



# Leesburg Diversity Commission Regular Meeting

**Wednesday, July 10, 2024 • 7:00 p.m.**  
**Lower-Level Conference Room 1**  
**Leesburg Town Hall • 25 West Market Street**

## Meeting Agenda

- Call to Order
- Approval of Electronic Participation (if necessary)
- Approval of Agenda
- Approval of Meeting Minutes
  - Minutes of June 12, 2024 Meeting
- Petitioners
- Commissioner Comments
- Council Member Comments
- Staff Reports
  - Public Information Office
  - Police Department
- Chair Comments
- New Business
  - Q&A with Jennifer Montgomery, Loudoun Hunger Relief
  - Planning for Snack Drive with Fueled
  - Planning for Employment Fair/vote on digital ad funding
- Adjournment

**Leesburg Diversity Commission  
June 12, 2024  
Regular Meeting Minutes**

**Location:** Leesburg Town Hall, Lower-Level Conference Room 1

**Commissioners Present:** Devon Carter  
Enrique Gonzalez  
Edgard Segura  
Melissa Simonetta  
Vanessa Borg  
Ana Quijano  
Lisa Marie Horvatinovich (electronically)

**Commissioners Absent:** None

**Others Present:** Public Information Officer Kara Rodriguez, Staff Liaison  
Officer Michael Drogin, Leesburg Police Department

**Call to Order:** The meeting was called to order at 7:00 p.m.

**Approval of Electronic Participation**

- On a motion by Commissioner Borg, seconded by Commissioner Segura, Commissioner Horvatinovich was approved to participate in the meeting electronically. Commissioner Horvatinovich could not attend the meeting in person due to surgery recovery.

**Approval of Agenda**

- Agenda was approved as presented, on a motion by Commissioner Segura, seconded by Commissioner Gonzalez.

**Approval of Minutes**

- The minutes of the May 8, 2024, regular meeting were approved with an amendment to reflect Commissioner Segura's absence from that meeting, on a motion by Commissioner Segura, seconded by Chair Carter.

**Commissioner Comments**

- **Commissioner Quijano** shared that she was in the early stages of beginning a new outreach organization for minorities that would assist in the citizenship process and with ESL classes. She said she would love Commissioners' insight and advice, and to possibly partner with the Diversity Commission in the future.

**Staff Report**

- Ms. Rodriguez noted Sydney Aquilina's (a member of the indigenous community) visit to the Diversity Commission had been moved to the Commission's August meeting. She also reminded Commissioners to complete their Awareness training and check their email weekly. She also noted the recent Equality Loudoun pride flag-raising ceremony, and the Juneteenth flag-raising ceremony by the Burg Family Reunion planned for June 13.

### **Chair Comments**

- Chair Carter shared that he may be moving out of Leesburg in October but promised to keep the Commission in the loop.

### **New Business**

- **Fiesta Latina Update:** Officer Michael Drogin discussed the rebranding of the Police Department's Fiesta Latina event to the Unity Cup. The event will move from Ida Lee Park to the Virginia Revolution's RavenTek Park and is scheduled for August 10. He discussed opportunities for the Commission to participate in that and another LPD-hosted event, National Night Out, which is set for August 4 at Douglass Community Center. Officer Drogin also discussed other community engagement initiatives by the Police Department.
- **Snack Drive for Fueled:** Commissioners discussed again hosting a snack donation drive to benefit Fueled (formerly Backpack Coalition) given last summer's successful drive. Chair Carter recommended that donation bins be placed at Town Hall, Ida Lee Park Recreation Center, and Rust Library. Ms. Rodriguez said she would need to reach out to County staff about locating a bin in the library as it is a County facility. Chair Carter also suggested a timeline for the donation drive to run from June 21 to July 19. Ms. Rodriguez said she would confer with the Town Manager and be back in touch via email regarding next steps and a draft news release.
- **Employment Fair Planning:** Chair Carter said he had been in touch with Carol Smith and that Crossroads Jobs was again interested in partnering with the Commission on the Employment Fair. He also noted that the typical event set-up allowed for 27 exhibitor spaces. Ms. Rodriguez confirmed that the Commission had gotten its requested date of Saturday, September 21, to host the Employment Fair at Ida Lee Park Recreation Center's lower-level banquet hall. Commissioners also discussed outreach strategies for the Employment Fair, with questions about the return on an investment for the costly mailing of postcards. There was general agreement to pursue digital advertising and a dedicated Facebook event on the Town Facebook page. Chair Carter said commissioners should consider what a digital advertising budget would look like and can vote on that request at the July Commission meeting.

### **Other Business**

- **Commissioner Borg** asked for an update on the Commission's budget, and Ms. Rodriguez noted the process the Commission would need to follow to ask the Council for funding.

- **Commissioner Simonetta** shared that she was recently at Loudoun Hunger Relief and was astonished at how empty the pantries were, and how great the current need of the community. She suggested the Commission look at partnering with the nonprofit near Thanksgiving or another appropriate time. There was consensus for Ms. Rodriguez to invite a Loudoun Hunger Relief employee to attend the Commission’s July meeting.
- **Commissioner Gonzalez** shared that he would be attending the LULAC (League of United Latin American Citizens) conference in Las Vegas later this month.

**Adjournment:** The meeting adjourned at 7:38 p.m.

**Next Meeting:** Wednesday, July 10, at 7 p.m.

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