



Leesburg Diversity Commission Regular Meeting

Wednesday, November 17, 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 October 13, 2021 Special Meeting
- Petitioners
- Commissioner Comments
- Liaison Reports
 - Economic Development Commission
 - Commission on Public Art
- Staff Reports
- Chair Comments
- Council Member Comments
- Old Business
 - Commission Logo Design
 - Minority-Owned Business Outreach Update – Expansion of First Friday
 - Commission Goals & Strategies
- New Business
 - Annual Report
 - Celebrating Diversity Through Storytelling Video
- Adjournment

**Leesburg Diversity Commission
October 13, 2021
Special Meeting Minutes**

Location: Leesburg Town Hall, Lower Level Conference Room 1

Commissioners Present: Devon Carter
Dana Kunzelman
Vanessa Maddox
Jasmin Martinez-Harris (electronically)
Linda McCray
Mary Randolph

Commissioners Absent: Jean-Joseph Poisson

Others Present: Betsy Arnett, Public Information Officer

Call to Order: The meeting was called to order at 7:32 p.m.

Approval of Electronic Participation:

- On a motion made by Commissioner Carter and seconded by Commissioner Kunzelman, electronic participation by Commissioner Martinez-Harris was unanimously approved.

Approval of Agenda:

- Agenda was approved as presented.

Approval of Minutes

- Chair McCray noted that she had made the comment about Hispanic Heritage Month, not Vice Chair Poisson. The minutes of the September 15, 2021 regular meeting were approved as corrected.

Petitioners

- None

Commissioner Comments

- **Commission Carter** noted that October is National Mental Health and Depression Screening Month and spoke about the need to remove the stigma from seeking help for mental health issues.
- **Commissioner Kunzelman** said that she is looking forward to the Halloween parade. She complimented Commissioner Carter on his sentiments regarding mental health. She also noted that in the business world, Diversity, Equity & Inclusion (DEI) efforts have become

a metric or key performance indicator – something to be tracked and measured – rather than an organic part of an organization, and expressed her hope that the commission’s efforts could aspire to be organic.

Chair Comments

- **Chair McCray** noted that October 11 was National Coming Out Day. She also said that the monthly Business Walk program is going really well.

Staff Report

- Ms. Arnett advised that the commissioners should have received a link to the online survey form regarding COVID-19 vaccination status via email. The deadline to respond is Friday, October 29.
- She reminded commissioners of the Board & Commission Networking Event on Wednesday, October 27, at 6 p.m. in the lower level of Ida Lee Park Recreation Center.
- She also shared a series of slides she created for the various monthly observances through the year (Black History Month, Asian American and Pacific Islander Month, etc.) to be included in the Town’s local access cable TV channel.

Old Business

- **Commission Logo:** Commissioner Kunzelman will email the draft designs for review and discussion at the November meeting.
- **Business Outreach:** The next Business Walk will be on [date] and will be in the AutoZone Shopping Center on East Market Street. Chair McCray relayed that one concern they have heard from businesses is why businesses outside the downtown aren’t included in First Friday. Ms. Arnett explained that First Friday is organized by the downtown businesses and promoted by the Town. The Town would be happy to promote similar efforts by businesses in other parts of town. Chair McCray said that she intends to talk with Town Council Members about extending First Friday to the entire town.
- **Community Resources Database:** Commissioners indicated they would like for the database to be converted to a PDF and posted on the Town website.
- **Social Media Strategy/Calendar for 2022:** Commissioner Carter will work on a calendar of events/observances with images to be promoted on social media in 2022.
- **Halloween Parade:** Commissioners discussed final preparations for the Halloween parade float, including the design of feather banners and “Did You Know” cards with diversity-related facts about the Town for commissioners to hand out along the parade route. Commissioners will meet on Friday, October 29, to assemble the float, and then

at 4 p.m. at Ida Lee on Sunday, October 31, for the actual parade.

New Business

- **November Meeting Date:** Due to a number of conflicts, the November meeting date was moved to November 17.
- **Networking Event Presentation:** Ms. Arnett shared the PowerPoint presentation Chair McCray and she prepared for the October 27 networking event. Commissioners suggested edits and approved the final version.
- **Special Needs Day Proclamation:** Commissioners discussed a request from Adam Bell for them to sponsor a “Special Needs Day” proclamation. The commission will discuss further at the November meeting.

Adjournment: The meeting adjourned at 8:40 p.m.

Next Meeting: Wednesday, November 17, 2021 at 7 p.m.