



**Diversity, Equity & Inclusion Advisory Committee  
Zoom Online Meeting  
Thursday, April 14, 2022  
4:30 p.m. – Regular Meeting**

Location: Civic Hall (200 NE 2<sup>nd</sup> St, McMinnville OR 97128)

You may also join online via Zoom Meeting:

<https://mcminnvilleoregon.zoom.us/j/93562400538?pwd=ZTBFeXRKUkpEWTYOMWxkdKxrcVQ0UT09>

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) [4:31]
    - a. Exhibit 1 – March 10, 2022, Meeting Minutes
  3. PUBLIC COMMENT (Committee Chair Christine Bader) [4:32]
    - 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

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.

to speak. The Chair may limit comments to 3 minutes per person for a total of 30 minutes.

4. DEPARTMENT HEAD INTRODUCTION (Jeff Towery, City Manager; Noelle Amaya, Communications & Engagement Manager) [4:40]
  - a. Discussion with Jeff and Noelle about how DEI relates to their work in city management and communications/engagement.
  - b. Exhibit 2 – Draft Public Engagement Charter
5. SUBCOMMITTEE UPDATES [5:10]
  - a. Equity Lens (Committee Member Efrain Arredondo)
  - b. New member participation
  - c. Other updates from subcommittees
6. COMMITTEE LEADERSHIP [5:25]
  - a. Discussion of co-chair model instead of chair/vice chair model
  - b. Next steps
7. OTHER BUSINESS [5:45]
  - a. Upcoming trainings 4/28/2022 and 5/12/2022
  - b. Involvement Opportunities:
    - i. Parks & Recreation Open Space Master Plan Update (Susan Muir, Parks & Recreation Director)
      1. Exhibit 3 – Draft Concept for Inclusion and Equity in the Parks & Recreation Open Space Master Plan Update
    - ii. Proclamations
    - iii. Municipal Court Judge Recruitment
8. Adjournment [6:00]

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CITY OF McMinnville  
MINUTES OF DIVERSITY, EQUITY & INCLUSION ADVISORY COMMITTEE  
Held online via Zoom, McMinnville, Oregon

Thursday, March 10, 2022 at 4:30 p.m.

Presiding: Committee Chair Christine Bader

Recording Secretary: Kylie Bayer, Human Resources Manager

Committee Members: Present

Excused Absence

Karina Alcantara  
Efrain Arredondo  
Christine Bader  
David Cano  
Zack Geary  
Tiffany Hennes  
Tony Lai  
Larry Miller  
Sarah Schwartz  
Abby Thomas

Myrna Khoury

Also in attendance were Rich Leipfert, Fire Chief;  
Amy Hanifan, Assistant Chief of Operations; and  
Miriam Vargas Corona, Executive Director of  
UNIDOS

- 1) CALL TO ORDER: Committee Chair Christine Bader called the meeting to order at 4:32 p.m. and welcomed all in attendance.
- 2) APPROVAL OF MINUTES: Efrain Arredondo MOVED to approve the February 10, 2022, minutes. Tony Lai SECONDED. Motion PASSED unanimously.
- 3) WELCOME NEW MEMBERS: Karina Alcantara, David Cano, and Abby Thomas were welcomed by the committee. The Committee requested Kylie document the recruitment process that resulted in the new committee appointments to share with other committees at the City of McMinnville. The committee reviewed the DEIAC Expectations and Ground Rules.
- 4) PUBLIC COMMENT: There were no public comments.
- 5) DEPARTMENT HEAD INTRODUCTION: Fire Chief Rich Leipfert and Assistant Chief of Operations Amy Hanifan provided an overview of the Fire Department and the services McMinnville Fire provides to McMinnville and the surrounding areas. Amy shared information about her role in Women in Fire, a professional association for women in the fire service. They described the testing process used in Fire recruitments, which is conducted through a national testing service and was developed with a DEI lens. They also shared information about paid

and volunteer opportunities in the department. Miriam Vargas Corona shared opportunities for the Fire Department to engage with the Latinx community through UNIDOS.

- 6) GUEST PRESENTATION: Miriam Vargas Corona shared information about UNIDOS and the services the organization provides to the community. UNIDOS is a 501(c)3 nonprofit organization based in McMinnville that has served the Latinx community since 2012. UNIDOS programming shifted during the pandemic because a disproportionate rate of Latinx community members were impacted by COVID-19. UNIDOS provides the following services to the community:
- a) COVID-19 vaccination clinics and PPE
  - b) Connections to health insurance through OHP and other resources
  - c) Citizenship classes, provided three times a year
  - d) Oregon Worker Relief Fund, a coalition that provides benefits to workers who were excluded from federal benefits available during the pandemic due to their immigration status
  - e) Latinx Advocacy Coalition, a collaborative organization designed to share resources within the Latinx community

Miriam shared ways to get involved with UNIDOS (financial contributions, volunteer opportunities, and serving on their board of directors.) She also answered questions from the committee regarding the needs of the Latinx community in McMinnville.

