

# Rising TIDES Task Force

## REGULAR MEETING AGENDA

**Jan 14, 2020 – 5:15pm**  
Council Conference Room  
Golden Valley City Hall  
7800 Golden Valley Road

1. Call to Order
2. Attendance/Roll Call
3. Approval of Agenda
4. Approval of December 10, 2019 Meeting Minutes
5. Open Forum Planning Discussion
6. New Topic Discussion: Ensuring Equity in City Programming, Services, and Facilities
7. Adjournment



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# Rising TIDES Task Force

**December 10, 2019 – 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 Vice Chair Harris.

### Roll Call

Members present: Sam Powers, Sheri Hixon, Ajani Woodson, Ruth Paradise, Amber Alexander, Maurice Harris, and Joelle Allen (5:25 pm)

Members absent: Melissa Johnson and Brad Davis

Staff present: Kirsten Santelices, Human Resources Director

### Approval of Agenda

Member Paradise requested to add "City Website and Rising TIDES Brochure" to new business. Vice Chair Harris and seconded by Member Alexander to approval agenda.

**MOTION** by Member Paradise to approve the agenda with the addition. Seconded by Member Woodson. Motion carried 6-0.

### Approval of Minutes

**MOTION** by Member Alexander to approve the November 12, 2019 meeting minutes. Seconded by Member Powell. Motion carried 6-0.

### Recommendations Discussion: Diversifying Employee Recruitment

The Task Force reviewed the recommendations memo prepared by Member Alexander. Members posed some questions to City staff around turnover of staff. Member Alexander read through some of the recommendations memo and members discussed additional ways the City can address recruitment and retention. The members agreed that the use of social media in particular is a great way to build relationships and networks in the recruitment process. Similarly, members agreed that sending job links to existing networks, including boards and commissions is a great option.

City staff shared that some of the recommendations from the memo can be explored without the City Council Member's approval (such as implementing stay interviews to assess culture and values), while others, like having a bonus referral program will require the City Council's input and approval.

Staff shared that the City is very interested in developing a recruitment strategy that includes attending career fairs and training employees to attend the career fairs. Staff shared that the City has been reviewing all jobs to ensure minimum qualifications are appropriate and do not create unequitable barriers. Staff shared that it would be helpful for the Task Force provide suggestions on procedures for job titles, developing a program to send individuals to college fairs, and assisting with creating accurate job advertising language. The Task Force also discussed the recruitment platforms that are available to the City, and how to determine where the City can go to post positions.

Staff will update the recommendations memo with some of the recommendations from the group, including adding “upon entry” after minimum qualifications, updating the website with photos and testimonies from current employees, and connecting with school advisors and teachers to build pipelines. Staff also shared that the website is going to be redesigned and the City intends to incorporate some of the career page recommendations that the 2019 BrookLynk Intern presented at the end of her internship. Additionally, publications often highlight stories on mentors/mentee relationships, which could help showcase the City’s culture. Staff asked for some examples of publications that often do these highlights. Member Alexander suggested using CCX as a way to continually highlight employee culture.

The Task Force also discussed the Why I Serve campaign and staff shared that the Communications department has started reaching out to boards and commissions to begin that work. The Task Force members recommended that pictures are helpful and would be best to highlight the diversity of our boards and commissions.

The Task force discussed having opportunities for the community to interface with the Task Force, setting up a platform for individuals to ask questions and get to know the members. A suggestion was made that the Task Force take 10 minutes each meeting to field questions from community members, which will help them understand where the community is, what they need, and will allow the Task Force to better inform the City Council. The City can explore setting up a Wufoo page that will connect individuals to the Task Force to discuss questions of equity. The Task Force can record responses to these questions. The questions and answers should post in places beyond the City website. The group agreed that some questions may need to go to the City Council or City Manager who may be able to respond in collaboration with the member of the Task Force.

### **Open Forum Planning**

The Task Force discussed options for the next open forum, including the location and dates/times. The group agreed that Brookview was the best option given the amenities and cost.

**MOTION** by Paradise to host the Open Forum on Wed, March 11, from 5:30-7:30 at Brookview.

Staff will book time from 5-8 to set-up and take-down. The Task Force decided that the open forum include two topics of discussion: 1. Employee Recruitment and Retention; 2. Ensuring equity in programs, facilities, and services. The group will also highlight what the Task Force has accomplished in the last calendar year, which can also be highlighted in social media.

The Task Force will also include language in the marketing materials that the event is family and kids-friendly. The group will explore options to entertain children. The Task Force also wants to serve refreshments. The group will discuss again at the next meeting the format for the event.

### **Website Discussion**

Member Paradise suggested that the Task Force formalize some recommendations for the Communications team when they update the website.

### **Adjournment**

**MOTION** by Member Allen. Seconded by Member Alexander. Meeting adjourned at 6:19 pm.

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Joelle Allen, Chair

ATTEST:

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Kirsten Santelices, Human Resources Director

## **Jan 14, 2020 – Ensuring Equity in Programs, Services, and Facilities**

One of the City's objectives is a commitment to providing impartial public service. To do this, the City knows we need to ensure equity and the elimination of barriers in our programs, services, and facilities. This includes both conducting a current inventory, and looking at future opportunities.

### **Programs:**

As discussed during the topic of "community outreach and education," the City offers a variety of programs, many of which fall under Parks and Recreation and Public Safety.

Link to P&R: <http://www.goldenvalleymn.gov/recreation/index.php>

As listed in the Equity plan, the City continues to evaluate the park and recreation programs as they apply to shifting family dynamics. For example, the City implemented new family events (like the Mother/Son and Father/Son and Mother/Daughter event), instead of only offering the Father/Daughter ball. The City also has a considerable number of programs for individuals at the age of 55 or over. Currently 39% of GV households are composed entirely of individuals over the age of 55. Furthermore, the City partners with REACH for Resources to provide adaptive recreation programs for children with disabilities.

### **Services:**

The City offers a number of services, including policing, animal control, fire protection, permits and licenses, motor vehicle license center, water and both sanitary and storm sewer utilities, street maintenance and construction, waste and recycling services, natural resources, and so much more!

Link to City Services Webpage: <http://www.goldenvalleymn.gov/services/index.php>

### **Facilities:**

Some City facilities include: City Hall, Brookview, Fire stations, parks and park shelters, and Davis Community Center (Meadowbrook).

The City works hard to ensure compliance with all ADA regulations, and implanted its first all-inclusive play structure at Schaper Park in 2017.

### **Recommendations**

Please consider and prepare to discuss the following questions at the January meeting:

- As the City audits its current services, programs, and facilities what are some common equity barriers of which the City should be aware?
  - What items (or potential barriers) should the City consider when evaluating new programs?
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