

SUMMARY ACTION MINUTES

REGULAR MEETING ORANGE COUNTY HUMAN RELATIONS COMMISSION

Thursday, November 12, 2020, 11:00 A.M.

COMMISSION ROOM, FIRST FLOOR
333 W. Santa Ana Blvd.
Santa Ana, California



MICHAEL REYNOLDS
Chair

M. FAREED FARUKHI
Vice Chair

AMY BUCH
Commissioner

TANYA DOBY
Commissioner

MIKE HAMEL
Commissioner

JANY LEE
Commissioner

JO-ANNE P. MATSUBA
Commissioner

ADEY NYAMATHI
Commissioner

DR. KERRY REYNOLDS
Commissioner

RABBI RICK STEINBERG
Commissioner

JENNIFER S. WANG
Commissioner

ATTENDANCE: Commissioners Buch, Doby, Farukhi, Hamel, Lee, Matsuba, Nyamathi, Steinberg and Wang
(All Members participated via Zoom)

ABSENT: Commissioners K. Reynolds and M. Reynolds

PRESENT: EXECUTIVE DIRECTOR Norma Lopez (Participated via Zoom)
CLERK OF THE COMMISSION Jamie Ross, Deputy Clerk (Participated via Zoom)

The Orange County Human Relations Commission is an independent advisory body, and our positions do not necessarily reflect the positions of the County of Orange Board of Supervisors.

1. Call the Meeting to Order
MEETING CALLED TO ORDER AT 11:02 BY VICE CHAIR FARUKHI; CLERK CALLED ROLL AND CONFIRMED QUORUM
2. Opening quote/reflection
VICE CHAIR FARUKHI SHARED QUOTES FROM THE PROPHET MOHAMMAD AND NELSON MANDELA

SUMMARY ACTION MINUTES

3. Overview of Monthly Summary of Commission Activities
PRESENTED

OPEN FORUM

Pat Davis – Oral Re.: Thanked Executive Director Norma Lopez for her hard work; believes language in Commission’s purpose is outdated; inquired as to why there haven’t been any speaker presentations lately; police use of force and treatment of protestors.

ACTION ITEMS: (None)

HEARING/SPEAKER/PRESENTATION: (None)

DISCUSSION ITEMS: (Item 4)

4. Review and discuss the role of the Commissioners and media requests
CONTINUED TO 12/10/20, 11:00 A.M., REGULAR MEETING

INFORMATION ITEMS: (Items 5 - 8)

5. Listening Session ad hoc update
PRESENTED

6. Commission staff reports
- a. “To Know Better” Anti-Hate Campaign
 - b. Hate crime report virtual event update
PRESENTED; COMMISSIONER STEINBERG REQUESTED THAT STAFF KEEP COMMISSIONERS AND BOARD OF SUPERVISORS INFORMED AT EACH STEP FOR “TO KNOW BETTER” CAMPAIGN

7. Update from OC Chiefs and Sheriff
PRESENTED

8. OCSD Interfaith Council update
NO REPORT GIVEN

ANNOUNCEMENTS FROM COMMISSIONERS

Commissioner Steinberg – Oral Re.: Monday was 82nd Anniversary of Kristallnacht when Jewish businesses and synagogues were destroyed in Nazi Germany.

Commissioner Doby – Oral Re.: Thanked Norma for providing monthly summary presentation.

Commissioner Farukhi – Oral Re.: Mentioned public speaker’s (Pat Davis) comments regarding speaker presentations.

SUMMARY ACTION MINUTES

Commissioner Matsuba – Oral Re.: Inquired as to the status of follow-up from Dr. Danley’s presentation. Executive Director Norma Lopez responded that proposal was sent to Chair M. Reynolds. A follow-up can be done at the December meeting.

ADJOURNED: 11:57 A.M.

