



**ASIAN AMERICAN QUALITY OF LIFE COMMUNITY ASSESSMENT COMMITTEE
REGULAR MEETING MINUTES OF TUESDAY, FEBRUARY 10, 2015**

The Asian American Quality of Life Community Assessment Committee convened in a regular meeting on Tuesday, February 10, 2015 at City Hall, Austin, Texas.

Chair Richard Yuen called the Committee Meeting to order at 06:04 p.m.

Committee Members in Attendance:

Miyong Kim, Sonia Kotecha, Richard Yuen

Staff in Attendance: Sarah Chen, Roxanne Evans, Marion Sanchez, Xavier Wan, Jill Goodman, Betsy Woldman

1. APPROVAL OF MINUTES

There was no change/correction to the January 13, 2015 committee meeting draft minutes.

Recommendation to approve the January 13, 2015 committee meeting minutes as presented in draft form was approved on Commissioner Miyong Kim motion, Commissioner Sonia Kotecha second on a 3-0 vote (Commissioner Shubhada Saxena absent).

2. CITIZEN COMMUNICATIONS

There was no citizen signed up to speak at this meeting.

3. OLD BUSINESS

a. Update on Scope of Work for the Asian American Quality of Life Initiative

Roxanne Evans reported that funding for the full amount of \$138K was approved by Council Committee and pending full Council approval in April while paper was being processed currently. Chair Yuen wanted to clarify that it was preliminary approval for Dr. Jang to move forward. Commissioner Miyong Kim stated she was advised that the UT Budget Office has released Dr. Jang her teaching time to focus on this project. Potential contributions from Asian American Chambers of Commerce to fund special projects not included in the core scope should be made directly to UT. Commissioner Kim will approach the Hogg Foundation for possible collaboration and funding for special projects.

b. Update on presentation to UT School of Architect student project

Marion Sanchez reported meeting at the UT School of Architect was well received and three graduate students with extensive travel experience as well as Spanish and Korean language background have selected the AAQOL Initiative as their hands-on community engagement project. Students will select project scope of work, plan and execute; while working directly with Marion Sanchez. Monthly meetings with Dr. Jang have been scheduled to coordinate and ensure no duplication of work or services. Students will develop locations for guided conversation, and with help from City Demographer Ryan Roberson, focus on developing GIS-related maps of Asian American communities. The map has several layers and overlay of

demographics can be put over meeting locations. Commissioner Kim stated UT would hold a GIS community dialogue on February 17, 2015 but it conflicts with AAQOL Commission meeting. She suggested Marion attend the second phase of dialogue in the community networking fare.

Chair Yuen asked how community leaders are identified for the guided conversation. Marion Sanchez stated the students have developed a list, and will send it to Commissioners for review, additional contact and recommendations. Commissioners suggested contacting Tier 1 level community leaders for initial input and insight, to avoid the fatigue effect. Marion envisioned reaching out to this level of community leaders for preliminary ideas on community engagement, especially for vulnerable populations.

Marion Sanchez suggested inviting the students to the next Committee meeting to report progress. Commissioner Kim asked if Dr. Jang can be invited to also update her plan. Marion already scheduled check-in meetings monthly with Dr. Yuri Jang for the next 4-5 months. She will send the meeting schedule and agenda to Committee members. Commissioner Kim wanted to know if Committee members could attend the monthly meeting. Roxanne Evans will check with Executive Liaison Rey Arellano. Both Commissioners Yuen and Kim are researchers and expressed interest in the tools being used and reason for their choice, however not intending to dictate.

Next Steps: Chair Richard Yuen will provide an update at the regular Commission meeting on February 17, 2015.

4. NEW BUSINESS

a. Community outreach – branding and creative concepts

Marion Sanchez introduced her team members Betsy Woldman (Graphics Designer) and Jill Goodman (Corporate Marketing Communications Consultant) of CPIO to the Committee and conducted the branding exercise. Committee members discussed the following:

- 1) purpose - to inspire, motivate Asian Americans to contribute to the project and become more active in City life and the community,
- 2) challenges - Asian Americans is not a cultural group, but a political aggregate, thus challenging for branding,
- 3) goal – to have shared identity, unity (the whole is better than the sum of its parts)
- 4) philosophy – non-confrontational conversations, shared culture include respect for elders and protective of education

Marion will also reach out to identified Linda Phan (Asian Family Support Services of Austin) for her ideas and feedback on the conceptualization and development of a brand related to the Asian American Quality of Life Initiative.

5 . Future Agenda Items

Committee Members discussed agenda items for the March 10, 2015 meeting. Six items have been tentatively placed on the agenda:

- 1) Old Business: Update on Scope of Work for the Asian American Quality of Life Initiative
- 2) Old Business: Update on UT graduate students project
- 3) Old Business: Update from CPIO Branding Team

- 4) **Old Business: Update on City of Austin funding**
- 5) **New Business: Hogg Foundation at UT**
- 6) **New Business: Networking with Greater Austin Asian Chamber of Commerce (GAACC)**

6. STAFF BRIEFINGS

There were no staff briefings at this meeting.

7. ADJOURN

Recommendation adjourning the meeting was approved on Commissioner Sonia Kotecha motion, Commissioner Miyong Kim second on a 3-0 vote. Chair Richard Yuen adjourned the meeting at 7:51 p.m.

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