



Breckenridge Social Equity Advisory Commission

October 16, 2023, 7:30am

*Striving for racial and social equity for all by removing barriers and
facilitating opportunities to thrive*

- I. Call to Order (7:30-7:35)**
 - Roll Call*
 - Discussion/Approval of Agenda*
 - Discussion/Approval of the Minutes*

- II. Staff Summary (7:35-7:40)**

- III. Social Equity Discussion (7:40-8:10)**
 - Commissioner Vacancies*
 - Subcommittee Updates*
 - Celebrate Diversity*
 - Community Influence & Education*
 - Community Outreach & Engagement*
 - Immigration Rights & Advocacy*
 - Civic Engagement*

- IV. Equity Blueprint (8:10-8:40)**

- V. Upcoming Council Items (8:40-8:45)**

- VI. Upcoming Agenda Topics**
 - PD Comment on Overnight Parking Accessibility*
 - Town of Breckenridge's ADA Update*

- VII. Other Matters (8:45-8:50)**

- VIII. Public Comment (Non-Agenda Items) (8:50-9:00)**



TOWN OF
BRECKENRIDGE

Breckenridge Social Equity Advisory Commission
September 18, 2023, 7:30am

*Striving for racial and social equity for all by removing barriers and
facilitating opportunities to thrive*

I. Call to Order

Roll Call

Present: June Walters, Eliana Crabb, Laurie Moroco, Jordan Burns, Tahja Grier, Carol Saade, Silvia Vicuna,

Absent: Jason Smith, Joyce De La Torre

Discussion/Approval of Agenda

Tahja Grier motion to approve; Jordan Burns seconded.

Discussion/Approval of the Minutes

Carol Saade sought clarification in the previous minutes regarding attendance discussions. It was decided not to note reasons for absence to maintain consistency with other commissioners.

June Walters motion to approve with corrections.

II. Public Comment (Non-Agenda Items)

Terrin Able, Recreation Programs Manager, introduced herself and requested a meeting with the Outreach & Engagement subcommittee to explore outreach opportunities for Recreation programs.

III. Community Partner Presentation

Breck Create Social Equity Update (Presented by Karlie McLaughlin, Director of External Relations and Avery Glassman, Director of Programs & Special Projects)

Breck Create is dedicated to integrating Social Equity into its core programs year-round. This commitment involves amplifying the narratives and voices of diverse and often marginalized communities throughout various aspects of our programming. We emphasize inclusivity by intentionally incorporating diverse perspectives and participation beyond specific celebration periods, such as Black History Month, Pride, or Hispanic Heritage Month, while also recognizing

the significance of these occasions. Our aim is to program with an inclusive lens that extends to all communities, fostering a more equitable and diverse cultural landscape.

The discussion revolved around several key points:

- *Dia de los Muertos Kick-off:*
 - *On Friday, October 13th, there will be a kick-off event for Dia de los Muertos, with involvement from regional partners in Denver. BCA is also seeking more local engagement for this event and wants to do more throughout Hispanic Heritage Month (HHM) and have a more holistic month long.*
- *Airstage Installation:*
 - *A local artist will be involved in creating an Airstage installation with interactive elements for elementary school kids. This installation will tour local schools from October 5th to 13th.*
- *In-school Programming:*
 - *BCA recognizes the challenge some face in coming to the Arts District campus and has artists in residence teaching at Snowy Peaks.*
 - *This inclusive approach extends to all levels of schools across the county, with initiatives like the Mexican Cultural Center at Summit Middle School and the Airstage installation visiting nearly all elementary schools.*
- *Upcoming Exhibition:*
 - *Stephanie Mercado: The Seeds of Dreams*
 - *Stephanie Mercado is an out-of-town artist collaborating with locals and partnered with Mountain Dreamers. Her work, featuring 5 portraits, opens on October 5th and will travel after closing.*
 - *In Plain Sight: Queer Rural Narratives from the Water + the Land*
 - *Is a Queer Exhibition planned for January 27th to February 28th, featuring art displays and potentially programming, running through Black History Month.*
- *Riverwalk Series Programming:*
 - *We're actively promoting diverse perspectives and performers while fostering community partnerships to engage audiences that resonate with these artists.*
 - *An example of this is our collaboration with Tig Notaro on September 28th in partnership with Mountain Pride.*
- *In-Kind Facility Usage Grant Process in English and Spanish:*
 - *BCA is managing the in-kind grant process in both English and Spanish, opening new possibilities for grant applications.*
- *Challenges:*
 - *Challenges discussed include location and accessibility, and the possibility of expanding programming outside of Breckenridge.*
 - *Specifically asked: What can Breck Create do to continue progress toward overcoming barriers and effectively using its resources in support of the commission's goals?*
- *BSEAC Feedback:*
 - *BCA is open to feedback from the BSEAC.*
 - *Exploring ways to collaborate with the Celebrating Diversity subcommittee and include BCA in this subcommittee.*
 - *BCA aims to use commissioners to amplify their messaging.*

