



SHAKER HEIGHTS

Diversity, Equity and Inclusion Committee Agenda Via Zoom Thursday, January 19, 2023 at 8:00 a.m.

This meeting is being held remotely (Zoom) pursuant to Chapters 113 and 115 of the Codified Ordinances (as amended in Ordinance 22-28), and Resolution 22-29, enacted on March 22, 2022.

Join the Zoom meeting as a viewer or listener from a PC, Mac, iPad, iPhone or Android device at <https://us06web.zoom.us/j/85378789992?pwd=RFNBa1JPakVGY1lwYlA3MUJzQUtaZz09>, Password: 33553400; Description: DEI Committee; or join by phone at 833-548-0282 (toll free); Webinar ID: 853 7878 9992; Password: 33553400. International numbers available at <https://zoom.us/u/ahwKbeuA>. The audio of the meeting will be available the following day on the City's [website](#).

1. Approval of December 15, 2022 meeting minutes.

Documents:

[DEI MIN 20221215.PDF](#)

2. Review of 2023 goals and allocations of responsibility. Discussion on plans to achieve goals.
3. Discuss process of applying to receive money to support DEI meetings.
4. Schedule and plan for first quarterly community meeting.
5. Request to apply for and accept a Drive to Succeed grant.

Documents:

[DRIVE TO SUCCEED MEMO.PDF](#)

6. Internal City updates/external community updates.



DEI Committee Minutes
Via Zoom Pursuant to Chapters 113 and 115 of the
Codified Ordinances (as amended in Ordinance 22-28), and
Resolution No. 22-29, enacted March 22, 2022.
Thursday, December 15, 2022
8:00 a.m.

Members Present: Council Chair Sean P. Malone
Council Member Anne Williams
Citizen Member Phillip Rowland Seymour
Citizen Member Julie Kaufman
Mayor David E. Weiss

Others Present: Chief Administrative Officer Jeri E. Chaikin
Chief Diversity Officer Colleen Jackson
Vice Chair for Racial Equity Lisa Vahey

The meeting was called to order by Council Chair Sean P. Malone at 8:07 a.m.

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Approval of the October 20, 2022 Meeting Minutes

It was moved by Mr. Malone and seconded by Ms. Anne Williams to approve the October 20, 2022 meeting minutes.

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2023 Goals

Council Chair Mr. Malone stated that Chief DEI Officer Ms. Jackson circulated the goals. After the retreat he added verbiage based on his understanding of what they had talked about, as well as goals eight and nine. They didn't really talk about the welcoming work that's been going on, but they already have a group of residents working on this. There's a City group and they want to maintain that work so he added number eight to continue welcoming projects. He did not see number nine listed on the board, intergenerational connections, but they don't want to lose sight of that because folks seem pretty engaged in that. He asked if anyone would like to tweak the language. He is more interested in making sure they can visualize what this work would look like. If they think some of the goals are unrealistic or could be phrased better, they can talk about them and certainly redline them after the meeting. He wanted to make sure they are on the same page for what they had in mind and what they can actually achieve in 2023.

Ms. Kaufman stated that goals number eight and five go together.

CITY OF SHAKER HEIGHTS

Council Chair Mr. Malone stated that he would say they are separate because different people have been working on them. They are related but the neighborhood engagement work may include meeting with Kay Consulting to talk about bringing the Moreland work to other neighborhoods.

Ms. Kaufman stated that she is working on both, and if they are trying to eliminate silos that is a way to do that.

Mr. Seymour stated that he thinks the goals are great and he can imagine there are ways of grouping them instead of each person choosing one or two goals. They capture the work that was outlined at the retreat, and the beginning of the work they've heard from community members that could be useful here.

Ms. Anne Williams stated that this captures their conversation. There is a lot of overlap and there are common themes. These may need to evolve a little bit as they go forward. She likes them separately at this point.

