



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, January 19, 2023
8:00 a.m.

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

Others Present: Chief Administrative Officer Jeri E. Chaikin
Chief Diversity Officer Colleen Jackson
Police Chief Wayne Hudson

The meeting was called to order by Council Chair Sean P. Malone at 8:04 a.m.

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Approval of the December 15, 2022 Meeting Minutes

It was moved by Ms. Carmella Williams and seconded by Ms. Kaufman to approve the December 15, 2022 meeting minutes.

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Plan for first quarterly community meetings.

Council Chair Mr. Malone stated that they agreed to have four in-person meetings this year. They will probably hold them at the library. They don't need to identify the exact dates now, but very briefly they could confirm they would prefer to have these in the evening. When you're trying to bring together people from all walks of life it's very challenging. City Hall is equipped now for Zoom, but City Hall is a little too formal and not the best place for the type of meetings they are looking to have. His preference is to meet at the library. He was thinking later in the month of February would be a good target for the first quarterly meeting. It will give them time to publicize it and it would be an opportunity for them to recruit people to help work on the goals they've set. He doesn't want to postpone it too far in advance, but he also doesn't want it two weeks from now and not give enough lead time to get interest.

Ms. Kaufman stated that seems reasonable and asked about having one of the quarterly meetings at a different time in the name of inclusion.

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Council Chair Mr. Malone stated that is a reasonable idea. The purpose is to get as many people engaged. If people miss one meeting, he doesn't want them to feel like they cannot participate. The committee meetings are a challenge to attend although it looks as though they do have some participants online this morning. They do want to be accommodating with scheduling the meetings.

Chief DEI Officer Ms. Jackson stated they could factor in the weekend and try a Saturday or Sunday afternoon.

Council Chair Mr. Malone stated that it would also be a good idea to try and set the quarterly meeting dates now so that everyone can get them on their calendars. Maybe they could meet in late May, late August, and late November. He wants to make sure there was general agreement with the timeframe of having the first meeting in February.

Ms. Carmella Williams also agreed with meetings during the work week and possibly some time on the weekend earlier in the day. Having the meetings scheduled farther out will help in terms of promotion and getting the meetings on people's radar so they can plan their schedules and hopefully increase attendance.

Chief DEI Officer Ms. Jackson stated that if she has the date within the next two or three weeks she may be able to have it included in the next *Shaker Life* magazine. Although they have other ways to communicate these meetings, if they set the dates, she may be able to list the future ones there. That doesn't have to be their motivation, but there is a spot being held for this information, so that'd be great.

Council Chair Mr. Malone stated that they will commit to talking offline about the exact dates so they may start communicating them.

Process of applying to receive money to support DEI meetings

Council Chair Mr. Malone stated that he has a proposal for discussion purposes and they can tweak it however they see fit. They talked about setting aside money for quarterly meetings and that it would cost \$500 a meeting. If they did four, that would be \$2,000. Someone suggested providing childcare. Setting aside some money for meetings is probably an important thing for the committee to do, \$2,500 is probably more than they would need which would include childcare. It would include promotion, snacks, advertising, etc. He thought about setting aside \$5,000 for other meetings throughout the year. There could be meetings for individual initiatives they want to hold or potentially for other groups in the community who want to schedule something. For those they should set up on a monthly basis, a way for the committee to approve those requests and make sure that they're consistent with the City's DEI mission, and their annual goals. They may apply to get support for snacks, advertising, speaker fees, or childcare, but they would need to get approval from the majority of the committee to ensure that the meeting is consistent with the DEI mission of the City and the DEI Committee's, annual goals. He was trying to capture what they talked about in their last conversation. To recap they would set aside \$2,500 to promote and schedule the quarterly meetings and maybe another \$5,000 in reserve to support other meetings. They could end up spending a lot less or a little more. They would have some money set aside for the rest of the things they might be able to do if they get more tangible programs.

Ms. Kaufman stated that she is not suggesting they create something complicated or a barrier in any way, but a standard application for people to complete would be helpful for the sake of consistency if everyone wrote what they want to do, when, and how they would use the money. They would publicize that it is available, but in order to approve the request people need to fill out an application.

Council Chair Mr. Malone stated that's a great idea, but somebody has to create it, and they need to maintain it somewhere. It doesn't have to be complicated.

Ms. Carmella Williams stated that she likes the idea in that there are key pieces of information they would need. Applicants would need to meet two basic criteria; that their event is consistent with our DEI mission and they receive approval from the committee. It could be an actual form or four or five key points that applicants need to touch on, so the committee gets that information. Making it as simple as possible would be in their best interest. She asked about the process and if someone could look on the website, see the criteria, send an email to the committee, and they talk about it amongst themselves. She asked if instead they would want a representative to come to a committee meeting and talk about what they want to do.