- Translation of event information; Tamara Nuzzaci Park (BCA) noted that they need to determine how they can fund Spanish translation.
- Silvia Vicuna suggested they use Spanish radio.

IV. Staff Summary

Climate Equity Plan (Presented by Jessie Burley and Jess Hoover from HC3)

In 2019, the TOB adopted a Climate Action Plan as part of their commitment to addressing climate change. However, the COVID-19 pandemic revealed the necessity of developing a Climate Equity Plan to understand the specific impacts of climate planning on underserved communities.

Initially, the Equity Plan was presented in July, but it was noted that it lacked specific details. Several initiatives were discussed in the meeting:

- *Energy Smart Colorado: This program, which has been operating since 2012, primarily focused on assisting single-family homeowners and individuals who could access its services. It aimed to reduce energy bills and make homes more comfortable. Previously, the HC3 (High Country Conservation Center) could only reimburse up to \$400 for a project. To enhance the program, local partners, including municipalities, were asked to help fund projects with up to \$4,000 in support.*
- *Solarize Summit: Municipalities supported this program to reduce energy bills through bulk purchases of solar panels. The discussion revolved around how to expand this program to benefit more lower-income households.*
- *Electrification: The discussion focused on offering extra incentives, beyond federal rebates, for cold air heat pumps. A proposed incentive was a \$10,000 rebate or voucher for individuals who qualified based on their income. A grant application had been submitted to fund this program.*
- *Climate Action Campaign: There was consideration for launching a campaign specifically targeting non-English speakers and other underserved communities to increase awareness and engagement in climate action. The BSEAC (Board of Sustainability and Environmental Advisory Committee) sought approval for the Climate Equity Plan before presenting it to the Town Council.*
- *Transportation: The meeting explored providing credits for e-bikes to encourage their use for commuting, with the state also having an e-bike rebate program. Concerns were raised about whether a home rebate would affect future buyers, but it was clarified that this would not be the case, and even the same homeowner could apply for another rebate in subsequent years.*
- *Low Bill Incentives: Questions were raised about the incentives for individuals with already low energy bills. It was suggested that they consider signing up for Xcel's renewable energy program.*

- *Housing Assessment: The Housing Assessment was discussed in the context of informing this work/program. It was important to consider how these programs could benefit individuals in mobile home parks. The NWCCOG (Northwest Colorado Council of Governments) CARE program and Weatherization program, which serve people with incomes less than 80% of the Area Median Income (AMI), were mentioned. It was noted that NWCCOG did not allow repeat use of the Weatherization program.*
- *Community Guidance: The importance of helping the community navigate through these programs and federal forms was highlighted as a crucial aspect of their success.*
- *High Country Conservation Upcoming Events:*
 - *October 2nd-5th Climate Action Week: LED Lightbulb Giveaway*
 - *October 2nd Electric Vehicle Ride and Drive (Frisco Adventure Park 3:30-6:30pm)*
 - *October 3rd Alta Verde Tour (Alta Verde 10-11am)*
 - *October 5th Stump the HC3 Staff (Frisco Recycling 12-2pm)*
 - *October 5th Tapped Out, Water Issues that Unite and divide Western communities (CMC 7-8:30pm)*

V. Social Equity Discussion

Celebrating Diversity

The group did not meet; they are still working on creating HHM videos.

