



TOWN OF LOS GATOS
DEI COMMISSION REPORT

MEETING DATE: 04/11/2024

ITEM NO: 5

DATE: April 7, 2024
TO: Diversity, Equity, and Inclusion Commission
FROM: Laurel Prevetti, Town Manager
SUBJECT: Continue Discussion of Work Plan Goal D, Item 1.a. Annual Communications Campaign

RECOMMENDATION:

Continue discussion of Work Plan Goal D, Item 1.a. Annual Communications Campaign.

REMARKS:

Last month, the Commission voted to accept a draft press release and requested Commissioners submit updated photographs for inclusion to the Town Manager. The Town Manager stated she would put any updated photographs into the Town's press release format. Attachment 1 contains the updated press release, using the Town's standard third person language in track changes. As of the preparation of this report, one Commissioner has not yet submitted an updated photograph. The Commission is welcome to provide any comments on the draft press release prior to its distribution to the media organizations listed in the document.

The Commission began to discuss elements of a potential campaign, including distribution of the press release at Spring into Green, social media posts, and other ideas. The Commission expressed interest in posting the final press release to the DEIC webpage. Commissioner Idemoto volunteered to work with other students on a potential social media graphic. The Town's Social Media Policy is included as Attachment 2 for additional information.

The Commission is welcome to continue its work on this item.

Attachments:

1. Updated Press Release
2. Town's Social Media Policy

Prepared by: Town Manager