- 7) CITY COUNCIL ENGAGEMENT: Zack shared updates about the classification/compensation project, upcoming presentation from Recology about the transfer station, revenue generating strategies including an upcoming work session about System Development Charges, and changes to wastewater rates and the new City Services Charge, the upcoming recruitment for McMinnville's next Municipal Court Judge, a proactive rental inspection program, and the 3-Mile Lane comprehensive plan. Tony thanked the City for publishing a bilingual ad in the News Register.
- 8) TRAINING: The DEIAC will work with Dion C. Jordan for an upcoming training. Committee members will indicate their availability for upcoming training dates.
- 9) OTHER BUSINESS: DEIAC staff liaison Kylie Bayer shared updates about a potential DEI summit in partnership with the International City/County Management Association and Linfield University. She also shared information about the Mayor's proclamations and will work with the Government-Facing Subcommittee to establish a list of proclamations related to DEI. She shared information about the upcoming Municipal Court Judge recruitment. The DEIAC also explored the idea of meeting in person moving forward.
- 10) ADJOURNMENT: Meeting adjourned at 6:00 pm.

s/s Kylie Bayer  
Kylie Bayer, Human Resources Manager  
Recorder



## Public Engagement Charter

### Introduction

In 2019, under the leadership of City Council and the Executive Team, Mac-Town 2032 was adopted as our city's guiding principles with community engagement as an articulated agencywide goal. This Public Engagement Charter is aimed at advancing transparency and access to information. This framework outlines how we may strengthen our policies and practices by delivering high quality services while remaining focused on our City values of stewardship, equity, courage, and accountability.

### The Purpose of the Public Engagement Charter

- Establishes a common understanding of our commitment to community engagement across all departments, partnerships, and to McMinnville's residents.
- Sets a clear standard for the public engagement process that all members of our City Departments may reference.
- Identifies actions that directly reflect our core values of Stewardship, Equity, Courage, and Accountability
- Provides examples of tools and techniques that McMinnville may use to communicate with and receive input from the public.
- Encourage relationships and the community's capacity to engage with the City.
- Ensure that long term planning decisions consider the needs of community members and are incorporated into the vision for future residents.

### Best Practices for Inclusive Engagement

The City of McMinnville is committed to following the International Association for Public Participation (IAP2) as the recognized standard for public engagement practices. IAP2 defines public participation as, "any process that invites input from the public and uses that input to help make decisions."


IAP2's core values include:

- The public should have a say in decisions about actions that could affect their lives



- Public participation includes the promise that the public’s contribution will influence the decision
- Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-makers
- Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision
- Public participation seeks input from participants in designing how they participate
- Public participation provides participants with the information they need to participate in a meaningful way
- Public participation communicates to participants how their input affected the decision.

## IAP2’s Spectrum of Involvement

		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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IAP2's Spectrum of Involvement and core values should be used assist the City of McMinnville in identifying the purpose and working level of engagement. A well-defined objective for each phase of the project is imperative to selecting the appropriate engagement tools and activities.

There is no single form of engagement that will meet the needs of all. As technology or circumstances change, adjustments should be made to ensure the City is providing residents with a variety of opportunities to engage with the City.

Based on the desired outcome and identified key audiences, the public engagement plan should apply the appropriate tools and techniques to achieve said outcomes, describe how follow-up with audiences and participants will occur, and identify how communication should be carried out at each step. Following the approval of a scope and budget, a plan should be created to include the following:

### **Process statements for clarity**

Project objectives should be clearly identified in the public engagement plan (refer to the IAP2 spectrum for involvement). Clear objectives will allow the public to understand our goal(s), and commitment to stakeholders throughout.

Public Engagement plans should begin with purpose statements that include the following:

- The purpose of this project is...
- This project will result in...
- Members of the public who should be included or considered are...
- Public engagement will be successful if...
- The project will be successful if...