*** KEY ***

Left Margin Notes

1 Amy Buch	A = Abstained
2 Tanya Doby	X = Excused
3 M. Fareed Farukhi	
4 Mike Hamel	N = No
5 Jany Lee	C.O. = Commission Order
6 Jo-Anne P. Matsuba	
7 Adey Nyamathi	Reso = Resolution
8 Dr. Kerry Reynolds	Ord = Ordinance
9 Mike Reynolds	
10 Rabbi Rick Steinberg	
11 Jennifer S. Wang	

(1st number = Moved by; 2nd number = Seconded by)

/s/

M. FAREED FARUKHI
Vice Chair

/s/

Jamie Ross, Deputy
Clerk of the Commission



Commissioners

Michael Reynolds, Chair
 Fareed Farukhi, Vice Chair
 Amy Buch
 Dr. Adey Nyamathi
 Dr. Kerry Reynolds
 Jany Lee
 Jennifer S. Wang
 Jo-Anne P. Matsuba
 Chief Mike Hamel
 Rabbi Rick Steinberg
 Tanya Doby

DATE: Thursday, November 12, 2020

LOCATION: Zoom

TIME: 11:00 AM

AGENDA

- | | |
|---|------------------|
| 1. Call the Meeting to Order | Michael Reynolds |
| 2. Opening Quote/Reflection | Fareed Farukhi |
| 3. Overview of Monthly Summary of Commission Activities | Tanya Doby |

OPEN FORUM: *Members of the Public may address the Commission on human relations issues*

ACTION ITEMS

None

DISCUSSION ITEMS

- | | |
|--|------------------|
| 4. Review and discuss the role of the Commissioners & media requests | Michael Reynolds |
|--|------------------|

HEARING/SPEAKER/PRESENTATION

None

INFORMATIONAL ITEMS

- | | |
|---|----------------------|
| 5. Listening Session Ad-Hoc Updates | Fareed Farukhi |
| 6. Commission Staff Reports | Commission Staff |
| a. "To Know Better" Anti-Hate Campaign | |
| b. Hate Crime Report Virtual Event Update | |
| 7. Update from OC Chiefs and Sheriff | Chief Mike Hamel |
| 8. OCSD Interfaith Council Update | Rabbi Rick Steinberg |
| 9. Announcements from Commissioners | All Commissioners |
| 10. Adjourn Commission Meeting | Michael Reynolds |



Orange County Human Relations Commission

MISSION: Seek out the causes of tension and conflict, discrimination and intolerance, and eliminate those causes

MONTHLY SUMMARY OF ACTIVITIES: OCTOBER 2020

FY JUL 20 - JUN 21 Commission Activities Matrix

CONTRACT ACTIVITY	Goal	To-Date
A. Monthly HRC meetings	12	3
B. HRC Annual Report	1	0
C. Police-Community Reconciliation cases	20	11
D. Community-Police Meetings	4	1
E. Chief's Advisory Boards & Sherriff's Interfaith Council	8	6
F. Community Outreach & Relationship Building meetings	40	32
G. Police/Diverse Community Dialogues	2	0
H. Hate Crime Report & Network Meeting	1	1
I. Support to hate crime victims	8	34
J. Outreach efforts (speeches, presentations, etc.)	10	3
K. Community training on intergroup relations topics	4	2
L. Annual Awards program	1	0
M. Participate in community-based/outreach symposiums	2	0

Police-Community Relations

- Commission staff responded to 4 Police Community Relations (PCRP) cases. Two were referred to other services, one pending and one closed due to loss of communication with reporting party.
- Commission staff attended the Anaheim & Tustin Police Chief Advisory board meeting this month.
- Commission staff met Sheriff Barnes to develop a POST curriculum focused on extremism and extremists' groups.

Intergroup Relations & Relationship Building

- **Hate-motivated incidents, Community Conflict, & Crisis Response/Meetings**

- A total of 7 hate-motivated events reported this month (3 – Hate Crime & 4 – Hate Incidents).

Hate Crime	Anti-Scientology	Propaganda material
Hate Crime	Anti-Semitic	Vandalism
Hate Crime	Anti-Asian	COVID-19 – Trespassing & Assault
Hate Incident	Anti-Asian/Vietnamese	COVID-19-Hate Speech
Hate Incident	Anti-Semitic	Public space vandalism
Hate Incident	Anti-Jewish & Anti-LGBTQ	Hate Speech in Person
Hate Incident	Anti-Asian	Online harassment

- **Relationship Building, Outreach, & Presentations**

- Commission staff presented the 2019 Hate Crimes Report at the virtual release event on 10/20/20.
- Commission staff helped the Listening Session Ad-Hoc to host their first Community Listening Session on 10/6/20.

Adopted by the Board of Supervisors, 10/31/17, Agenda Item #34

BYLAWS
OF THE
ORANGE COUNTY HUMAN RELATIONS COMMISSION

Article I – Name

The commission shall be the Orange County Human Relations Commission, referred to hereafter in this document as the “Commission.”

