



STATE OF WASHINGTON
COMMISSION ON HISPANIC AFFAIRS

COMISIÓN DE ASUNTOS HISPANOS
1st Quarter Commission Meeting
 The Hive – Spokane Public Library
 Zoom

3/5/2022 10:00 AM to 1:00 PM

CALL TO ORDER

Meeting called to order at 10:20 AM

ROLL CALL

Name	Title	Organization	Present
Bernal Baca	Chair	CHA	YES
Brian Moreno	Vice Chair	CHA	YES
Candice Garza	Commissioner	CHA	NO
Jessica Hernandez	Commissioner	CHA	YES
Lili Navarrete	Commissioner	CHA	YES
Lina Alvarez	Vice Chair	CHA	YES
Lola Flores	Commissioner	CHA	YES
Randy Nuñez	Commissioner	CHA	YES
Eric Gonzalez	Commissioner	CHA	YES
Angie Hinojos	Commissioner	CHA	Yes
STAFF			
María Sigüenza	Executive Director	CHA	YES
Nancy Rocha Aguilar	Communications and External Relations Manager	CHA	YES
Myra Hernandez	Operations and Special Projects Manager	CHA	YES
GUESTS			
Diana Perez, Mexican Consulate Consul Godoy, Mexican Consulate			

APPROVAL OF AGENDA

Chair Baca asked for any changes from commissioners to the agenda.

Chair Baca requested to add discussion of the CHA logo as part of the agenda.

Without further discussion, the agenda is approved.

WELCOME/ICE BREAKER

Chair Baca welcomed commissioners and guests to participate in an icebreaker.

APPROVAL OF MINUTES

Commissioners reviewed meeting minutes from:

- December 4, 2021, 4th Quarter Commission Meeting
- January 14, 2022, Conference Call

Vice Chair Alvarez moves to approve meeting minutes as read. Vice Chair Moreno seconded.

Without further discussion, meeting minutes are approved as read.



STATE OF WASHINGTON
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Possible Interim Discussion

Executive Director Siguenza brought forward a striker for SB 5929 to discuss a path forward on how to adequately message the work and role of the Commission. Commissioners discussed how to ensure that we accurately portray our role within the upcoming strategic plan process.

CHA LOGO

Chair Baca suggested that we look to change the CHA logo to better reflect our current constituency in the state. Executive Director Siguenza indicated that her administration inherited the logo, and the history as to how it came about is unknown.

Commissioner Nunez supported an update to our logo and spoke of the reality of people coming from other places and the importance of making them feel like Washington is there home too by adding the Pacific Northwest to our identity.

Chair Baca suggested to have a committee formed to start the conversation to create a new logo. The ideal would be to ask for collaboration and allocate funding to pay an artist. Vice Chair Moreno suggested for commissioners to push their \$150 commission recognition funds for the project. Commissioners agreed and the following members will make up the Logo Committee:

- Chair Baca
- Commissioner Hinojos
- Commissioner Nunez
- Commissioner Gonzalez
- Commissioner Navarrete

STRATEGIC PLANNING

Vice Chair Moreno lead the discussion of strategic planning for CHA. Using the example from the Washington State Leadership Board, he presented the following sample format for planning:

- Quarterly meetings should be full day meetings to really talk about the relationships, the work being done, and where support is needed.
- Individual action plans by establishing 3-5 objectives of “what I want to accomplish in my time at the commission.”

Vice Chair Moreno explained that it would be helpful to understand each other’s strengths and weaknesses to better help each other.

Executive Director Siguenza suggested a timeline of 6 months to have it done by September to be the guiding point for our decision packages. Commissioners discussed meeting dates and agreed to meet on the following date and location:

- Monday, May 9th | 10:00 AM – 3:30 PM | Mi Centro in Tacoma, Washington

MEXICAN CONSULATE

Commissioner Hinojos presented Consul Godoy and Diana Perez from the Mexican Consulate. They presented on the overview of what the Consul does and being in charge of Mexico’s political affairs. The Consulate emphasized the viability of Mexico and how it was the 6th largest partner in Washington.



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Diana Perez shared her presentation on how community affairs and outreach has doubled and the different services the Mexican Consulate provides. Education, Health, and Financial Services are the most cutting-edge topics that the Mexican Consulate network has identified. Dialogue with public organizations and agencies continue as well as cultural affairs:

- Promoting Mexican culture
- Connecting with different audiences

PUBLIC COMMENT

There were no public members present.

ADJOURNMENT

Vice Chair Moreno motioned to adjourn. Commissioner Gonzalez seconded.

Meeting adjourned at 12:30 PM

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CHAT BOX

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