Chief DEI Officer Ms. Jackson suggested that if they create the form for applicants to explain their intention and how it aligns with their goals in a couple of questions, she can work with the Communications and Marketing staff to see if it can become a form that lives on the DEI webpage for people to complete which would generate an email to the committee. There would obviously have to be a timeline. They would need it a week prior to their next meeting to discuss it and get it on the agenda. From an access point, maybe there could also be a physical form available if they come into City Hall to get a copy. If someone does not have access digitally, she wants them to be able to access the form. It needs to be simple so they can get it to the committee at least a week prior to the next time the committee meets, so they can discuss it for approval at that meeting. If it is complicated and they need to hear from the applicant, they can come to the meeting. She doesn't want it to turn into a public forum. If it aligns with their goals and mission they can make a decision in their meetings. They can hash out the process, but she will work on three to five questions that are easy to fill out, and how they can get a form easy to access on their DEI webpage. Hopefully, she can bring a solution by the next time they meet so they can formalize the process. The only other piece is figuring out where it lives in a physical form, in case someone needs help to fill it out. Obviously people may email her at any time and she can help them should they need it.

The City's new Chief of Police Wayne Hudson suggested having the form at the library and in other public areas.

Council Chair Mr. Malone stated that they did not want to discourage people from attending because it may be an opportunity for establishing authentic connections. That's one of their goals. If a group would like to attend a meeting and explain what they do, it could be a great opportunity to let people chime in.

Chief DEI Officer Ms. Jackson stated that they could add to the form whether they want to present their request to the committee at a meeting.

Council Chair Mr. Malone stated that he suspects they will either know the folks or organizations who are making proposals. For committee members who plan to hold an event they should think about

filling out the form, or at least explain to the group in the same fashion as the others, what they're doing and why they need support for it.

Chief DEI Officer Ms. Jackson stated that they will probably need to determine a cap for requests.

Council Chair Mr. Malone stated that they gave a ball park of \$500, but most meetings can be done for far less than that. They are talking about a handful of snack purchases. Even if they paid for childcare, it won't be more than \$400 or \$500 even with marketing. It may get complicated if folks try to bring in speakers from out of town with travel costs.

Chief DEI Officer Ms. Jackson stated that if it is first come, first served, having designated a certain amount of money, when they run out that's it. They may need all requests in by a particular date and then choose which ones they'll fund. They need a way to make sure it is equitable. This year may look different from next year, but they need to have further conversation to nail down some parameters. They probably need to set a modest cap for these so that they can help more people. Maybe they can't fully fund a project, but they can invest in people's desire to do DEI related events. Maybe \$250 will be the cap for requests for any event. They also have to figure out if they are reimbursed and what to do if funds are leftover. They have to create some draft parameters, but she is excited that there'll be a way for community members to get some support for their gatherings. At the end of the day, the inclusion efforts can't be limited to the DEI Committee. There are so many great things that are happening that this could help support.

Council Chair Mr. Malone stated that it seems like they're heading in the right direction getting some consensus on that.

Review 2023 goals and allocations of responsibility. Discussion on plans to achieve goals.

Council Chair Mr. Malone stated that he'd like to spend the next 15 or 20 minutes talking about the specific goals. They don't need to go overboard in terms of the ways they are going to achieve the goals this year. Those who have volunteered or been chosen to head up one of these goals, these are not something they should expect to get done themselves. They are hoping they can recruit and retain interested residents who really care about that particular issue, whether at the quarterly meetings, in gatherings with people in town, with people they know, or if they go out and find them. They should have one person who keeps an eye on each of these goals throughout the year and tries to help them make progress who can report back periodically to the committee. It is probably not a bad idea to check in on each of these goals every month. He suggested they walk through them one by one to confirm responsibility. Ms. Vahey stated that she will be stepping back from participating in this committee. She had tasked herself with one or two of the goals so they will need to fill in or postpone some of those. The first goal was to understand and alleviate the concerns about the point-of-sale inspection program in Shaker and the fairness of it. There was an email that Ms. Vahey sent yesterday pointing out some of the problems with maintenance of old buildings. While they are talking about point-of-sale in inspection for home sales, the City also has issues with landlords and tenants that would probably be worthy of consideration. He hopes they can eventually touch on other housing related issues. Anne is not here because she's a little under the weather this morning, but she is tasked with leading the charge on this goal. It probably would involve one or two meetings with City staff who are responsible for that program so that there's a baseline of understanding among residents

about what the program entails and how it works. Then there would potentially be consideration of improvements to it.

