

Rising TIDES Task Force

Apr 14, 2020 – 5:15pm
Cisco Webex Meeting

REGULAR MEETING AGENDA

*** All members of the public are welcome to monitor this meeting**

This meeting will be held via Cisco Webex in accordance with the local emergency declaration made by the City under Minn. Stat. § 12.37. The public may monitor this meeting by calling 1-415-655-0001 and entering the meeting code 282-983-116. For technical assistance, please contact support staff at 763-593-8007 or webexsupport@goldenvalleymn.gov. If you incur costs to call into the meeting, you may submit the costs to the City for reimbursement consideration. Additional information about for monitoring electronic meetings is available on the City website.

1. Call to Order
2. Attendance/Roll Call
3. Approval of Agenda
4. Approval of March 10, 2020 Meeting Minutes
5. Open Forum Recap
6. Draft Recommendations for Council Next Steps
7. Adjournment

CITY WELCOME STATEMENT

The City of Golden Valley believes in and stands for the values of social equity, inclusion, and justice.

We embrace diversity and recognize the rights of individuals to live their lives with dignity, free of discrimination, fear, violence, and hate.

We welcome individuals to Golden Valley regardless of race, color, creed, religion, national origin, immigration status, gender, gender identity, marital status, age, disability, economic status, sexual orientation, familial status, or cultural background.

We strive to provide fair and unbiased services and programs, giving opportunities for all. We are dedicated to being a supportive and united community, strengthened by the diversity of our residents and visitors.



This document is available in alternate formats upon a 72-hour request. Please call 763-593-8006 (TTY: 763-593-3968) to make a request. Examples of alternate formats may include large print, electronic, Braille, audiocassette, etc.



Rising TIDES Task Force

March 10, 2020 – 5:15 pm

Council Conference Room
Golden Valley City Hall
7800 Golden Valley Road

REGULAR MEETING MINUTES

Call to Order

The meeting was called to order at 5:19 pm by Chair Allen.

Roll Call

Members present: Joelle Allen, Ajani Woodson, Alex Moreno, Ruth Paradise, Melissa Johnson, and Amber Alexander, Myat Thanda Tun, and Brad Taylor-White (5:26 pm)

Members absent: Sam Powers and Sheri Hixon

Staff present: Kirsten Santelices, Human Resources Director

Approval of Agenda and February Meeting Minutes

MOTION by Member Johnson to approve the agenda and February 11, 2020 meeting minutes. Seconded by Member Woodson. Motion carried 6-0.

The new members introduced themselves to the full Task Force.

Open Forum Planning

Chair Allen provided a brief overview of the October 2019 Open Forum, including the purpose, the set-up, and the agenda. Member Allen read through the draft agenda for the March forum, including reviewing summary topics, breakouts into table top discussions, and report-outs, with Task Force members as table captains. The Task Force agreed that the topic of Diversifying Employee Recruitment and Retention would be presented first, followed by the topic of Eliminating Barriers in Programming and Facilities. The Task Force agreed that “services” would not be included in the topic discussion at the forum because the group has not had enough time to adequately focus on the topic.

The group discussed the option of using Facebook Live to stream the event or recording the event to place on the website. The group agreed that Facebook Live would best allow people to participate from a distance. Member Taylor-White volunteered to be the communications/Facebook Live liaison. The City will promote the event on Facebook and the website. Additionally, the Task Force members will be prompters and facilitators, but will refrain from participating in the group discussion.

Staff Santelices will look for signs for COVID-19 and hand sanitizer. Member Taylor-White offered to bring some sanitizer as well. The group discussed the best options for refreshments and agreed that single-serve items would be most appropriate. Additionally, the group agreed that food options should be inclusive, with less sugar, and include some protein options.

The Task Force agreed that the full group should introduce themselves, including all participants, and share their favorite place to go in Golden Valley.

Adjournment

MOTION by Member Alexander. Seconded by Member Moreno. Meeting adjourned at 6:22 pm.

