

Diversity Equity & Inclusion Council Meeting - Meeting Minutes – October 23, 2023

**Members Present:** Dr. Jessica Greene, Sean Bailey, Denise Borges, Terrance Butler, Diane Green, Amanda Masterpaul, Annie Melik.

**Staff Present:** Cindy Gettig, Amanda Bailey, Danette Patton, Yaritza Tinoco.

**Meeting called to order at 3:05 p.m. by Dr. Jessica Greene.**

Welcome & Introductions

Dr. Jessica Greene  
Sean Bailey

EVOLVE Update

Cindy Gettig  
Danette Patton

The last EVOLVE session is in November. Cindy complemented Franklin on how well the classes went. There will be a potluck and Danette will share a google document to see who is bringing what.

DEI Social Mixer Report

Danette Patton

Danette congratulated and thanked Terrance for hosting the social. Additional things will be happening in the new year and other individuals have reached out to host similar events to this.

Small Business Accelerator Series

Danette Patton

Kevin Gatlin, who owns a company that creates bedsheets for children in hospitals will be coming to Myrtle Beach to teach a series of classes for us. He sells these sheets to QVC, HSN and Walmart. This series assists businesses with learning where they are currently and determining their next steps. Kevin will help with marketing plans, pitches and earning a minority certification. The goal is to take the individual from point A to point Z. Individuals can attend the entire series or just one class depending on their needs. There will be four sessions within the series.

Staff Workshop w/ Dr. Gale Gorke

Danette Patton

This class will be held on Tuesday, Jan. 30 at 9 a.m. in the boardroom. This is a combined training with the chamber, CVB and PGS. Danette welcomed anyone to attend that's a part of the DEI council. Dr. Gorke will be the facilitator of the first class. She has experience in education and trains all over the world.

## Disability 101

Danette Patton

Disability 101 will be held on Thursday, January 18 at 9 a.m. in the chamber boardroom. Evin and Becky will be facilitating the class and will review the history of disabilities and how it's impacting our society.

## DEI Council 2024

All

### **EVOLVE:**

The EVOLVE series was very beneficial and everyone likes the idea of keeping it as a series because there is more buy into the series. Amanda Masterpaul also agreed that EVOLVE should be kept as a series, because it allows for relationships to be built between the facilitator and attendees and attendees with each other.

### **Supplemental Classes:**

Some classes mentioned to have for next year were pronouns in the workplace, conflict resolution, microaggressions in the workplace, disability in the workplace, what are fair accommodations and mental health days with paid leave.

### **Other Ideas:**

Dr. Jessica Greene agreed that she likes what's happening within our efforts of DEI, but she would like to continue to grow the educational aspect of DEI. She wants others to learn that DEI isn't just about race and that's there's so much more to it. It's important to dig deeper into the history of DEI and the different aspects.

Cindy mentioned that part of the mission of this council is for others to implement these practices into their businesses.

Amanda mentioned that having staggering classes to allow individuals that grow out of beginner learning stages of DEI into a more proficient area can have challenging courses as well. The EVOLVE series could be the beginning of staggering courses. She also mentioned potentially creating a program like LGS, but for DEI. Amanda would also like to make LGS more diverse and have the students attend a variety of different businesses that include minority businesses.

Yaritza explained what she has done for the Hispanic community and what will be updated in 2024. Flyers have been updated; members will be hosting classes here that are Spanish. Evelyn will be able to do one on ones to help individuals from start to finish with creating their business.

The HRC and police department are going to work with business owners to have stickers in their windows that let the public know that they are safe places. Possibly

could connect with other chambers and civic groups to include them in DEI events. This would allow them to grow and learn since they may not have a DEI program.

Other Discussion Items

All

**Meeting adjourned at 3:56 p.m. by Dr. Jessica Greene.**