



**Indiana Commission on Hispanic/Latino Affairs  
Commission Meeting Minutes  
Thursday, May 30, 2013  
3:00pm – 4:30pm  
Conference Center Room 12  
Indiana Government Center South  
Indianapolis, IN**

**Commissioners Present:**

Richard Espinosa, Senate Lay Member, Fort Wayne  
Seth Morales, Governor Appointee, Indianapolis  
Pedro Ledo, Jr., Senate Lay Member, Fort Wayne (Chair)  
Virginia Hernandez, Designee, Civil Rights Commission (Treasurer)  
Guadalupe 'Herb' Hernandez, Senate Lay member, Fort Wayne  
Teresa Velez, Designee, Family and Social Services Administration  
Tina Little, Designee, Dept of Correction  
Christian Gallo, Senate Lay Member, Lafayette (Vice-Chair) (TELEPHONE)  
Jesusa Rivera, House Lay Member, South Bend (TELEPHONE)  
Gerardo Gonzalez, House Lay Member, Bloomington

**Commissioners Not Present:**

Charlie Garcia, House Lay Member, Indianapolis  
Rep. Rebecca Kubacki  
Rep. Mara Candelaria Reardon  
Andrea Perez, Designee, Department of Health  
Lenee Reedus, Designee, Dept of Education  
Senator Frank Mrvan  
Senator Greg Walker

**Visitors:**

**Staff Present:**

Danny Lopez, Executive Director

## **Opening**

Chairman Pedro Ledo, Jr. called the meeting to order noting the lack of quorum.

## **Approval of Minutes**

Ledo noted that minutes could not be approved due to lack of quorum and Commissioner Herb Hernandez said that commissioners could suggest changes. None were made.

## **Approval of Financials**

Executive Director Danny Lopez said that about \$8,500 of unobligated dollars remain in the account. No programmatic expenditures were made during April, since initiatives in the Strategic Plan had already been completed. Commissioner Richard Espinosa asked about potential media and advertising related to the commission, and Lopez said that this would be a point of discussion later in the meeting. Espinosa said that he had recently been in Texas, and even there information was not reaching Latino families and encouraged commissioners to consider this as a function of the commission.

## **Chairman's Report**

Ledo said that he felt the meeting during April was the strongest he had attended since joining the commission. He felt that the exchange of ideas and the breakdown of information in the report had been fruitful and engaging, and he expressed a desire to maintain momentum and keep the commission moving in a productive direction.

## **Executive Director's Report**

Lopez began by conveying to commissioners his thoughts about media and messaging for the commission. Lopez had asked the ICRC communications director to piece together some mock-ups for print and billboard ads as well as costs. Mock-ups were passed around, and Lopez suggested that print, radio, billboards, and direct mailers be used in a communications strategy totaling \$16,000 for the remainder for the year.

Hernandez asked about costs and reach of direct mailers and expressed concerns that, in his experience, direct mail pieces are not effective.

Commissioner Seth Morales said that his company has used a multi-pronged approach and that the commission should do the same, integrating grass-roots efforts with marketing strategies across mediums in order to reach more Latinos in Indiana. Lopez asked about messaging specifically and topics to be covered.

Hernandez said that the ICHLA-CEEP report should serve as the messaging basis for materials and that local organizations can be used as dissemination points.

Hernandez inquired about negotiating pricing with the local companies, and Lopez said that pricing is negotiated for the entire State government organization by Asher. Hernandez then said that his main concern is ensuring that the specific targeted areas are being hit. Ledo said that he would want commissioners to be a part of the negotiating process, and Lopez said that the commission would provide direction on placement and Asher would work on pricing.

Commissioner Gerardo Gonzalez expressed concerns that the mock-ups would not effectively capture the attention of the target audience and suggested that the commission reach out to design professionals for support. Lopez said that designs will be done in-house but that he would work informally with local contacts in the field to ensure that messaging and design were appropriate.

Gonzalez also said that PSAs and radio could be effective, as well. Lopez said that the commission has dropped roughly 10 PSAs during the last year and that they have received decent placement, but that radio stations are reluctant to indefinitely play spots that are unpaid.

Gonzalez said that better efforts should be made to understand how local Latino communities get their information. Lopez reiterated that due to lack of outlets in each area, it would be valuable to spend on a variety of outlets statewide. Gonzalez added that the commission should have an integrated approach and engage professionals to determine effective messaging and visuals.

Commissioner Jesusa Rivera reminded commissioners that social media could also be an invaluable tool for reaching the population. Ledo said that commissioners should individually make suggestions about what mediums they would like to see utilized, and that Lopez could then make determinations about what vehicles to pursue.

In the end, print and radio were the two most suggested mediums amongst commissioners. Lopez said he has information on listenership/readership and will craft appropriate messaging in the coming month.

### **Adjournment**

At 4:33pm, the meeting was adjourned.