Chief DEI Officer Ms. Jackson stated that she will reach out to the Building and Housing Inspection Director Kyle Krewson to see if he could participate in some way. This could be a topic that is discussed at their first quarterly meeting, or one of those gatherings. It's very specific, and they could have a guest speaker. She is not sure if there is enough time or a large enough audience to satisfy it as a goal, but maybe they could think about tackling this topic at the first meeting. It gives them a way to invite the people who had an interest. She can work with Ms. Anne Williams on the particulars. That is a great way to raise this issue.

Council Chair Mr. Malone stated that they should probably touch briefly on how they want the quarterly meetings to look. He was envisioning to some extent tables, with parts of the room to discuss point-of-sale inspection, promoting diverse businesses in Shaker, etc. He asked what people think about the format. They could have a beginning, an end and break out into smaller groups. People could move between groups. Where they know there is a subject matter expert who would be useful they could try to get them to attend.

Ms. Kaufman stated that it is hard to determine what the format would be without knowing the topic. Some things lend themselves to what he just described, which is having conversations, but for some things it doesn't work as well. She likes having a program for the point-of-sale discussion with time built in for questions or conversation. That always has to be there. She thinks the format can change. It really depends on what they are trying to do at a given meeting.

Council Chair Mr. Malone stated that he was thinking they would try to recruit people to help them work on achieving the goals. They need to find a way to communicate the goals and ways they can achieve them.

Ms. Carmella Williams stated that she agrees with that. They should discuss what they want to get out of the quarterly meetings. One thing would be to create space and build relationships in terms of making progress towards the nine goals. Possibly creating space for conversation or detailed conversation on a topic is another thing still aligned with achieving their goals. She likes the idea of having Director Krewson attend because it's related to one of the goals. Having tables would be appropriate for that conversation. Planning quarterly meetings may be something they want to do on a case by case basis or meeting by meeting basis, and not necessarily boxing themselves into a single type of format early on. All of this is new. They are trying things out as they go along to see what works and what's effective, and it may not be the same every time.

Council Chair Mr. Malone stated that the first meeting may be about who they are as a committee, what they're doing, and trying to get people engaged in the work. Later meetings might need more specific expert discussions and a detailed dive into stuff.

Chief DEI Officer Ms. Jackson stated that a question was presented in the Q&A by Woodhill Co. on whether the housing related goal be expanded to address the lack of affordable rental housing in Shaker. She answered in the Q&A. During their first community conversation, point-of-sale was specifically brought up a lot, which is why that is listed as a goal. She imagines with those conversations multiple issues will come up. Those suggestions will be important for her. When they send out a survey before the meetings, they can ask about other related issues. Perhaps they can gather some subject

matter experts to be there so they can have an informed conversation. They will find a way to gauge interests of other people. That was a specific response to a specific request at the first community gathering.

Council Chair Mr. Malone stated that the point-of-sale inspection program only applies to homeowners. A very large percentage of the population is renting. They have to discuss the fairness in that context as well. As they go through the rest of the bullet points of the goals similar thoughts on the format from the community meeting will emerge. Ms. Kaufman is working on a list of minority owned, or self-identifying businesses in Shaker. The hope and expectation, once they have more information, is to promote and uplift them. It could involve some heavy lifting down the road, depending on the ways they want to promote them.

Ms. Kaufman stated that she is doing that work through the Shaker Heights Development Corporation. They created a form to get certain information. If there are things they would like to know more about or do in a different way, she is happy to do them differently with this committee. She is mindful that it is being created in one space for a purpose. If that is acceptable for the DEI Committee, great. If they need something more or different, she is happy to do this in a different way.

Council Chair Mr. Malone suggested sharing it with the DEI Committee for a discussion at the next meeting or the quarterly meeting as well. Goal number three is to build awareness of an alignment with key City-wide priorities. He spoke with Ms. Carmella Williams about this. Recreation is something Council's been talking quite a bit about. He is happy to take the lead on spreading the word in the community because it seems like Council is inclined to ask the Administration to move forward with a community outreach on recreation over the next few months. That will probably align with what the School District is doing, potentially putting a ballot initiative out for the voters this fall. The Mental Health program is also one of the priorities they talked about. Council is going to get an update on that in the coming months. He and Ms. Carmella Williams will probably take the lead on that. Mr. Seymour indicated he wanted to help with that as well. Pre-K is a big topic. If the School District includes that in their ballot initiative, there will be quite a bit of discussion about that. They can find ways to publicize what's going on with respect to that. They already discussed quarterly meetings.

