

# Advocacy Group “UNITED VOICES 4 SEX OFFENSE REFORM”

## Meeting Minutes

Tuesday, August 17, 2021 7:30P EST / Via ZOOM

Attendees: 16

Overview: Finalized the watchdog letter for the first phase. Working on the second phase targeting all Governors. Non-profit board is forming and a fundraising committee is needed. Webpage is looking great and development efforts continue. Look for ‘Meet The Admins’ segment on our f/b page which is coming soon!

### Notes:

- 08/03/2021 meeting minutes were approved as written.
- Overview from last meeting/Brief summary of focus for tonight’s meeting.
  1. Old Business:
    - a. FAMM update
    - b. Edit the Watchdog Letter specifically for the State Governors’
    - c. Non-Profit update
    - d. Web Site Design – Update on Web Design, Outline, and feedback
  2. New Business:
    - a. First Phase of letters
    - b. Fundraising Committee
      - i. Need a person to Chair the committee.
    - c. Future Group Calls to Action
    - d. Chad Marks Video / Senator Cotton
    - e. Open Task Issues
  3. Group Discussion
    - a. FAMM update:
      - i. Ashley and Shawn had a chance to talk with Sam Martinez who shared ideas on training and advocacy.
        1. We have not received feedback on our watchdog letter from Sam and we decided to move forward. If Sam does provide feedback than we will use it going forward.
        2. FAMM is offering satellite training for their group. Once this is complete they will schedule training to more criminal justice reform communities.
        3. Update pending for the legislative software and hoping to have more information by our next meeting.
    - b. Correspondence Update:
      - i. First phase of letters sent to: DOJ, BOP Reg Dir & Sen Judiciary Comm:
        1. Completed the last edits of the watchdog letter. The letter and logo was easy to print. Everything aligned very well.

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2. Letters are pending delivery.
3. A huge “Thank You” to our volunteers: Marie, Gail and Kathy!!
- ii. Second phase of letters being sent to the Governors:
  1. Sharon/Kathy are revising the letter.
    - a. State is different from Federal. For State we do not have specific issue. We will use the letter as an introduction, informing them of our general concerns and connect with them to discuss further to serve as our purpose.
    - b. Some editing to include: adding constituents, removing the concerns section and have the letter reflect more as an informational communication.
  2. Kathy and Sharon will continue working on the letter to share at our next meeting.
    - a. Need to research how to insert the ‘State’ name in the body of the letter to avoid the letter looking generic.
  3. Online form
    - a. We hope our website will have this functionality.
  4. Huge “kudos” to Sharon and Kathy for revising the letter!
    - a. All suggestions are welcome on how to make this letter process easier.
- c. Non – Profit
  - i. Board Members
    1. Five people expressed interests on being part of the board.
    2. Post F/B request on accepting nominations.
    3. Planning to schedule a meeting scheduled by the end of August with board members.
      - a. Agenda: Set in place our timeline, establish officer positions and responsibilities.
    4. Dawn mentioned IRS can up establish the status. F/B is having an event geared specifically for non-profit organizations and how to use social media for their cause. Link sent to Shawn.
    5. Amber offered to help – thank you.
    6. Thank you everyone for providing information and offering help.
- d. Web Site Design:
  - i. We have a presence on the WEB!!! (uv4sor.org)
    1. Web page says coming soon. Web designer is collaborating with our logo designer.
  - ii. Outline and Pages.
    1. Two designs displayed.
      - a. The first design represents shadows
      - b. The second design displays a group of smiling people.

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2. Group selected the first design with changes to color of the second section. It needs to be white instead of green because when you're using your phone to participate in the meeting the words blend in with the green color.
  3. Page #1
    - a. Home Page:
      - i. Mission, Vision, Non-Profit Information, Navigation, Donate Button.
  4. Page #2
    - a. About UV4SOR:
      - i. Meet the board, Our Story, Member Spotlights, Events (i.e. Reform march in 2023, NARSOL conference, etc...).
      - ii. Backlink to an external where the videos are stored or are they stored on the Website?
        1. Option to use YouTube b/c it doesn't have a charge.
  5. Page #3
    - a. Advocacy Resources:
      - i. Document Library, Video Training Tips, Scripted Calls to Action Forms, Find your Legislative Leaders.
  6. Page #4
    - a. Advocacy Network:
      - i. Links to other Advocacy Groups/Links, Recommended Books, articles etc.
  7. Page #5
    - a. Get involved:
      - i. Contact Form, Donate Button, Social Media Links
        1. Will the Donate button be attached to a PayPal account? PayPal offers a discount to non-profits.
        2. Contact Form collects basic information and will have a designated group email address.
  8. Next Web meeting is Friday 8/20/21 @1:00 p.m.
    - a. Please share your ideas with Shawn.
- e. Fundraising Committee:
- i. We need a fundraising committee!!!
    1. Kim volunteered to participate on the committee.
    2. Possibly a marketing or good PR person to chair the committee.
    3. We have a lot of professionals in our group who are willing to offer their services to help and we welcome all volunteers.
- f. Meet the Admins – Dawn:

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- i. On Sunday 08/29/2021 at 3:00 PM EST, 2:00 p.m. (CT), 1:00 p.m. (MT), 12:00 p.m. (PT) is doing a meet and greet on F/B.
    - 1. Dawn is sending a stream-yard link to the admins six days prior to the meeting.
      - a. Linked and Live in the group.
      - b. Introduce yourselves, talk about your back story.
      - c. Hoping to generate more interest and let people see/know who we are.
    - ii. Dawn will also offer positive affirmations on the FB page.
      - 1. This will help us:
        - a. To deal with emotions.
        - b. Provide us with the needed mindset tools.
          - i. We all are on different levels of this journey and the mindset tools will help us to voice our stories without the emotion.
        - c. When we advocate, expect a lot of ‘No’s’ although that does not mean forever, it just means ‘not yet’.
      - 2. Training on our elevator pitches.
  - g. Chad Marks Video / Senator Cotton
    - i. Chad aided in obtaining lesser charges for individuals and advocates for prison reform for certain charges. His video is about people incarcerated on SO charges who he considers are the most disliked in prison and in society. His video encourages ‘hate’ and bodily injury to those with SO charges.
      - 1. Chad is the type of person we need to target as a way to learn how we develop our approach to keep the conversation open.
    - ii. Senator Thomas Cotton – Arkansas. Advocating for private prisons. States with private prisons have to keep them 95% full which is also guaranteed.
  - h. Open Task issues, updates
4. Roundtable
- a. New Member introductions.
    - i. Aaron. Lives in Michigan. He is a person forced to register and is a life time registrant. Advocating to end the registry.
    - ii. Johnathan. Someone who cares about the ‘wrongly’ convicted. Became involved after watching the Outspoken Offender and learning about the registry. He wants to contribute to the fight for the injustice that happens.
  - b. If time share “something good!”

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- i. Shawn and her husband’s visitation was approved to see Gabe this weekend. Last time she hugged him was in 2018.
- ii. Dawn mentioned Andy was transferred to his program. Some of Dawn’s fears caused by things being said about the building were put to rest, thankfully. They gave Andy a timeline and depending on how well he does in the program he can be there 8-12 months.
  1. He can be home anywhere between May and September of next year! 😊
- iii. Jenny, mentioned her son was promoted. One more step in making more money!
- iv. Gail shared a comment about Chad by asking a question to the group: Does anyone else look at Chad Marks and see Curly from The Stooges?, lol 😊. The group decided there was a resemblance! 😊
- v. Don/Shawn: An accidental criminal. Gabe was sharing a conversation he had with an older person who friended Gabe. He told Gabe he shouldn’t be here, you must be an accidental criminal. Shawn thought about this term and then the light went off, probably 90% of the people who are incarcerated are accidental criminals. What a great way to describe what people are going through to give that human aspect. Don mentioned a lot of these crimes are one-time mistakes.

### Action items:

Item #	Meeting Date	Description	Owner	Completion Date
1.	8/3/21	Update the contacts as elections occur	Dawn, Gail, Melanie, Sharon	On-Going
4.	8/3/21	Volunteer to research Federal (complete) & is ongoing for State Guidelines. Post on f/b.	Shawn, Sharon	On-Going
7.	6/01/21	Provide Nonprofit status.	Shawn	9/30/2021
9.	8/03/21	Provide contacts to receive letter. Ashley to check with FAMM.	Ashley	8/17/2021
10.	8/3/21	Consider having a Board of Directors officers, what responsibilities go with each position, if this might be something of interest then let Shawn know.	All	9/30/2021
11.	7/20/21	Add the verbiage under the logo at a later date and will add it to the f/b page in the meantime.	Shawn	On-Going
14.	8/17/21	Kim to post on F/B asking for Board Member Nominations.	Kim/Shawn	8/20/2021
15.	8/17/21	Web Design Changes: 1. The second section on the main screen needs to be white instead of green because when you’re	Shawn	8/31/2021

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<b>16.</b>	8/17/21	Research how to insert the 'State' name in the body of the letter to avoid the letter looking generic.	All	8/13/2021

8:55 - 9:00P Adjourn Meeting Next Meeting Date Tuesday, August 31, 2021 7:30P EST.