



Community Outreach Subcommittee Minutes

Wednesday, October 1, 2025

10:00 a.m. – 11:00 a.m.

Zoom

Subcommittee Members Present: Gail Hardy, Rachel Timm, Eyvonne Parker-Bair, Ana Mitchell

Staff: Ken Barone, Erica Escobar

Guest: Matt Johnson, Valerie Gordon

I. Welcome & Introductions

Chair Gail Hardy called the meeting to order at 10:05 a.m.

II. Approval of the August 27, 2025, minutes

A motion was made and seconded to approve the minutes from August 27, 2025. The minutes were unanimously approved by members via voice vote.

III. Old Business

a. Fall 2025 Public Forums

An update was provided on the Fall 2025 public forums. While work continues, engaging local partners has become more challenging, particularly with libraries that were previously receptive. Some community members are now more hesitant to host discussions, possibly influenced by broader national conversations. Despite these challenges, the team remains persistent, exploring alternative venues such as community halls and leveraging local connections in Windsor to ensure the forums take place. Local officials will continue to be invited, and a media campaign along with flyer distribution is planned to support outreach once venues and dates are confirmed.

b. Media Campaign Presentation Update

An update was provided on the 60-second media campaign. The script has undergone revisions to better capture both the driver's and officer's perspectives during a traffic stop, emphasizing the shared goal of safety and mutual understanding. The updated version incorporates realistic dialogue

that conveys the driver's concern for safety—particularly reflecting the experiences of people of color—while presenting the officer's perspective in a way that communicates awareness, caution, and professionalism.

Several corrections were made to improve tone, pacing, and clarity, ensuring the message aligns with the project's focus on transparency, accountability, and public trust. The DMV representative originally included in the script will be replaced with a CHRO spokesperson to ensure accuracy and strengthen credibility.

Concerns were discussed regarding growing public sensitivity around policing-related messaging, highlighting the importance of keeping the campaign balanced and relatable for both community members and law enforcement audiences.

Next steps include finalizing the revised script, completing voiceover and filming production, and preparing for rollout across digital and social media platforms. Once approved, the campaign will serve as a key public education effort to promote safety, awareness, and continued dialogue between law enforcement and the community.

IV. General Discussion

a. Report Format modifications

An update was shared on modifications to the report format. Significant changes have been made to improve the presentation of the ten-year report, with several sections simplified or removed to eliminate information that is no longer relevant or necessary. The team is working to make the report more concise and accessible while maintaining methodological accuracy.

For example, the executive summary—previously seven pages—has been reduced to two pages, making it more focused and easier to read. These adjustments are informed by experiences producing similar studies in other jurisdictions, which have encouraged a tighter and clearer presentation style. Additional updates on these revisions will be provided at the next meeting.

There was no further discussion, and the meeting adjourned at 11:00 a.m.