### **Identifying participants**

Before a program or project-specific engagement plan is developed, a stakeholder analysis is conducted to identify the viewpoints and interests of those impacted by the project. Examples include:

- Local business leaders
- community organizations, neighborhood associations, and civic organizations
- key leadership in at-risk populations in which demographic, geographic, or economic characteristics impede or prevent access to City information or events



## Building & Strengthening Community Relationships

An effective engagement process should include ongoing education with a focus on strengthening community relationships. Best practices include:

- Attend community, neighborhood, or committee meetings of groups which have vested interest or who will be impacted by your project
- Have face-to-face conversations when establishing community relationships, being sure to budget time during project initiation to make these connections.
- Liaise with the City's DEI committee at the beginning of a project to identify key community leadership or other matters specific to diversity, equity, or inclusion.
- Invite community members to assist in measuring communication tools for effectiveness

## Identifying Public Engagement Tools

Choose methods or tools that reflect the diversity and needs of the community. Multiple tools can and should be considered. Public Participation Plans should be living documents, adaptable, and chosen based on specific project needs.

Examples of tools and techniques McMinnville may use to engage the public:

- Web Pages
  - The City of McMinnville Website should be used as the main source for project information (including technical reports and background materials), information should be kept up to date throughout the project with print copies available upon request in both English and Spanish.
- Print & Electronic Communications
  - Provided via postcard, mailer, doorhangers, etc., all project collateral should be provided in duality on the webpage and available in public open house meetings.
  - Graphics should be easy to understand and in plain language.
  - All print materials should be provided in English and Spanish.
- Social media
  - Posts should be used to inspire two-way engagement with the public. Inform, educate, and solicit general feedback or comment from the public.
  - Posts may use simple 'story-telling' techniques – action verbs *'we're doing this right now'*, creating suspense *'what will come...'* give context *'why is this important to you? Show, don't tell, 'use sensory details and create a mental picture'*





- Open Houses, public meetings, and informational sessions
  - In-person and virtual opportunities should be provided
  - Public meetings should occur in various locations around the City, preferably in neighborhoods with typically low-visibility

## **Public Meetings & City Sponsored Events**

Public meetings and City Sponsored Events are opportunities for our leaders, project managers, and subject-matter-experts to interact with the citizens of McMinnville and build community confidence. The City of McMinnville should strive towards broadening our reach with the public through structured communications and city sponsored events. This section should describe what the public can expect in terms of notification, agendas, public comment, access, and types of messaging to be used.

### **Convenient time, location, and accessibility**

McMinnville's public meetings, including meetings of the McMinnville City Council, open houses and other non-rotating meetings, are conducted at Kent Taylor Civic Hall located at 200 E. Second Street.

The City should strive to hold project specific meetings in various neighborhood locations as applicable.

City facilities are accessible to persons with disabilities and/or to people who rely on public transportation. We are committed to providing services or accommodations upon request to persons with disabilities.

The City should strive to provide a friendly atmosphere with activities for children when appropriate, travel vouchers, and interpretation services.

The City should post recorded digital content on the City's webpage in a timely manner for the public's viewing options.

### **Access to McMinnville City Council**

McMinnville City Council generally meets at 7 p.m. every second and fourth Tuesday of the month, or beginning at 5 pm when work sessions are required. McMinnville City Council work sessions and meetings are held via Zoom, or in the conference room attached to the great room at Kent Taylor Civic Hall unless otherwise noted. City



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Council meetings are broadcast live through our YouTube channel and are repeated on McMinnville Community Media – McMinnville’s public access channel. Videos are accessible via the City’s YouTube Channel located at (insert YouTube IRL here).

## **Pre-Engagement Notification Process & Agendas**

Public notifications for transportation or infrastructure improvements will be sent out based on a pre-determined list of contacts, with information that addresses areas for concern or common interest. Pre-consultation with special interest groups or organizations should be arranged to reach those that are typically harder to engage.

Agendas with supporting materials are posted on the City of McMinnville website and mailed or sent electronically to councilors, advisory committee members in advance of all regularly scheduled meetings. Meeting packets contain agenda items and materials, a summary of the last meeting when required, and a date and time of the next meeting. If the public has difficulty accessing meeting materials electronically, printed versions are available upon request.

All public meetings are posted to the City’s online calendar found at:  
[Mcminnvilleoregon.gov](http://Mcminnvilleoregon.gov)

## **Testimony and public comment at meetings and public hearings**

There are many ways to provide comments, recommendations and testimony to the McMinnville City Council and advisory committees. Public input is carefully considered to inform policy decisions for the City and becomes part of the permanent record. Every council meeting includes an opportunity for public comment.

