

Diversity Equity & Inclusion Council Meeting - Meeting Minutes – January 25, 2023

Members Present: Dr. Jessica Greene, Sean Bailey, Darlene Borges, Dr. Atiya Stokes-Brown, Cody Bunch, Sophie Calhoun, Denise Clark, Susie Sulmers-Fryer, Diane Greene, Becky Large, Craig McGee, Lauren Morris, Grace Stephens.

Staff Present: Cindy Gettig, Amanda Bailey, Peggy Masterson, Danette Patton, Karen Riordan.

Meeting called to order at 9:01 a.m. by Dr. Jessica Greene.

Welcome & Introductions

Dr. Jessica Greene
Sean Bailey

Jessica started the meeting and introduced Sean Bailey, Vice Chair of DEI Council. Sean introduced himself. He said he was honored to be on council and serve as the Vice Chair and proud of all the efforts we've made as a council and how we've implemented that into businesses. Everyone went around the room and set what business they were with and who they were. Dr. Jessica mentioned that she realizes that there are critical and personal conversations that are had, and we are thankful that we have a committee that is open with one another.

Chamber Overview

Cindy Gettig

Cindy did a brief overview of the orientation packet. There are twenty-four hundred businesses in the chamber. Our mission as a chamber is to Promote, Protect and Improve businesses. She reviewed the business development division and went over the programs and events that we handle. Some programs we have are chamber academy, chamber access, small business week and additional networking events. We have thirty-two ambassadors that are the connection between the chamber and our investors. Our team does a lot of ribbon cuttings and Cindy believes eighty were done last year. She discussed the major events we handle – ignite women's conference, member to member business expo, legislative luncheon and reception. Karen suggested that for the next meeting Danette will go through the 2023 strategic DEI plan. She will discuss the priorities for DEI. One of the six priorities the board has is DEI and that's why it's important to review it. It's important as a council to see what our goals and tactics are that we have for this year because a lot of it connects with what this council will be doing.

Updates

Cindy Gettig
Danette Patton

Coming up we have a chosen organization to work on focus groups, Latin-X, LGBTQ and additional minority groups. The organization is out of Atlanta, and they are working with Danette to know how we can assist a minority owned business. They will learn what we need to do in order to be helpful to them in their business. We will be working with current minority owned business chamber investors to learn their needs. After the focus groups, an open house will be held to show who the chamber is and what we do for anyone that attends and wants to know more about the chamber. The time frame of the open house is in April. Love for members of the council to attend.

TD Bank will be the sponsor for the DEI – EVOLVE series. They sponsored four minority owned businesses last year and they will sponsor five this year. They have been a great sponsor and partner with the council. Jessica Grella would like a nice kickoff to EVOLVE. A business after hours will be held at TD Bank to discuss EVOLVE and possibly have Dr. Franklin attend. This kickoff will be held on February 21st at their location on 38th Ave. There will be prizes, food and giveaways.

EVOLVE Preview Activity

Danette Patton

Cindy mentioned that the chamber wanted to have something tangible for attendees to have that they can implement in their businesses. Dr. Franklin will do the series for the entire year. She discussed the activities we have planned for this year. There will be an assignment for people to complete. An example of the assignment would be by the end of the series create your own diversity plan that you can use within your organization. Franklin discussed concentric circles – two circles that discuss who you are, who you pretend to be, who do you want to be and what keeps you from being who you want to be? The group broke out in discussion circles to answer a few questions about who we are and who we want to be. Individuals want to learn about working definitions. When we think about diversity, how do we broaden those definitions. Cindy had a brief discussion on each class and how it will build upon one another. The EVOLVE classes will be two hours long. We would like to start the series after the kickoff at the end of February. Cindy said to increase attendance and participation, there will be a charge for the classes. We are thinking about doing \$25 per class or \$75 for the series and you will get a certificate at the end of the series for attending all four classes. Dr. Atiya mentioned that the cost may be too high for interest. Becky mentioned that in her experience through CAN, people sign up and then don't attend. So, putting a charge to it would add value to the class and hopefully make people want to attend. Karen asked who are we marketing to. She suggested seeing if there's a connectivity with professional networks with EVOLVE that can apply. That will allow for the cost to be less stringent for others. Some other suggestions were to have raffle prizes at each class, provide a letter of value that people can use to show their businesses. It's

important to have an implementation plan from each EVOLVE class. The first half is learning, and the second half would be implementation. Another suggestion was to do a bundle fee instead of an individual breakdown in price. We would like to do a reception at the end of the series to celebrate the completion of the series and provide certificates to everyone that completed the entire series. EVOLVE stands for Educating Voices on Leading and Valuing Equity.

1st class: Exploration of who we are and how we identify that.

2nd class: Intersexuality – video (Kimberly Krenshaw) - Learn where intersexuality came from and describing oppressed identities.

3rd class: Inclusive hiring practices

4th class: Cultural wealth

Other Discussion Items

All

Danette will do a Zoom call to discuss 2023 DEI initiatives with the council. This will be recorded for others to view at their leisure.

Meeting adjourned at 10:08 a.m. by Dr. Jessica Greene.

The next meeting is May 24th at 9 am in the chamber boardroom.