Joelle Allen, Chair

ATTEST:

Kirsten Santelices, Human Resources Director

GOLDEN VALLEY RISING TIDES

Trust • Inclusion • Diversity • Equity • Social Justice

Eliminating Barriers in Programming and Facilities

Questions to Consider	Community Member Notes/Feedback
<p>Does current City programming reflect the community/changing community?</p>	<ul style="list-style-type: none"> • What's the demographics? Should we have more programming towards children, (dog parks vs. playgrounds, etc.)? • Want more opportunities for multi-cultural education events • Yes: cuenta/cuentos • Improve diversity of imagery in Parks and Rec guide • More diversity in music, classes (cooking classes) • Find programming to attract different communities – try new things! • Offer language learning classes. Seek out instructors from diverse communities. • Create a space for community members to share their personal stories. • Outreach for finding more diverse presenters – diversify activities (who is using public spaces)? • Photo Ops – intentional outreach marketing models • Host scholarships • Barriers? • Recruit instructors – how are they paid? Fee? • Yes and no – music in the park is not inclusive of diverse styles of music • Promote events/programming beyond city limits
<p>Have you or others you know encountered barriers to City programming and events? What barriers do you think might exist?</p>	<ul style="list-style-type: none"> • Transportation? Buses? Maybe a Golden Valley neighborhood trolley type of thing? • Information and awareness of events • Non-committal events – like of our pop-ups • Formality – create more informal community spaces • Make meetings shorter • Mainstream targeted • Look at changing demographics, reach out get their input and attract them through culturally relevant programs • Publications need to have an active “ask” • Cost of programming is it accessible? • Programing brochure is all in English • Transportation to/from

GOLDEN VALLEY RISING TIDES

Trust • Inclusion • Diversity • Equity • Social Justice

Eliminating Barriers in Programming and Facilities

Questions to Consider	Community Member Notes/Feedback
How do you learn about City programs and events?	<ul style="list-style-type: none"> • Social media – Facebook; pamphlet, flier • Live TV/News/CCX • Email newsletter • Sun Post • Newsletter • Add the “ask” to existing • Diversify parks, places, go to where the people are • Website • Facebook • Search engine optimization for “Golden Valley events” or “Golden Valley things to do for kids”
Are there other ways to share information about programs and events that the City should consider?	<ul style="list-style-type: none"> • Mailed out Sun Post – do folks have to sign up – used to be delivered to all mailboxes • With water bills? Every quarter • Sun Post • Farmers Market – handouts there? • Potluck type event – Sunday suppers • Opportunities for various groups/ages • Soup and substance – meal and topic of conversation • Bridge building between majority/minority members through food, storytelling, music • Programming for new community members • Create programming to support people who are here – entertainers, speakers from other cultures • Reach out to people where the people are • Focus on community engagement not only outreach • Actively ask the community • Redo publications • Actively recruit • Pop-up information – modeled on Sweet Potato Pie pop-ups • We talked about an app (smart phone) for the City of Golden Valley residents

GOLDEN VALLEY RISING TIDES

Trust • Inclusion • Diversity • Equity • Social Justice

Eliminating Barriers in Programming and Facilities

Questions to Consider	Community Member Notes/Feedback
How do we ensure a sense of belonging within City-owned facilities/spaces?	<ul style="list-style-type: none">• Train staff to polite and friendly• Do a diversity day festival• Ask for people's opinions and treat them with respect• Create a new resident's packet• New to GV tab on the website:<ul style="list-style-type: none">○ Connect with residents section of the webpage○ New to GV section○ New to the U.S. section• Speed dating with a community member• Contractual• Entrepreneurs• Physically accessible – are our community centers, parks, and playgrounds accessible?• The use of photos in GV communication showcasing diversity of participants.

GOLDEN VALLEY RISING TIDES

Trust • Inclusion • Diversity • Equity • Social Justice

<i>Diversify Employee Recruitment and Retention</i>	
Questions to Consider	Community Member Notes/Feedback
How can the City of Golden Valley create, communicate, celebrate its inclusive employee culture and focus on diversity and inclusion?	<ul style="list-style-type: none"> • Events for staff celebration (BBQ's) to celebrate employees but also include the community • Get aggressive and show up at job fairs and other less direct recruitment events • Prior history as a hurdle/barrier to entry (i.e. felon) • Celebrate holidays like black history month • Pot lucks • Make it a part of the City's statements • Set goals • Hire a diversity, equity, and inclusion manager • Establish employee profiles, highlighting successes and challenges – a full 180 degree view of working for the City • Communicate City values to potential employees • Create and demonstrate a welcoming environment • Develop a platform to challenge common stereotypes (ie. firefighting and public works – not just “male jobs”). • Host a multicultural event – festival or pot luck – include employees – include Global Golden Valley • Give city employees PTO for volunteering in the City
How does the City better equip hiring managers to represent Golden Valley's culture and values during recruitment processes?	<ul style="list-style-type: none"> • Training, awareness of bias • Cultural competency training • Promotion from within - promote your interns! • Professional development done by skilled racial and equity professionals • Diverse interview teams • Change up networks, where they eat, visit, shop, etc) • Encourage that the staff reflect population • Best prep • Step Up • Recruitment with intent • Provide implicit bias training to hiring managers • Equip hiring managers with the tools needed to overcome implicit bias • Diverse interview teams

