



# City of McMinnville

**Diversity, Equity & Inclusion Advisory Committee**  
**Zoom Online Meeting**  
**Thursday, October 14, 2021**  
**4:30 p.m. – Regular Meeting**

You may join online via Zoom Meeting:

<https://mcminnvilleoregon.zoom.us/j/93562400538?pwd=ZTBFeXRKUkpEWTY0MWxkdKxrcVQ0UT09>

Meeting ID: 935 6240 0538

Zoom Password: 609454

Or you can call in and listen via Zoom: +1 253 215 8782 (US)

Meeting ID: 935 6240 0538

Public Comments: If you wish to address the Diversity, Equity & Inclusion Advisory Committee on any item not on the agenda, you may respond as the Committee Chair calls for "Public Comment." You may also submit written comment via email at any time up to 12:00 pm the day of the meeting to [kylie.bayer@mcminnvilleoregon.gov](mailto:kylie.bayer@mcminnvilleoregon.gov), that email will be provided to Committee members and entered into the record at the meeting.

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1. CALL TO ORDER (Committee Chair Christine Bader) [4:30]
2. APPROVAL OF MINUTES (Committee Chair Christine Bader) [4:30]
  - a. Exhibit 1 – September 9, 2021, Meeting Minutes

Please submit requests for accommodations, including interpretation for people who are deaf or hard of hearing, at least 48 hours before the meeting to: Kylie Bayer, HR Manager (503) 434-7405.

3. PUBLIC COMMENT (Committee Chair Christine Bader) [4:30]
  - a. The Chair will announce that any interested audience members are invited to provide comments. The Chair will read comments emailed to the HR Manager and then invite any person participating via Zoom to speak. The Chair may limit comments to 3 minutes per person for a total of 30 minutes.
  
4. REVISIT GROUND RULES (Committee Chair Christine Bader) [4:35]
  - a. As discussed, DEIAC will periodically revisit the ground rules established at its formation. Anything to add/amend?
    - i. Exhibit 2 – DEIAC Ground Rules
  
5. DEPARTMENT HEAD INTRODUCTION (Parks & Recreation Director, Susan Muir) [4:40]
  - a. Discussion with Susan Muir, Parks & Recreation Director, about the Parks & Recreation Department's services, programs, and initiatives related to DEI
    - i. Exhibit 3 – Staff report from Susan Muir
  
6. DEIAC WORKPLAN/SUBCOMMITTEE UPDATES (Committee Chair Christine Bader) [5:15]
  - a. Debrief City Council presentation
  - b. Workplan execution
  - c. Subcommittee Updates
    - i. Exhibit 4 – Recommendations on DEI education opportunities from Larry Miller
  
7. CITY COUNCIL UPDATE (Council President Remy Drabkin) [5:40]
  - a. Informational update about current City Council topics (ARPA funds, revenue streams.)
  
8. OTHER BUSINESS (Committee Chair Christine Bader) [5:45]
  - a. Fair Housing Council of Oregon training debrief
  - b. Retreat/workplan session

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- c. Yamhill County courts discussion on racial justice (Vice Chair Tiffany Henness)
- d. Time permitting: Defining diversity, centering racial equity, see Government Alliance on Race and Equity webpage
- e. Roundtable

9. Adjournment [6:00]

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CITY OF McMinnville  
MINUTES OF DIVERSITY, EQUITY & INCLUSION ADVISORY COMMITTEE  
SPECIAL MEETING

Held online via Zoom, McMinnville, Oregon

Thursday, September 9, 2021 at 4:30 p.m.

Presiding: Committee Vice Chair Tiffany Henness

Recording Secretary: Kylie Bayer, Human Resources Manager

Committee Members: Present

Maged Abo-Hebeish  
Efrain Arredondo  
Remy Drabkin, Council President  
Tiffany Henness  
Tony Lai  
Larry Miller  
Sarah Schwartz

Excused Absence

Christine Bader  
Ceci Flores

Additional attendees: Noelle Amaya and Heather Richards  
(staff)

