



Diversity, Equity, & Inclusion Advisory Committee Meeting
Thursday, March 14th, 2024
2:00 p.m. to 3:00 p.m. Regular Meeting Session

Location: Civic Hall (200 NE 2nd St, McMinnville OR 97128)

You may also join online via Zoom Meeting:
<https://mcminnvilleoregon.zoom.us/j/85187967814?pwd=bkITcHFoT1hscW5obXBENZ0tyT29lZz09>

Meeting ID: 851 8796 7814
Zoom Password: 064202

Or you can call in and listen via Zoom: +1 253 215 8782 (US)
Meeting ID: 817 1459 4776

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 noelle.amaya@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 Co-Chair Larry Miller) [2:00]
 2. APPROVAL OF MINUTES (Committee Co-Chair Larry Miller) [2:01]
 - a. Exhibit 1 – February 8th 2024, Regular Meeting Minutes
 3. PUBLIC COMMENT (Committee Co-Chair Larry Miller) [2:02]
 - a. The Chair will announce that any interested audience members are invited to provide comments. The Chair will read comments emailed to the staff liaison 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.
 - b. Exhibit 5 – *Letter included in the packet from community member Randy Johnson dated 3.13.24*

Please submit requests for accommodations, including interpretation for people who are deaf or hard of hearing, at least 48 hours before the meeting to Noelle Amaya, Communications & Engagement Manager (503) 883-3727.

4. GET TO KNOW ACTIVITY (Committee Co-Chair, Caitlin Nemeth) [2:05]
5. PROCLAMATION PROCESS [2:10]
 - a. Exhibit 2 – Staff Memo
 - b. Exhibit 3 – 2024 Proclamation List w/ Mayor Update
 - c. Exhibit 4 – City Recorder’s email answering DEIAC questions
6. CITY COUNCIL UPDATE (City Council Liaison Zack Geary) [2:40]
7. OTHER BUSINESS [2:50]
 - a. Additional March meeting scheduled: PROS Plan Work Session, March 21st 2024, 2pm to 4pm
 - b. Land Acknowledgement / Library staff
8. ADJOURNMENT [3:00]

Please submit requests for accommodations, including interpretation for people who are deaf or hard of hearing, at least 48 hours before the meeting to Noelle Amaya, Communications & Engagement Manager (503) 883-3727.

CITY OF McMinnville
MINUTES OF DIVERSITY, EQUITY & INCLUSION ADVISORY COMMITTEE
Held at Kent Taylor Civic Hall and online via Zoom,
McMinnville, Oregon

Thursday, February 8, 2024, at 2:00 p.m.

Presiding: Committee Co-Chair Larry Miller & Committee Co-Chair Caitlin Nemeth
Secretary: Noelle Amaya, Communications & Engagement
Manager

Committee Members: Present

Absence

Abby Thomas
Caitlin Nemeth
Viviana Garibay
Larry Miller
Zack Geary
Efrain Arredondo
Christine Bader
Katherine Martin
Nancy Macias

Tony Lai

Others in attendance: Tom Schauer, Senior Planner; Jody Christensen, Special Projects Manager; Claire River O'Malley, Newberg School District / member of the public

- 1) CALL TO ORDER: Committee Co-Chair Larry Miller calls the meeting to order at 2:01 p.m.
- 2) APPROVAL OF MINUTES: Efrain Arredondo MOVED to approve the January 11th, 2024, minutes. Caitlin Nemeth SECONDS. Motion PASSES unanimously.
- 3) PUBLIC COMMENT: There were no public comments.
- 4) FOX RIDGE ROAD PRESENTATION: Tom introduces himself and his role. Tom staffs the Affordable Housing Committee, City Council for land use matters, Historic Landmarks Committee, and Landscape Review Committee. Community Development projects are initiated looking at future growth and development but also must adhere to applicable state law.

Christine asks why this project is being brought to the committee – her impression is that all their work should be focused on the goals from the strategic plan. Tom explains that this is an initial step in how the Planning department undertakes projects to encourage they have equitable processes in place – also so that committee may gain familiarity about city work so that they have more knowledge on City processes and feedback loops.

