

Meeting Summary

Strategic Relations Committee
Eric Dial, Chair
Thursday, July 9th, 2020
1:30 – 3:00 p.m.
Virtual: Microsoft Teams
Atlanta Regional Commission
229 Peachtree Street NE, Suite 100
Atlanta, GA 30303

In Attendance

Eric Dial, Chair
Julie Keeton Arnold
C.J. Bland
Mike Houchard
Clair Muller
Bob Reeves
Betty Willis

Guest:
Ms. J. Beddington

1. Welcome and Public Comment **Mayor, Eric Dial**

2. ARC Strategic Communications Plan Update **Malika Reed Wilkins, PhD, ARC**

Dr. Wilkins provided an update on the Strategic Communications Plan as follows: ARC is partnering with HL Strategy to develop a strategic communications plan for 2020-2025 to support and amplify the programs, projects and products of the ARC for the benefit of metro Atlanta. The Strategic plan aims to help ARC improve its reach and reputation as an audience-advocate through communications that are centered on agency-wide disciplines and distributed strategically and efficiently.

3. ARC COVID-19 Data Tools Overview **Mike Alexander, ARC**

Mike Alexander provided an overview of the ARC COVID-19 Data Tools Resource that allows data stories to be told easily through ARC's Neighborhood Nexus arm which is also supported by the Community Foundation of Greater Atlanta, Metro Atlanta Chamber and the United Way of Greater Atlanta.

4. Government Affairs Update

John Bayalis, ARC

John Bayalis provided an update on the legislative activity through Sine Die 2020 (June 26). Here are the bills of interest to the ARC that recently passed. They are: HB793, HB 105, HB 511, HB 1098, HB 935, SB371, HB987, HB426, and SB359. Mr. Bayalis also briefed the committee on activities on the federal scene (Washington, DC).

5. General Updates

Malika Reed Wilkins, PhD, ARC

Dr. Wilkins shared details on the upcoming ***Education Webinar***, to be held on Tuesday, July 14th 2:30 – 3:30p.m. There are approximately 700 registrants and the aim of this event is to facilitate a dialogue which will cover ‘back to school’ approaches and obstacles for our region’s education systems due to the COVID-19 pandemic. Speakers and Moderator are:

- Dr. Morcease Beasley, EdD-Superintendent, Clayton County Public Schools,
- Pamela Whitten, PhD, President, Kennesaw State University,
- Kenneth Zeff, EdD, Executive Director, Learn4Life, and
- ARC’s Malika Reed Wilkins, PhD. and Center for Strategic Relations Director (Moderator)

6. There being no other item for discussion the meeting adjourned at 3:00 p.m.

Note: The ARC Board Meeting will be held on Wednesday, July 22, 2020 at 1:00 p.m. via Microsoft Team virtual platform.