



## Diversity and Equity Standing Committee

Regular Meeting Minutes

August 28, 2024 - 6:00 PM

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### 1 **ROLL CALL**

Present: Orozco, Dueñas, Martínez, Jackson, Akin, Qiu, Lieberman

Absent: Gorny, Marston,

Absent by prior Arrangement: Tognoli

### 2 **AUDIENCE COMMENTS ON NON-AGENDA ITEMS**

Al Punto Newspaper Editor, Jackeline Orozco, shared the following information with the Committee:

Al Punto Newspaper in collaboration with Near and Arnold's School of Performing Arts (SPACE) will be hosting the Hispanic Heritage Celebration, on Friday, September 20<sup>th</sup> from 5:00 p.m. to 9:00 p.m. at the SPACE Courtyard, 508 W. Perkins St, Ukiah, CA. All proceeds will benefit both the Al Punto and SPACE scholarship programs.

The Mexican Consulate will be in Ukiah on Saturday, September 21, 2024, 8:00 a.m. - 1:00 p.m., at the Mendocino College Campus, 1000 Hensley Creek Road, Ukiah, CA 95482. Community members interested can contact Jackeline Orozco at 707-467-1032.

### 3 **APPROVAL OF MINUTES**

#### 3.a. **Approval of the Minutes for the February 28, 2024, Regular Meeting.**

**Motion/Second:** Lieberman/Orozco to approve the minutes for the February 28, 2024, Diversity and Equity Committee Regular meeting as submitted. Motion carried by the following roll call votes:

AYES: Orozco, Dueñas, Martínez, Jackson, Qiu, Lieberman

NOES: None

ABSTAIN: Akin

**3.b. Approval of the Notice of Cancelation for the March 27, 2024, Regular Meeting.**

**Motion/Second:** Jackson/Lieberman to approve the Notice of Cancelation for the March 27, 2024, Diversity and Equity Committee Regular meeting. Motion carried by the following roll call votes:

AYES: Orozco, Dueñas, Martínez, Jackson, Akin, Lieberman  
NOES: None  
ABSTAIN: Qiu

**3.c. Approval of the Minutes for the April 24, 2024, Regular Meeting.**

**Motion/Second:** Orozco/Lieberman to approve the minutes for the April 24, 2024, Diversity and Equity Committee Regular meeting as submitted. Motion carried by the following roll call votes:

AYES: Orozco, Dueñas, Martínez, Jackson, Akin, Qiu, Lieberman  
NOES: None  
ABSTAIN: None

**4 UNFINISHED BUSINESS**

**4.a. Member Updates and Announcements.**

Committee Member Orozco –

- Reported he is involved in the planning and organization of the Day of the Dead event scheduled for Sunday, November 3, 2024. For additional information about the event, contact City of Ukiah staff Marianne Aranda, [maranda@cityofukiah.com](mailto:maranda@cityofukiah.com).

Committee Member Jackson –

- Jackson read a letter he sent to the Ukiah City Council in honor of Chon Travis who unexpectedly passed away. Jackson announced that Mr. Travis' Celebration of Life is scheduled for August 31<sup>st</sup> from 1:00 p.m. to 6:00 p.m. at Real Goods in Hopland.
- Provided a report on the Pride event, which he commented, it went well. Tapestry Family Services was a major sponsor. There were 60 walkers and about 200 people attended the event.

## **5 NEW BUSINESS**

### **5.a. Discuss and Take Possible Action to Participate in the City of Ukiah's Economic Development Strategy Stakeholder Group.**

Deputy City Manager Riley presented the City's Economic Development Strategy, a requirement of the City's General Plan. Prior to 2011, the City had redevelopment funds, then, in 2011 the governor eliminated redevelopment funds from across California. Because the City no longer has redevelopment funds, it has to focus on generating economic development through other avenues which are within the City's control, such as improving infrastructure to attract business and increasing the Transient Occupancy Tax (TOT).

The City is ready to create Ukiah's Economic Development Strategy and will use a stakeholder group to provide input on the plan. The stakeholder group will identify goals and strategies using input gathered, and once a general direction has been determined, a widespread community engagement process will follow.

The City is asking for two (2) DEI Committee members to dedicate approximately five (5) hours of their time to serve on the stakeholder group. The selected stakeholders would be expected to provide input on the plan to ensure the recommendations and decisions are being made through an equity lens.

Members Akins and Lieberman both expressed interest in serving on the stakeholder group and were consequently appointed to serve on the group.

Members agreed by consensus to appoint Akins and Lieberman to the stakeholder group.

### **5.b. Discuss Community Events and Staffing Booth for PumpkinFest on October 19 and 20, 2024.**

Due to the lack of participation by members at events, additional events will not be scheduled at this time, except Pumpkinfest which the City has already committed to attending. Therefore, the Committee will focus on the bi-monthly committee meetings until further direction regarding community engagement is agreed upon by the Committee.

The branding ad hoc met and agreed upon branding for the DEI Committee tabling materials, but committee participation is needed at events before additional funds or staff time can be allocated to this.

The PumpkinFest sign-up sheet was passed around the table and members were encouraged to sign up.

Committee Members were reminded to contact Committee Advocate Ceja or Committee Liaison Boyl in advance if they cannot attend the meetings.

**5.c. Report and Discussion on the City of Ukiah Demographics.**

Committee Advocate Ceja provided the Committee with the updated City of Ukiah Demographics and encouraged members to take time to review the demographics and reach out to staff with any questions.

**6 ADJOURNMENT**

Meeting adjourned at 7:17 p.m.



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Minutes Submitted by Maria Ceja, Committee Advocate