GOLDEN VALLEY RISING TIDES

Trust • Inclusion • Diversity • Equity • Social Justice

<i>Diversify Employee Recruitment and Retention</i>	
Questions to Consider	Community Member Notes/Feedback
<p>The City of Golden Valley currently recruits through website postings, social media, career fairs, and word-of-mouth. What strategies can the City consider to build upon these existing recruitment practices?</p>	<ul style="list-style-type: none"> • Local publications – include translated postings if applicable • Face to face recruitment efforts at OIC facilities • Show POC in photos and marketing • Using language specifically calling out race – marginalized groups • Recruit people from community across • Go where diversity is located • Trade schools/union • Emerge/connect with insight news • Bring jobs to job fairs focused on diverse recruitment • Internships and program networking • Summit academy – connect with folks there • Recruit through different mediums (print, etc) • Seek out minority job fairs • Collaborating with other government entities to recruit • Develop relationships/internships with schools that train diverse candidates/students • Advertise in different languages • Empower/incentivize employees to help with recruitment • Prepare strategic marketing plan for recruitment – including digital marketing – update the website
<p>How can the City proactively build a diverse pool of talent for current and future hiring needs?</p>	<ul style="list-style-type: none"> • BrookLynk • Get high school students who hold existing roles on committees • Word of mouth with active recruitment • Build strategies • Advertise in community publications – Hmong newsletter; insight news • Attraction and retentions • Housing variety within City – issues of class separation • Looking at tenure, how preferences are decided when keeping employees • Diversify parks and rec jobs, police force? • Word of mouth – think of folks who could do well in that position who may have access to info/opportunity • Develop relationships with trade schools and high schools • Create an affirmative action plan

GOLDEN VALLEY RISING TIDES

Trust • Inclusion • Diversity • Equity • Social Justice

	<ul style="list-style-type: none">• Reach out to people on linked in – intentional sourcing• Use tables/booths at other city events (PRIDE, Run the Valley)
--	--

Parking Lot Items
How do we get demographic information about who lives here? Met Council? – How do we use it? Use it to have some idea of what it would be like to have our population reflected.
Business incubator in GV? Brookview? Pop ups @ North Market – similar – similar to farmer’s market once per month.
How do we engage youth and get them informed and involved (could HS connect/get info out to students).
What are other cities are doing similar work – what does that look like?
Open house style events to give residents opportunities to learn how the city runs.
Training for police force to help with folks dealing with mental health issues/crisis.

Rising TIDES Task Force Recommendations Tables

Topic:	Communicating Equity with the Community	
Recap:	The Task Force discussed various ways to inform the community of our progress and involve, particularly communities of color and traditionally under-represented communities, in the process.	
Recommendation	Related Community Feedback	
<ul style="list-style-type: none"> Distribute the meeting packet through social media in addition to the website. 	<ul style="list-style-type: none"> Email and snail mail 	
<ul style="list-style-type: none"> Assist in the creation of a survey for the purpose of soliciting both general and specific feedback from community members on each of the topics the task force. 	<ul style="list-style-type: none"> Use input from survey to inform the campaign (#6) Ensure to use the exact language of survey responses are used Ensure the mediums used (phone, in-person) are broad to reach broad groups of people Interview people in-person, where they are (community locations) Qualitative and Quantitative analysis – how do we talk to the community members – are the definitions that we use the same language that community members use? Specifically around trust, inclusion, etc. What does diversity and inclusion mean to you? – provide point of view to the community Consider tailoring survey to specific audiences within GV – including businesses in GV Conduct focus groups, conduct interviews 	
<ul style="list-style-type: none"> Assist in identification and outreach to additional communities beyond those who regularly “tune in” to the city’s existing social, web, mailing list. 	<ul style="list-style-type: none"> Actively go into the community Welcome Visits community/welcome event Identify leaders in those communities and ask them how they prefer to receive communications Look at Spokesman Recorder Annual festival in sept GV Pride Create materials in multiple languages 	
<ul style="list-style-type: none"> Assign a representative of the task force to attend city events as availability permits. 	<ul style="list-style-type: none"> Partner with schools and/or churches places of worships (ongoing) 	
<ul style="list-style-type: none"> Create materials to distribute at City events explaining the mission purpose and relevant information. 	<ul style="list-style-type: none"> Hand out fliers at places like Byerlys and GV library Different languages Use social media 	
<ul style="list-style-type: none"> Develop campaign to highlight members of the Task Force to help bridge the gap between the City and the community. 	<ul style="list-style-type: none"> Could make the City seem more approachable 	