During a formal public comment opportunity, people may submit comments by mail or email, and orally or in writing at a public meeting. In some cases, there may be a deadline to submit written testimony on a particular subject. Depending on program and project requirements, formal public testimony may be heard by decision-makers prior to and/or at the time of final adoption. To verify testimony deadlines or delivery instructions people may email or call City Hall at 503-434-7402.

## **Equal Access to Information**

Our commitment is to remove barriers to participation by using easy to understand materials such as:



- Using maps, photo enhancements, posters, charts, graphs, illustrations, presentations, handouts, and videos
- Using clear writing and plain language when explaining or displaying concepts
- Opportunities to speak with subject matter experts to advise or provide clarity when necessary

The City of McMinnville respects the civil rights of all McMinnville citizens. We promise to uphold the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of laws, regulations, and policies.

### **Concluding the process**

Publish a report that summarizes engagement outcomes at key points. Ideas for a successful conclusion are as follows:

- Summarize notification process, engagement methods used, conduct an analysis and report of any emerging themes
- Provide an engagement process questionnaire at all engagement events and make the questionnaire available online
- Provide an explanation of how feedback gathered informed the planning process and outcomes in the planning process.
- Integrate City planning projects with ongoing City communication goals to maintain continuity of contact with key milestones, individuals, and/or organizations.
- When applicable, evaluate the process with participant feedback. Gather feedback on the engagement process that measures how well the engagement goals were upheld. Use feedback to improve future processes.

### **Advisory Committees and Community Partners**

Advisory Committees are integral to maintaining interconnectedness between City policy makers and citizen volunteers. Committee membership is an opportunity for involvement that is necessary to influence the outcome of decisions and tackle difficult or complex matters that affect our community. Existing committees include:



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## **Airport Commission**

The Commission is a seven-member (six public members and one City Council liaison member) City Council appointed body, that takes action and makes recommendations to the City Council on all necessary rules and regulations for the conduct, management, and operation of the Airport. Commissioners serve a four-year term of appointment.

## **Audit Committee**

The primary purpose the Audit Committee is to provide oversight of the City's financial reporting and disclosure, the audit process, the system of internal controls, and compliance with laws and regulations. The Audit Committee consists of two City Councilors (appointed by the City Council) and one Budget Committee member (appointed by the Councilors on the Audit Committee). There is no term limit for Audit Committee members. The Audit Committee meets with the City's financial statement auditors at least semiannually and more frequently, if needed.

## **Budget Committee**

The budget committee consists of the members of the City Council and an equal number of citizens at large. The citizens are appointed by the City Council and serve terms of three years. Terms are staggered so that about one-third of the appointed terms end each year.

## **Economic Vitality Leadership Council**

The McMinnville Economic Vitality Leadership Council was formed to serve in an advisory and guidance role to McMinnville economic development partners advancing the MAC Town 2032 Economic Development Strategic Plan.

## **Historic Landmark Committee**

The Historic Landmarks Committee is a five-member City Council appointed body that reviews applications for alteration or destruction of historic landmarks within the City of McMinnville. Members serve a four-year term of appointment, and meet on an as-needed basis. The City Council makes every effort to appoint persons with experience in the field of historic preservation.

## **Landscape Review Committee**

The Landscape Review Committee is a five-member City Council appointed body that reviews all required landscape plans for the City of McMinnville. The Committee



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consists of three regular members and two alternate members who each serve a three-year term of appointment. The Committee meets on an as-needed basis.

## **McMinnville Affordable Housing Task Force**

In September 2016, the City Council determined the best way to assist Citizens who are experiencing homelessness or who are on the verge of losing their current home was to increase housing availability for low and no-income families. To support this policy, the Council directed the formation of a 9 member Affordable Housing Task Force and charged them with the task of developing an action plan to meet this focus.

## **McMinnville Urban Renewal Advisory Committee (MURAC)**

Appointed by the City Council, this seven member board is responsible for reviewing, advising, and making recommendations to the McMinnville Urban Renewal Board on matters pertaining to the adopted "McMinnville Urban Renewal Plan." Also serving on this committee are three non-voting, ex-officio members representing the McMinnville Downtown Association, McMinnville Water and Light, and McMinnville City Council.

## **Planning Commission**

The Commission is a nine-member, City Council appointed body, that takes action and makes recommendations to the City Council on a variety of current and long-range land use matters. Membership on the Commission requires that a person must live in the ward they represent. Commissioners serve a four-year term of appointment.

## **Diversity, Equity, and Inclusion Advisory Committee**

Appointed by the City Council, this seven-member advisory committee is responsible for making policy recommendations to the City Council related to diversity, equity, and inclusion. In alignment with the City's strategic plan, Mactown 2032, this committee also advises City staff on culturally responsive service delivery, programming, and communication strategies. The committee also includes a youth liaison and a City Council liaison.

