

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

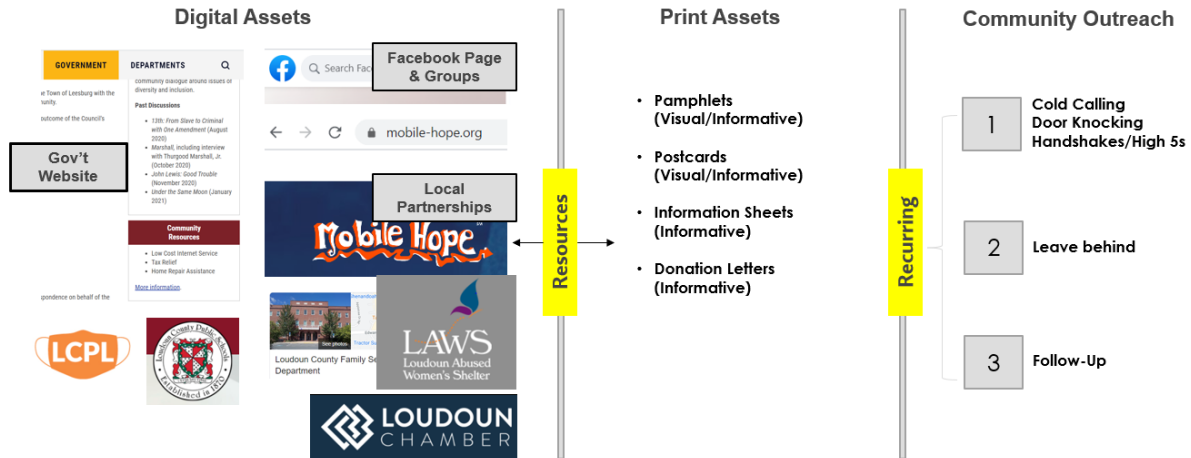
Dana Kunzelman

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