

SOUTH ORANGE/MAPLEWOOD COMMUNITY COALITION ON RACE
March 22, 2018 Meeting

Call to Order: Chair Robert A. Marchman convened the meeting at 7:32 PM.

Present: Carol Barry-Austin, Lee Boswell May, Tegan Culler, Nancy Gagnier, Leila Gonzalez Sullivan, Robert A. Marchman, Rhea Mokund-Beck, Kelly Quirk, George Robinson, Audrey Rowe, Reynaldo Tapia, Barbara Velazquez and Meredith Sue Willis

Absent: Stephanie Lawson-Muhammad

Excused: Colleen Breslin, Walter Clarke, Abigail Cotler, Catherine Cronin, Dean Dafis, Nina Essel, Deborah Davis Ford, David Harris, Fred R. Profeta Jr. and Erin Scherzer.

Chair's Report: None

Minutes Approval: Sue Willis moved and Leila Gonzalez Sullivan seconded approval for February 2018 Minutes after correction of minor typos. Minutes were approved.

Executive Director Report: See ED Report distributed earlier. Highlights:

- Trustee reminder to send names to the office for Spring Appeal mailing at the end of April.
- Coalition ED is attending presentation by Myron Orfield at Rutgers Law School this coming Friday on urban migrations and race.
- Coalition is being asked to address the issue of language used online regarding race.
- Computer issues in the office have mostly been resolved. However, WIFI is still unavailable for meetings.
- Financials: SO payment for 2017 was received and will be accrued for 2017 posting.
- Budget reports now more closely match our Quick Book Chart of Accounts and a LYTD column has been added.

Program Director Report: See PD Report distributed earlier. Additional Highlights:

- SOMSD Diversity Job Fair will be April 4th.
- Progress with targeted marketing effort working with Seton Hall University Marketing Research Department was noted.

Mission Focus Area Updates

- **Schools:**
 - Climate survey under development for teachers and possibly broader SOMSD staff
 - Presidents Council considering 5 models to address school integration in advance of the Superintendent's presentation in April.
- **Community Engagement:**
 - Civic Engagement Institute expanding scope beyond just volunteering and increasing youth involvement
 - XRootsFest has booked half of the performers and needs additional assistance soliciting vendors and sponsors
 - Radio podcast show due to launch April 8th including the Coalition and 4 other community organizations.
 - Trustee Rhea Mokund-Beck - emphasized importance of getting written agreement from the station owner about freedom of distribution for our programming and recommended drafting and review by a lawyer.
- **Marketing**

- Focus Group to initiate targeted marketing will be conducted in April and trustees are asked to refer interviewees from the three target groups – Black, Asian and Hispanic.
- Trustee Gonzalez Sullivan reminded us to have releases signed by any one interviewed.
- Committee is also reviewing, revising and drafting more specific objectives for 2018.
- **Finance & Development**
 - 2018 Annual Dinner needs more volunteers, especially to assist with soliciting sponsorships.
 - A new volunteer will assist with re-writing support materials for this event
 - Ad Journal will continue
- **MERT**
 - Demographic Study is now two years old and requires an update.
 - ACS (American Community Survey census supplement) is coming out soon to facilitate this and additional committee volunteers are needed.
- **Residential**
 - Policing Update: Two police chief candidates are being re-interviewed following the community presentations and Q&A
 - Coalition is receiving considerable credit for the Police Community Board ordinance which will be read and voted on April
 - Coalition will have one of four standing seats on the seven-member board and three will be at large from the community. Trustees can recommend nominations for the Coalition representative by sending names to the Coalition office.
 - Three Police Chaplains have been named for Maplewood: Rev. Terry Richardson, Rev. Valencia Norman and Rabbi Jesse Olitzky.

SOPAC Incident Update:

- Chair Marchman recounted the event leading up to and following the book bag search incident.
- Leadership still of opinion that Coalition should not have released a statement without using “alleged”.
- Training for SOPAC staff on Cultural Competency is being planned and we recommend that it should also include the SOPAC Board.
- Residential Committee will investigate the opportunity to offer Cultural Competency training to local merchants with the option to receive a Coalition seal of approval for participation.

Development Presentation: Deferred until next meeting for time constraints

Future State Discussion:

- Team includes Carol Barry Austin, Kelly Quirk, Nancy Gagnier and Erin Scherzer
- Survey Monkey was sent in January to current and previous trustees and select community members.
- Before May, trustees will receive a proposal requesting input one more time.
- A summary of perceived organizational strengths and weaknesses was shared.
- Generally, the input received mirrored the assessment of the committee.
- Take-aways from the survey follow:
 1. Coalition needs to measure our impacts (Perhaps 6 or 9 months post event).
 2. Coalition needs to increase communication about non-event programs.
 3. Coalition needs to grow its volunteer base to extend its mission
 4. Demographic Report received high marks
 5. Schools Committee, its structure and attraction for volunteers well received.
 6. Programmatic & organizational impact are both relevant.
- Suggestions

- Use input from trustee assigned groups by F&D to measure impact, i.e. attendance at Coalition events, nominations offered and accepted for various requests and long-term relationships established with the organization.
- Develop a Ladder of Engagement ranging from 1 to 4 to 10 hours and upward of volunteer time along with the task or project.

Liaisons Reports: NONE

New Business:

- Reminder to complete and return Trustee Conflict of Interest and Pledge forms.
- Congratulations to Nina Essel and hubby on the birth of their baby girl.
- Please read the highly informative article being circulated on the long-term impact of racism on Black Boys.
- SOMA Two Towns for All Ages Volunteer Festival is this /Sunday and volunteers are needed for the Coalition table.

Adjournment: Meeting adjourned at 9:25 PM

Next Meeting: Thursday, April 26th at 7:30 PM at Prospect Presbyterian Church, 646 Prospect St. Maplewood NJ

Submitted By: Audrey Rowe

Secretary: Carol Barry-Austin