



**CITY OF MADISON HEIGHTS**

**LIBRARY - BRECKENRIDGE ROOM, 240 W. 13 MILE RD.**

**HUMAN RELATIONS AND EQUITY COMMITTEE MEETING  
AGENDA**

**JUNE 20, 2024 AT 6:00 PM**

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**CALL TO ORDER**

**ROLL CALL**

**ADDITIONS/DELETIONS**

**APPROVAL OF MINUTES**

- [1.](#) Minutes of May 16, 2024

**MEETING OPEN TO THE PUBLIC**

**WORK PLAN UPDATES**

- [2.](#) Rev'n in the Heights

**UNFINISHED BUSINESS**

**NEW BUSINESS**

- [3.](#) Aunt Flow Project for Madison Heights Public Library
- [4.](#) Communication Boards for Madison Heights Parks
5. ADA Anniversary Celebration

**ADJOURNMENT**

NOTICE: Persons with disabilities needing accommodations for effective participation through electronic means in this meeting should contact the City Clerk at (248) 583-0826 or by email: [clerks@madison-heights.org](mailto:clerks@madison-heights.org) at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.

Human Relations and Equity Commission  
Madison Heights, Michigan  
May 16, 2024

A Human Relations and Equity Commission was held on Thursday, May 16, 2024 at 6:00 PM at Library - Breckenridge Room, 240 W. 13 Mile Rd.

### **CALL TO ORDER**

The meeting was called to order by Chair Szymanski at 6:02 p.m.

### **ROLL CALL**

#### **PRESENT**

Chair Paige Szymanski  
Aaron Brown  
Nickole Fox  
Syed Murtaza-Rose  
Jessica Showers  
Council Representative Quinn Wright (arrived at 6:15 pm)  
Council Representative Alternate Emily Rohrbach (left at 7:00 pm)

Motion by Rohrbach to excuse Yu, seconded by Brown. Motion passes unanimously.

#### **ABSENT**

Rebecca Chambliss  
Madison Student Delegate Colton Chambliss

Also present City Manager Melissa Marsh and Staff Liaison Heather Hames.

### **APPROVAL OF MINUTES**

1. Minutes of April 18, 2024

Motion by Rohrbach to approve the minutes of April 18, 2024, Seconded by Brown.  
Motion passes unanimously.

### **MEETING OPEN TO THE PUBLIC**

No one present wishing to speak.

2. City Manager Presentation

### **WORK PLAN UPDATES**

3. Calendar and Social Media Plan June 2024



Motion by Showers to create content and social media posts for Juneteenth June 19, Pride Month in June, second Eid June 16-17 and Shavuot June 11-13. Seconded by Brown. Motion passes unanimously.

Motion by Murtaza-Rose to assign the responsibility of Juneteenth to Brown, Pride to Showers, and Eid and Shavuot to Murtaza-Rose. Seconded by Brown. Motion passes unanimously.

4. Juneteenth

Motion by Brown have the Human Relation and Equity Commission participate in Juneteenth with a booth, Seconded by Showers. Motion passes unanimously.

5. Novels and Neighbors Next Book Selections

Motion by Showers to schedule the Novels and Neighbors book club every other month after September 2024 when the currently advertised sessions end. Seconded by Fox. Motion passes unanimously.

Please submit any recommended titles to Staff Liaison Hames.

6. Car Show Update

The car show is still in planning stages. Volunteers needed. Looking for a partner to oversee a kids zone for the event.

## UNFINISHED BUSINESS

7. Zoning Topics

Motion by Brown to table this topic indefinitely. Seconded by Showers. Motion passes unanimously.

## NEW BUSINESS

8. Nomination for Michigan Humanities Award - Outstanding Humanities Organization

9. Donation received

10. Arts and Pride

Motion by Fox to co-sponsor and participate in the Arts and Pride event on June 23, 2024. Seconded by Showers. Motion passes unanimously.

## ADJOURNMENT

Meeting adjourned at 7:47 p.m.

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**Revin' in the Heights****Budget**

Project not to exceed the funds raised to sponsor the event.