Revitalized neighborhood and community engagement work is goal number five. Ms. Carmella Williams, Ms. Anne Williams and Mr. Seymour volunteered to shepherd that initiative. It could touch on everything from what's been going on in the Moreland neighborhood to expanding community neighborhood engagement, as some of the neighborhood associations have gone defunct in Shaker. He asked if anyone had any thoughts on revitalizing those. Kay Coaching will be working with the City for another year.

Ms. Chaikin believes that was discussed in the Neighborhood and Economic Development Committee. The City would be extending the contract with Kay Coaching for one-year.

Council Chair Mr. Malone stated that will involve work with them as well. Goals eight and nine are also discreet projects. Eight is the welcoming work that's going on already. They are going to be continuing that and trying to expand it. The City has done some work on this with the Economic Development staff. That is a well-established initiative. He hopes that Ms. Kaufman can continue to shepherd that with the help of Carolyn Steiner and others. Chief DEI Officer Ms. Jackson and Ms. Tracy Williams have been talking about Intergenerational connections and youth engagement. There's going to be a lot of different directions they can go there.

Ms. Tracy Williams stated that she and Chief DEI Officer Ms. Jackson will be having a meeting with a resident who is interested in doing a curriculum for students ages nine and up. There's not a lot of programming to build resilience for youth that early on. There is a program run at the Unitarian Church by someone in the summers for rising seventh graders. She and Chief DEI Officer Ms. Jackson will be meeting to talk about the One Circle Foundation curriculum that's available for a nominal cost. She would want to see the people who work with the youth paid for their time. She envisions something along the lines model wise of what Sharon Bell has done in the community with older youth, for younger youth.

Council Chair Mr. Malone stated that he skipped over goals six and seven. Goal number six was to establish authentic connections and relationships. One of the things he suggested was guest speakers at meetings. Goal number seven is a data gathering effort, qualitative and quantitative. He asked if Mr. Seymour anticipated continuing it since he signed up to assist Ms. Vahey on this or if it is something they should talk about further to find other ways to go about it.

Mr. Seymour stated that there are some data tools that have been floating around. Some community attitude surveys are being sent out. He hopes to keep a touchpoint to the community with the committee so they are constantly gathering data, and figuring out how to organize it and act on it, so we are the City that the community wants us to be. There are opportunities for them to engage with community leaders in all of the different spaces to get a sense of what they need in order to be that place that they want them to be. He imagines there's an opportunity for them to build the infrastructure to do the interviews, collect this data, analyze it and make decisions on how the committee or the City acts on it.

Council Chair Mr. Malone stated that there may be some form of online feedback tool as well that would be ongoing and lend itself more to data collection. They want to have a personal connection as well that goes along with it. If someone fills out an online form, they can reach out to them with a communication and set up a meeting or something. If Mr. Seymour is willing to continue thinking and working on this, it's an important goal and they should not get rid of it now that Ms. Vahey is no longer able to work on it.

Chief DEI Officer Ms. Jackson suggested that between now and the May gathering they make connections with the people they want to have interviews with and have a change agent meeting. For all the groups doing this kind of work they could meet together in May. She feels like a bit of that lift would be for her as a conduit for this committee, by making those connections. She would love to have everybody in one place who's doing this type of work in the City and who wants to do it. Maybe that could be one of the four quarterly gatherings they have. It's more time than the hour they have in a committee meeting. They could have a lot of large conversations, small group conversations, update on what everyone's working on, and how to support the work that's going forward. They could at least learn about it. Individual business owners they suggested talking to could be an additional initiative. There's a lot of potential for collaboration with some of their other goals.

Mr. Seymour agreed with all of the above. If there is an online portal through which community members can give suggestions and/or offer concerns, if there is a change agent meeting where they can bring leaders together, and if there is a way they can build the infrastructure for one-on-one conversations, all so that folks can have access to this work, it could be critical. He agrees with building

the infrastructure to have the one-on-one conversations, building the infrastructure to solicit for online comments and building the infrastructure to have iterative meetings for change agents.

Council Chair Mr. Malone stated that they may want to have the first quarterly meeting after the next DEI meeting in case they want to finalize the format. He suggested they aim for late February instead of mid-February to have another meeting to touch on some of these topics.

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Request to apply for and accept a *Drive to Succeed* grant.