Article II – Authority

The Commission was created by the Orange County Board of Supervisors, referred to hereafter in this document as the “Board,” by Resolution No. 71-196 on February 24, 1971.

Article III – Organizational Structure

The Commission is programmatically responsible to the Board of Supervisors.

Article IV – Purpose

The purpose of the Commission shall be to seek out the causes of tension and conflict, discrimination and intolerance, based on race, religion, national origin, ethnicity, disability, age, gender, sexual orientation, socio-economic status, or marital status, and attempt to eliminate those causes.

Article V – Goals

The following are goals of the Commission:

- A. Promote equal justice before the law.
- B. Promote equal socio-economic and political opportunity including equity in health, housing, education and employment.
- C. Promote the protection of the dignity and integrity of every individual.
- D. Promote education of all members of the Orange County Community relating to basic human rights and responsibilities.
- E. Promote the elimination of prejudice and discrimination among people based on race, religion, national origin, ethnicity, disability, age, gender, sexual orientation, socio-economic status, and marital status.

Article VI – Duties and Functions

- A. Receive and hear specific complaints and problems of discrimination; to discuss each matter with the appropriate public or private agency for their action; to investigate when appropriate, make findings and report those findings.
- B. Engage in research and education for the purpose of lessening and eliminating prejudice and its effects.
- C. Coordinate and promote educational programs, which will foster understanding among various groups within Orange County; and work for the development of constructive community educational programs to prevent future problems.

- D. Recommend to the Board those County projects and service priorities which will serve to prevent or alleviate social problems in Orange County.
- E. Provide assistance and referral services to individuals and groups, which will facilitate understanding and participation in the decision-making process of Orange County institutions.
- F. Consult and cooperate with Federal, State, County, City and other public and private bodies to improve human relations.
- G. Prepare quarterly reports of Commission events and Commission position taken on issues, and ensure that Commission events are included on the County Event List.
- H. Prepare and submit an annual marketing plan to the Board of Supervisors, which shall be approved by a majority vote of the Board of Supervisors.

Article VII – Membership

- A. The Commission shall be comprised of eleven members hereafter in this document referred to as “Commissioners.”
- B. Commissioners shall be broadly representative of different racial, ethnic, religious, socio-economic, disability, age, gender, sexual orientation, or marital status groups in Orange County.
- C. Five Commissioners shall be appointed by the Board with each Supervisor nominating one Commissioner from inside or outside of the District that the Supervisor represents. No person living outside of the Supervisor’s district shall be nominated for appointment to the Commission without the written consent of the Supervisor representing the district where the nominee resides. One Commissioner shall be appointed by the Board at large. Five Commissioners shall be appointed by cities in a process coordinated by the City County Coordinating Committee and the Clerk of the Board, with the objective of having one appointee from the cities in each of the five supervisorial districts.
- D. The members of the Commission shall serve a term of two years, beginning from the date of appointment. Each member shall continue to serve in such capacity until the members’ successor has been appointed.
- E. Commissioners must meet the following selection guidelines:
 - 1. Be a resident of, and registered to vote in, Orange County
 - 2. Demonstrate an understanding of human relations.
 - 3. Support the purpose and goals of the Commission as delineated in Articles IV and V.
 - 4. Be able to serve as a member of a working committee of the Commission.
- F. Any Commissioner who fails to attend three consecutive regular meetings or over half of the regular meetings in a year without prior notification to the Chair or the Director and a valid reason, shall automatically vacate the position of Commissioner.
- G. Commissioners may have their membership terminated without cause by the respective appointing authority. A vacancy thereby created shall be filled in the same manner as the original appointment.

Article VIII – Officers

- A. The Commission shall elect, by majority vote, a Chair and Vice-Chair each year. The Chair and Vice-Chair shall serve one year terms, limited to two consecutive terms.
- B. The Chair shall:
 - 1. Preside over all regular and special meetings.
 - 2. Act as an ex officio member on all committees.
 - 3. Establish committees and coordinate the appointment of members thereto, except the Executive Committee and Nominating Committee.
 - 4. Represent the Commission, or designate a representative to public functions.
- C. The Vice-Chair shall assume the duties of the Chair when the Chair is absent or unable to perform the duties of the Chair.

