



Leesburg Diversity Commission Regular Monthly Meeting

Wednesday, March 10, 2021 • 7:00 p.m.
Lower Level Conference Room 1
Leesburg Town Hall • 25 West Market Street

Meeting Agenda

- Call to Order
- Approval of Agenda
- Approval of Meeting Minutes
 - Minutes of February 2, 2021 Regular Meeting
 - Minutes of February 21, 2021 Work Session
- Petitioners
- New Business
 - COVID Impacts on Minority Population: Discussion with Loudoun County Health Department
 - Proposed Town Code Amendments, Commission Name and Charter
 - Proposed Outreach Efforts, from work session discussion
- Old Business
 - “We Are Leesburg” Video – Possible Collaboration with Public Art Commission
- Staff Reports
- Council Member Comments
- Commissioner Comments
- Chair Comments
- Adjournment

**Leesburg Diversity Commission
February 2, 2021
Regular Monthly Meeting Minutes**

Location: Leesburg Town Hall, Lower Level Conference Room 1

Commissioners Present: Devon Carter (via Webex), Dana Kunzelman (via Webex), Vanessa Maddox (via Webex), Jasmin Martinez-Harris, Linda McCray, Jean-Joseph Poisson, Mary Randolph,

Commissioners Absent: None

Others Present: Vice Mayor Fernando “Marty” Martinez (via Webex)
Betsy Arnett, Public Information Officer
Officer Michael Drogin, Leesburg Police (via Webex)

Call to Order: The meeting was called to order at 7:03 p.m.

Introductions

- As this meeting was the first meeting with new commissioners Carter, Kunzelman, and Maddox, members of the commission introduced themselves.

Election of Officers:

- Ms. Arnett opened the floor to nominations for Chair. Commissioners Martinez-Harris nominated Commissioner McCray. There were no further nominations. Commissioner McCray was elected unanimously.
- Ms. Arnett turned the meeting over to Chair McCray
- Chair McCray opened the floor to nominations for Vice Chair. Commission Poisson nominated himself. There were no further nominations. Commission Poisson was elected unanimously.

Approval of Agenda:

- The remainder of the meeting agenda was approved.

Approval of Minutes

- The minutes of the December 1, 2020, meeting were unanimously approved as presented, on a motion by Commissioner Randolph, seconded by Vice Chair Poisson.

Petitioners

- None

New Business

- **Demographics Presentation:** Ms. Arnett gave an overview of Leesburg's demographics, from the recently released American Community Survey 2019 5-Estimates, produced by the U.S. Census Bureau. Vice Mayor Martinez requested more detailed information about the breakdown of household incomes. Ms. Arnett said she would provide via email.
- **Commission Review:** Chair McCray provided a review of the commission's accomplishments and activities since its founding, with an emphasis on 2020. This presentation will be forwarded to Council, as the commission's 2020 annual report.
- **Future Activities:** Chair McCray started the conversation by noting that the commission does not have a budget at the present time. Ms. Arnett elaborated on the process for requesting funding, either during the year or as part of the budget cycle.

Commissioners discussed ideas for community outreach efforts. Commissioner Maddox asked about the commission's past outreach activities. Chair McCray offered some examples, including event attendance (school international nights, the Café events, the MLK march, town parades, international festivals, the Police Department's soccer tournament) and the business visits made as a part of the joint EDC survey. Commissioners Maddox and Kunzelman expressed interest in spearheading social media outreach. Commissioner Kunzelman volunteered to be the commission's liaison to the EDC.

Commissioner Randolph said she thought the commission's overall goal should be for the community to come together so that everyone feels like they belong.

Commissioner Maddox offered some examples of ways to find commonalities, ways to "be the bridge", like challenging people to reach out to others who are different, or to share a dish.

Vice Chair Poisson brought the possibility of creating a commission or task force to investigate incidents of police misconduct. Vice Mayor Martinez cautioned that the Town does not have the authority to create a police oversight board, but could create an advisory board.

Chair McCray brought the idea of going to HOA meetings.

The commissioners also discussed possible changes to the Town Code regarding the mission and duties of the commission.

- **Meeting Date and Time:** After some discussion, the commissioners agreed to move the regular meeting to the second Wednesday of the month at 7 p.m.

Old Business

- None

Staff Reports

- Ms. Arnett showed the commissioners the new Boards & Commissions Internet Portal. She advised the new commissioners to complete the HR forms in order to receive their stipends and encouraged all commissioners to review the FOIA/COIA and cybersecurity training resources.
- Officer Drogin advised that he will be meeting with the Latino pastors later this month. He added that the Police Department is open to assisting with any outreach efforts and pointed the commissioners to the LPD website where all of the department's general orders will be available to the public.

