

## **Westminster Inclusivity Board Minutes**

*6:00-7:30 p.m., Wednesday, April 10, 2024, Hybrid Meeting*

*Meeting Start: 6:18 PM (Quorum) – Meeting ended at 7:37 PM*

*MISSION: The mission of the Inclusivity Board is to work with City Council to advocate for all voices within our community and to ensure everyone is treated with fairness, dignity, and respect.*

*VISION: The Inclusivity Board envisions a diverse community where everyone understands the city belongs to them and their participation matters.*

*Present: Rich Chamberlain, Justin Davis, Steve Brachman, Alan Farb, Jillian Gibson, , Miguel Mendoza-Hall, Michelle Zajic, Donna Johnson, Megan Peters*

*Absent: Seth McGinnis, Doug Pfeiffer*

*Staff & Guests: Abby Fitch*

### **Meeting Agenda**

- Welcome (5 minutes)
  - Old Business (15 minutes)
    - o Review and Approve Previous Meeting Minutes
    - o Senior Resources Center support – Motion – create a senior outreach subcommittee (Steve, Alan seconded) – potential of a “popup” that focuses on neighborhoods and supports limited mobility access (Miguel). Miguel has also applied to be a part of the SRC board. Also focuses on caregivers. SRC also indicated they may be interested in providing language-sensitive training. Look at neighborhoods. Councilor DeMott brought this to Council – looking to re-examine mobility funding, support volunteer functioning - so moved
    - o Arts Week – update on inclusivity
  - City Council Report (10 minutes)
    - o Councilor David DeMott – initial approval on the first approval of affordable housing slots in the Uplands – focus on less expe
  - New Business (30 minutes)
    - o Strategic plan brainstorm with Councilor DeMott (current strategic plan)
- Michelle – Ambassadorship has evolved – limitations and restrictions – see the city be a little bit more proactive in reaching out to neighborhoods to groups of people that already have internal communications (HOAs, for example). Is the city taking advantage of connecting with HOA board to help funnel information? Apartment management companies? NextDoor is being used as a communication platform, may be underused as a communications platform. Ambassador programs could help in ensuring that we are not missing opportunities for being included. In the communication pipeline will help potentially create a larger/greater sense of community and make people feel more included and

want to participate. Potential for neighborhood ambassador model? Ensuring outreach to more people, persons who could have connections to organizations, to staff, cater communications to the diverse needs of the neighborhoods – types of communication may vary – could help promote two-way communication between groups.

Be careful we are not asking too much of staff. Make sure that we are organizing and not putting more on staff

Do we use resident portal apps for push notification? Such as water app?

Jillian – found out about “Potholpalooza” through water bill. Recently had city teams clearing out some trees, lots of people did not know the trees were causing potential integrity issues to canal – does the city have a database/contact information, similar to a utility model, to do a notification of work/projects – knowing about those projects and having some discussion could help

Steve – seems one of the goals of the Strat Plan was to conduct a robust outreach effort to HOA’s. Where is that currently sitting?

Councilor – Operations are pretty massive – mindfulness around not overcommunicating – challenge of depending, for example, on HOA – sometimes communication effectiveness is organization-dependent. Often, HOA’s communicate only about issues or challenges. Not sure if city has resources to go to those meetings. One of the challenges that we often bring up – it’s not just about HOA’s being responsive (60% of city). How do we reach out to those who rent? Who are in apartments? There is opportunity to look outside of city events, do “Inclusivity Board” popups, to allow those who may not be as connected to government/city events.

Also having harder time filling board and advisory spots. Think about brainstorming how we can get additional engagement (million dollars of work benefit)

Check on point of having IB meetings out in representative areas of community – Abby – if you cannot have recordings, have to have meetings. Maybe latch onto current communication structures for the city.

May have to check on legality of app push notification contents.

Miguel – ambassadorship – part of Inclusivity board – tap into communities that are underserved – not all communities that have need are home owners. We’ve also had situations in which we have had to respond. We need to maintain ourselves for that - see members of the board connecting beyond council and into communities that aren’t as represented and trying to facilitate/support the voice. Going out individually where we can and building networks so that we can more effectively serve our community. Council can’t do everything – we can support other paths of access.

Could we do a targeted mailer to help support meeting locations?

Try to engage persons to come to the board

Alan – when we talk about inclusivity, did not realize the true diversity of the city. Meet with the youth advisory board. IB should be conduit to find out from the communities what their needs are. When persons (homeless) feel unsafe to go to authority, they do not have a point of access.

Potentially bring volunteer coordinator in to see what opportunities there might be to increase additional engagement.

Do we have information of the persons who receive proclamations to reach out to them? Abby – not an easy record. Not comfortable sharing names, but we can share messages to

Justin – potentially having IB meetings different sites within neighborhood (sites, schools, etc.). Can we attach meeting schedules/locations to activities guides?

Jillian – will always miss a chunk – mail can help support those living in Westminster. Can we look at potential text messaging? Find many ways to outreach, including places to go where you don't have to spend money (playgrounds, libraries, dog parks) to help spread the information?

- Justin will reach out to Kodi to see logistics around moving meetings
- Miguel is working to review IA for Police Department and has shifted from his role from the police advisory board