

Wake Forest Human Relations Council

Minutes
December 17, 2009
7:10 p.m.

Members Present: Sherry Burchett, Chairman, Allyson Rayfield, Bill Slater, Nicole Hedrick, Adriane Young, Tammy Moody, Staff Liaison

On Conference Call: Angelo Pettis

Absent: Maenitta Thomas, Richard Longhway and Karen McVicker

Call to Order: The meeting was called to order at 7:10 p.m.

Action: Allyson Rayfield made a motion to accept the minutes of the November 19, 2009 meeting and was seconded by Bill Slater. The motion carried unanimously.

Business:

Chairman Burchett shared with the Council a copy of the ideas for the Community Outreach Project – 2010 that members provided to her. The list includes the following:

HRC – Ideas for Community Outreach Project – 2010

Objective: The Board of Commissioners has asked that the HRC come up with a way to reach out to residents south of Burlington Mill Road as a result of feedback that they received this year indicating that residents may feel disconnected from The Town of Wake Forest. The HRC needs to present our plan prior to the Commissioner's Jan. work session scheduled for 1/5/2010. The HRC agreed during the Nov. meeting that we need to focus on keeping the project on a smaller scale in order to maintain something that is manageable.

Ideas from Council members:

- Host a community meeting and invite residents who live on Burlington Mill Rd. and south of Burlington Mill Rd. Choose a location that can accommodate a large number of people such as Richland Creek Community Church. Rather than trying to figure out how to reach out, ask the residents if they feel connected to the Town, and if not, ask for their ideas and how they feel the Town can do a better job of connecting.
- Put together a focus group/round table to include 1-2 residents from each neighborhood south of Burlington Mill and ask them to come up with ideas for outreach.
- Utilize subdivision/neighborhood association websites and email blasts to promote the HRC and our mission. Perhaps ask to speak at a neighborhood's association meeting.
- Sponsor community clean up efforts in needed areas.
- Get citizens involved in Meals on Wheels type effort (bringing all sides of Wake Forest together)
- Do a better job of getting people out for community events (Meet in the Street, Fairs, Festivals, GND, etc) – idea would be in addition to the email blasts and mailings that come from the Town (Bill Crabtree) – utilized neighborhood association's email blasts and websites to promote.

- Send two person teams to greet new families in outlying areas to Wake Forest (15 minutes or so)
- Mail flyers to new families to introduce HRC
- Work with our community schools to educate children on the issues that impact our community (assist and connect WF residents to be Good Neighbors) to include visits from the HRC and bringing in elected officials such as the Mayor
- Promote community involvement and inclusion – tie in with GND possibly recognizing those in the community that have done things to show what a good neighbor is.
- Promote grass roots involvement in the community focusing on human needs (Food pantries, back pack buddies, assisting the elderly, making meals for those that are sick, etc.)
- Community Preparedness packets
- Create nomination program to recognize volunteer groups in schools that impact the community (recognition by the mayor with a plaque at GND)
- Work with Business Alliance
- Work with Wake Forest Chamber to tie in to some of the community projects that they sponsor

Chairman Burchett asked for comments concerning the ideas. A lot of discussion was focused on addressing different needs and the main thought is to continue to stay focused on what the Human Relations Council is about. One major topic of discussion is promoting volunteerism by helping the community at large, getting people involved and making them feel that they are part of the community with the question being, “How do you feel connected to the Town?” Other ideas could be talking to the residence in neighborhoods and the Council connecting themselves as ambassadors.

A list was made as a guideline for such which will include:

Promoting Community Involvement & Volunteerism

- Clean Up efforts
- Meals on Wheels
- Assist & Connect Wake Forest Residents to be good neighbors – recognition
- Work with schools to introduce HRC & volunteerism/promoting
- Put together lists of Organizations in Wake Forest that need volunteers
- Recognize those residents or neighborhoods that sow the true meaning of being a good neighbor – recognition at Good Neighbor Day with a plaque presented by the Mayor
- Getting out face to face in communities and neighborhoods
- Reach out to neighborhoods south of Burlington Mills Road by the end of the first quarter
- Better leverage – Media & Marketing opportunities

A lot of discussion was focused on being a good neighbor, getting on the list of different organizations such as the homeowner associations and telling them about the Human Relations Commission and how we are trying to reach out to communities and what the expectations will be. It was suggested to divide the ideas up amongst members and have team leaders and find ways to promote citizenship and

connectivity. Also it was mentioned that the Council should let the Mayor and Commissioner know what they are doing and how they are connecting to the different communities.

Each member was given an assignment to bring back to the January, 2010 meeting, which entails (1) Coming up with a brand name or theme for the projects beginning 2010; (2) Provide five to ten organizations for sponsors for Good Neighbor Day next year (2010).

With no further business to come before the Council, Allyson Rayfield made a motion, seconded by Nicole Hedrick to adjourn the meeting at 8:15 p.m.

Respectfully submitted by,

Sherry Burchett
Chairman

Tammy Moody
Staff Liaison