Revenue

CAB Grant	\$ 5,000
Registrations	250
Sponsorships specific to HREC	750
Sponsorships * specifically to cover Pfaff generated by Pfaff	2,000
	<hr/>
	\$ 8,000

Expenses

Pfaff Designs	\$ 4,000
HREC promotions (facebook, flyers, cruise media ect. )	1,000
HREC Volunteers shirts, water	250
Miscellaneous	2,750
	<hr/>
	\$ 8,000

\* Miscellaneous - example DJ, Awards

**MADISON HEIGHTS**  
*Human Relations & Equity Commission*

# **REV/IN** **THE HEIGHTS** *Saturday, September 14th*

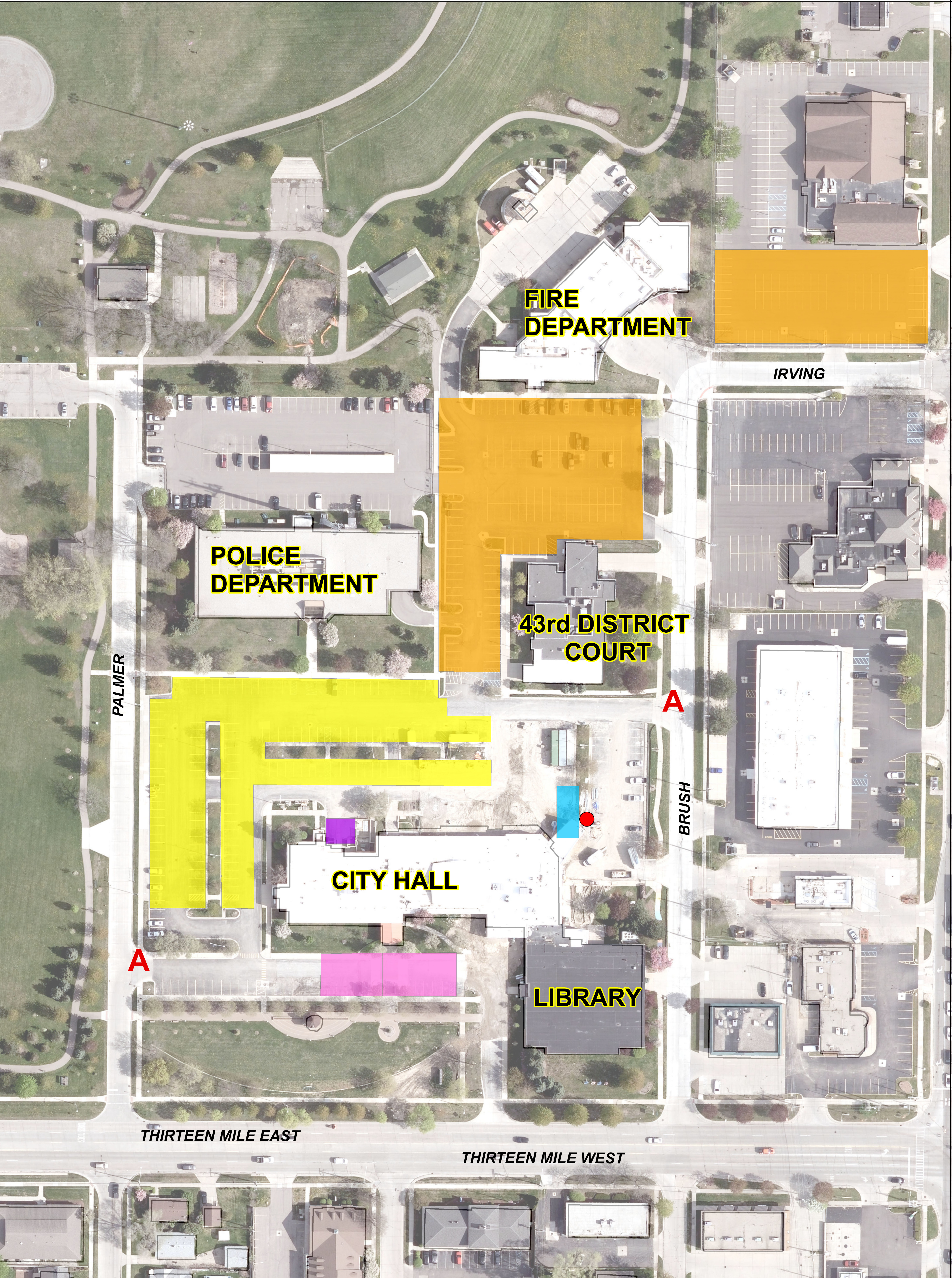




# Revin in the Heights Car Show / BBQ

Item 2.

Sept. 14, 2024- Saturday - 10 -2



Registration, Awards and DJ



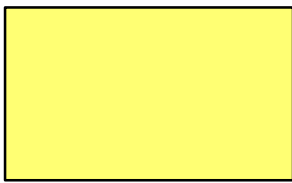
BBQ Camp Entries



Food truck Outside AAC Awning



Spectator and Police  
Customer Parking



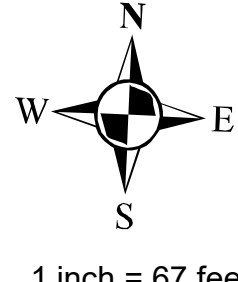
Cars for Show



Car show entrance Volunteer  
Station accepting \$ for day of  
registration



Kid Zone - Under the AAC Awning



1 inch = 67 feet





# Aunt Flow Rollout Toolkit

A guide for launching an Aunt Flow free-vend period product program at your organization



## WELCOME!

**You did it, you brought Aunt Flow to your organization! We are so excited you have taken this big step in supporting the needs of menstruators who enter into your space.**

Now, how to spread the word that your organization has joined the menstrual movement? Here is a resource for you and your team to put period positivity (and your organization's values) on blast.

In this toolkit, you'll find:

