subcommittee Chair Baca called the meeting to order at 2:00 p.m.

II. Approval of the Agenda: Subcommittee Member Waites moved to approve the agenda. Subcommittee Member Ring seconded the motion. Approved.
For: Waites, Baca, Ring.

III. Approval of the Minutes: Subcommittee Member Waites moved to approve the minutes from December 30, 2015 and January 11, 2016. Subcommittee Member Baca seconded. Approved.
For: Waites, Baca, Ring.

IV. Public Comments: None

V. CPOA/POB Brochure Revision: The Subcommittee members discussed the progress of the CPOA/POB Brochure:

A. Amanda Bustos is waiting for feedback from Board Members.

B. Susanne Brown gave a copy of the brochure to a graphic artist who will help with revising the logo.

C. Amanda Bustos looked into a postage permit. It would be a prepaid account, which can start with $100.00.
D. The Subcommittee members discussed a new tagline for the brochure. It needs to be short and catchy. Members should bring their suggestions for a new tagline to the next Outreach meeting.

E. The priority for Outreach in 2016 is to get the word out about what the functions are of the CPOA and POB.
   i. Subcommittee Member Ring will give a talk in March and will talk about what we do.
   ii. The agency and POB should have a canned response that is easy to relay when people want information about the CPOA. A PowerPoint presentation could be created for staff or POB members to use for presentations about the CPOA.
   iii. Amanda is available for any community events where it may be appropriate to do outreach.

VI. Outreach Activities and Timeline: Subcommittee Chair Baca distributed a spreadsheet containing possible outreach activities and members discussed the items:

A. The Subcommittee members discussed compiling a list of community groups and organizations in which outreach could be done.

B. Director Harness will request that the CPOA be added to the curriculum for future new recruit trainings with the Academy.

C. Youth is an important aspect of Outreach. APS should be included in Outreach efforts.
   i. Amanda Bustos is familiar with the director of Prevention Intervention, as well as the director of after school programming. She can contact them regarding youth events.

D. Amanda is putting all events attended on the website, so outreach can be easily tracked.

E. Subcommittee members should email Amanda Bustos with any upcoming events that she should possibly attend.

F. The CPOA and POB can write articles to submit to Neighborhood Association newsletters. Can target Neighborhood Associations that have fewer complaints.

G. The Subcommittee members discussed other ways to do outreach, including making CPOA t-shirts, Cinco de Mayo, trade shows, graduation, prom, and other community events. The CPOA could also have regularly scheduled presentations.

H. The Subcommittee members will begin compiling a list of stakeholder groups.
I. The CPOA could also invite advocacy groups and other people to come talk to the Subcommittee or the full Board. Listening groups can also be effective.

J. Chair Baca discussed Cross Roads for Women and the need to do outreach with disenfranchised groups such as this one.

VII. Reports from CPOA Staff:

A. Edward Harness, Executive Director:
   i. The CPOA will be on the agenda for the Academy for new recruit training.
   ii. Director Harness has a meeting with Counselor Davis next Wednesday and will bring him up to speed.
   iii. Progress is being made with the data analyst position. Director Harness has narrowed the list down to eleven and will be doing interviews soon.

B. Amanda Bustos, Community Engagement Specialist:
   i. Amanda is recreating complaint and commendation form and gave a draft to the Board. Some Citizen Policing Centers have contacted her for more brochures. The agency needs a process for getting the complaint forms out, including establishing a contact person.
   ii. The Subcommittee discussed removing the word “civilian” from the signature line, as this could be confusing.

VIII. Other Business and Committee Recommendations: The first Memphis Model meeting with Sam Cochran is going to be held on February 10, 2016 at 10:00 a.m. at ACLU headquarters. Director Harness’ presence would be appreciated there.

VIII. Next meeting date: The next Outreach Subcommittee meeting is scheduled for Monday, February 29th at 2:00 p.m. Amanda Bustos will check on room availability.

IX. Adjournment: Subcommittee Member Ring moved to adjourn the meeting. Subcommittee Member Waites seconded the motion. Meeting adjourned at 3:24 p.m.