



COMMISSION ON EQUITY AGENDA

FEBRUARY 28, 2022

5:30 P.M.

REMOTE ATTENDANCE

Remote attendance: You may view and/or provide public comment at the Commission on Equity meeting by watching live on Zoom. (<https://us02web.zoom.us/j/89914413220>)

The public may also listen to the meeting via telephone by dialing toll-free: **(888) 788-0099** or **(877) 853-5247** - when prompted enter **Webinar ID** **press # 899 1441 3220** (*participant ID not required*)

NEW: Watch live or as a recording on YouTube. (<https://youtu.be/nOSN5IBiA9o>)

CALL TO ORDER: 5:30 P.M.

1. Approval of Agenda, Previous Meeting Minutes, and Consent Items

- Approval of Agenda
- [Meeting Minutes from January 24, 2022](#)

2. Public Comment

By Zoom - Please raise your hand to provide public comment.
By Phone – Please press *9

3. Inspirational Item

Vice-Chair Brown

4. Business Items:

A. [BIPOC Business Training Program](#)

Rick Walk, Community & Economic Development Director
Wesley Nguyen, Economic Development Coordinator

B. Lacey Police Department Overview & DEI Efforts

Robert Almada, Chief of Police
Robert Hollis, Deputy Chief of Police

C. [Strategic Diversity, Equity, and Inclusion Plan Workshop #6 – Values Based Decision Making in Practice](#)

Ronald “Tevin” Medley, The Athena Group

5. Commissioner Reports

A. Juneteenth Celebration Update

Vice Chair Brown

6. **Director Report**
 - A. **Focus Groups**
 - B. **Joint Meeting with the Lacey Youth Council**
 - C. **Lacey Cultural Celebration**
7. **ADJOURN**

Next Meetings:

- **Focus Group – Joint Meeting with the Lacey Youth Council** – scheduled for Tuesday, March 15, 2022 – 6: 00 p.m.
- **Commission on Equity Regular meeting** – Monday, March 28, 2022 - 5:30 p.m.

**MINUTES OF LACEY COMMISSION ON EQUITY,
MONDAY, JANUARY 24, 2022
VIA ZOOM WEBINAR**

EQUITY COMMISSIONERS PRESENT: Chair Thelma Jackson, Vice Chair Cliff Brown, Kim Sauer, Annie Clay, Jon Hegwood

EQUITY COMMISSIONERS ABSENT: Makeda Hart, Kristine Stolberg, Youth Representative Alanis Blackburn

COUNCIL PRESENT: None

STAFF PRESENT: Shannon Kelley-Fong, Assistant City Manager (ACM)

RECORDING: https://youtu.be/rnTLN6_s11g

CALL TO ORDER:

Chair Jackson called the meeting to order at 5:30 p.m.

1. APPROVAL OF AGENDA AND CONSENT AGENDA:

Approval of the Consent Agenda:

- Approval of Agenda
- Meeting Minutes from December 27, 2021

COMMISSIONER CLAY MOVED TO APPROVE THE CONSENT AGENDA. COMMISSIONER HEGWOOD SECONDED. MOTION CARRIED.

2. PUBLIC COMMENT: None

3. INSPIRATIONAL ITEM:

Commissioner Sauer read two sijos. A sijo is an ancient Korean form of poetry often about nature. A sijo consists of a three-line structure, but its form is more complicated and the meaning is more complex than a haiku. Commissioner Sauer shared two sijos about the Korean virtue of honoring royalty. The sijos were written in 1391 by Yi BangWon, who became the King of Joseon, and Jung MongJu, who was the royal diplomat in the old dynasty. Commissioner Sauer read one of the sijos in Korean to demonstrate how sijos sound. Commissioner Sauer also read a passage from Dr. Wayne Dyer.

4. BUSINESS ITEMS:

A. Lacey's Cultural Celebration

Jeannette Sieler, Recreation Supervisor, provided an overview of the City of Lacey's Parks, Culture, and Recreation Department and of the Lacey Cultural Celebration. Discussion ensued.