Councilor Geary further ties this to the role of the committee – growth is continual, so it's

important the DEIAC is involved in the development of McMinnville. Jody Christensen adds that this exposure aligns with DEIAC goals – specifically improving access and removing barriers. The DEIAC is tasked in bringing more thoughtful/intentional ways to engage with community members. This project that planning is bringing happens to be specific to the Fox Ridge Road, but that isn't always the case.

Christine asks if the co-chairs had any input on why this ended up on the agenda. Larry and Caitlin both acknowledge that they were aware of and approved of its addition.

Tom begins his presentation on the basics of what Planning is and how their team is working to meet the needs of the community. He walks the group through the General Comprehensive plan map and fundamental aspects of the Growth Management Plan which includes the Great Neighborhood Principles and the idea of neighborhood activity centers.

He shares a slide on the great neighborhood principles which aligns with the neighborhood activity center concept. This helps the City develop in a cohesive way that thinks above and beyond the standards set down by legislation. He shows several examples of what that might look like. Tom continues his presentation on the Fox Ridge Road Area, specifically first going over the geographic elements. He gives an overview of the different types of plans including framework plans, area plans, and concept master plans. Framework was adopted in 2020. He points out the natural constraints and hazards that will limit development. He shares the broad principles and the planning process they've followed to date including joint work sessions with City Council, School District, and Planning Commission.

Larry asks us to define which social media platforms are used by the city. Noelle states that Facebook and Instagram are the primary tools. Larry and Caitlin suggest expanding using other social media platforms to reach people who don't use Facebook or Instagram like Twitter, Next Door, and TikTok.

Katherine asks if the Planning department is responsible for planning traffic to that area. Tom confirms that the Planning department is responsible for transportation planning and that these types of plans must work together to be successful. Tom shows the preferred land use concept for Fox Ridge Road. Larry asks to move forward with the Q&A since we're short on time. Tom states that the next major step in this is the February 27th meeting.

Larry asks how the public has been able to provide feedback on this project. A Public Advisory Committee and design workshops were open to the public, newspapers, social media, website, etc. Larry asks if the public has any decision-making authority about development. Tom states that the PAC acted as the decision-making authority which makes recommendations to go to the Planning Commission. The process they follow is embedded with engagement. They have had the benefit of a lot of different eyes and perspectives involved at every stage.

Efrain asks about how all public needs are considered – Tom states they consider multiple things like levels of service and ideas about how we address maintenance and funding and work towards incorporating this plan with others like the PROS plan.

Group discussion on the Equity lens questions. The group agrees Equity Lens questions

should be incorporated into the RFP process.

5) TALITHA CONSULTS INTRODUCTION: Noelle introduces the consultant group. Charis introduces herself. Charis asks the group to think about the political climate of 2024. As a first-generation immigrant from Burma – it was the state of Oregon that welcomed her when she was 15 and she is privileged to be working with groups like ours. You are all taking on this work in a Dragon year – which is special from her perspective. Charis states the City put out a well written RFP, they are a boutique consulting firm that only takes 9-11 clients per year, so when a good RFP is written they are excited to pursue it.

City Staff – the committee will be acting as the Initiative Advisory Committee - a “project advisory committee” by definition, but using the word initiative as a word that is used to describe work that lives beyond this particular contract. Our March meeting we will be kicking off officially with this advisory committee to begin the project.

Christine asks about the subcommittee work for her and Tony. Noelle states that as she understood preliminary conversations, the suggested role the subcommittee might be best served during the implementation phase. The subcommittee may act as a “steering committee” to help drive the work as outlined in the recommendations. Christine states that she and Tony and would both really like to be part of a smaller group that will represent the committee in the work with the consultant.

Jody states that the representatives are the whole committee – each monthly meeting, a portion will be used to work through the assessment. Charis assures the group that she has heard their desire for participatory planning and points out challenges related to time and capacity.

Various committee members join in the conversation – stating that if the committee members have expressed time and capacity to put effort into the assessment work beyond our monthly meetings, they should be allowed to do so since it has taken this committee four years to get this underway.

Christine states that it was her understanding, that the whole committee agreed that she and Tony should be involved in the implementation and delivery beyond what happens in the larger group meetings and to be part of the project at a more intimate level and now the City has chosen to make all the decisions and not hear the wishes of the committee.