### Strategy:

[Set a Goal](#)

[Identify the Audience](#)

[Clarify the Message](#)

[Select Channels](#)

### Resources:

[Email Template](#)

[Social Media Shareables](#)

[Customizable Signage](#)

[Helpful Links](#)



# Set a Goal

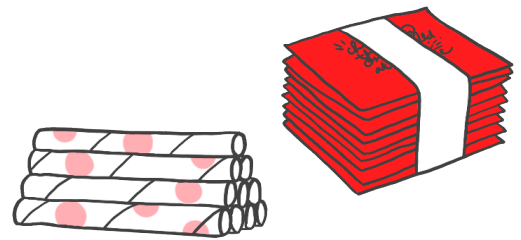
When it comes to goal setting, we recommend going for a **BHAG** (Big Hairy Audacious Goal)

Ask your key stakeholders, **what does a successful rollout look like at your organization?**

## EXAMPLE

If you are a superintendent launching Aunt Flow across your school district, your goal might be that 90% of your teachers and students and 30% of your parents know about the free-vend program.

Use the space below to document your own rollout goals!



## GOALS



# Identify the Audience/s

This toolkit is designed to help you get the word out about your partnership with Aunt Flow and let your community know that your bathrooms are stocked with resources for menstruators.

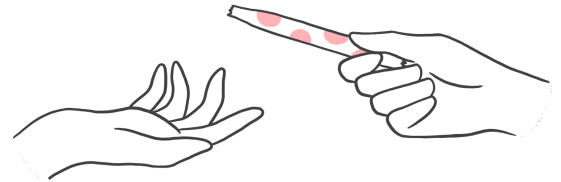
Like in all successful marketing, you need to have a clear understanding of your audience before you put a communication plan in place. Use this section to do just that.

**Who are you trying to reach with this message?**

## EXAMPLE

If we use the example above, for a school district launching Aunt Flow, your primary audience would be: the students, the staff, and parents in your district. You may also be interested in sharing this new initiative with other superintendents, so your secondary audience could be district leaders statewide.