B. Strategic Diversity, Equity, and Inclusion Plan - Workshop #5 - Revisit Equity Values, Mission, and Vision Statements & Overview of Values-based decision making in practice

Ronald “Tevin” Medley led Strategic Diversity, Equity, and Inclusion Plan - Workshop #5. During this workshop, Commissioners reviewed an updated draft Equity Values statement, an updated draft Equity Mission statement, a draft Equity Vision statement, reviewed the concept intersectionality, and discussed an exercise to do prior to the next Commission on Equity meeting. Discussion ensued.

C. Community Engagement Update

ACM Kelley-Fong provided an overview of the final 2021 Commission on Equity Community Engagement efforts.

4. COMMISSIONER REPORTS

Chair Jackson provided an overview of the Commission on Equity Subcommittee to discuss Focus Groups attended by Chair Jackson, Commissioner Sauer, and Commissioner Clay. Discussion ensued. The Commission on Equity expressed interest in attending the Lacey Cultural Celebration and connecting with the City’s Parks, Culture, and Recreation Department for a potential contact list.

Vice Chair Brown did not provide an update on the Juneteenth Celebration as no planning meetings with the Fred U. Harris Lodge had occurred.

5. DIRECTOR REPORT

ACM Kelley-Fong highlighted the upcoming the Lacey Youth Council focus group with the Commission on Equity.

ACM Kelley-Fong discussed the upcoming Black History Month proclamation in February and inviting representatives from the Fred U. Harris Lodge to accept the proclamation and promote the 2022 Juneteenth Celebration.

Commissioner Brown volunteered to provide the Inspirational Item at the next Regular Commission on Equity meeting in February.

ACM Kelley-Fong reminded the Commissioners about the upcoming meetings with the Lacey City Council, the regular Commission on Equity meeting, and the joint meeting with the Lacey Youth Council.

6. ADJOURN

Chair Jackson adjourned the meeting at 7:25 p.m.



LACEY COMMISSION ON EQUITY February 28, 2022

SUBJECT: BIPOC Business Training briefing

RECOMMENDATION: Not applicable - action is not requested

STAFF CONTACT: Shannon Kelley-Fong, Assistant City Manager *SKF*
Rick Walk, Director of Community and Economic Development *RW*
Wesley Nguyen, Economic Development Coordinator *WN*

ATTACHMENTS: 1 – [BIPOC Business Support Training Curriculum](#)

PRIOR REVIEW: City Council Meeting on 2/03/2022

BACKGROUND:

The City of Lacey in partnership with the Thurston EDC have traditionally supported programs, trainings and activities that benefit and resources to business owners and entrepreneurs in the Lacey Community. Programs such as the Scale Up Training Program. The ScaleUp Training Program is a series of three four-session workshops: Business TuneUp, Build Your Market, and Financial Master. The City of Lacey, since 2017, has provided scholarships to Lacey business owners to access the training and develop their business management skills. This program was expanded in 2021, with the development of an advance model of ScaleUP, ScaleUp 200. The 200 level courses are intended to provide a more in depth and advance curriculum in the various topics taught in the initial three courses.

Late in 2021, Lacey Community and Economic Development staff begin working with the staff at Thurston EDC to develop a training curriculum build on the idea of developing a business support, education and training curriculum tailored for Black Indigenous and People of Color (BIPOC) in the Lacey community. As a result of the collaboration of Lacey and Thurston EDC staff, the first cohort of the 2022 Business Startup Training with a focus on BIPOC, veteran and women owned startups started on February 15th and will run through March 15, 2022. All slots have been filled for the first cohort with seventeen (17) registrations. The second cohort is scheduled for April 19th through May 17, 2022.

The program will serve entrepreneurs and business owners throughout the City of Lacey (and nearby Urban Growth Area) with a focus on underserved communities to help foster innovation and create wealth building opportunities. The Lacey BIPOC Business Training will

provide direct access to business resources such as relevant training, coaching, technical assistance, and networking support to launch and grow micro businesses in Lacey and the region. Upon completion, participants can apply to the SPSCC Growth & Innovation Fund, and coaching/mentorship for one year.

Thurston EDC will design and host the BIPOC Business Training. The newly created Thurston EDC BIPOC Business Liaison and City staff are promoting the program specifically to the Lacey BIPOC community and recruiting participants. The 5 week (15 hours hybrid) training program is free for the participants through funding provided by the City of Lacey in the amount of \$27,000.