Chief DEI Officer Ms. Jackson stated that Keith Langford, who was once a part of the committee emailed her and Council Chair Mr. Malone a memo from the governor about a Drive to Succeed grant. The state is giving money to city governments, groups and schools to help pay for the cost of driver's education training for people who have a financial barrier to completing that training. There's been an increase in accidents with younger drivers and they believe it is because they have not been formally trained. Because of the cost of driver's education training, many young people are waiting until they are 18 to get their license when they don't have to take the classes. Once you're 18 you can take the driving test directly. The state has added that if you fail the test the first time when you're 18, you have to take some sort of a class, but they're trying to encourage 16-year olds to take driver's education training. If awarded the grant they would have to create criteria for people to apply and qualify for it. The committee would pay the driving school directly for both classroom and in-car training for students. She believes it is something they can do as a committee. The grant is due on January 27th. If Council authorizes the application and people are interested, she will draft a proposal and submit it.

Ms. Tracy Williams stated that scheduling the classes for driver's education, especially because of COVID is really hard and they are expensive. It would be great to be able to offer something in Shaker for kids. There is a limited number of companies offering the service, and a lot of them may be questionable.

Council Chair Mr. Malone stated that he heard a story on National Public Radio (NPR) about police officers in Minnesota who had set up a ride along program where the police officers were riding along with the driver's education students, helping them get the required hours. Some parents have some trepidation getting in the car with their kids. The tension between a parent and child is a different dynamic than with a police officer in the car. It would be terrific if there were a program like that in northeast Ohio, maybe in Shaker, where officers could interact with kids. A lot of the folks that are getting pulled over he suspects are between the ages of 16 and 21. If they can establish good driving habits at that age and a decent rapport with officers in Shaker, it would be a win-win.

Chief DEI Officer Ms. Jackson stated that the grant award ranges from \$5,000 to \$45,000. The award is based on the population. They would give us a set amount upfront and they would reimburse the schools after training. Whatever is unused is returned. One of the requirements is pre-established relationships with driving schools. In preparation she connected with three driving schools. There is not one in Shaker Heights on the county list, but there are two in Cleveland Heights and one in Beachwood. They're starting to reach out to us because they know about this grant as well. They're eager to get that guaranteed funding. She understands there are also scheduling issues. In the summer

there's more time for students to get the training done. This is being presented to get authorization to apply for the grant. If awarded they can discuss the particulars. She is asking if members would like to support this and if it aligns with the values and principles of the committee and how they'd like to make an impact in the community.

Ms. Carmella Williams stated that she really likes this idea. She also likes the suggestion about connecting youth with police. This may also be an opportunity to connect youth with seniors to create a partnership there or some support. She asked when they would find out if they have been awarded funds.

Chief DEI Officer Ms. Jackson stated that they should hear back in March. She also referenced comments in the chat from Police Chief Wayne Hudson that he is not opposed to this idea and that it would give police another opportunity to interact with youth. They have a “What to do when stopped by law enforcement” training class. She and the Chief have many plans to meet over ideas for collaboration. The Chief also mentioned it might give the police an opportunity to recruit and establish good relationships.

Ms. Tracy Williams stated it is a good idea.

Ms. Kaufman stated that she supports this one hundred percent.

Chief DEI Officer Ms. Jackson stated that this was also presented to the Finance Committee.

Ms. Chaikin stated that the Finance Committee supported this item. They had a question about the poverty level. This item requires a vote from the DEI Committee.

It was moved by Ms. Carmella Williams and seconded by Mr. Seymour to authorize this item for submission to Council for their approval.

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Internal city updates/external community updates.

Chief DEI Officer Ms. Jackson stated that they are probably a few months from completion of the internal assessment. This week the internal DEI Task Force met to come up with the internal action plan that is going to be presented to the City’s Management Team. They slowed down the process to make sure they got everything out of it that they wanted. She expects a presentation to Council in March or April with the final assessment information. The DEI Task Force met for an entire day creating the internal DEI action plan. They will begin training the Management Team to support that work.

She thanked everyone who attended the MLK events. Dr. Otis Moss was the keynote speaker on Thursday, January 12th. She co-facilitated the community conversation on Sunday with Dr. Burnley. She saw Ms. Carmella Williams, Mr. Seymour and Ms. Tracy Williams there and really appreciated everyone that came and shared their thoughts.

She noted a question in the Q&A about whether they could post the list of goals in a space where people could see them. She plans to clean them up after this meeting and post them on the DEI webpage so that people can see what they're working on and if they want to volunteer to be a part of some of those efforts.

She thanked all of the guests who joined the DEI Committee meeting today. She feels they are moving in the right direction.

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There being no further business, the meeting was adjourned at 9:01 a.m.

Colleen Jackson, Chief DEI Officer