

Rising TIDES Task Force

REGULAR MEETING MINUTES

January 14, 2020 – 5:15 pm

Council Conference Room
Golden Valley City Hall
7800 Golden Valley Road

Call to Order

The meeting was called to order at 5:17 pm by Staff Liaison Kirsten Santelices.

Roll Call

Members present: Ajani Woodson, Ruth Paradise, Melissa Johnson, Brad Taylor-White, Amber Alexander, and Sheri Hixon (5:19 pm)

Members absent: Joelle Allen, and Sam Powers

Staff present: Kirsten Santelices, Human Resources Director and Rick Birno, Parks and Recreation Director

Introductions

New Task Force Member Brad Taylor-White shared a brief introduction and each Task Force Member introduced themselves.

Approval of Agenda

MOTION by Member Alexander to approve the agenda. Seconded by Member Paradise. Motion carried 6-0.

Approval of Minutes

MOTION by Member Alexander to approve the December 10, 2019 meeting minutes. Seconded by Member Johnson. Motion carried 6-0.

Open Forum Planning

Staff affirmed that Brookview facilities are reserved and the layout is planned the same as the previous forum. Staff shared that while the City cannot take on responsibility for children, it is possible to set up a "kid's area" so the community members can feel encouraged to attend with their children. The kid's area will be in the same room as the forum and monitored by their parents, with the help of a few task force members. The Task Force discussed language to use in advertising the forum as "kid friendly" and Member Alexander volunteered to send over some sample language used by her PTO. Staff asked if the Task Force wants to serve refreshments, and what the options might be. Most members agreed that the refreshments served at the October forum were sufficient. The Task Force discussed a sponsorship and partnership opportunity with the Minneapolis chapter of the NAACP. The sponsorship would include promotion of the open forum through their chapter social media and communications forums. Staff asked if there were other groups or organizations to consider asking as co-sponsors. One member asked if there is an opportunity for an organization to sponsor a particular topic with which their organization aligns. Members continued to discuss opportunities for co-sponsorship and staff encouraged the task force to share the forum with those same networks and offered any City support in those efforts.

Staff shared that the Mayor requested something to hand out at the Sweet Potato Comfort Pie event on Sunday. Staff shared that we can send the brochure, but asked if the Task Force wanted any other materials created. Member Alexander recommended that we attach a brightly colored “save the date” to the brochure. Sheri, Brad, Melissa, and Ruth offered to be a review committee of the save the date and brochure prior to the event on Sunday.

The group refocused the discussion on the topic of sponsorship/partnerships with other organizations. Members agreed that there are many advantages to having a partnership with an organization like the NAACP, and expanding the reach of the Task Force to increase participation in the forum. The group also agreed that the impact of such a partnership could result in the large participation of individuals outside of the Golden Valley community, and not necessarily reach the Golden Valley community members. Members decided to keep the event contained to Golden Valley at this time. Opting instead to explore potential partnerships with organizations like the NAACP to promote educational events (like “how to conduct business with the City” or “how to respond to an RFP”). Additionally, the group has interest in a partnership that will provoke additional idea generation after a learning session (on any given topic). The Task Force would also like to invite a leader from some of the organizations to sit in on the open forum.

The group discussed how to encourage participation in the open forums, including appealing to individuals’ desires to make an impact, and potentially using language to include “new year resolutions” or “2020 purpose and investment in yourself.”

Members Paradise and Alexander volunteered to be on a subcommittee with Joelle to plan the upcoming open forum.

Topic Discussion: Ensuring Equity in City Programming, Services, and Facilities

Members Paradise and Johnson started the discussion by sharing with the group some potential barriers to securing event spaces, including cost, catering requirements, and transportation. Additionally, the advertising on the website creates a challenge for individuals to find spaces available in Golden Valley, rather than posting solely on the Parks and Recreation page.

The Task Force asked if there was a possibility for the City partner with other organizations or assess its existing spaces to allow individuals to access these places, with the City covering things like cost or insurance.

Additionally the group recommended diversifying opportunities for programming and services, including opening up programs currently offered only to seniors, expanding sports and recreation activities to include things like cricket and lacrosse, and varying music in the parks options and updating the City’s marketing materials and City website to show diverse populations.

Additional services that were proposed include; immigrant services, housing rights and tenants, “shopping smart” seminars, etc., helping people navigate in the community. Proposed doing some sort of survey to find out what people want to see in programming, but not just an online survey, and include door-knocking.

Members Paradise and Johnson shared that the website needs some updates to remove or somehow diminish old/outdated information.

The final question discussed is, how does the City ensure equity in services? There are so many services provided by the City, so how does one determine whether or not there is equity in the services provided. The group posed the question, “how do we find out?”

The group tabled the topic until the next meeting. Staff will send the document from Members Paradise and Johnson to the group.

Adjournment

MOTION by Member Hixon. Seconded by Member Woodson. Meeting adjourned at 6:17 pm.



Joelle Allen, Chair

ATTEST:



Kirsten Santelices, Human Resources Director