Chief DEI Officer Ms. Jackson stated that she remembers from their conversation that number eight was acknowledging the work that's already been going on within the Welcoming/Inclusion Subcommittee so that they can continue to work on those projects. Number five was a combination of meeting other people doing this work in the neighborhoods and a possible connection from the overlap. They talked about the difference between community development that's happening in economic development and the community engagement type of work they want to do. That's why they were separated. Obviously there's some overlap still within that, but because they don't have a clear engagement strategy that was so they could develop that without stopping the welcoming projects. She believes the Moreland Community Association is ready to start a welcoming initiative and has connected with Ms. Kaufman on what the DEI Committee is doing City-wide. They do fall in that same bucket, so most likely someone working on it will be working on both of those, but that's why they separated them. Number five was also with number six in establishing those connections with other individuals in the community doing this work. Five, six and eight belong in one group.

Council Chair Mr. Malone stated that it sounds like folks are generally okay with the way these are stated. He asked if they wanted to solicit volunteers to take the lead on a project who will be in charge of organizing a speaker for the committee or an event where residents can understand the process and voice their concerns for each of these goals.

Ms. Anne Williams stated that she is willing to take the lead on goal number one, point-of-sale inspections. She likes the idea of having a speaker, but would like to get other people who are interested in this to convene a group. She asked about the best way to reach out to subcommittee members. Maybe the next step after they assign people is how to engage members.

Council Chair Mr. Malone suggested a communication about the goals for 2023 including the direction they're heading. They need some communication broadly to the community. If they are moving away from having subcommittees, they have some folks who have been attending the subcommittee meetings who they don't want to feel abandoned.

Chief DEI Officer Ms. Jackson stated that now that they have the goals and are establishing who's going to be working on each, they may send out a communication to the people who attended the neighborhood community conversation. A lot of these ideas came out of that about things they were

interested in and willing to work on. Then they can ask them to let the committee know which of these goals they'd be willing to participate in and establish those working groups that way.

Council Chair Mr. Malone stated that number four is quarterly community meetings. They can think about if that could be another opportunity to bring people into the fold and reconnect on what they are working on. If they want to join they can introduce them to the person who can help.

Ms. Kaufman stated that she wouldn't say her communication has been super strong in the last couple of months with the Welcoming/Inclusion Subcommittee. She was waiting for the DEI Committee to talk about the goals. She would like to have one communication sent out. All of the subcommittee members coming weren't necessarily able to make it to the meeting at The Dealership. She wants to make sure those people get included. She thinks there should be one communication to everyone not something she sends separately to those in her subcommittee.

Chief DEI Officer Ms. Jackson stated she was suggesting it go to the entire list of people who attended the meeting at The Dealership, and she will collect the email addresses from the people in the subcommittees to send it out to one large group. Perhaps they will hold the first quarterly meeting in January or February, and then get these working groups established in that gathering. That will be easier than trying to do it through email. They still have to come up with the way by which they're going to accomplish the goals to fit under each heading. People will know what they want to commit their time to. They can send that out in a communication, have the first quarterly meeting, and in a breakout session style they can have people go into the groups they want to work in. That will give them a good launch into their initiatives. She imagines people will want to do more than one thing based on the enthusiasm from the community conversation.

Council Chair Mr. Malone stated that Ms. Kaufman is working on goal number two, generating a list of minority-owned businesses. The next step would be thinking about how they would potentially promote or share that information.

Ms. Kaufman stated that she is happy to shepherd number two. It's directly related to some stuff that she is doing with the Shaker Heights Development Corporation. If this committee wants to be involved in taking that on, great.

Council Chair Mr. Malone stated that they may have multiple lists.

Ms. Kaufman stated that she is not thrilled with the goal title of minority-owned businesses. She believes it would encompass much more than that.

Council Chair Mr. Malone stated that it may include lists of businesses that have not been promoted or celebrated in the past by the City. The banners and signs idea may require some heavy lifting down the road, but it's good to have it out there now so that people know what they're envisioning. Goal number three is a big one. He and Ms. Carmella Williams were at a meeting last night talking with the Shaker Heights School District about some of these initiatives, like early childhood and recreation. He is happy to work on that goal. It may require a few conversations. Some of it is just communication because a lot of people don't know that some of these big decisions are in the works. The schools are considering making an investment in early childhood education, and the City and the schools are talking about recreation facilities. This involves building awareness. It may make sense for him and

Ms. Carmella Williams to work on this since they're already participating in the Forward Together conversations.

Mr. Seymour agreed that it is a heavy lift. Having officials leading that conversation makes more sense than a layperson. He would be thrilled to help in those conversations.