Article IX – Staff

- A. Commission staff shall include a position of Executive Director, who may be an employee of a non-profit organization contracted to provide support to the Commission. Prior to the performance of duties on behalf of the Commission, the individual identified to fill the position of Executive Director shall be approved by a majority vote of the Board of Supervisors. The position of Executive Director is terminable at will by a majority vote of the Board of Supervisors.
- B. The Executive Director will be recruited and identified for Board approval pursuant to a process, which is mutually agreed to by Commission and the Orange County Community Resources Department, or if contracted out, to be recruited and identified for Board Approval in conjunction with the Orange County Community Resources Department with the input of the Commission utilizing job posting resources that will enable the position to be advertised to the widest range of qualified applicants. Compensation for the position of Executive Director shall be set within a pre-determined salary range. If the Executive Director position is not an employee of a non-profit organization contracted to provide support to the Commission, recruitment for the position shall be appropriately advertised on the Orange County jobs website, interviewed, and selected in accordance with the Orange county Merit System Selection rules and Appeals Procedure available in the Orange County Human Resource Service Department.
- C. The Executive Director shall be an individual that has knowledge of, and agrees to follow, the Brown Act and Parliamentary Procedure.
- D. The Executive Director shall be responsible to the Commission for Program duties.

Article X – Clerk of the Board (“Clerk”)

- A. Attendance at Meetings
The Clerk, or a representative designated by the Clerk, shall attend each meeting of the Commission and maintain a record of all proceedings and directions of the Commission. Agenda items or groups of items will be called by the Clerk.
- B. Preparation and Distribution of Agenda
The Clerk will prepare, post and distribute all agendas of the Commission meetings. The agenda shall consist of a brief general description of each item to be considered by the Commission, pursuant to the Ralph M. Brown Act, Government Code section 54950 et seq.

The Clerk will also prepare, post and distribute all supplemental agendas when there has been an item added, continued, deleted, and/or modified since the distribution of the initial meeting agenda.

The regular Commission meeting agenda will be distributed and made available to the public on the Friday preceding the Thursday regular meeting.

Article XI – Meetings

- A. The Commission shall hold one regular meeting a month. Meeting of the Commission shall be held in accordance with the Ralph M. Brown Act, Government Code Section 54950, et seq., as amended and held at a location within Orange County, California that satisfies the access requirements of the American with Disabilities Act. If the room is available at the time the meeting is scheduled, regular meetings shall be held in the Planning Commission Hearing Room at the County Hall of Administration during regular business hours.
- B. A special meeting of the Commission may be called by the Chair, the Executive Committee or by a quorum of the Commission. Notice of special meetings shall be delivered to members personally, by mail or electronically, and must be received no later than twenty-four hours in advance of the meeting. Written notice of such meetings must be provided to any person who has previously requested notice.
- C. Written notice of regular Commission meetings will be mailed out to any person who previously requested notice one week prior to the meeting. In all other cases, notice shall be given 72 hours prior to the meeting. Regular meetings shall be held at the regular time and date.

Article XII – Quorum, Voting, and Commission Actions

- A. A majority of existing Commissioners shall constitute a quorum.
- B. Each Commissioner shall have one vote.
- C. All Commission actions and recommendations shall be by motion, duly seconded, and carried by an affirmative vote of a majority of members present. Such actions and recommendations shall include, but not be limited to the following:
 - 1. Approval of a program undertaken on the Commission’s behalf;
 - 2. Approval of a solicitation of funds for a Commission program prior to the initiation of the solicitation.
 - 3. Approval of expenditure of funds on a Commission program.
- D. Commission staff shall not be used to assist in planning non-Commission events or activities during their contracted working hours.
- E. The Commission shall have no authority to accept gifts or donations on behalf of the County.

Article XIII – Committees

- A. The Chairperson of the Commission may establish ad hoc committees to accomplish time-limited tasks that support the goals of the Commission.
- B. When appropriate, committees may call on other knowledgeable individuals who are not Commission members to act as consultants to the committees. Said individuals shall be subject to the conflict of interest statutes, regulations and ordinances.