- 1) CALL TO ORDER: Committee Vice Chair Tiffany Henness called the meeting to order at 4:32 p.m. and welcomed all in attendance.
- 2) APPROVAL OF MINUTES: Maged Abo-Hebeish MOVED to approve the August 12, 2021, minutes. Tony Lai SECONDED. Motion PASSED unanimously.
- 3) PUBLIC COMMENT: There were no public comments.
- 4) WORK PLAN: Subcommittees shared details about their respective work plan sections. Christine and Tiffany will incorporate feedback from discussion and create slide deck for September 22, 2021 City Council presentation. Maged requested demographic data from the City, if available.
- 5) DEPARTMENT HEAD INTRODUCTION: Heather Richards, Planning Director, presented information about the department's services including community engagement, translation/interpretation services.
- 6) OTHER BUSINESS: No action taken or notable information shared.
- 7) ADJOURNMENT: Meeting adjourned at 6:00 pm.

s/s Kylie Bayer

Kylie Bayer, Human Resources Manager  
Recorder

DRAFT

## McMinnville Diversity, Equity and Inclusion Advisory Committee Ground Rules

*This is a working document of the McMinnville [Diversity Equity and Inclusion Advisory Committee](#).*

1. We respect each others' time by honoring the schedules that we develop: completing assignments, starting and ending meetings on time, distributing agendas and packets at least one week before each meeting, and coming to meetings having read the relevant materials.
2. We model the McMinnville we want to see by creating a [brave space](#), making sure we have heard from everyone and welcoming differing viewpoints.
3. We approach disagreements with curiosity, not to win an argument.
4. We give our undivided attention to one another, listening to understand and to move our collective discussion forward.
5. We give each other grace when unforeseen conflicts prevent us from fulfilling our duties on occasion.
6. We welcome correction and model taking ownership of our mistakes and righting our wrongs.
7. We honor our own lived experiences and the value we bring by speaking up even when it feels uncomfortable.
8. We honor the lived experiences of others by taking time to learn each other's histories, strengths and challenges.
9. We put the needs of the communities we serve before our individual needs, striving not to make or take things personally.
10. We aim to represent marginalized groups and other people not represented on the committee by seeking input from their communities and aiming to remove barriers for participation on the committee in the future, seeking diversity in our replacements.



## **Staff Report**

**DATE:** October 14, 2021  
**TO:** Diversity, Equity, and Inclusion Advisory Committee (DEIAC)  
**FROM:** Susan Muir, Parks and Rec Director  
Katie Noyd, Parks and Rec Manager  
**SUBJECT:** Parks & Rec – background & questions from the DEIAC

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### **How does diversity, equity, and inclusion fit into the work your department is doing?**

The goal of Parks and Recreation is to provide programs and spaces to everyone in the community regardless of age, gender, ethnicity, or ability.

We run 5 programs/facilities – the Community Center, Aquatic Center, Senior Center, Rec Sports program and Park Development. Our department operates on a cost recovery model, so some of our programs are fee based (typically at about a 50% cost recovery rate), we also run free programs and larger community events (summer concerts).

The attached list of initiatives was developed by Parks & Rec staff during the covid closures of our facilities. We know there are still gaps. We learned a lot by putting the list together, including needing more resources to create SMART goals for our initiatives and measure effectiveness. Some initiatives have worked well, some we tried to roll out but didn't have great success, and some have not moved forward at all.

In addition to the list, we have changed our quarterly rec guide to be Spanish and English. We have bilingual staff at the Aquatic Center and Community Center, but not enough, not consistently, and not formally. We have used the Language Line translation services to have conversations with patrons if our bilingual staff is not available.

If someone has a disability, we encourage them or their caregivers to fill out our online accommodations request so that we can help them participate for our programs and feel included.

Due to Covid, many of our programs and facilities were closed and we were able to pilot a program called 'Summer Fun' in partnership with the library. This program was the first that was developed using an equity lens from the beginning to make the program barrier free for all. We don't track race/age/ability/gender etc at our events so we have not been able to measure success in that regard, however 70% of the Summer Fun events had bilingual staff there, and we took activities out to our community to remove transportation barriers. Summer Fun had over 4,000 attendees and 90 events in the months of June/July/August.

**What is your department doing well in terms of building a diverse, equitable, and inclusive workforce?**

We developed codes of conduct for our facilities – being respectful to all, including staff.

When hiring, are always looking to hire staff that is bilingual to help serve a greater portion of our community.

Managers have attended numerous inclusion/diversity/equity trainings but that info/knowledge/training has not trickled down to all staff and with limited resources, not rolled out very well.