Council Member Comments

- Vice Mayor Martinez advised that the Council retreat scheduled for January 30th was canceled due to COVID, but will be rescheduled for later in the spring. He encouraged commissioners to reach out to other groups and to think of themselves as advocates for the community.

Commissioner Comments

- **Commissioner Randolph** suggested writing letters to the churches, and reaching out to the organizers of the upcoming Juneteenth events.
- **Commissioner Kunzelman** said she will work on a list of businesses that the commission could partner with to provide funding for outreach efforts.
- **Commissioner Maddox** mentioned the BURG Family Reunion Club as a possible partnership opportunity to make connections within the community. She also asked if there was a list of DEI-friendly businesses in town (there is not).
- **Commissioner Carter** offered to help with both the HOA meetings and writing letters to churches.

Adjournment: The meeting adjourned at 8:44 p.m.

Next Meeting: Wednesday, March 10, 2021 at 7 p.m.

Leesburg Diversity Commission

February 21, 2021

Work Session Minutes

Location: Virtual

Commissioners in Attendance:

Linda McCray, Chair

Jean-Joseph Poisson, Vice Chair

Vanessa Maddox

Jasmin Martinez-Harris

Marty Martinez

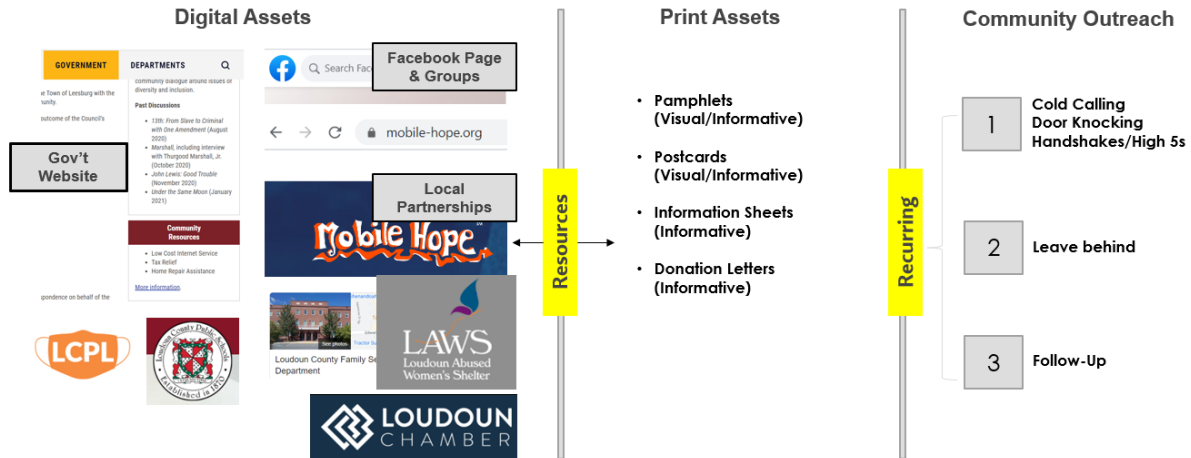
Dana Kunzelman

Agenda Items:

Town Code Changes to the Diversity Commission Charter		
Item	Status	Next Steps
Town Code Changes to the Diversity Commission Charter	Commission reviewed the existing Charter and made (2) recommendations to change: 1) Change the Commission Name from Diversity Commission to Diversity, Equity & Inclusion Initiative (DEI). 2) Add the word <u>execute</u> or <u>implement</u> to existing three charter bullet points after recommend. Our Commission would like to recommend and implement recommendations within the community.	1. Bring motions of the name change and the charter language revision to the commission to vote on forwarding to Council.
Commission Outreach Efforts	See Table Below	

Communication Strategy: The Communication Strategy outlined below is intended to map out the three main areas of focus for the Commission’s outreach efforts. Roadmaps, schedules and details will become available by 3/6/21.

Communication Strategy



Communication Strategy: The areas of focus below along with the accompanying Action Items, Point of Contact and Due dates reflect the Commission’s discussion regarding outreach during our working session on 2/21/21. Over the next couple of weeks leading up to our monthly call, our team plans to take steps towards organizing ourselves around the action items below in an effort to develop our outreach plans.