Article XIV – Advocacy

- A. The Commission website shall be hosted on the Orange County Community Resources domain.
- B. Statements, press releases, and reports must be approved by a quorum of the Commission. Consistent with the Commission’s purpose, and to promote open discussion, understanding, and the free exchange of ideas, any member of the Commission may file and have published a minority report in which any other member may join. Such a minority report shall be published concurrently as a part of the document containing the majority report. Commission statements and press releases, which have not been approved by the Board of Supervisors, shall indicate that they do not represent official County position.
- C. All Commission communications shall be on Commission letterhead.
- D. Commission recommendations on legislation must be approved by the majority vote of a quorum of the Commission and submitted to the County Executive Office legislative planning committee for recommendation to the Board of Supervisors. The Commission shall not take positions on legislation without approval of the Board of Supervisors.
- E. Neither the Commission nor any of its Commissioners shall promote, directly or indirectly, any political party, political candidate or political activity using the name, emblem, or any other identifier of the Commission.

Article XV – Bylaws

- A. Adoption of Bylaws: These Bylaws shall become effective upon approval of the Board of Supervisors.
- B. Amendments to Bylaws: These Bylaws may be amended by an affirmative vote of the majority of those members present at any regular meeting provided the amendments have been submitted to the membership in writing at least one month prior to the meeting. All amendments must be approved by the Board of Supervisors.

Article XVI – Lifespan

The Commission shall have a permanent lifespan, subject to dissolution by a majority vote of the Board.

Adopted by Board Resolution Number 71-196 on 2/24/1971

Amended by Board Resolution Number 82-1868 on 12/14/1982

Amended by Board Resolution Number 85-1648 on 11/19/1985

Amended by Board Resolution Number 15-099-15-106 on 9/22/2015



Item 6

Know Better Together

November 11, 2020 Recap



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age 11 of 23

Year to Date Summary

Overall Campaign Statistics:

Date Range: October 17 – November 10



Conversion Point Mapping

“About” Link Clicks

80



“How to Enter” Link Clicks

229

“Submit Now” Link Clicks

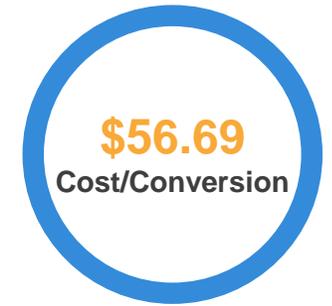
95

“Guidelines” Link Clicks

107



By Product Summary



Overall Campaign Statistics:

Date Range: October 17 – November 10

Product	Impressions	Clicks	CTR	Conversions	Cost/Conversion
Behavioral Display	1,232,419	539	0.04%	123	\$60.12
Instagram	612,768	1,596	0.26%	225	\$21.64
Facebook	396,270	2,212	0.56%	85	\$33.75
Pre-Roll Video	304,164	357	0.12%	24	\$316.84
Retargeting Display	3,955	17	0.43%	54	\$0.44
Snapchat	152,927	919	0.60%	N/A	N/A
ConnectedTV	137,927	2	0.00%	N/A	N/A



Targeting Summary



Overall Campaign Statistics:

Date Range: October 17 – November 10

Targeting	Impressions	Clicks	CTR	Conversions	Cost/Conversion
Students	1,417,650	2,715	0.19%	253	\$46.72
Parents	1,265,898	1,991	0.16%	204	\$83.94
Retargeting	3,955	17	0.43%	54	\$0.44





Display – Creative Sets



Blue



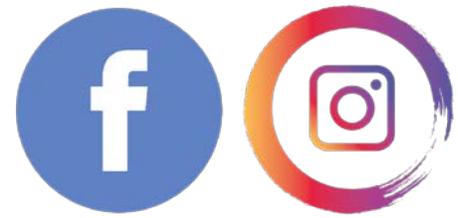
Green



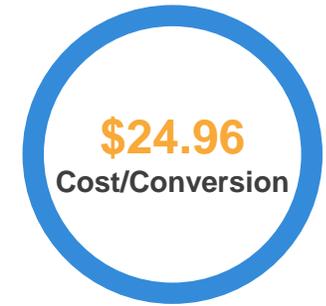
Orange

Creative	Impressions	Clicks	CTR	Conversions	Cost/Conversion
Blue	557,233	245	0.04%	96	\$34.83
Green	183,361	99	0.05%	27	\$40.75
Orange	495,780	212	0.04%	54	\$55.09





Social – Messaging



OC Human Relations
Sponsored · Public

Calling all middle and high schoolers! Are you interested in helping end hate in Orange County, while earning money for your school, and brownie points on college apps? Submit your anti-discrimination video and other creative ideas for the To Know Better campaign contest at knowbetter2020.com!

