



ARIZONA HUMAN TRAFFICKING COUNCIL OUTRAEACH AND AWARENESS COMMITTEE MINUTES

September 22, 2014
1:30 PM
1700 West Washington Street, Suite 230
Phoenix, Arizona 85007

A meeting of the Arizona Human Trafficking Council's Outreach and Awareness Committee was convened on September 22, 2014 at 1:30 p.m. at the Governor's Office for Children, Youth and Families, 1700 W. Washington, Suite 230, Phoenix, Arizona 85021. Notice having been duly given. Present and absent were the following members of the Committee.

Outreach and Awareness Committee Members Present

Michael Derfus	Chuck Fitzgerald
Debbie Johnson	Sarah Suggs

Guests

April Jones	Lindsay Scornavacco
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Staff Present

Tammy B. Paz-Combs
John Raeder
Leah Meyers

A. CALL TO ORDER

The meeting was called to order at 1:33 p.m.

B. APPROVAL OF MINUTES

Chuck Fitzgerald moved to accept the minutes from the August 18, 2014 committee meeting. Debbie Johnson seconded the motion. Motion passed.

C. WEBSITE DEVELOPMENT UPDATE

Ms. Paz-Combs presented an updated template of the website for the Arizona Human Trafficking Council – endsextrafficking.az.gov. A video featuring Governor Brewer and Council Co-Chairs Cindy McCain and Gil Orrantia was played and well received by members. Ms. Paz-Combs provided a page by page view of the website and its content. Members discussed the content and provided input and suggestions to staff. It was determined that staff would continue to develop the website's content and format in preparation for the October 2 launch date of the website.

Ms. Paz-Combs updated the committee members on the Memorandum of Understanding (MOU) with the US Department of Homeland Security for the Blue Campaign indication that the MOU had not yet been signed and that it was unlikely that it would be signed prior to the October 2 Council meeting. It was determined that when the website is launched on October 2 it will not contain information on the Blue Campaign. The launch of the Blue Campaign materials will be at the November Council meeting.

D. SPEAKERS BUREAU

For the purpose of launching the website with a feature that the public can request a speaker, it was determined that there were a sufficient number of Council members and staff that could provide presentations while a more comprehensive speakers bureau is developed. This item will be discussed in more detail at a future meeting.

E. OUTREACH PLAN

Members began discussing ideas for outreach once we are in a partnership with the Blue Campaign. Target areas that were identified for initial outreach include rest areas, truck stops, bars and hotels. The committee will begin developing an outreach plan at the next committee meeting.

F. PREPARE FOR OCTOBER 2 COUNCIL MEETING

It was decided that Michael Derfus and Debbie Johnson would be presenting to the Governor and Council members on the launch of the endsextrafficking.az.gov website at the October 2 Council meeting. Staff will provide talking points and prepare Mr. Derfus and Ms. Johnson for their presentation.

Ms. Paz-Combs presented the idea of producing bookmarks with the endsextrafficking.az.gov logo for distribution at the October 2 Council meeting. It was determined that the backside of the bookmarks would contain facts on sex trafficking.

G. NEXT MEETING

Members agreed to use the Doodle website again to determine the next meeting date.

H. CALL TO THE PUBLIC

No public comment.

I. ADJOURNEMENT

The meeting was adjourned the meeting at 2:35 p.m.