Charis states that she will take the responsibility here as a “newbie.” As newly contracted, she is still feeling out the landscape. She asks the committee to forgive her if she has come across as unwelcoming to the people who have set the table for this work to happen. Charis asks for will you give me a few days to get some grounding.

Christine states that this is a structural issue and there is a misunderstanding internally.

Noelle states that there is not structural misunderstanding from her perspective, she heard and communicated that to the consultant and the consultant advised to handle it a different way. Noelle states that she did not change what the committee said. She simply communicated that and then passed that information on to this committee for consideration.

The consultant team plans to go back and sort of rethink that approach, to honor the committee's request.

Committee members exchange comments about committee involvement.

Jody explains the difference in content between structural and organizational content of their meeting times with the consultant.

Christine – the subcommittee's purpose is to make sure that the full committee is represented in an ongoing way between the meetings.

Staff directs Charis to make some recommendations as to how this subcommittee might be involved between meetings. Jody asks the committee about what they're hoping to occur in the subcommittee meetings? The two types of meetings that we've described, per our contract may not need that that desire.

Committee members agree that they envisioned a more active level of involvement – this was the original intent of this committee.

Jody states that we have a limited number of meetings built into the contract which is reflected in the budget and will need to be thoughtful of that about that but understands that a more intimate level of involvement is desired. She reminds the group that any decision making or direction during those smaller meetings must occur at the larger meeting.

Christine states that she understands there is a limited number of meetings, but the desire is to meet with Charis and be a part of the internal discussions of those meetings. She states that the whole point of the assessment is to get a third party view, and for only staff to be there and not committee, there is a piece of interaction that feels would be missing if it is only a presentation to the full committee once per month. The overall desire is for engagement with the consultant. Originally, the committee was going to take on the work of actually doing the assessment and doing the interviews. We've outsourced that work. So the nearest proxy is to be involved in an ongoing way and hear how the conversations are going. So maybe it would be helpful if Charis could describe the structure how the meetings for the PAC will take place.

Jody states that her perspective is that previous projects that have been brought to this committee – the level of engagement has been underwhelming and ability for this committee to give direction has been less than satisfying. You're taking that experience and saying "we want a robust conversation with the consultant."

The group further exhausts the discussion of committee involvement and normalizing a process that is unlike other city processes for contractual work. Staff acknowledges this desire and states they need more time to work through re-working this aspect to the best of their ability.

- 6) **REVIEW CURRENT PROCLAMATION PROCESS:** Noelle presents the topic and directs staff to review the email from Claudia which outlines the current process for proclamation review. Noelle asks if anything sticks out as a pinch point for this group.

Committee agrees that it is unclear how proclamations are chosen and if we do them on a rotating schedule. Noelle will gather that list from Claudia to present next month. The question of whether the committee wants to review the proclamations as group is posed. Larry states that they've done this both as a group in meetings in the past and also via email as individuals. The committee also expresses interest in understanding who approves edits.

The committee also would like more information on if there are specific guidelines for those who are submitting a proclamation and if the City has their own set of guidelines. The committee agrees that having proclamations listed on a calendar on the webpage feels like a best practice. Noelle states that she has heard from the committee that feedback on the final product is important.

- 7) CITY COUNCIL UPDATE: Zack Geary shares that the City will have a four hour work session on February 21st regarding homelessness and housing. He invites the committee to attend.

The City has recently entered an MOU with McMinnville Water & Light to utilize the Miller property for the new recreation center. There will likely be a bond next spring based off multiple polling sessions that will take place in the coming years. Katherine asks how the city plans to get the word out about bonds. Zack states there is still much work to be done and we're currently working with a political consultant to assist in that. There are multiple ways the city does this – this project will share the burden of getting the word out with the group formerly known as MacPac.

- 8) OTHER BUSINESS Caitlin Nemeth gauges interest on if the committee has a desire to plan a social gathering.

Christine states that she would like the 5 minutes of the agenda to be devoted to a 'get to know' activity.

Abby shares the Black History Month activities happening at Linfield.

Efrain shares that Lunar New Years celebration is coming up as well.

Christine asks to also hold 5 minutes at the end of each meeting to talk about community events.