RECOMMENDATIONS:

1. Not applicable.

Lacey BIPOC Business Training Thurston EDC and City of Lacey

Working in partnership with the Thurston Economic Development Council, Lacey's Community and Economic Development Department (CED) created a Black, Indigenous and People of Color (BIPOC) Business Training Program in response to the pandemic and the adverse impacts on underserved communities in Lacey. The program will serve entrepreneurs and business owners throughout the City of Lacey (and nearby Urban Growth Area) with a focus on underserved communities to help foster innovation and create wealth building opportunities.

The Lacey BIPOC Business Training will provide direct access to business resources such as relevant training, coaching, technical assistance, and networking support to launch and grow micro businesses in Lacey and the region. Upon completion, participants can participate in the coaching/mentorship for one year. As an element of the training program, the training participants will be match with a mentor from the South Sound Chamber for a 6-months long relationship (in discussion).

Program length: 5 weeks, 3 hours per week (1.5 live webinar, 1.5 online)

- 1 year free business coaching from CB&I
- 6 months mentorship with South Sound Chamber
- Access to City of Lacey's Community and Economic Development staff

Program delivery: Instructor Lead and Online training

Program funding: City of Lacey provides \$26,800 to Thurston EDC to develop, recruit, and deliver this training program. The fund would support 2 cohorts with 15-17 participants per cohort.

First Round Application Deadline: February 15. Applications submitted after this date will be considered for a later cohort.

- First cohort will kick off by the early/mid of Mid-February 2022.
- Application criteria
 - Must be located in Lacey City or Urban Growth Area (UGA) – either the business or the business owner
 - Startup to small business stage with less than \$300,000 in annual revenue
 - BIPOC (and Vet) Business owners and entrepreneurs

Training Curriculum Overview:

Timeline	Topic	Duration	Agenda	Note
Week 1	Structuring and Licensing your Startup	1.5 hour class time- Webinar Lecture-Sean Moore Guest Opener	Selecting a legal structure, structure formation process in Washington State, Obtaining an Employer Identification Number, Obtaining State and City of Lacey Business Licenses, Additional Licensing, Business Insurance	Weekly Study Hall Session; Access to Business Enterprise Startup Training (BEST) Online Course Structuring and Licensing your Startup
Week 2	Location	1.5 hour class time- Webinar Lecture-Sean Moore & Planning staff @Lacey	Choosing the right location, Physical Location Scouting, City of Lacey Zoning, Signage, and Fire Prevention Requirements, Leases, Alternative Physical Locations, Online locations, Multi-Channel Selling	Weekly Study Hall Session; Access to Location Checklist and Site Selection Tool
Week 3	Branding and Marketing your Startup	1.5 hour class time- Webinar Lecture-Sean Moore & Guest speaker	Brand Mission, Brand Guide, Logos, Market Segments, Target Market, Marketing Tool Selection, Websites, Google My Business, Integrated Marketing Communication, Customer Service, Customer Reviews	Access to BEST Online Course; Branding and Marketing for Startups Weekly Study Hall Session
Week 4	Finance and Accounting for Startups	1.5 hour class time- Webinar Lecture-Sean Moore & Guest Speaker	Business Bank Accounts, Accounting Systems, Chart of Accounts, Financial Statements, Taxes, Funding your Startup	Access to BEST Online Course; Accounting and Finance for Startups Weekly Study Hall Session
Week 5	Business Plan Writing	1.5 hour class time- Webinar Lecture-Sean Moore & Guest Speaker/s	Business Plan Benefits, Live Plan, Business Plan Outline, Business Plan Chapter Systems, Market Research, Financial Projections, Lean Business Plans, Pitch Decks	Access to BEST Online Course; Business Plan Writing 6 month access to business plan writing software Live Plan; Weekly Study Hall Session

These are not all inclusive. There will be flexibility to add or change training topics to support or accommodate cohort preferences.

COE Agenda 2/28/2022

Time	Item	Comments
5:30-5:35pm	Check-in	How are you showing up? Any access needs?
5:35-5:45pm	Revisit Mission, Vision, Values Statements	Discussion
5:45-5:55pm	Values-based decision making in practice	Discussion/exercise
5:55-6:50pm	Bike Rack additions	Focus on community engagement feedback
6:50-7pm	Check-out (if time permits)	Please share anything you feel you gained from tonight's conversation.