Council Chair Mr. Malone stated that the more hands the better on that. He is not sure whether goal number four, quarterly meetings, is just a scheduling function.

Chief DEI Officer Ms. Jackson stated she can probably help with the organization of that in terms of getting it on the schedule and getting the word out through the different communication opportunities. When the committee comes together they can throw out ideas for the first one and start working on it. It needs to be in January or February.

Mr. Seymour stated that thinking about goals four and seven specifically, his sense is that those are goals that would be best served being held by the City proper. In looking at those two in particular, the data will have its legitimacy by being collected and managed by the City. The meetings are going to have their legitimacy being planned and worked out by the City.

Council Chair Mr. Malone stated that they may lean on Chief DEI Officer Ms. Jackson to communicate to the public about when the meetings are happening, as well as organizing and scheduling those.

Ms. Vahey stated that goal number four helps set the groundwork for goal number six. The other piece is that they also want relationships with the City, organizations and others. She sees a relationship between goal number four and six. She would be happy to be the layperson partner for goal number four because she believes strongly in the power of coming together. Leveraging their personal relationships they all have with community folks doing this work to elevate that to a network of folks doing this could be an opportunity for goal number six to happen as part of goal number four activities.

Council Chair Mr. Malone stated that goal number six may be something everybody is doing, establishing authentic connections. They do not necessarily need to have one person tasked with that. He would like at every meeting or every other meeting to have a guest speaker from one of the organizations to introduce them to the DEI Committee and the committee to their work. Goal number five gets to some of the work that Kay Consulting may help with for at least one more year, the neighborhood and community engagement.

Mr. Seymour stated that neighborhood revitalization seems like it pairs nicely with point-of-sale inspection requirements. Community engagement pairs nicely with goal number four. It also presents an opportunity for them not to have leaders of nine goals, but to have somebody working on neighborhood revitalization, which includes point-of-sale inspections.

Council Chair Mr. Malone understands the overlap is clearly there with neighborhood revitalization. It might be good to have a Council member working on that goal because it's going to involve some conversations with the City about what they want neighborhood engagement to look like in 2024. Kay Consulting will be on board in 2023. Looking forward, they have to decide how they want that type of work to take place.

Ms. Carmella Williams stated that she does not mind working on that. There has been quite a bit of discussion around what that work would look like.

Ms. Anne Williams stated that she will work on that as well.

Council Chair Mr. Malone stated that he would hope that goal number six, authentic connections, would be the work of the entire committee. Having guest speakers is a small start in that regard. Skipping to goal nine he asked if Ms. Tracy Williams might lead that goal.

Chief DEI Officer Ms. Jackson stated that might be safe to say. They have talked more about youth engagement than intergenerational connections, but the two can overlap. This gives them an opportunity to come up with things that involve young folks. She doesn't know if they will necessarily hit the button on intergenerational connections as they try to establish initial relationships with youth who work with the committee. They can create opportunities for intergenerational connections, which may come out of that.

Mr. Seymour stated that goal number three feels like it falls nicely with City-wide priorities around older adult services, youth services, recreation, early childhood education, policing, etcetera. It feels like a natural fit.

Chief DEI Officer Ms. Jackson stated that they are talking about two different things here. Intergenerational opportunities as it relates to older adult services can be a part of goal number three where they're building awareness and alignment. That gives them space in goal number nine to be creative in youth-led initiatives. There'll definitely be some overlap there too. Along with Ms. Tracy Williams Chief DEI Officer Ms. Jackson will assist with goal number nine.

Council Chair Mr. Malone asked Ms. Kaufman if she was interested in helping with goal number eight.

Ms. Kaufman responded yes.

Council Chair Mr. Malone stated that goal number eight, collecting quantitative data, qualitative data and feedback may not be something they settle right now, but may all agree it would be useful to have that information. The question is how they get it, and who does the interviewing or collecting of data.

Ms. Anne Williams stated that goals six and seven are connected. The committee is establishing these connections with individuals and organizations, and collecting their feedback in order to help the committee with connections in the City.