**Brainstorm both your primary and secondary audiences here!**



PRIMARY AUDIENCE	SECONDARY AUDIENCE





# Clarify the Message

Another trick is to have one clear message for each of your audiences. Now that you know your audience, think about what will resonate with them.

**Clarifying your message is also an opportunity to think about the key values behind your organization, and you have an opportunity to communicate how offering free period products supports those values in a tangible way.**

## EXAMPLE

If we use the school district example above, perhaps a core value for your school district is diversity & inclusion, and within that value your district aims to level the playing field so all students can achieve success.

You may want to identify the key message for each of your audience segments. Using our example above, your key message by segment might be:

### STUDENTS



[[School District]] wants to make sure that your needs are met so that you can focus on learning. That's why we have partnered with Aunt Flow to offer free period products in the bathrooms at your school.  
#PeriodPositivity

### STAFF



We know you have a lot on your plate, and as a part of our goal to better support our staff and give you one less thing to worry about, [[School District]] has joined the #MenstrualMovement and is now offering free period products in all staff bathrooms.

### PARENTS



[[School District]] has joined the movement for period positivity and we are now offering free period products to your scholars so that no student has to choose between learning and mother nature.



# Select the Channels

## How do you choose your channels?

Choosing your channels could be tied to your budget. If you have a large budget, you could choose to do a fun event. If you're working with a more limited budget, look at which channels are free. Maybe start with your email list or printing out signage.

Now comes the fun part: Once you have identified your audience and clarified your message, you should consider how you will spread the word by identifying the key channels you will utilize in this campaign.

Below are some ideas to get started. Think through the resources and channels that will be unique to your organization.



### BUSINESSES

Intranet

Employee interest or  
advocacy groups

Onboarding process



### SCHOOLS

Student government

Morning announcements

Parent newsletters



## Additional Channels:

- \* Print signage (Check out the supplemental print material in this toolkit that you can customize for your organization attached to this document!)
- \* **Write a Press Release** (For comments and quotes from Aunt Flow, contact [hello@goauntflow.com](mailto:hello@goauntflow.com))
- \* Email (Find email copy on the next page of this toolkit)
- \* Social Media (Don't forget to tag **@goauntflow** in your posts so we can share!)
- \* Pop-up event

Outline the channels  
you'll test out below



### CHANNELS



# Social Media Toolkit

Take to social media to spread the good news that you now stock Aunt Flow!  
Don't forget to tag us **@GoAuntFlow** in your posts.

## SOCIAL VISUALS

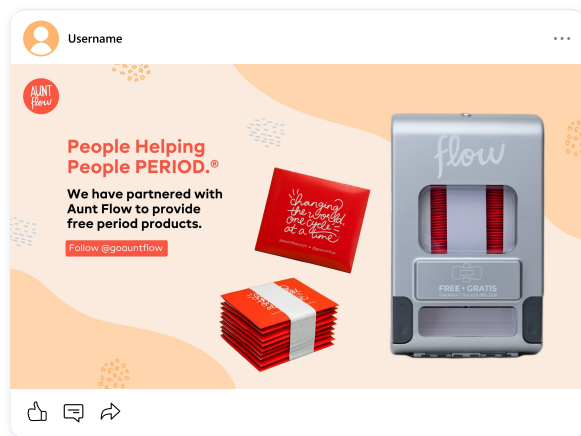
INSTAGRAM

TWITTER

LINKEDIN

## Social Post Examples:

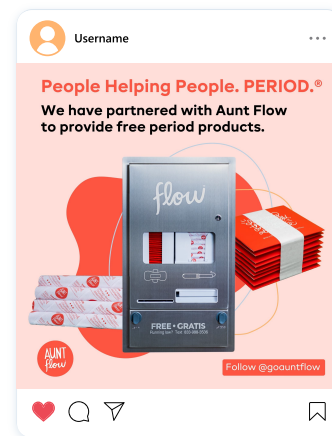
### LINKEDIN



#### CAPTION:

“We are thrilled to share that our school has joined the national movement to stock freely accessible tampons and pads in our school bathrooms. We have partnered with Aunt Flow - a woman-owned company - to provide organic cotton tampons and pads in dispensers. Offering menstrual products in bathrooms has increased school attendance amongst girls by 2.4% and has been proven to decrease the taboo nature around the natural bodily function of menstruation.”