**What does your department do to encourage, promote, and support a workforce that resembles the population we serve?**

A lot of times we recruit/hire former program participants (i.e. lifeguards, officials, etc)



**Does your staff feel comfortable talking about diversity, equity, and inclusion?**

I don't know that we have ever asked them this question.

During our Community Center front desk trainings/meetings, we do talk about different ways that we can do things to make it easier for our patrons to access our buildings or participate in a program. We have conversations with instructors or coaches to help give them feedback, suggestions on how to help a patron, or provide resources to help them help patrons.

**Does your department provide opportunities to staff who seek to gain more knowledge on diversity, equity, and inclusion?**

I think we point staff towards resources (documents, etc) but we do not have a full-fledged training program.

**What data does your department collect about the racial or other diversity of staff, contractors, and patrons?**

At this point, just gender and age for some programs.

**Would your department feel comfortable adopting an equity lens if one were provided by the city?**

Yes

**Does your department have a process for gaining feedback from residents who may feel they do not have an equal voice?**

We frequently send out a request for participants to evaluate our programs and offerings. We do not have anything on our current surveys that addresses equity.

**Does your department have the resources it needs to provide services to those who need more equitable access?**

No.

Attachment: P&R DRAFT initiatives in MacTown 2032 structure

# **McMinnville Parks & Rec Diversity, Equity, and Inclusion**

**MacTown 2032 Strategic Goals & Objectives**

**with**

**McMinnville Parks & Rec Initiatives**

McMinnville works to bring diversity, equity, and inclusion to every aspect of its services to the community. Many of the goals and objectives of MacTown 2032 can foster greater diversity, equity, and inclusion in our community; Welcoming and empowering people by respecting and appreciating what makes them different in terms of race, color, national origin, immigration or refugee status, religion, sex, gender identity (including gender expression), sexual orientation, mental, emotional, and physical ability, age, or economic status.

## City Government Capacity

### GOAL

Strengthen the City's ability to prioritize and deliver municipal services with discipline and focus

### OBJECTIVES

#### 1. Develop and foster local and regional partnerships

##### Current Initiatives

- Partnering with Friends of the Senior Center to remove barriers to participation in P&R programs for seniors in our community.
- Support and host if possible, YCAP's initiatives related to a clean and safe showers in McMinnville.
- Partner with YCAP for food distribution at the Senior Center for low income families and community members.
- Participate in Sabor Latino event, and day of the child events highlighting P&R programs with Spanish speaking staff.
- Partner with MV Advancements on track use and classes at our facilities.
- Partner with MSD, Chemeketa & Linfield to spread the word and make connections to P&R programs such as after school programs, survival swim, SNACK and others.
- Partner with DHS for access to services and memberships for their clients (tiny tots membership, senior fees, youth sports, pool)
- Improve connections, beyond membership, with the Confederated Tribes of Grand Ronde.
- Offer incentives through Medicare, Medicaid & Willamette Valley Medical Center (silver & fit, etc.)

##### Future Initiatives

- Create connections with groups such as the Autism Society of Oregon for program development.
- Reconnect with ESD kids and programs
- Strengthen connections with Unidos, Hispanic PTA, School District EL & Migrant Program, and Virginia Garcia
- Assist Special Olympics in programming and scheduling for their events.

#### 2. Gain efficiencies from technology and equipment investments

##### Current Initiatives

- Pushing our online registration vendor, ActiveNET to offer an app and make it multi-lingual.

#### **Future Initiatives**

- Roll out an ActiveNET app in both Spanish and English when available
- Seek funding for a park signage project to remove outdated (inaccurate depiction of history, such as at City Park) and to be universal, easier to use, multi-cultural and ADA compliant
- Seek funding for a marketing and engagement position per the Phase I facilities report to engage with those furthest from opportunity in our community and connect them to our services.

### **3. Identify and focus on the City's core services**

#### **Current Initiatives**

- Work to bring more ERDC (Employment Related Day Care) resources to child care programs offered to families in McMinnville, which may mean not offering KOB as a city service.
- Work all of the P&R programs through the newly developed core services lens including social equity and access for all community members
- Building a culture in P&R to pivot from 'the way we've always done things' (because some are left behind) and supporting both employees and patrons through change that allows us to focus on equitable core services.

#### **Future Initiatives**

- Evaluate new and future services through the core services lens.

### **4. Invest in the City's workforce**

#### **Current Initiatives**

- Support City efforts for Bi-lingual pay
- Help potential employees transition to PNW/McMinnville
- Working on succession planning for all levels of employees in P&R and identifying career paths for leadership positions to get more diversity in living wage and supervisory/management positions.

