

Diversity Equity & Inclusion Council Meeting - Meeting Minutes – May 24, 2023

Members Present: Dr. Jessica Greene, Sean Bailey, Denise Bailey, Darlene Borges, Cody Bunch, Cecilia Evans, Lauren Morris, Brittany Donatelli-Parks, Kevin Waites.

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

Meeting called to order at 9:01 a.m. by Sean Bailey.

Welcome & Introductions

Dr. Jessica Greene
Sean Bailey

EVOLVE Update

Cindy Gettig
Danette Patton

The first EVOLVE class was full. The second class's material will be scaled back some and will take place at the end of June. The agenda for the session should be completed by the end of the week. SHRM provides two credits per class for a total of eight continuing education credits. For this year, it will be a total of six credits instead of eight since we were not SHRM certified for the first class. The next EVOLVE session is June 29 and the topic will be on Workforce Theory into Practice. There's a lot of activities planned for the next EVOLVE class.

Focus Group: Results & Moving Forward

Danette Patton

Focus groups were held for Latinx, African American and LGBTQ+ minority groups. Two meetings occurred in March, Black-African American and LGBTQ+. It was difficult to locate Latinx business owners; there was five owners that signed up. There were nine participants for the African American meeting and three participants for the LGBTQ+ focus group. Latinx did not have a focus group because of the language barrier. There was a flyer that was created that was translated into their language and had a good list of potential attendees but none of them committed and came to the meeting. Timing is hard for many people and the attendees were offered a \$75 gift card to attend the focus groups to help motivate them to attend.

Additional Comments:

Denise offered assistance with translating. Jessica asked if we had reached out to churches and Danette said we've reached out to some. Danette also mentioned that the takeaway was the groups wanting more education on how to do a business and the ins and outs of owning your own business. A lot do not understand the basics of a business. She is trying to determine how we work with SCORE and SBA to get these groups more involved. Some of the attendees said they were aware of SCORE and SBA, but they

preferred in person meetings and SCORE is all virtual. Cindy mentioned the best event that the SBA, City of Myrtle Beach and Myrtle Beach Area Chamber of Commerce partnered together for is the Lender Matchmaking event. Kevin said there were probably close to fifty attendees. The attendees had to have their business plan prepared and share it with other businesses at the event. The biggest takeaway from the focus groups was having a mentorship program to help them one on one with their struggles and hurdles. Cecilia asked when the Minority Owned Business contest ended and did it coincide with Juneteenth. Karen mentioned there is still some negative backlash with the contest. Cecilia mentioned reaching out to the minority sororities because they have touched the churches and other minority community areas. This would allow us to be able to explain what the chamber is and how it benefits the minority owned businesses in our area. They can help us advocate our efforts and communicate them with the community. One goal is to learn more about the ambassador program we currently have and try to obtain minority ambassadors to help connect with the minority owned businesses. We will have different staff at the open house on June 23 to socialize and explain what the chamber is and what we do.

Supplemental Classes (Outside EVOLVE)

Danette Patton
All

Danette mentioned that we would like to have a discussion with the council to create additional supplemental classes since the EVOLVE series is full. This would allow for anyone that was unable to attend the EVOLVE series or who joined after the series had started to be able to attend other DEI classes. We would try to focus on other minorities that we don't already have in focus groups.

Other Discussion Items

All

The Ignite Conference speakers have been confirmed. The opening speaker will be Chris Singleton, keynote is Elizabeth Smart and the afternoon speaker is Precious Williams. The BMW conference is on August 30 at the Greenville Convention Center.

Meeting adjourned at 10:04 a.m. by Dr. Jessica Greene.

The next meeting is Wed. Aug. 16th at 9 am in the chamber boardroom.