

**NEVADA COUNCIL FOR THE PREVENTION OF DOMESTIC VIOLENCE
PUBLIC INFORMATION COMMITTEE**

MEETING MINUTES

Monday, April 14, 2014, at 11:00 a.m.

Via Teleconference with Public Access Located at:

Office of the Attorney General
5420 Kietzke Lane, Suite 202, Reno, Nevada 89511

Call-In Number: 1-888-557-8511

Access Code: 4188407

Committee Members Present

Committee Members Present Via Teleconference

Maricar Andrade
Dr. Camille Naaktgeboren
Suzanne Ramos
Elynn Wernikove-Greene
Denise Yoxsimer
Nanci Glogauer

Committee Members Absent

Leisa Moseley

Public Present

Attorney General's Office Staff Present

Henna Rasul, Senior Deputy Attorney General, Legal Counsel to NCPDV (via phone)
Anjanette Bitsie, NCPDV Administrative Assistant (AGO-Reno)
Renee Sheridan, Administrative Assistant (AGO-Reno)

1. Call to order and roll call of members.

Maricar Andrade call the meeting to order at 11:02 a.m. Renee Sheridan conducted the roll call of members. Ms. Andrade established quorum.

2. Public comment.

There was no public comment.

3. Approval of minutes from the February 20, 2014 meeting. (For possible action.)

Maricar Andrade asked for a motion on approving the minutes from the meeting on February 20, 2014. Elynne Greene made the motion to approve the minutes. Suzanne Ramos seconded the motion. Meeting minutes approved.

4. Review, discussion and possible action regarding the Michael Bolton Foundation Grant to NCPDV. (For possible action.)

Maricar Andrade opened this agenda item for discussion. Ms. Andrade discussed that all suggestions would need to be presented to the Council for approval.

Nanci Glogauer stated that she reached out to "I Love Reno" and can do an article on the Council for free.

Elynne Green discussed designing a booklet with pictures of the different courtrooms throughout Nevada. Ms. Greene stated that she can create using Microsoft Publisher and use color. Ms. Greene stated there would be a cost to print. Ms. Greene discussed different points of distribution (i.e. TPO Offices, Victim Advocates, Nevada Legal Services, etc.).

Suzanne Ramos and Elynne Green discussed bus banners and billboards. Ms. Greene will look into the costs of bus banners and billboards. Ms. Green stated the costs for billboards are different for non-profits and social justice. Ms. Green stated she will also reach out to the Polaris Project for any assistance.

Maricar Andrade discussed the "No More Campaign" and that on their website that print ads, posters, flyers, etc. can be downloaded to use. Ms. Andrade stated there is also information on domestic violence stats and enough data to use in public service announcements. Ms. Andrade discussed the Nevada Lawyer Magazine and that there are over 10,000 subscribers. Ms. Andrade discussed the Asian Journal and that every Thursday of every week there are 15,000 copies distributed. Ms. Andrade stated she would look into the costs of black and white versus color for articles in these magazines and journals.

Maricar Andrade discussed putting these suggestions in the committee report to present at the next Council meeting in August 2014.

5. Discuss Clark County DV Fatality Review Team recommendation to "implement a broad public education campaign to recognize that even seemingly minor incidents in a relationship can be red flags that often

escalate to more severe violence, power and control issues in a relationship.” The Committee members will bring at least two ideas for discussion. (For possible action.)

Maricar Andrade opened this agenda item for discussion.

Discussion on campaigns, public service announcements, articles, and public education.

6. Review, discussion and possible action regarding Committee goals for 2014. (For possible action.)

a. Promote prevention aspect of domestic violence

Discussion on prevention and education on domestic violence.

b. Increase media awareness

Discussion on promotions, campaigns, ads, articles, earned events, and social media. Suzanne Ramos stated she will look into the North and Elynne Greene stated she will look into the South. Ms. Ramos and Ms. Greene both discussed including seniors. Ms. Greene discussed that the two senior communities in Las Vegas have newsletters.

c. Update brochure and website as needed

Discussion on continuing to do this as well as ad awareness through promotions, campaigns, ads, articles, events, social media, etc.

d. Increase recognition of Council

Maricar Andrade stated that all suggestions discussed would help increase the recognition of the Council.

7. Schedule future meetings and agenda items. (For possible action.)

The next meeting will be held on July 14, 2014 at 11:00 a.m. and leave the agenda items as is for the next meeting.

8. Public comment.

There was no public comment.

9. Adjournment. (For possible action.)

Maricar Andrade adjourned the meeting at 11:30 a.m.