Larry states that the committee should decide on a theme for the committee – if there is a set of words that everyone could focus on to help bring them together. Next month folks should bring some ideas. Noelle will send a reminder.

- 9) ADJOURNMENT 4:00pm

s/s Noelle Amaya
Noelle Amaya,
Communications & Engagement Manager



STAFF MEMO

DATE: March 14, 2024
TO: The City of McMinnville's Diversity, Equity, and Inclusion Advisory Committee
FROM: Noelle Amaya, Communication & Engagement Manager
SUBJECT: Proclamation Review

City of McMinnville STRATEGIC PRIORITY & GOALS:



ENGAGEMENT & INCLUSION

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

STRATEGIC OBJECTIVE/S:

1. **Actively protect people from discrimination and harassment**
2. **Celebrate diversity of McMinnville**
3. **Cultivate cultural competency and fluency throughout the community**
4. **Grow City's employees and Boards and Commissions to reflect our community**
5. **Improve access by identifying and removing barriers to participation**

Report in Brief:

The purpose of the discussion is to review the 2024 Proclamation List.

Action:

- 1) Recommend an approved list of 2024 proclamations to City Recorder team.

Background:

At the February 8th, 2024 DEIAC meeting, the committee shared the desire for additional clarity related to how proclamations are chosen and if the City uses a rotating schedule to make that decision. The committee directed staff to gather the current list of proclamations from the City Recorder team to present for discussion during the March 14th, 2024 meeting.

The committee also directed staff to inquire of the City Recorder team how edits are approved after proclamations have been reviewed by the DEIAC and if there are any guidelines for the public to follow when submitting a proclamation request to the City.

PROCLAMATION	Proclaimed day/month	Date Council Hears	NOTE	DEIAC
Black History Month	February	Last meeting in Jan.	Annually	✓
Womens History Month	March	Last meeting in Feb.	Annually	✓
Parkinson's Awarness Month	April	Last meeting in Mar.	Only do if partner requested	✓
National Library Week	04.07.24 - 04.13.24	Last meeting in Mar.	Annually	
Volunteer Appreciation Week	04.21.24 - 04.27.24	First meeting in Apr.	Annually	
Earth Day	04.22.2024	First meeting in Apr.	Annually	
Arbor Day	04.26.24	Last meeting in Apr.	Annually	✓
Historic Preservation Month	May	Last meeting in Apr.	Annually	✓
Teacher Appreciation Week	05.06.24 - 05.10.24	Last meeting in Apr.	Annually as long as MSD helps	
National Economic Development Week	05.06.24 - 05.10.24	Last meeting in Apr.	Only do if partner requested (MEDP)	✓
Mental Health Awarness Month	05.13.24 - 05.19.24	Last meeting in Apr.	Annually see if Public Health would help	
National Police Week	05.12.24 - 05.18.24	First meeting in May	Annually	✓
National EMS Week	05.19.24 - 05.25.24	First meeting in May	Annually	✓
Public Works Week	05.19.24 - 05.25.24	First meeting in May	Annually	✓
LGBTQIA+ Pride Month	June	Last meeting in May	Annually	✓
Juneteenth	06.19.24	First meeting in June	Annually	✓
Armed Forces Day	06.29.24	Last meeting in May	Claudia to get more info.	
Park and Recreation Month	July	Last meeting in June	Annually	✓
Lemonade Day	August	First meeting in Aug.	Only do if partner requested (Chamber)	✓
LatinX Heritage Month	09.15.24 - 10.15.24	First meeting in Sept.	Annually	✓
Domestic Violence Awareness Month	October	Last meeting in Sept.	Only do if partner requested (Henderson House)	✓
MADE Day/National Manufacturing Day	10.04.24	Last meeting in Sept.	Only do if partner requested (MEDP)	✓
Indigenous Peoples Day	10.14.24	First meeting in Oct.	Annually	✓
Hands & Words are not for Hurting Week	10.15.24 - 10.21.24	First meeting in Oct.	Only do if partner requested (Soroptimist)	✓
McMinnville Industrial Promotions Day	10.24.24		Only do if partner requested (MEDP)	✓
World Polio Day	10.24.24		Only do if partner requested (rotary)	✓
Extra Mile Day	11.01.24	Last meeting in Oct.	Only do if partner requested	✓
Native American Heritage Month	11.01.24	Last meeting in Oct.	Annually	
Veteran's Day	11.11.24	Last meeting in Oct.	Annually	
Small Business Saturday	11.30.24	Last meeting in Nov.	Only do if partner requested	

From: [Claudia Cisneros](#)
To: [Noelle Amaya](#)
Subject: RE: DEIAC Questions on proclamations
Date: Monday, March 11, 2024 3:52:06 PM
Attachments: [image001.png](#)
[image002.png](#)

Hi Noelle,

Here are the answers to your questions.