Calling All Students

OC Human Relations
Sponsored · Public

This contest is a call for middle and high school students to make some serious changes happen in their schools. At a time when the pandemic is bringing out the crazy in adults, this is a chance for teenagers to use their voice and remind us that we can do better, and can bring us together rather than divide us.

Serious Changes

OC Human Relations
Sponsored · Public

Anyone else been noticing hateful vibes since the start of 2020? We're calling middle and high schoolers to submit video and other creative ideas to help put a stop to discrimination! Visit knowbetter2020.com now to enter the To Know Better contest for a chance to bring their ideas to life in Orange County and beyond.

Hateful Vibes

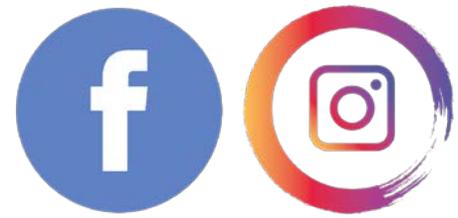
OC Human Relations
Sponsored · Public

Introducing: the To Know Better campaign contest – an opportunity for middle and high schoolers to submit anti-hate video and other creative ideas, and get them broadcasted in Orange County and beyond. If you think you have what it takes, visit knowbetter2020.com now to learn more!

Introducing:

Creative	Impressions	Clicks	CTR	Conversions	Cost/Conversion
Serious Changes	170,809	1,003	0.59%	85	\$31.52
Hateful Vibes	81,206	469	0.58%	19	\$64.05
Calling All Students	444,288	1,561	0.35%	133	\$17.76
Introducing:	312,735	775	0.25%	73	\$20.25





Social – Creative

1,009,038
Impressions

3,808
Clicks

310
Conversions

\$24.96
Cost/Conversion



Blue



Green



Orange



Creative	Impressions	Clicks	CTR	Conversions	Cost/Conversion
Blue	483,137	1,577	0.33%	119	\$29.58
Green	139,066	494	0.36%	20	\$41.20
Orange	386,835	1,737	0.45%	171	\$19.82





Pre-Roll Video & ConnectedTV



Targeting	Impressions	Clicks	CTR	Conversions	Cost/Conversion
Parents	285,005	212	0.07%	10	\$885.33
Students	157,086	147	0.09%	14	\$354.11

Video Duration	Impressions	Clicks	CTR	Conversions	Cost/Conversion
15 Second	239,666	117	0.07%	10	\$775.57
30 Second	202,425	182	0.09%	14	\$446.79



Key Takeaways

- The **Green** creative set (for both Display and Social) has performed relatively poorly – we have removed this creative set from the rotation.
- The “**Hateful Vibes**” messaging on social has performed relatively poorly as well – we have removed this messaging in favor of the other 3 variants.



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Link to COVID PSA

<https://youtu.be/G-jipdblg7U>

2019 Hate Crimes Report WRAP-UP REPORT

Date of Release:	10/20/20	Location:	Zoom Webinar
Collaborators:	UC San Bernardino, OC District Attorney, OC Board of Supervisors Chair Steel		
Total Training Hrs:	1.5 Hours	# who Attended:	129
Concept / Description:	<p>The County of Orange and OC Human Relations Commission invites you to attend the 2019 Orange County Hate Crime Report Virtual Release Event, where the Commission will be presenting Orange County hate activity trends for 2019. Chairwoman Michelle Steel will be welcoming guests and attendees.</p> <p>Dr. Brian Levin, Professor at CSU-San Bernardino and Director of the Center for the Study of Hate and Extremism will present information on: • impacts of hate across our country and how it manifests locally, • how OC hate activity trends connect back to current backdrop of civil unrest, systemic racism, and more • and the importance of reporting hate activity</p>		
Goals:	<ol style="list-style-type: none"> 1. Awareness about the increase of hate crimes in 2019 2. Inform audience about hate crimes across our country and locally 3. Inform audience that OC Human Relations Commission is a resource to the community 4. Hate Crimes and Hate incidents can be reported confidentially 		
Results:	<ul style="list-style-type: none"> • Multiple media outlets covered the event • Good turnout • Had opportunity for Questions and Answers 		
Learning Points / Reflections:	<ul style="list-style-type: none"> • DA is a key partner to assure community Hate Crimes will be prosecuted • Sharing examples of Hate Crimes gives a better understanding to the community • Dr. Levin was very good in sharing information on local and national level 		
Participant Quotes:			

No Pictures