



Hate Crimes and Bias Incidents Hotline Advisory Committee

MEETING MINUTES

WEDNESDAY 11/12/2025

10:00 AM- 12:00 PM

Welcome

The Advisory Committee did introductions, reviewed the purpose of the day's meeting, and received a reminder from AGO staff on the Open Public Meetings Act and the Public Records Act. The Advisory Committee also received a reminder of the purpose of the committee.

Public Comment Period

There was one registered verbal public comment made at this meeting.

Approve Minutes and Agenda

- Adopt agenda
 - First: Maxima Patashnik
 - Second: Gabriel Neuman
- Vote to approve minutes from August
 - First: Evelyn Tuiaana
 - Second: Pa Ousman Joof

Presentation from PRR (Marketing Firm) on Hotline Logos & Vote

- a. PRR presentation of logo options (15 min)
- b. Review, discussion, and Q&A (40 min)
- c. Vote on preferred logo option (5 min)

The PRR team provided a summary of their background and shared two versions of each logo mark—one designed for light backgrounds and one for dark backgrounds. The bold text communicates friendliness through the use of warm colors, while the “B” version conveys a more serious tone. They also presented sample flyer designs featuring the bold text at the top of the page. The “helping hand” symbol represents both asking for and offering help, illustrating a sense of human connection and warmth. The text box design can expand to accommodate different languages, and the examples demonstrate how this works in the flyers. The final mark, titled “*Speak It Out,*” uses a conversation bubble that visually reflects dialogue and can be adapted into two or three languages. The color palette transitions from cooler, more neutral tones to warmer ones, symbolizing movement from discomfort to connection and safety.

After reviewing PRR's presentation, which included two versions of each logo mark (for light and dark backgrounds), the group discussed how each design aligned with the hotline's mission and goals. The bold text was described as warm and friendly, while the “B” version conveyed a more serious tone. Sample flyers showed the bold text at the top, featuring the “*Helping Hand*” concept to symbolize both asking for and offering help—representing warmth and human connection. The box design can expand to accommodate

multiple languages, and the “*Speak It Out*” mark features a conversation bubble that can extend into two or three languages. The color palette transitions from cooler to warmer tones, illustrating a shift from discomfort to safety and connection.

The design options were presented together for discussion, and advisory members were given a few minutes to reflect before sharing their feedback.

Discussion Highlights:

- Asked members for feedback on which logo best fits the hotline’s mission and whether there were any alternative designs that had been set aside. PRR explained that PRR began with several concepts before narrowing down to the strongest options in consultation with the AGO team. She noted that the second mark, slightly offset, draws attention effectively and that its simplicity aligns well with the project’s goals.
- Inquired about the logic behind leaving the “*Speak It Out*” bubble open. PRR explained that this design ensures flexibility for different languages and avoids restricting communication to a single form. The open circle also allows for easy adaptation without altering the size or structure.
- Asked about using different languages within the “*Speak It Out*” logo. PRR confirmed that any language can be integrated and that similar rounded fonts would be used to maintain consistency without mimicking the circular form.
- Commented that the “*Helping Hand*” logo would be eye-catching as a sticker and highlighted the striking contrast of the blue wall behind the hand.
- Noted that all designs were appealing but felt the first option was too simple, while the third was more visually engaging.
- Some referred number two, saying it was more attention-grabbing than the conversation bubble and that the third option still needed refinement. The conversation bubble could be mistaken for other messaging logos.
- Some liked the “*Helping Hand*” concept, noting that options two and three would attract strong attention.

Voting Results:

Advisory members voted via poll:

- **18 votes for Option 2**
- **2 votes for Option 3**

Conclusion:

The group reached strong consensus around **Option 2** as the preferred logo, recognizing its clarity, attention-grabbing design, and alignment with the hotline’s mission and visual identity goals.