Ms. Vahey stated that it would be helpful to have a conversation about the wonderful appreciative inquiry process, which is rooted in qualitative interviews. They came up with some core questions that would be helpful for them to have responses from the folks doing DEI work, whether individuals who do this work professionally or organizations working in Shaker already. She would love if they could carve out time in a committee meeting or if a subcommittee wants to work on this. She would be interested in being a part of goal number seven. This is the relationship building that allows them to establish a sustained feedback process as a community around how the DEI work is going, not just one time events. This is the foundation for that work. It is integral to the budget conversation they want to have as well. It starts with including the individuals and organizations in goals number four

and six. A question is how we are being a data informed community. This hard work starts with relationships. Goals number four and six lay the groundwork for goal number seven. She suggested experts on goal number seven.

Council Chair Mr. Malone stated that he will pencil in Ms. Vahey for goal number seven. This is something they should probably have a conversation about at the quarterly meeting. Ms. Vahey could draft a few survey questions that would be useful. Maybe a combination of emails could go out from the committee as a formal entity. If she is willing to do the legwork, compile the list, design some questions, then they can talk about how exactly this can happen at the first quarterly community-wide meeting.

Ms. Vahey stated that she has a working list of organizations that she will send to everyone.

Chief DEI Officer Ms. Jackson asked if Ms. Vahey would be working on goals number six and seven.

Council Chair Mr. Malone clarified that everyone would be working on goal number six. It is everyone's responsibility to establish authentic connections.

Mr. Seymour stated that he is happy to work with Ms. Vahey on goal number seven.

Ms. Vahey confirmed that she just sent everyone the document including the list of folks they might want to start building relationships with on pages four through seven.

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Estimated Budget

Council Chair Mr. Malone stated that they can try to sketch out how they anticipate spending money in 2023 and allocating funds between projects. In his mind they are not quite ready to allocate money. They continue to get requests for small amounts of money to facilitate events, whether it's for food or childcare. He feels that's perfectly appropriate and should spend it on those things. He asked if they agreed that some money should be allocated to help put events together.

Ms. Vahey stated that it could be helpful to think about a formula for events. If there was a system then it wouldn't be a surprise. It might make it easier for reimbursements. She suggested they set a norm to offer snacks when they convene with folks, or a meal during mealtime, with a list of vendors to be supportive to the Shaker community, providing childcare, and meeting in a free space. It's about being in community with folks. A sustained budget would help them do some goal setting as well, and have something quantitative to report back. When they hit those goals they celebrate, or if they exceed them they think about why that happened, but if they don't meet them they can also reflect on that. She would really like them to set aside dollars to make sure they're gathering data well in a systemic way that might allow for some support for folks who are volunteers and not staff.

Council Chair Mr. Malone asked Chief DEI Officer Ms. Jackson if she knew how much was spent in 2022.

Chief DEI Officer Ms. Jackson stated that the City purchased some additional books for the book club. She can send the exact figures to him. It was probably less than \$1,000.

Ms. Carmella Williams suggested that it would benefit them to think ahead. It'd be helpful to have some conversation around what events they want or spaces they want to create. Then they could have a conversation based on the number of events or activities. It would be hard to come up with a one size fits all. If they have x number of public events, that would look different than a book club or a quarterly meeting. It would be helpful to go in reverse of what Ms. Vahey suggested starting with the number of events and then figuring out what they need for each of those events.

Council Chair Mr. Malone stated that they know they have four quarterly meetings planned. Those will be community-wide.

Chief DEI Officer Ms. Jackson stated that they spent money on food and advertisement. Communications and Marketing created flyers and postcards that went out. She will need to get the figure for the postcards, but in total they may have spent \$250 or \$300. If they plan on growing that, it may cost somewhere between \$300 and \$500 for each of the quarterly meetings to make sure they can advertise them well.

Council Chair Mr. Malone stated that they could set aside \$2,000 roughly for that, at \$500 each as a ballpark. Those would be some of their bigger meetings, but any of the goals could have meetings.

Ms. Vahey suggested they build childcare into the budget for meetings and not just food and communication. They did not do that for the last community meeting.

Council Chair Mr. Malone stated that they could throw in another \$200. These are not huge purchases.

Ms. Kaufman stated that they are talking about what the committee would be doing. They have yet to have the conversation about outside requests.

Chief DEI Officer Ms. Jackson stated that's the challenge. They do not have enough of the initiatives outlined. They have the goals, but once they know what they're going to do to achieve those goals, they can estimate what it'll cost to do that. When they get requests for funds that are not attached to one of the goals or initiatives of this committee, they will need to be specific about that process.