### INSTAGRAM



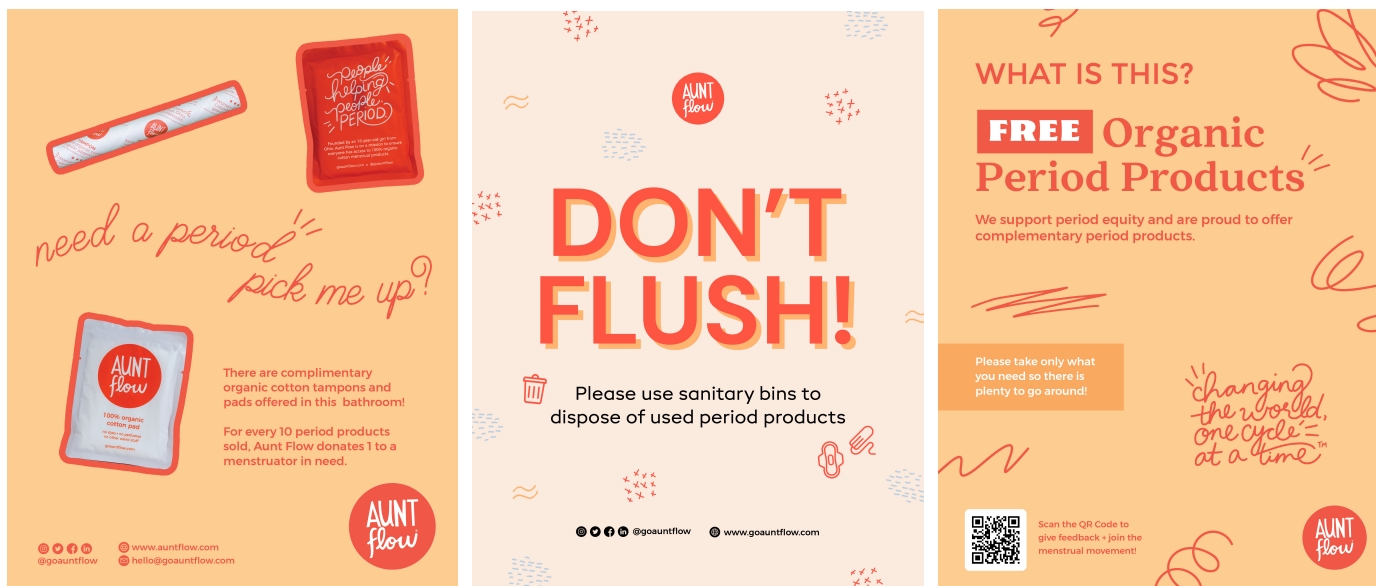
#### CAPTION:

“We are excited to announce that we have partnered with @GoAuntFlow to offer free menstrual products here at (YOUR COMPANY)! We care about your experience as a (STAFF MEMBER / STUDENT / CUSTOMER / PATRON) when you are in our building/s and providing quality, organic tampons and pads is one way to provide the best experience we can.”



# Customizable Signage

Access printable signage for your building/s!



[CLICK HERE](#)

The link above will give you access to:

- \* Customizable stall signs
- \* Customizable dispenser signs
- \* Customizable hall signs
- \* Printable mirror decals

you are  
**MAGICAL**  
♥@goauntflow

**Spread Period**  
**POSITIVITY**  
♥@goauntflow



# Email Message Template

Here's an example email you can send out to your community to announce your new partnership with Aunt Flow. See the guidance above on calling out the company values that Aunt Flow is supporting and share them with your audience.



Email Address  
Subject  
To:

July 11, 2022 at 3:00 PM

Hello (RESPONDANT NAME),

We are excited to announce that (YOUR COMPANY) has joined the national movement to stock freely accessible tampons and pads in our bathrooms. We have partnered with Aunt Flow, a woman-owned company, to provide organic cotton tampons and pads in dispensers.