1. I approve/update the edits received from DEIAC.
2. We haven't had this happen yet but if/when it does happen the proclamation will go to the Mayor to decide what edit she prefers to go with as she has the final say.
3. We haven't finalized our proclamation procedure process but once that is done it will go on the city website detailing how the proclamation process works and it will have a form to fill out for requesting proclamations.

Let me know if you have any other questions.

Thanks,
Claudia

 **City of
McMinnville**
Claudia Cisneros, CMC
City Recorder/City Elections Officer
503-435-5702 (desk)
230 NE Second Street
McMinnville, OR 97128

Monday – Thursday 7:00 a.m. – 5:30 p.m.

Website: <http://www.mcminnvilleoregon.gov> | [Recorder Page](#) |

PUBLIC RECORDS LAW DISCLOSURE: Messages to and from this e-mail address are public records of the City of McMinnville and may be subject to public disclosure. This e-mail is subject to the State Retention Schedule.

From: Noelle Amaya <Noelle.Amaya@mcminnvilleoregon.gov>
Sent: Thursday, March 7, 2024 2:38 PM
To: Claudia Cisneros <Claudia.Cisneros@mcminnvilleoregon.gov>
Cc: Daniel Ruiz <Daniel.Ruiz@mcminnvilleoregon.gov>
Subject: DEIAC Questions on proclamations

Hi Claudia or Daniel,

Wondering if you could help me answer these questions:

How edits are approved after proclamations have been reviewed by the DEIAC?
Who approves those edits? What happens if two edits provided by committee members contradict one another.

Are any guidelines for the public to follow when submitting a proclamation request to the City? Do we have a guiding document somewhere we direct them too?

Thanks,



Noelle Amaya

Communications & Engagement Manager

503-434-2328 (desk)

503-883-3727 (cell & text message)

mcminnvilleoregon.gov

"Do the best you can until you know better. Then when you know better, do better." –
Maya Angelou

From: [Randy Johnson](#)
To: [Noelle Amaya](#)
Subject: DEIAC Meeting - My Comments
Date: Wednesday, March 13, 2024 7:58:29 AM

This message originated outside of the City of McMinnville.

I am a retired corporate executive and I totally oppose DEI. What does DEI really mean? Democrats' Evil Insanity. I am actively divesting my stock holdings in companies that promote or practice DEI over performance and merit.

This country was successfully built on meritocracy. DEI does everything to undermine meritocracy. Have you ever wondered why a Supreme Court Justice doesn't know the difference between a man and a woman? Have you ever wondered why Kamala Harris made it to the position of VP, yet she demonstrates gross incompetence in handling every assignment (e.g., border czar role)? The answer is that they were chosen based on meeting DEI goals instead of choosing the most qualified person for the job. I suspect the rash of recent airplane incidents at companies like United and Boeing will go back to DEI being one of the primary reasons for the mishaps.

As a high-level supervisor for 30 years in three different Fortune 500 companies, I frequently saw subtle discrimination based on both sex and race. However, it wasn't women and minorities that were discriminated against, it was white males. There were not any official "quotas" for hiring or for performance ratings that were used to assign merit raises and promotions, but there were unofficial "goals" in supervisor's performance objectives. Human Resources always reviewed the recommendations and asked for re-evaluations if they felt that the results were too skewed statistically towards white males. The eventual result at one of those companies is that it went out of business after being around for 100 years because of its focus on diversity instead of the quality of staff regardless of their sex, race or sexual preferences.

I would urge the DEIAC to disband and promote meritocracy instead of DEI foolishness. DEI is a euphemism for reverse discrimination.

Regards,

Randy Johnson
McMinnville, OR