Area of Focus	Action Item	Point of Contact	Due Date
Summarizing Marketing Notes	Organize Meeting Notes and Summarize Group Thoughts	Dana	3/6
	<p>Define Messaging /Define Group Name</p> <ul style="list-style-type: none"> Dana send out link to the team to enter ideas/thoughts on our Commission’s messaging. These ideas will serve as the standard and all-encompassing forward-facing marketing, and will be carried through with all of our outreach efforts. 	Team Effort Dana Vanessa	Document by 3/6 Summarize 3/8 Vote by 3/10
Social Media	Setting up FB Page (Coordinate/Set up)	Team Motion	2/22 Council Meeting
	Setting up Instagram (Set up)	Team Motion	2/22 Council Meeting
Gov’t Web Site	Create wireframe/content for web site	Dana	3/10
Outreach Opportunities	Create list of outreach opportunities (churches/HOAs/Businesses/Local Partners) Linda (churches/towns) – Vanessa/Marty/JJ/Dana	Linda HOA Businesses Local Partners	3/6
Events	Create list of community events Tshirt – Linda End of March	Town	3/6
Community Partners	Leverage our “allies” in the community & build partnerships & cross-promoting opportunities	Vanessa writing a brief on messaging	3/6



Leesburg Diversity Commission

FEBRUARY 2021: OUTREACH DRAFT

Agenda

Time Slot	Area of Focus	Message/CTA	Speaker
2:30 pm – 2:35 pm	Welcome/Introduction	NA	Team
2:35 pm – 2:40 pm	Meeting Statement/ Housekeeping	NA	Linda
2:45 pm – 3:00 pm	Town Charter Changes (Discussion)	Open for Discussion	Team
3:00 pm – 3:05 pm	Communication Strategy	What are we going to do. How we are going to do it.	Dana/ Vanessa
3:05 pm – 3:15 pm	Communication Strategy Thoughts/Feedback	Open for Discussion	Team
3:15 pm – 3:25 pm	Outreach Efforts (Faith Communities/HOAs/Businesses) (Feedback/Suggestions/Organizations)	What are we going to say. What do we want people to do.	Mary/Devo n/Team
3:25 pm – 3:35 pm	Next Steps	Assign POC/Due Dates	Linda

Diversity Charter Review

The mission of the Diversity Commission is to help foster diversity and inclusion within the community at large.

Current Charter

- To make recommendations to the Town Council that potentially enhance the Town of Leesburg government's ability to communicate with and to deliver services more effectively to minority residents and business owners within the Town.
- To work with the Leesburg Economic Development Commission and town staff on a regular outreach effort to the minority business community in order to increase awareness of town services and to understand potential opportunities to do business with the Town.
- To make recommendations to the Town Council that provide the Town of Leesburg with the opportunity to enhance and celebrate the Town's diverse community.

Updated Charter

Rename Commission name
Diversity, Equality and Inclusion

Add word
Execute/Implement/Monitor to each
paragraph

Community Opportunities

The mission of the Diversity Commission is to help foster diversity and inclusion within the community at large.

Communicate

Celebrate

Educate

Empower

Communication Strategy

Digital Assets

GOVERNMENT

ie Town of Leesburg with the
unity.

outcome of the Council's

Gov't Website

DEPARTMENTS Q

community dialogue around issues of
diversity and inclusion.

Past Discussions



- 13th: From Slave to Criminal
with One Amendment (August
2020)
- Marshall, including interview
with Thurgood Marshall, Jr.
(October 2020)
- John Lewis: Good Trouble
(November 2020)
- Under the Same Moon (January
2021)

Community Resources

- Low Cost Internet Service
- Tax Relief
- Home Repair Assistance

[More information.](#)

pendence on behalf of the



Facebook Page & Groups

Search Facebook

mobile-hope.org

Local Partnerships

Mobile Hope

LAWS
Loudoun Abused
Women's Shelter

LOUDOUN
CHAMBER

Resources

Print Assets

- Pamphlets (Visual/Informative)
- Postcards (Visual/Informative)
- Information Sheets (Informative)
- Donation Letters (Informative)

Recurring

Community Outreach

- 1 Cold Calling
Door Knocking
Handshakes/High 5s
- 2 Leave behind
- 3 Follow-Up

Next Steps

Area of Focus	Action Item	Point of Contact	Due Date
Summarizing Marketing Notes	Organize Meeting Notes and Summarize Group Thoughts		
	<u>Define Messaging /Define Group Name</u>	Dana	March 6th
Social Media	Setting up FB Page (Coordinate/Set up)	Betsy	March 6th
	Setting up Instagram, LinkedIn (Set up)	Betsy	March 6th
Gov't Web Site	Create wireframe/content for web site	Dana	March 6th
Outreach Opportunities	Create list of outreach opportunities (churches/HOAs/Businesses/Local Partners)	Linda	March 6th
Events	Create list of community events	all	March 10th
Community Partners	Leverage our "allies" in the community & build partnerships & cross-promoting opportunities (create a consortium)	Vanessa	March 10th