Council Chair Mr. Malone stated that Carolyn Steiner sent a request. She asked for money to support her holiday party. The committee hasn't adopted anything yet and he wants to make sure there's a process in place for future requests.

Mr. Seymour stated that it would be a missed opportunity if there was an event they could support or partner with now that helps achieve any of the current goals or past goals. He thinks they would be missing an opportunity if they didn't support an event, or let the lack of process keep them from supporting an event that would help them achieve their goals now or in the future.

Council Chair Mr. Malone asked CAO Chaikin if the budgeted funds are not spent in 2022 will they get returned to the City's general fund budget or get carried over and added to the funds appropriated in 2023.

CAO Chaikin stated that all unspent appropriations drop off at the end of the year. The DEI Committee will get a new allocation of \$25,000 each year. There's no carryover funds unless it is for an invoice that has not been paid.

Mr. Seymour stated that because this is a matter of public record, he wanted to emphasize that not spending the money doesn't mean that it has gone to waste. It is going into the general fund budget which supports everyone in Shaker.

Ms. Vahey stated that she concurs with Mr. Seymour. Since they have almost \$25,000 that has not been spent, they should support the request from someone who understands the work they have been doing. She is guessing it's not \$1,000. They should be supportive.

Ms. Kaufman stated that she agrees they should be supportive now with this particular request. She also feels pretty strongly they will be on a really slippery slope if they don't have processes about how they decide these things.

Council Chair Mr. Malone stated maybe they will set aside \$5,000 to support meetings throughout the year.

Mr. Seymour stated that's a fantastic idea and suggested raising the number, which would incentivize local community members to partner with the committee to host meetings so they can engage the community.

Chief DEI Officer Ms. Jackson stated they have to be careful in the event everybody starts hosting a meeting and wants the committee to fund it because they are part of the community. That is one of the challenges. They should be supporting the things they promised to support before there was a committee and figuring out a way to make good on those promises, but also putting a structure in place so that the meetings are attached to the goals and the initiatives set for the year. A generous fund to do that makes sense. It's a gathering space. That is how they move this work forward. She doesn't want to start providing money for food from the DEI Committee for everyone who has a meeting in the community.

Council Chair Mr. Malone suggested that the committee review requests that come in every month and have Chief DEI Officer Ms. Jackson present them. They could ask pointed questions, like the purpose, where it is taking place, etcetera. He suspects they're not going to get dozens if they make clear they only support initiatives that fit within the committee goals, and for meetings that are run by people who have come to the committee or subcommittee meetings.

Chief DEI Officer Ms. Jackson stated that it's important they support the work that's happening. Having an allocation set aside, they can then decide whether they will support those requests and if they align with committee goals. She wants to make sure it is structured in a way where they're being fiscally responsible but also supporting the work.

Mr. Seymour stated that one of the things they didn't talk about at the retreat is that there are certain behaviors, attitudes, skills, competencies, etcetera that are required to be equity focused. Allocating budget money for advertisements around what it means to be DEI focused in Shaker would be helpful to normalize a DEI orientation in Shaker.

Council Chair Mr. Malone agreed those are great points. The communication and the marketing of these ideas, whether through banners, posters or messages is something they should devote money and time discussing.

Chief DEI Officer Ms. Jackson stated that a DEI awareness campaign was on the list. They didn't put it under a goal, but it will have to fall under one of the goals because it's important.

Council Chair Mr. Malone stated that once they get the list of businesses, they could promote those right away. That's tangible. He will talk offline with Chief DEI Officer Ms. Jackson about dates for a quarterly meeting so they can flush things out further.

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Announcements/Upcoming Events

Council Chair Mr. Malone stated that he suspects early in the new year they will have some feedback on the DEI internal audit.

Ms. Vahey stated the MLK events seem like a partnership that's really important and a great opportunity for them to be present. She asked if there is a liaison.