# Helpful Links

Looking for additional resources?

- [Aunt Flow - All Systems Overview](#)
- [Aunt Flow Pads One Pager](#)
- [Aunt Flow Overview One Pager](#)
- [Aunt Flow Tampons One Pager](#)
- [Dispenser One Pagers](#)
- [Legislation Map](#)
- [Media + Brand Kit](#)
- [Product Photos](#)
- [Stickers](#)
- [Touch-Free Disposal Unit Overview](#)



## You're Ready to Roll!

Now that you have your plan in place - you can find **all** of our customizable signage, social media files, photography, logo, and even our Aunt Flow Brand Guide [here](#)!



### CONNECT WITH US!

**Questions? We're here to hear you!**  
**Reach out to our customer support team at [support@goauntflow.com](mailto:support@goauntflow.com).**





\_\_\_\_\_ 's Avaz Book

LEVEL 3 (40 PIC)



\_\_\_\_\_ 's Avaz Book

## FEELINGS



\_\_\_\_\_ 's Avaz Book

## FEELINGS

calm



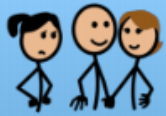
relaxed









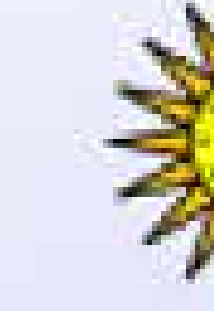
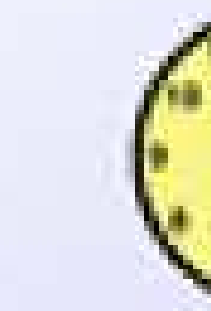

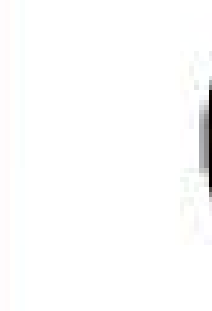

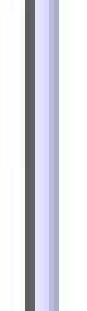

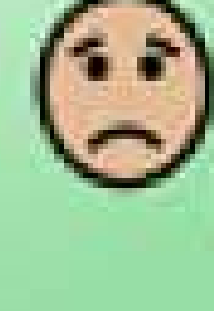



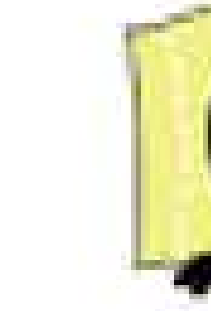
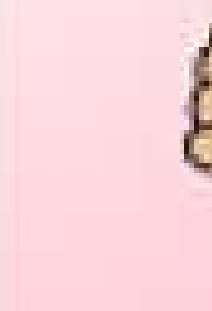
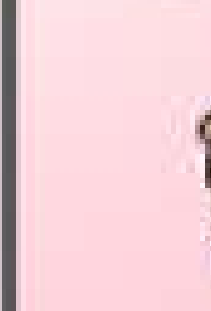




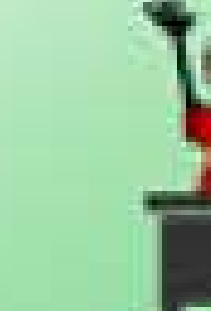

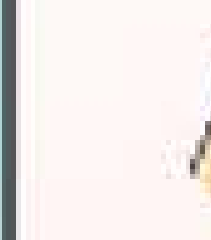
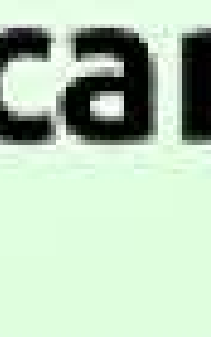