## **Rental Inspection Committee**

## **Concept for inclusion and equity**

### **in the Parks and Recreation Open Space Master Plan Update**

#### **Background**

The City is embarking on an update to our 1999 Parks, Recreation and Open Space Master Plan (PROS Plan) with MIG, a planning firm that is a national leader in planning for the future with and for communities. MIG has worked previously in our community and was selected through a competitive procurement process.

As part of the project, a City value is to have a financially feasible, modern park system grounded in equity. MIG has proposed a robust engagement process and one of the concepts Parks and Rec staff and MIG have been discussing is ensuring equity is at the forefront of these conversations.

For the overall master plan, MIG proposes a series of meetings throughout the planning process with City staff, community leaders and advocates, a Project Advisory Committee (PAC), the Planning Commission and City Council. For all meetings MIG will provide a series of easy-to-read briefs that illustrate and describe key information and outcomes in an easily understandable way. The PAC will review and provide feedback on draft materials and community outreach activities. The PAC will share ownership of the plan and help champion plan directions. User groups, such as soccer clubs, pickleball clubs, MSD, and other more specific stakeholders will be involved in the project through in-depth interviews and focus group meetings. General community members will be engaged through web pages, social media, town halls and other tools.

We are proposing that the DEIAC be a part of this process in a way that can help both the city staff and the consultant team achieve that goal. Below is the background, proposed role, and details about timing.

## **PAC Work Plan Items**

The proposal is the DEIAC act as the Project Advisory Committee (PAC) for the 4 meetings (the additional are optional) described below. PAC = DEIAC

Overall timeline for this project is approximately 12-14 months from kickoff with the PAC meetings below occurring about every 3-4 months. The numbering system below corresponds with the larger project work plan.

**1.4 Community Involvement Strategy:** MIG Team member Talitha Consults will develop the Community Involvement Strategy that will outline an equitable and effective communications and engagement strategy that coincides with other city planning efforts. This task includes two preliminary drafts and final draft. The final draft will include demographic diversity survey templates, guidance on collecting data in an inclusive way, examples of strategies to increase diversity and inclusion, and relevant case studies. MIG will present the plan to the PAC and seek any advice/suggestions (likely to occur at the first meeting, see 1.9 below).

**1.9 PAC Meeting #1 (in person):** MIG will facilitate a 1.5-hour meeting with the PAC to identify the strengths, weaknesses, opportunities, and challenges the Master Plan should address. MIG will provide an agenda, presentation and notes from the meeting. *DEIAC expectation: Review project work plan prior to the meeting. Estimated prep time: 1 hr max.*

**2.8 PAC Meeting #2: Community Needs, Goals, and Objectives (in person):** MIG will facilitate an in-person 1.5-hour meeting with the PAC to discuss outcomes of Phase 2 outreach, key needs and technical analysis of the system. Participants will then work through materials to identify systemwide goals and objectives. MIG will provide an agenda, presentation and notes from the meeting. *DEIAC expectation: Review Brief #2 prior to the meeting. Estimated prep time: 1 hr.*

**3.8 Online Focus Groups/Town Hall Workshop:** Team member Talitha Consults will lead a series of online focus groups or a town hall workshop with

the larger community to discuss potential alternatives, tradeoffs, and priority projects to focus on for the next five years. MIG will provide an agenda, presentation and summary for this task. City staff will be responsible for promoting the events, securing locations, and recruiting participants. PAC members may be invited to help host this workshop so they can hear community priorities directly. *DEIAC expectation: This will be optional for DEIAC members and would provide helpful connections to the community at large but not a requirement.*

**3.9 PAC Meeting #3: Recommendations and Priorities (in person):** MIG will hold a 1.5-to 2-hour in-person meeting with the PAC to discuss outcomes of community outreach findings and draft materials from Phase 3 to refine priorities for the Draft Plan. MIG will provide an agenda, presentation and notes from the meeting. *DEIAC expectation: Review Brief #3 prior to the meeting. Estimated prep time: 1 hr.*

**4.6 Joint PAC/Planning Commission Work Session (in person):** MIG will present the Public Draft Plan to the PAC and Planning Commission in a 1.5-hour in-person joint work session. MIG will provide an agenda, presentation and notes from the meeting. *DEIAC expectation: Review Draft Plan prior to the meeting, much of this should be information already presented at earlier meetings. MIG will provide an overview presentation highlighting major elements of the plan at the meeting. Estimated prep time: 2-4 hrs.*