Rising TIDES Task Force Recommendations Tables

<ul style="list-style-type: none"> • Hold two community listening sessions in order review the work and recommendations the task force has done around specific topics. <ul style="list-style-type: none"> ○ October Session – Discussion Topics: Communicating Equity with the Community, Diversifying Boards, Commissions, and Elected Officials, and Eliminating Bias in RFP and Contracts processes. ○ January Session – Discussion Topics: Equity in Programming, Services and Facilities, Outreach and Education Initiatives, and Recruitment and Retention 	<ul style="list-style-type: none"> • Reporting back on progress – benchmarks and goals – reporting out on those • Progress on measures that the task force is making • Host meetings at businesses or other community locations – may bring in businesses and patronage • Post “snap” surveys – example
<p>Look at annual community events to build relationships with communities of color and traditionally under-represented groups. The January & October sessions might provide insight into appropriate formats.</p>	<ul style="list-style-type: none"> • Attend every possible event- With booth • Tailor to specific audiences • Consider: parents, business people, youth, police, etc. • Distribute at religious institutions, senior housing, apartments, etc. • PRIDE, Triple D, Fountain outside Starbucks, Backyard Playground and Brookview • Have literature available @ events – translated materials and translators present

Rising TIDES Task Force Recommendations Tables

Topic:	Increasing Diversity in Boards/Commissions, Advisory Groups, and Elected Officials	
Recap:	<p>The Task Force discussed:</p> <ul style="list-style-type: none"> • What does the community want to know about the work of the City's Boards and Commissions? • What barriers to participation may exist for diverse communities? • How can the City expand its board and commission recruitment efforts? 	
Recommendation	Related Community Feedback	
<ul style="list-style-type: none"> • Increase the visibility of Boards and Commissions: <ul style="list-style-type: none"> ○ Increase visibility of the "subscribe" and "more information here" links on City website. ○ Ensure drop-downs are easily visible. ○ Highlight work of commissions and boards in quarterly newsletters; providing quarterly updates on commission/board statuses. 	<ul style="list-style-type: none"> • Make commission pages more engaging • Embed the sign up with a call to action – “I would be interested in... talking to my neighbors about...” • Proactive and seeking people out to join • Make meetings more fun/creative (eg. Springboard for the arts) • Caffeine might help • Innovative thinking/challenging norms • What are these boards? • What are the expectations? • Are my skills a match? 	
<ul style="list-style-type: none"> • Review and update potential recruitment strategies: <ul style="list-style-type: none"> ○ Post openings through local media, i.e. SunPost ○ Use Task Force recommendations on communication strategies, including reviewing the advertisements. ○ Inform community members who can disseminate information by through word-of-mouth. ○ Conduct outreach with local high schools Civics/Government classes to recruit youth members. ○ Highlight success stories of board/commission members via the Newsletter. ○ Advertise by emphasizing the leadership opportunities that come from serving on a board or commission. ○ Target ethnic/racial group at events such as Sweet Potato Comfort Pie to increase 	<ul style="list-style-type: none"> • Online Posting Locations: <ul style="list-style-type: none"> ○ SunPost ○ Social Media ○ MN Council of Non Profits Board ○ Popular webpage • Other Locations to Publish: <ul style="list-style-type: none"> ○ Breweries ○ Faith organizations ○ High Schools <ul style="list-style-type: none"> ▪ Robbinsdale schools community connect ▪ Get high school credits to be a part of a commission? ▪ Social justice groups and clubs – govt. classes and student councils ○ Youth groups ○ Fire open houses ○ Have representation at events across the Twin Cities – focus on relationship building. ○ Ensure networks are contacted – leverage networks to provide transportation for those that don't have it. 	

