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From the Executive Director, Office on African American Affairs, requesting approval of an appropriation transfer of \$100,000 from 109-8902 Office on African American Affairs Appropriation for Contingencies Allocations to 109-6030 Office on African American Affairs Advertising, by recommending adoption of the following:

A RESOLUTION

WHEREAS, Adopted File No. 20-937 allocated \$0.1 million for the Office on African American Affairs (OAAA) Coronavirus Disease (COVID-19) marketing and communications plan; and

WHEREAS, Adopted File No. 20-937 placed \$0.1 million for the OAAA COVID-19 marketing and communication plan in an allocated contingency account within OAAA; and

WHEREAS, Adopted File No. 20-937 stated that OAAA shall provide a report to the Milwaukee County Board of Supervisors (County Board) for review and approval, detailing the COVID-19 marketing and communication plan prior to expenditure of any funds; and

WHEREAS, in April 2020, the County Board unanimously passed an ordinance creating Chapter 108 “Achieving Racial Equity and Health” in the Milwaukee County Code of General Ordinances, which resolved that by achieving racial equity, Milwaukee County (the County) will eliminate health and opportunity gaps along racial lines, and will increase the success of all groups by distributing resources justly across all communities; and

WHEREAS, to affect change, the County’s strategic direction will examine how policy, budget, and operational decisions made by each department impact residents; and

WHEREAS, our three strategic focus areas are to create intentional inclusion, bridge the gap, and invest in equity so that race is no longer a predictor of health outcomes; and

WHEREAS, OAAA has taken strategic steps to build and strengthen relationships with advertisers for print, television, and radio ad buys, generating more public trust in the communities and constituent groups we want to reach; and

WHEREAS, OAAA is committed to empowering the community to achieve positive, long-term, sustainable outcomes through employing a multifaceted racial equity model that will convene County and community partners to systematically address racial inequities, and to assist the County in making its vision, ‘by achieving racial equity, Milwaukee is the healthiest county in Wisconsin’, a reality; and

48 WHEREAS, the Committee on Finance, at its meeting of March 18, 2021,
49 recommended adoption of File No. 21-296 (vote 6-0); now, therefore,
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51 BE IT RESOLVED, the Milwaukee County Board of Supervisors authorizes an
52 administrative transfer of funds in the amount of \$100,000 from 109-8902 – Office on
53 African American Affairs Appropriation for Contingencies Allocations to 109-6030 Office
54 on African American Affairs Advertising for the pursuant.
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