#### **Future Initiatives**

- Roll out department wide training program and P&R specific personnel handbook that addresses expectations related to welcoming all staff and community members and addressing cultural issues that may exist.

## **Civic Leadership**

### **GOAL**

Encourage a variety of leadership development opportunities to foster a culture of civic pride and involvement

## OBJECTIVES

### 1. Attract and develop future leader

#### Current Initiatives

- Through MacPAC developed a different model for recruitment targeting new and different voices in the community.
- Provide internships to train and develop up and coming parks and recreation professionals (specifically seeking diverse candidates)
- Market and share existing P&R staff for growth and stretch opportunities with other departments to keep talent within the organization.

#### Future Initiatives

- Look for progressive opportunities for staff to gain leadership and promotional opportunities.
- Work with Mac High School to create a Parks & Rec Pathway program.

### 2. Increase awareness of civic affairs and leadership opportunities

#### Current Initiatives

- Have capitalized on cross departmental opportunities for Parks and Rec staff, through Covid and other situations, to cross train and get exposure to city wide initiatives, staff and work.
- Use P&R Social Media to advertise and recruit for engagement and leadership opportunities.
- Encourage P&R staff to participate in community leadership opportunities at service clubs and non-profits

#### Future Initiatives

- Make Park & Rec patrons aware of boards and committees at the broader city level (through activenet or other communication channels).
- Improve volunteer on-boarding to include DEI plan and inclusive efforts.

### 3. Recognize and raise up leadership in all its forms, such that more people identify themselves as civic leaders

#### Current Initiatives

- Promoting opportunities through MacPAC and other groups to grow leaders, speakers and experts on municipal services and issues.

## Community Safety & Resiliency

## GOAL

Proactively plan for and responsively maintain a safe and resilient community

## **OBJECTIVES**

### **1. Build a community culture of safety (consider safety best practices)**

#### **Current Initiatives**

- Use the MacPAC DEI lens when assessing physical and cultural safety in all of our programs.
- Continue survival swim program for equal access to swim safety.

#### **Future Initiatives**

- Enhance survival swim and look for community partners (multi-generational)

### **2. Develop resiliency targets for critical infrastructure**

#### **Current Initiatives**

- Evaluating building future and safety through MacPAC process.

#### **Future Initiatives**

- Continue planning for and maintaining safe & barrier free buildings and parks including funding preventative maintenance plans.

## **Economic Prosperity**

### **GOAL**

Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors

### **OBJECTIVES**

#### **1. Improve systems for economic mobility and inclusion**

##### **Current Initiatives**

- Currently evaluating our scholarship program and resources to reduce economic barriers to participation.

##### **Future Initiatives**

- Roll out consistent, clear and fair scholarship and fee waivers.

#### **2. Be a leader in hospitality and place-based tourism**

##### **Current Initiatives**

- Look for programming partnerships (multi-cultural) in indoor and outdoor spaces by offering incentives (waiving large event fees at City Park, etc.)

##### **Future Initiatives**

- Evaluate multi-cultural programming (futsal, language, art, heritage) opportunities both in terms of facility development and classes.

### **3. Encourage connections to the local food system and cultivate a community of exceptional restaurants**

#### **Future Initiatives**

- In the next Parks Master Plan look for opportunities for community gardens and food based open space initiatives.

## **Engagement & Inclusion**

### **GOAL**

Create a culture of acceptance and mutual respect that acknowledges differences and strives for equity

### **OBJECTIVES**

#### **1. Actively protect people from discrimination and harassment**

##### **Current Initiatives**

- Providing a Code of Conduct in facilities and programs to promote a safe and welcoming environment for all that details expectations of behaviors

##### **Future Initiatives**

- Provide further education/training to staff in identifying discrimination/harassment and ways to combat these situations
- Integrate trauma-informed care and procedures into our Parks and Recreation services
- Train staff on implicit bias and other DEIA concepts.

#### **2. Celebrate diversity of McMinnville**

##### **Current Initiatives**

- Work with community partners and other city departments to deliver cultural community events

##### **Future Initiatives**

- Deliver community events that are reflective of nationalities and cultures from around the world that celebrate cuisine, art, music, heritage

#### **3. Cultivate cultural competency and fluency throughout the community**

##### **Current Initiatives**

- MacPac is providing feedback and guidance while applying a DEI lens to current/future Parks & Recreation programming and construction of a new community recreation center.