Chief DEI Officer Ms. Jackson stated that she can send out updates on it. They meet weekly. There is going to be a joint collaboration between the library, the City, and the schools for the MLK celebration. It's a series of events. The first event is the essay contest that the library holds each year. On January 12th Dr. Otis Moss who was a friend and partner of Martin Luther King, Jr. will be speaking at the school auditorium. At that program she will be the master of ceremonies and the Mayor and representatives from each of the entities will be there. The winners from the essay contest will give their speech. On Sunday the 15th, the day before the holiday, they will have another community conversation based on Dr. King's five pillars at the Stephanie Tubbs Jones Community Building. That'll be the City's component. She is the co-facilitator with Dr. Burnley. She asked for support from those in the committee who are willing and able to come and help facilitate those guided conversations. She will have a meeting with the committee to see how they want to be involved. The PTO still has a donation drive they do on the holiday. They asked if the committee could participate in some way. They will be collaborating on that, which will be one of the opportunities for connection to bridge that gap. She will have more information forthcoming. The next time they meet will probably be after these events. It has been in all the school communications. Communications and Marketing also published it in the next issue of the *Shaker Life* magazine. The school's staff are handling the MLK communications, but the committee can also get it out to their folks. The MLK group met on Monday. Once they solidify what they are doing, she'll be asking the committee for help.

Ms. Vahey stated that she wanted to make sure they are including non-school community members as well. Everyone with kids in the district gets information but she wants to make sure everyone in the community is included as well. She would love to make sure they're casting the net wide. It is only a month away.

Chief DEI Officer Ms. Jackson stated that she mentioned to the schools that the committee has a large community of people interested in this work who do not have children in the schools. They want to be intentional about that and it opened their minds to other ways to communicate. They are going

to be advertising to Shaker Heights at large, but a lot of that outreach will be done by the committee. Some people who don't have kids will see something from the schools and ignore it because they don't have kids. She has connected both the City's and school's communications teams who are working on ways to get the message out to everybody because that's not her niche. It is going to be an awesome event. Dr. Moss is spectacular and it's such a gift to us that he's going to come and speak to people in our community. She appreciates the invitation to be involved and looks forward to doing more moving forward. She thanked Mayor Weiss and CAO Ms. Chaikin for joining the committee meeting.

Chief DEI Officer Ms. Jackson stated that she is not sure why the Q&A feature was not available today. The Zoom webinar is set up the same way each month, so she apologizes if there were questions. However, the raise your hand feature was available, but none of the attendees raised their hand. She will work on enabling the Q&A feature going forward.

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There being no further business, the meeting was adjourned at 9:06 a.m.

Colleen Jackson, Chief DEI Officer



Memorandum

To: Finance Committee Members
DEI Committee Members

From: Chief Diversity, Equity and Inclusion Officer Colleen Jackson

cc: David E. Weiss, Mayor
Jeri E. Chaikin, Chief Administrative Officer
John Potts, Finance Director

Date: January 11, 2023

RE: Drive to Succeed: Teen Driver Grant

This is a request to authorize a grant application to, and to accept a grant from, the Ohio Traffic Safety Office. Ohio Governor Mike DeWine has expanded access to teen driver training for low-income Ohio families through the new “Drive to Succeed” scholarship program. Administered by the Ohio Traffic Safety Office (OTSO) and available via grants to local governmental agencies, teens selected for a scholarship by grantee agencies would attend an eligible Ohio-approved driving school in their area at little to no cost.

Funding to establish these community-based scholarships will be awarded by OTSO to local agencies through a competitive grant process. Local government agencies, such as police departments, sheriffs’ offices, health departments, and others may apply for funding. The proposing agency must be in an area with a population of 5,000 or more.

OTSO will award grants based on: (1) the amount of funding available to OTSO; (2) the total number of proposals submitted to OTSO; and (3) the need of the community, which may be determined by the poverty level, population, and/or fatal crash rates in the community. Funding amounts will depend entirely on these factors, yet are expected to be no less than \$5,000 and no more than \$45,000 per agency. There is no grant match required. The grant period will be for two years.

“This new program aims to remove the financial barrier that may prevent some teens from enrolling in driver education.” This is an aim that falls in line with the principles and vision of our DEI Committee whose members will create and run the program should we be awarded the grant.

We recommend approval and authorization to submit a grant application to and to accept a grant from the Ohio Traffic Safety Office for the Drive to Succeed Grant Scholarship Program.

Agencies that wish to receive a grant must submit their proposals before January 27, 2023.