

**Career Service Board Meeting #2347**  
**Minutes**  
**Thursday, November 1, 2018, 4:30pm**  
**Webb Municipal Building**  
**201 W. Colfax Ave, Fourth Floor, Room 4.G.2**

**Karen DuWaldt (Co-Chair)**  
**Neil Peck (Co-Chair)**  
**Patricia Barela Rivera - Absent**  
**Tracy Winchester**

**I. Opening:** *Meeting was called to order at 4:32pm*

- 1. Approval of the Agenda for the November 1, 2018 Board Meeting.**  
*The Board unanimously approved the agenda for the November 1, 2018 meeting.*
- 2. Approval of the Minutes for the October 18, 2018 Board Meeting.**  
*The Board unanimously approved the minutes for the October 18, 2018 meeting.*

**II. Board Comments:** *None.*

**III. Public Comments:** *None.*

**IV. Public Hearing:** *None.*

**V. Director's Briefing:**

**1. 4Q 2018 Talent Acquisition Diversity Campaign**

*Karen Niparko, Executive Director of the Office of Human Resources ("OHR"), noted the Marketing & Communications team was preparing to launch a multimedia diversity recruiting advertising campaign in the fourth quarter. Ms. Niparko noted she had asked the team to present the highlights of the campaign before bringing it to the Mayor's attention.*

*Fred Davis, OHR Inclusion & Diversity Officer, noted he had met with many people in OHR, both on the Service Teams and in Talent Acquisition, and was impressed with the many initiatives either already in-place or underway. Mr. Davis stated he viewed his role as supporting the recruiting team in exploring methods of casting a wider net for potential talent.*

*Cindy Bishop, Deputy Director, stated one of the primary goals of the strategy was to increase the number of African-American and Latino management position applicants to better reflect the diverse population of Denver. Ms. Bishop noted four new Brand Champions had been selected among our current employee population to help achieve our objectives.*

*Diane Vertovec, Director of OHR Marketing & Communications, presented an overview of the research into cultural viewpoints from the African-American and Latino segments on workforce motivation and their perceptions of what working for the City may have to offer. Ms. Vertovec explained the reasons to believe by target group and how the campaign could address and convey a message that resonates with people.*

*Wade Balmer, Marketing & Communications Specialist, presented the paid social media advertising spots, noting social media offers flexibility, given a limited budget, and provides data showing the return on investment when reaching an audience. Mr. Balmer then demonstrated the videos with the new brand champions.*

*The Board commended the Marcom team for their work and commented the video campaign was great. Board Co-Chair Neil Peck asked if the Mayor had seen the campaign yet, to which Ms. Vertovec responded in the negative, while Ms. Niparko noted she wanted the Board to see it first before presenting to the Mayor.*

*Board Member Tracy Winchester asked if focus groups had reviewed and provided feedback on the campaign prior to launch. Ms. Vertovec said the team had presented some elements to various individuals for comment, but she decided what to go forward with.*

*Ms. Winchester suggested the team reconsider the clockwatching references in one of the campaigns, even though she understood the positive import, as this has historically been a negative image in working for the public sector. Board Co-Chair Karen DuWaldt agreed she thought the reference should be changed, to which Ms. Vertovec replied it was a point well-taken.*

*The Board thanked everyone for the presentation today.*

## **VI. Pending Cases:**

1. James Johnson vs. Denver Sheriff's Department, Appeal No. A024-17A  
*The Career Service Board reversed the Hearing Officer's decision and remanded the case back to the Hearing Office for reconsideration of the discipline, written order to follow.*
2. Carlos Hernandez & Bret Garegnani vs. Denver Sheriff's Department, Consolidated Nos. A025-17A and A026-17A  
*The Career Service Board reversed the Hearing Officer's decision and remanded the case back to the Hearing Office for reconsideration of the discipline, written order to follow.*
3. Virgil Ferguson vs. Denver Sheriff's Department, Appeal No. A064-17  
*The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*
4. Matthew Hammernik & Daniel Trujillo vs. Denver Sheriff's Department, Consolidated Nos. A041-17 & A042-17  
*The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*
5. Leonard Fazio vs. Denver Sheriff's Department, Appeal No. A014-18  
*The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*
6. Pasquale Tamburino vs. Department of Safety, Appeal No. A040-17A  
*The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*

## **VII. Executive Session:**

*The Board went into executive session at 5:11pm. Karen Niparko updated the Board on several OHR issues. In addition, the following cases were adjudicated:*

1. Donald DeMello vs. Denver Sheriff's Department, Appeal No. 012-18A  
*The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*
2. Darrell Jordan vs. Denver Sheriff's Department, Appeal No. A021-18  
*The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*

*The Board re-convened the meeting at 5:44pm.*

## **VIII. Adjournment:** *Adjournment was at 5:45pm.*