



## **WHRC General Meeting June 21, 2022 by Zoom**

*Present:* Lindsay Averbrook, Sherri Oken, Eileen Rooney, Daniela Nedbalek, Donna Murphy

*Absent:* Ashley Carter, Teresa Aravana-Gonzalez, Elizabeth Assenza, Nicole Jacob, Jeremy Little

*Liaisons Present:* Mehreen Butt, Yana Herzog

*Members of the public:* Vanessa Westlake

1. Call to order 7:02 p.m.
2. Check-in
3. Public participation (Participants will be limited to 3 minutes each)
4. Approval of minutes:
  - a. May 17th HRC Meeting Minutes
    - i. Approved by unanimous vote
  - b. Pride Concert – all hands subcommittee meeting
    - i. Approved by unanimous vote
  - c. APAH Meeting minutes
    - i. Approved by unanimous vote of the subcommittee
5. Recap of events:
  - a. APAH Event Recap
    - i. Sherri got COVID and couldn't attend ☹️ The other committee members and volunteers were amazing in helping to set up and execute the event. There was good turnout, lots of families. It was a pleasure to have a live event this year.
    - ii. We see a very similar group of attendees at every event, how do we get more and different people?
    - iii. We'll start planning earlier next year
    - iv. Sherri was so organized in helping to get everything set up, even from afar!
  - b. Flag raising event 6/1
    - i. Was a pretty successful event. Good attendance, including a lot of attendance from local politicians.
    - ii. We learned that we need a thicker bigger flag. The light weight flag got tangled around the rope and was kind of comical. There was good comic relief though!
    - iii. The swag table was a huge hit
    - iv. The library location was so much superior to the Americal. It's a more visible and conducive spot for gathering. People walking by were joining. There was space for the informational flag display on the lawn. We should plan to continue partnering with the Library for these flag events.
    - v. Since the flag events were at the Library, maybe we could get them to send these events out in the Library emails? These emails are typically only for library-sponsored events, but maybe these events are close enough. Vanessa works at the Library, she can also help if we need to get a hold of someone at the Library on short notice.
    - vi. Mehreen was contacted by a former Wakefield resident who grew up here and was told not to start a GSA. She still reads the paper and was so amazed to see the Pride flag flying in the middle of town.

- c. Juneteenth flag raising event 6/15
  - i. It was very emotional, the poet was so powerful, really amazing.
  - ii. Maria Muti and Jonathan Chines donated a larger, heavier flag which really worked better
  - iii. WCAT recorded it. Eileen will send the link to Daniela to put on our FB page
  - iv. Benny will write a recap for the paper
  - v. Random note: the New England Revolutions hosted their first ever match dedicated to Juneteenth
- d. Pride concert:
  - i. Was on the Common. Lovely location though it was chilly out. It was also Father's Day and Juneteenth. Attendance wasn't very high, but was probably about 35-40 not counting the HRC commissioners and the people who were tabling.
  - ii. Could host this event on the Library plaza in the future to make it a more intimate experience. As it was on the common people were very spread out.
  - iii. Eileen will write a recap of the various Pride events for the paper.
  - iv. Sherri will re-send the photos
- 6. Social Media Updates
  - a. Facebook posts
    - i. Daniela has been posting a post every day during Pride month. She's been strategic about what time of day to post and everything. There's a scheduling function which streamlines it quite a bit
    - ii. Over 9,000 people reached, over 200 engagements, and lots of additional page likes.
    - iii. She also interspersed with Juneteenth profiles
    - iv. There are always things we could be doing posts for, like Mental Health Awareness Month, APAH, etc.
    - v. It would be helpful to have some internal guidance on what types of things we make posts about. It seems so far we base our posts around nationally recognized commemorations, with a special eye on lifting up marginalized groups. We already have a document that lists out a series of events/months that we could make posts about.
    - vi. Daniela will send out a list that she and Sherri put together of topics
  - b. Volunteers:
    - i. It would be very helpful to have other members of the Commission to volunteer to write the content of these posts so it isn't all on Daniela. The content can be sent over to Daniela and she can schedule the posts
    - ii. Maybe one person from each event subcommittee could be in charge of writing up a series of posts and sending them to Daniela
- 7. Hispanic Heritage Month
  - a. It would be smart to convene this subcommittee now to begin planning because some aspects of planning need to happen several months in advance. Sherri will be on this committee, and Donna. Eileen will also help if she can. Hopefully Teresa
  - b. Might be good to plan on an indoor event this year. Last year we lucked out with the weather for the plaza event, but we might not be so lucky again. Maybe inside the Americal, or inside the UU church in their downstairs space? Maybe partnering with local businesses
- 8. Financial update
  - a. Eileen and Daniela will be meeting with Steve Maio about our budget, where we might be able to get more funds, etc.
  - b. Reimbursements for events
    - i. If we have a bill or invoice we can submit that directly to Sherri Dalton at the town and they will issue the payment directly so no one at the HRC has to front the money.

9. Flag Raising Update
  - a. The Town approved the new Flag Policy, which says the Town Council can make decisions on any Flagpoles in town that do not already have the US flag on it. Any flag poles that have the US flag pole can only have the POW/MIA flag. For those vacant flag poles the TC would make decisions about using those poles to fly
10. Monthly set of “thank you notes” to people/businesses in our community
  - a. Tabled for a meeting when Jeremy is here
  - b. Eileen will write a thank you note to our singer from the Pride flag raising
11. Farmer’s Market Volunteer
  - a. Eileen reached out to the farmers market. They said we could come any week we want to be there. Eileen will share a doodle poll with everyone so we can pick which weeks make the most sense and find a few weekends over the summer to do it. Could incorporate some fun things to pull people in like face painting or temporary tattoos etc. Could do rock painting for the kindness rock garden.
12. Matters not anticipated
  - a. This will be Yana’s last meeting as our Youth Council Liaison D,:
13. Review action list
14. Adjourned by unanimous vote at 8:28