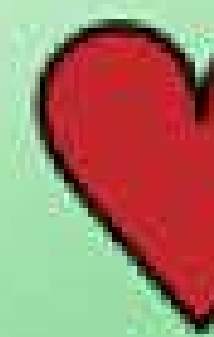


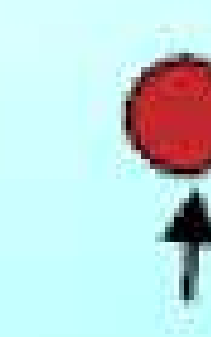
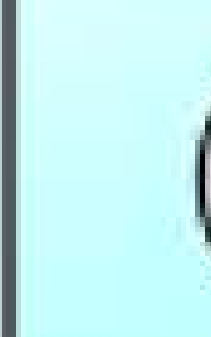
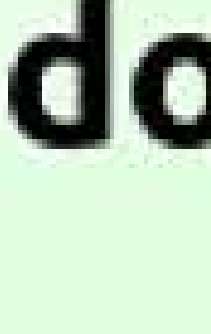
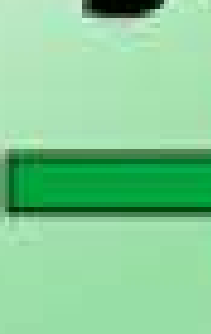

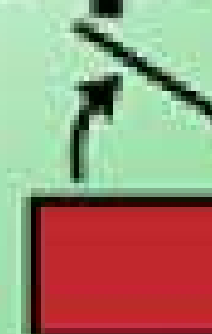


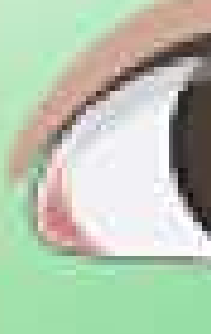





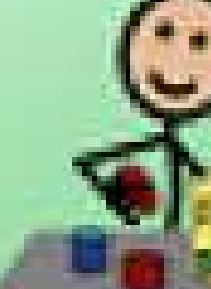





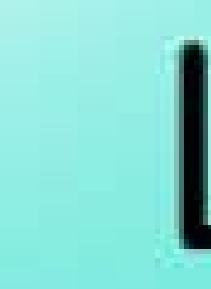







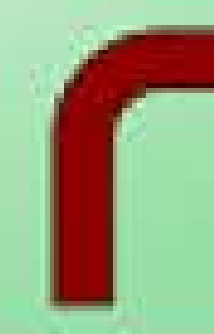
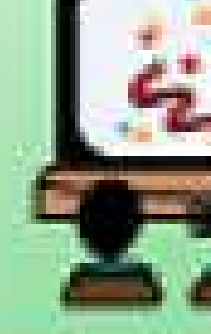
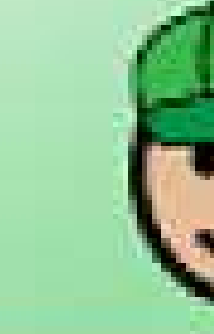
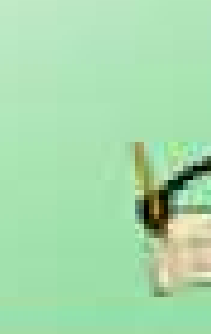
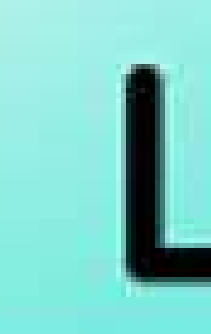

depres...



jealous





I 	me 	who 	again 	please 	thank you 	now 	today 	time 	problem 	happy 	sad 
my/mine 	am	to	be	really	feel 	give 	listen 	okay 	tired 	bad 	good 
it 	is are	will	come 	hurt 	hear 	know 	that 	a	the	and +	more 
you 	can	eat 	drink 	finish 	get 	love 	make 	need 	all 	at	some 
your 	do	go 	help 	open 	put 	say 	see/look 	show 	of	for	on 
here 	have 	like 	play 	read 	stop 	talk 	walk 	wish 	in 	up 	off 
yes 	no/don't 	want 	take 	tell 	turn 	watch 	wear 	work 	out 	down 	with

-----'s Avaz Book

Food 40