DEI Strategic Plan Elements

Draft Vision Statement:

The City of Lacey is an inclusive community that embraces the gifts, talents, experiences, and contributions of all community members and works collaboratively internally and externally to advance equity in Lacey.

The City of Lacey is a community where:

- Change starts by **listening**
- Diversity is **celebrated**
- Opportunities are **equitable**
- Partnerships are **cultivated**
- Barriers to **full participation** are eliminated, and
- **Accountability** is central to achieving the above.

Draft Mission Statement:

The City is committed to delivering exceptional public services, policies, and programs that integrate equity and social justice as core principles as we continue to grow as a vibrant and thriving community.

The City is committed to working collaboratively with community partners to help create equitable access to opportunities and resources for all community members.

Draft Values Statement:

The City of Lacey champions change that leads to a more equitable society for ALL community members, regardless of race, gender, income, age, sexual orientation, disability, nationality, religion, gender expression, English proficiency, and educational attainment, among other identities, many of which can intersect to create compounding marginalization or privilege.

We strive to eradicate all forms of racism and oppression, which have had disproportionate negative impacts on Black, Indigenous, and People of Color, through actions, partnerships, support and advocacy.

We recognize the power City government has to impact the lives of our community members. In our City government and operations, we strive to shape, advance, and implement policies, practices, and programs that help eliminate inequities that result from centuries of racism and oppression.

We begin with self-examination and listening and creating platforms for historically marginalized and under-represented communities to be heard. The City is committed to working collaboratively with community partners to help create equitable access to opportunities and resources for all community members.

A closer look at draft Values:

- We champion social change that leads to a more equitable society for ALL community members.
- We strive to eradicate all forms of racism and oppression.
- We recognize the power City government has to impact the lives of our community.
- We begin with self-examination, listening and creating platforms for historically marginalized and under-represented communities to be heard.
- We are committed to working collaboratively with community partners to help create equitable access to opportunities and resources for all community members.

Scenarios and problem solving for tough decisions

- Funding has just come through for a major project in the City of Lacey. When asked by the City, how should the COE go about providing broad input or recommendations related to DEI and this project?
- A neighboring community or organization is voicing concerns of racial inequity or oppression related policy to the Commission on Equity. How could the Commission on Equity proceed?
- A City policy, event, or program is believed to be not in alignment with the City's DEI Mission, Vision and Values. How could the Commission on Equity proceed?

Examples: Strategic Plans, Priorities, & Action Items

Examples of DEI Strategic Plans / Priorities:
Thurston County: https://www.thurstoncountywa.gov/tchome/tchomedocuments/TCStratPlanTwoPager.pdf
King County: 201609-ESJ-SP-PolAG-RegCOL.pdf (kingcounty.gov)
Redmond: Community Strategic Plan City-of-Redmond-Community-Strategic-Plan---2021
Bellevue: Bellevue Diversity Advantage Plan 12-08-14.pdf (bellevuewa.gov)
City of Beaverton: Plan: DEI-Plan-web (beavertonoregon.gov) Annual Report: Diversity, Equity, and Inclusion Plan - 2021 Annual Report (beavertonoregon.gov)
City of Bexley: Diversity, Equity, and Inclusion - City of Bexley
City of Hillsboro: Diversity, Equity, and Inclusion City of Hillsboro, OR (hillsboro-oregon.gov)
City of Happy Valley: DEI-Strategic-Action-Plan-Draft-10.6.21-Format-Edits.pdf (happyvalleyor.gov)
Baltimore: Equity Action Plan Feb2020 (baltimorecity.gov)
Milwaukee: Racial Equity Plan (milwaukee.gov) CityofMilwaukee RacialEquityPlan Aug20 8.5x11.pdf
Portland: Racial Equity Plan Portland.gov
Raleigh: Raleigh Racial Equity Action Plan (usgovcloudapi.net)
Boulder: download (bouldercolorado.gov)
Napa: Equity & Inclusion Plan 2021 (cityofnapa.org)
Eugene: Diversity Equity Strategic Plan (eugene-or.gov)
Elgin: City-of-Elgin-Diversity-and-Inclusion-Framework (cityofelgin.org)

****Wish-list exercise****

Based on your experience with this Committee, initial community input, and your time in Lacey, what would you wish to see the City of Lacey accomplish in 1, 3 or 5 years in connection with the Equity Mission, Vision and Values Statements?

