

**Madeira Inclusion Committee
Meeting Summary
February 17, 2021 – 7:00PM**

Members Present: Nancy Spencer, Council Representative
David Meredith
David McCoy
Jodi Whitted
Kevin Kingman
Shawn Batlivala
Susan Kissel

Members Absent: Tom Kent
Kate McVey

Agenda:

Mayor Spencer opened the meetings and reviewed the agenda.

- **Administrative items** – Meeting Link on Calendar, Review of meeting minutes, changes/additions prior to inclusion in Council meeting packets
- **City Council Report**
- **Introductions** – Kate McVey and David McCoy
- **Goals** – Continue brainstorming exercise identifying areas of opportunity for the committee.
- **Recommendations for Council**
- **Next Steps**

Administrative details:

Ms. Spencer indicated that the meeting link will be sent for standing meetings on 1st Thursdays, the committee members should check their email for the calendar invite.

Meeting minutes will be sent out following committee meetings for review. Ms. Spencer asked that the committee members be timely with any feedback to ensure the minutes can be included with Council meeting packet materials.

City Council Report:

Ms. Spencer reported on the following:

- Administration and Personnel committee recommended adoption of Martin Luther King Jr. Day on City calendar as an official holiday. Motion was unanimously approved by Council. The holiday will be added to the 2022 holiday schedule.
- A Furniture Drive in collaboration with New Life Furniture Bank is under discussion to fit in with large item materials put out for collection.

- Planning Commission held a public hearing on February 16th on Zoning Code changes, and City Council will discuss the proposed changes in the first of three readings at next meeting.
- Farmer's Market will remain at Madeira Silverwood Presbyterian Church through 2021 to allow for social distancing and safety protocols.
- MSA Design was approved to begin the McDonald Commons Master Plan, which will include opportunities for community input as design and future needs are considered.

Goals/Brainstorming:

Chairperson Susan Kissel resumed the brainstorming exercise initiated at the February 3, 2021 meeting, and concluded the process by aligning the ideas within themes. This process will be ongoing as the committee identifies opportunities to evolve and recommend actions.

The committee identified initial recommendations to bring to Council from the generated list, focusing on how best to gather a baseline of community input as a primary goal.

- Purpose:
 - For City Council's review, develop recommendations for better community engagement of and participation by all community members.
- Objectives:
 - Identify methods to increase diversity, not limited to race, on City boards and commission
 - Identify challenges that deter inclusion for non-residents working or visiting
 - Be a voice for residents for opportunities to drive better inclusive practices.

Once the ideas were generated, the ideas were grouped into themes. A table of the ideas, by theme, is below.

THEME	IDEA GENERATION
Baseline	Survey or relational/conversational input with Madeira businesses to better understand inclusive practices/what to improve/change/ how to communicate
Baseline	Survey residents and non-residents to understand what the perception of Madeira's inclusiveness
Baseline	What is the endgame? Can we map out what boards and commissions look like today and what we would like them to look for – how do we get there from here?
Baseline	Focus on visibility and representation

Baseline	Understanding of signals, unspoken experience that can lead to exclusion – how to assess what it feels like to participate in city events/community at large and not feel included?
Baseline	How do non-residents feel about the community environment when there are events like Large Item Pick-up, Halloween, general perceptions of Madeira in greater general area? Are we perceived as a “gated community” with invisible boundaries that may be felt by others
Baseline	Consider demographic questions necessary in survey design to ensure we are capturing breadth of feedback; as well as possible need for smaller focus group work
Baseline	Variety of survey tools needed to measure both quantitative and qualitative approach via general survey vs. smaller focus group work – believe a consultation with subject matter expert would be very useful in defining what we want to collect, and what we want to do with the information.
Baseline	Think beyond surveys to other ways we can gather feedback in an effective manner knowing there are many imperfect methods
Communication	Identifying and varying the flow of information between residents and the city to ensure good outreach and broader diversity in replies
Communication	Any thoughts about putting a committee charter together, mission/vision statement, what are the boundaries of responsibility for the Committee, what does City Council/city want to see out of the Committee’s efforts
Communication	How we share on city website info what our purpose/objectives are
Connections	Building connections with people of different backgrounds, highlighting diversity and making more visible
Connections	Begin to imagine how we take our inclusion committee out into neighborhoods and events to bring it to the community. Assess all the events, where/how is inclusion committee involved with events (big/small, neighborhood level) to build relationships ground up

Connections	Remove feelings of isolation, diffuse tensions that have perhaps gotten more deep with separation of past year. How can we identify people who may be feeling marginalized?
Coordination	Partner with Madeira City Schools to have a hand in how we proceed, and what is happening at younger ages to ensure diversity and inclusion are forward and center in their lives
Events	Idea of Know Your Neighbor, how to better know people outside your normal day-to-day
Events	Take stock of signature Madeira events and how they cluster around themes, how can they be broadened
Events/Connections	What can we do to bring people back together in a safe way to feel part of the community again after a year of separation
Methods	Consider a “Why” approach to the reason behind each recommendation in order to better define what we will see as in-bounds and beyond our reach as a committee.
Methods	Charged with 3 objectives by City Council; Identify how to move forward with objectives to identify challenges that deter inclusion for non-residents working or visiting
Methods	Who are the primary realtors selling in Madeira? How do they market Madeira to potential homebuyers? Does this factor into impressions of current/potential residents about diversity that may impact how they view Madeira as a community that fits them
Methods	Consider approaches to leverage committee in moving forward toward “endgame” goals of each of the three objectives
Resources/Budget	Consider professional consultation on how best to proceed, what budget is available
Training/Alignment	Aspects of city where all are trained in cultural competency – what kinds of training is available; how do we cross fertilize with training programs to ensure boards and commissions are receiving diversity/inclusion training
Training/Alignment	Recommend that City Council members to take the Harvard Implicit Bias review, consider other training materials that could be relevant

Recommendations:

The Committee would like to present to Council desire to engage with professional consultant in how best to gather baseline data and recommend approaches use to move towards completing MIC objectives. Cost unknown at this point. Further review of costs and outputs desired must be determined if Council supports moving in this direction.

The committee also suggested that City Council members should take the Harvard Implicit Bias review training and consider other training materials that could be relevant.

City Administration - Assess neighboring communities for any similar approaches taken to gathering these types of insights, any consultant recommendations or helpful strategies.

Ms. Kissel directed the committee members to consider for the next meeting what the “endgame”/desired outcome of the committee’s actions should be based upon the three objectives identified by City Council for the committee:

- Identify methods to increase diversity, not limited to race, on City boards and commission
- Identify challenges that deter inclusion for non-residents working or visiting
- Be a voice for residents for opportunities to drive better inclusive practices.

The meeting was adjourned at 8:06PM.