Rising TIDES Task Force Recommendations Tables

<p>recruitment of underrepresented groups.</p> <ul style="list-style-type: none"> ○ Conduct outreach to apartment buildings and complexes. 	<ul style="list-style-type: none"> ○ Partner with local groups and churches, human rights commissions, global golden valley, etc. ● Advertisement Considerations: <ul style="list-style-type: none"> ○ City-wide responsibility to publicize, not just current members ○ Make posts more engaging and exciting. Currently a little dry. ○ Publish the profile for what is needed to serve on the boards, commissions. ○ Share what skills are gained by serving (eg. Letters of recommendation). What is the profile needed to serve? Might be a barrier to applying! ○ Share profiles of all board, commission, and task force members – help build personal connection ○ Share stories – what brought you here? ● Need to be more proactive, (currently reactive) - Specifically ask people to join – be overt ● Annual city event –fun and attractive ● Build relationships ● Create advisory groups – Somali, Russian, African American (PRIME), etc. – allow these groups to have conversations in a truly safe space and allow access to “report out” to a larger group ● How do we make it welcoming and inclusive? ● Do not let them feel tokenized, want them to feel that they can be their authentic selves ● Consider buddy system for new commissioners
<ul style="list-style-type: none"> ● Bring laptop/iPad to events to allow individuals to subscribe to the board and commission updates. 	
<ul style="list-style-type: none"> ● Make board and commission documents available in multiple languages <ul style="list-style-type: none"> ○ Consider translation services for City Documents 	<ul style="list-style-type: none"> ● Other barriers: child care, provide meals? Provide transportation?

Rising TIDES Task Force Recommendations Tables

Topic:	Process Reviewing City Contracts and RFP's Eliminating Potential Biases	
Recap:	<p>The Task Force discussed:</p> <ul style="list-style-type: none"> • What barriers exist for disadvantaged businesses enterprises (DBEs) to bid on public projects? • How can cities expand their network and reach more DBEs? • How do companies, who often work as sub-contractors, become aware of projects or work available with general contractors? • Beyond just awareness of projects, how might cities help expand opportunities for DBEs to successfully bid on projects or supply goods or services? 	
Recommendation	Related Community Feedback	
<p>Host open houses to inform businesses and contractors about conducting business with the City and how to overcome barriers.</p>	<ul style="list-style-type: none"> • Business Connections <ul style="list-style-type: none"> ○ Proactive – reach out to businesses that would be great and help them apply Connections with non-profits that support startups (MEDA, Legal Corp, NEON, Etc.) ○ Bids go through one department with one person to tie all departments together ○ Build relationships with existing networks ○ Have a point person for all contracts and bid processes to answer questions, etc. • Training on Doing Business with the City of Golden Valley/Business Mentorship <ul style="list-style-type: none"> ○ Partner with MN Supplier Diversity Council ○ Train how to do RFPs – take some of the mystery out of the process for small businesses. ○ Training for how to do RFP ○ Replicate mentorship programming of League of MN Cities ○ Mentoring/Loans/Execution resources ○ Break down the process for bidding – demystify it ○ Open to Business – free financial consulting <ul style="list-style-type: none"> ▪ Emphasis on businesses who are disenfranchised • Policy Considerations: <ul style="list-style-type: none"> ○ Combat wage theft ○ Update "best value" criteria the City uses and ensure diverse/minority vendor ownership or partnership is included ○ Broaden the gateway for entry into the RFP process ○ Set a spend goal for the city to use minority-owned companies (x% of spend or \$x spend/year) ○ Set goals for large companies to mentor minority-owned companies and use subcontractors ○ Lowest responsible bidder policy 	

Rising TIDES Task Force Recommendations Tables

	<ul style="list-style-type: none">○ Payment terms – 60/90 days is hard○ Offer compensation for time spent applying to an RFP – consider small grant or something flexible.● Other Considerations:<ul style="list-style-type: none">○ City should be pro-active○ Who gets this done?○ Multi-level approach – long-game○ Annual Road construction○ Plantings○ How are people being alerted?○ Collaborative partners is important
--	--