Hotline Updates: Intakes

- Phone call reports/Webform reports
 - Hotline launched July 1, 2025 with 24/7 voicemail and online reporting.
 - **As of 11/4/2025:**
 - 261 reports total
 - 47.9% in King County
 - 8.8% from Spokane County
 - 2.7% from Clark County

- 40.6% from outside the pilot counties
- 110 phone call reports
- 151 webform reports
- 43% requesting follow-up
- Interpretation available in 240+ languages through LanguageLink.
- Emphasis on anonymous reporting and 2–3 business day follow-up if contact info is left.
- *Note: It is too early in the program’s pilot phase to conduct a meaningful data analysis of the reports received to the hotline thus far. A report is due to the governor and state legislature on July 1, 2027, and will be made publicly available on the hotline’s website.*

- Q&A
- **How** many of the reports received were anonymous?
- How many calls received about immigration situations and asked referral to the law enforcement? Reporting to law enforcement is optional. The intake form clearly states that this is not a law enforcement hotline. Some reports have related to immigration issues, but it is still too early to analyze trends.
- **Q:** whether the intake form captures how callers learned about the hotline. **A:** Currently, it does not. Some callers mention hearing about it from law enforcement or police officers. If the team would like to add this question, the form can be updated, and the topic can be included on the next meeting agenda.
- **Q:** Asked whether there is any data available to compare with the hotline’s numbers. **A:** The only comparable data source at this time is WASPEC. If the team wishes, a proposal can be made to conduct a comparison.
- **Q:** Inquired about the status of the new Policy Analyst position given the government shutdown. **A:** It was clarified that the position is state-funded and is expected to begin in early December.
- **Q:** Asked what language options are available for non-English speakers. **A:** If a caller leaves a message in another language, the team identifies the language, contacts an interpreter, and calls the reporter back with the interpreter on the line. There is no automated translation system currently in place.
- **Q:** Asked whether any reports are related to ICE and whether there is demographic data showing who is most impacted. **A:** It was noted that it is still too early to determine this information, but the data will be discussed with the group before it is included in any report. He also asked whether there are provisions for the AGO to request legislative action. It was confirmed that the hotline itself is a legislative requirement, and a report to the legislature will be part of that process.
- **Q:** Suggested exploring a future request for funding to change the hotline to a three-digit number, as an idea to consider down the road.

Next Steps & Closing

- Meeting adjourned at 11:49
- **Next meeting:** February 11 2026, 10:00 AM – 12:00 PM PT.

Advisory Committee Member Attendance and Vote

Name	Organization	Attendance
Alex Buijs	Criminal Justice Training Commission	Yes
Aya Samman (proxying for Sabrene Odeh)	Council on American Islamic Relations (CAIR)	Yes
Catalina Velasquez	Washington Immigrant Solidarity Network	Unable to attend
Ed Prince	Commission on African American Affairs (CAAA)	Yes
Emily Irwin	Refugee and Immigrant Connections Spokane	Unable to attend
Floribert Mubalama	Congolese Integration Network	Unable to attend
Gabriel Neuman	GSBA, Washington's LGBTQ+ Chamber of Commerce	Yes
Gabriela Ewing	Pasitos Gigantes (Hispanic Disability Support SWWA)	Yes
Hannah Stearn	Spokane County PAO	
Hend Alhinnawi/Safaa	Humanitarian Tracker	Yes
Hershel Meyer Zellman	Human Rights Spokane	Yes
Jasmit Singh	Khalsa Gurmat Center	Yes
Jeremiah Miller	Fair Work Center	Unable to attend
Kiana McKenna/Keola	Pacific Islander Community Association of Washington (PICA)	Yes
Lalita Uppala	Indian American Community Services WA	Yes
Marcos Martinez	El Centro de la Raza	Yes
Maxima Patashnik	Jewish Federation of Greater Seattle	Yes
Miri Cypers	Anti-Defamation League Pacific Northwest (ADL)	Yes
Nina Martinez/Kelly	Latino Civic Alliance	Yes
Pa Ousman Joof	Washington West African Center	Yes
Patricia D. Castaneda	Manzanita House	Yes
Shomya Tripathy	Asian Counseling and Referral Service (ACRS)	Yes
KJ January	Spectrum Center	Yes

Draft pending approval of Advisory Committee

Meera Forespring	The United Indians of All Tribes Foundation	Yes
Soumyo Lahiri-Gupta	OneAmerica	Unable to attend
Evelyn Tuiaana	Hawaiians, Asians, & Pacific Islanders Promoting an Empowerment Network (HAPPEN)	Yes

DRAFT