If you had to categorize your list, what categories would be included? For example:

Service Delivery / Budgeting, Transportation, housing, Infrastructure, Workforce/work environment, criminal justice, communication, community engagement and access, individual/family support, public safety, economic opportunities, other essential life activities, accountability, others?

[Bike Rack](https://app.smartsheet.com/b/form/5abfa583f8504ee59cf8366d799df233) – This document tracks Commissioner ideas and input for the above exercise. The Bike Rack will be accessible for the next few weeks to collect feedback from Commissioners.
<https://app.smartsheet.com/b/form/5abfa583f8504ee59cf8366d799df233>

To view all submissions visit:

<https://app.smartsheet.com/b/publish?EQBCT=a2bd4c92138b4326964bbcbf7c210425>

Commission on Equity 2021 Community Engagement (final from 01.24.2022 meeting)

Community Engagement Sessions - November 15 & November 22

The items listed below were brought up during one of the Community Engagement Sessions held by the Commission on Equity or as part of the online, alternative engagement effort. The statements are ordered broadly by category, not in the order in which they were expressed. In addition, the items are not provided verbatim, rather they attempt to broadly capture the content of the statements. To hear what was expressed by each community participant or Commissioner, please view the recordings [November 15](#) and [November 20](#). To read what was expressed by each community participant on the online, alternative engagement efforts, see below.

Finally, the items listed are not intended to be an exhaustive account of all statements.

Partnerships:

- Explore partnerships with Timberland Library, North Thurston School District, other local entities.
- Increase communication with JBLM, new families to area.
- Increase communication with new residents.

Accessibility:

- Be sure to consider individuals with disabilities.
- Be sure to consider individuals with limited or no access to internet.

- Enhance broadband access across the County.
- Make City materials accessible, e.g., ASL interpreters, closed captioning, consider design that makes materials accessible for individuals with color blindness.
- Consider language and cultural barriers.
- Masks are barriers currently to hearing individuals in the Sessions.
- Community members with language, cultural, or other barriers to information may feel limited in who they contact at the City.

Outreach:

- Expand the City newsletters and have an established contact at the City available to provide more information.
- Flyers in grocery store, park signage.
- Go to where the people are / go into the community for engagement.
- Use banners / Electronic reader boards.
- Make online materials, like the survey, 100% accessible.
- Use newspaper ads.
- Leverage community partnerships.
- Consider hosting additional forums and/or focus groups.
- Engage in more community engagement and dialogue.
- Engage more high school youth / youth voices.
- Outreach and engagement with Homeless Youth.
- Create an outreach list with local organizations / entities.
- Use Community liaisons to reach out to communities.
- Get creative in approaches.
- Find locations that may be less intimidating than City Hall to meet with the community.
- Create an environment of trust when community members feel they can bring up items and/or issues they may be encountering.

Inclusivity:

- Expressed that visuals in the community matter, e.g., military statue.
- Indigenous land recognition.
- Create a list of who attends/is a part of celebrations; do an audit of who is left off those lists.
- Consider a Juneteenth celebration.
- Consider hosting additional forums and/or focus groups.
- Explore expanding the existing community center for large events and programming.
- Explore increasing representation on boards and commissions in the community, this includes the city as well as other governmental entities in the community.
- Concerns regarding businesses in the City.
- Judge people by content of character; expressed the commission was the wrong direction.
- Consider issues of housing and financial issues.
- Have empathy for others.
- Craft a mission statement.
- Increase diversity in the City organization, as well as outside of the City, e.g., Police.

Evaluation / Benchmark:

- Evaluate who we are reaching out to and if it is effective and identify gaps.
- Evaluate way to close identified gaps.

Resources for Reflection

<https://www.npr.org/2022/02/01/1075623826/why-is-february-black-history-month>

<https://www.whitehouse.gov/briefing-room/presidential-actions/2022/01/31/a-proclamation-on-national-black-history-month-2022/>