**Future Initiatives**

- Expand bilingual staffing at our current facilities to assist Spanish speakers in accessing P&R programs and services.
- Recruit and hire staff that reflects a culturally representative sample our local community.

**4. Grow City's employees and Boards and Commissions to reflect our community**

**Current Initiatives**

- Use of Neo Gov for recruitment of employees and volunteers (Mac Pac)
- Outreach to organizations serving underrepresented communities during recruitment for staff and volunteer positions

**Future Initiatives**

- Develop a network of partners that can help educate on how to welcome and support BIPOC employees and volunteers

**5. Improve access by identifying and removing barriers to participation**

**Current Initiatives**

- Auditing programs and facilities such as through the KOB assessment and facility master planning to identify physical, cultural and financial barriers.
- Built McMinnville's first barrier free park

**Future**

- Develop a systematic process throughout program & facility development to identify barriers for those furthest from opportunity in our community. Fund and implement solutions to removing barriers.

**Growth and Development Character**

**Goal**



Guide growth and development strategically, responsively, and responsibly to enhance our unique character

Objectives

## **1. Define the unique character through a community process that articulates our core principles**

### **Current Initiatives**

- Leading the recreation facility planning process with community demographics and who we are as a community.

### **Future Initiatives**

- Continue to look at those furthest from opportunity in our community and making our future park system and rec programming inclusive to all of our community through potential initiatives such as 10-20-30 (every dwelling within a 10 minute walk of a park by the year 2030).

## **2. Educate and build support for innovative and creative solutions**

### **Current Initiatives**

- Continue to seek out and attend DEI workshops and trainings to build awareness of our diverse community and develop competencies to become internal change agents within our city and department.

### **Future Initiatives**

- Build upon our current initiatives to develop and implement diverse, equitable and inclusive P&R programs and services that truly reflect our community's needs. Offer seamless avenues to full participation and employment.

## **3. Strategically plan for short and long-term growth and development (programming) that will create enduring value for the community**

### **Current Initiatives**

- Planning sessions held throughout the year with programmers throughout Parks and Recreation to discuss possible programs/activities and setting long-term goals

### **Future Initiatives**

- Continue cross departmental meetings and apply DEI lens to future programs/activities planning
- Engage with marginalized/underserved groups during planning efforts to make sure all voices are heard and accounted for

DRAFT

# DEI Research

- Vivi Caleffi Prichard - Diversity and Equity Officer, Chemeketa Community College - developing a DEI course, willing to provide a DEI presentation, to our committee. No cost for DEI presentation Time commitment < 2 hours
- Marci Jenkins - Certified Diversity and Inclusion Officer, McMinnville Library - Created Equity, Diversity, Inclusion & AntiRacism Toolkit for OLA (Oregon Library Association) - Discussion to craft the toolkit for local community. No timetable set at this time - No cost for DEI presentation Time commitment < 2 hours
- Racial Equity Curriculum - No response will send second email
- EDX.org DEI courses only work/company based training.
- Steve Lee DEI Manager City of Hillsboro, OR. discussed redirecting efforts on 2 or 3 of City of McMinnville's 6 DEI objectives for the committee.
- Dr. Kathy Obear - Organizational Change Consultant - Executive coaching, work/company based training.
- City of Madison, Wisconsin - Long list of DEI courses, out of state training possible, several courses zero cost
- Tai Harden-Moore - Moore Consultants - Tai recommended Know Better, Do Better: Understanding and Confronting Our Own Biases Through Diversity, Equity, and Inclusion. This presentation is great for getting folks on the same page and using the same terms and definitions. It also allows for quite a bit of discussion around microaggressions, racism, and emotional intelligence. 2-hour presentation , Cost: \$1,000 (virtual) or \$1,250 (in-person, including travel)

# DEI Research Recommendation

## Top 3

- Vivi Caleffi Prichard - Diversity and Equity Officer, Chemeketa Community College
- Marci Jenkins - Certified Diversity and Inclusion Officer, McMinnville Library - Created Equity, Diversity, Inclusion & AntiRacism Toolkit for OLA (Oregon Library Association)
- Tai Harden-Moore - Know Better, Do Better: Understanding and Confronting Our Own Biases Through Diversity, Equity, and Inclusion.