Community Influence & Education

They are currently sourcing videos for BSEAC University and awaiting a response from CSU regarding content usage. Additionally, they are in the process of creating a plan for the BSEAC Mission Statement video.

Community Outreach & Engagement

They are discussing effective communication strategies, planning to craft a vision statement, and inviting Brooke Attebery to the upcoming meeting.

Immigration Rights & Advocacy

The subcommittee is creating system defining processes for translation, etc. to improve outreach and is working on a checklist/flow chart for engaging the Hispanic community. Mountain Dreamers has also joined the meetings.

Civic Engagement

The subcommittee is actively exploring ways to quickly engage with the community, including conversations around housing affordability and other town matters. They are planning activities like CMC cooking and pottery classes to find inexpensive and accessible ways to engage people. Their next step is to hold the first community meetings (coffee talk/ happy hour) in October. Mack is coordinating with Crown and RMU for dates and collaborating with Brooke Attebery on naming the event/marketing. The group will brainstorm ideas for marketing and focus on specific topics.

Other key points include:

- *Introducing the commission and mentioning other events and activities like BCA.*

- *Partnering with other commissions and community partners, such as HC3.*
- *Collaborating with the events committee to promote initiatives and ensure reciprocity.*
- *Considering engagement with Broken Compass, etc.*
- *Exploring non-alcohol options for community engagement.*

VI. Upcoming Council Items

Shannon Haynes discussed Town Tax Code Exemptions, suggesting the removal of taxes on menstrual care and incontinence products. She also mentioned the upcoming Breck E-Bike analysis and proposal for 2024. Jordan Burns raised various council topics, expressing a preference for the first design of Schoonover due to its community gathering potential and considering parking options at the airport for the unsheltered summit.

VII. Other Matters

Jordan Burns raised the question of whether any restaurants offer menus in Spanish, emphasizing the need to promote bilingual accessibility. Eliana Crabb will engage with the Breckenridge Restaurant Association on this issue.

Shannon Haynes discussed the topic of BOLT and highlighted the importance of understanding how non-minority businesses perceive it. The group brainstormed potential actions, such as providing opportunities to all businesses. Shannon expressed concerns about government channels favoring certain businesses and planned to consult with Lucy Kay regarding BTO's role in addressing these concerns.

In other matters, there was a suggestion to move public comments to the end of the agenda.

Recording:

https://us02web.zoom.us/rec/share/qnY7POE-Gms5o_wl2oTOAuNp750byivLT-WtsREqTxBxtZXUzss4QsF3RU4IWMRg.kmG4kZGovEepORG0?startTime=1695042648000

Passcode: dPw=N2^!



Memo

To: Breckenridge Social Equity Advisory Commission

From: Mack Russo, Community Outreach & Engagement Liaison

Subject: Social Equity Discussion for October 16, 2023

Commissioner Vacancies

The BSEAC is facing three upcoming vacancies with the terms of Commissioner Jason Smith, Joyce De La Torre, and Jordan Burns set to expire in December 2023. Jason Smith and Joyce De La Torre have informally resigned upon being notified of the term expiration. Joyce De La Torre has expressed her desire to continue as a subcommittee member for the Immigration Rights and Advocacy group.

A vacancy announcement (in English/Spanish) will be posted on October 12th, and applications for these positions will be accepted until Friday, November 10. In preparation for the selection process, we are seeking volunteers to form a subcommittee for conducting interviews. If you are interested, please consider nominating yourself for this role. If you'd like to share the posting within your circles, I'll be forwarding the posting to the BSEAC.

Subcommittee Updates

1. Celebrating Diversity

*Tahja Grier, Jordan Burns, June Walters, Elsa Lau, Kristine Keller
Met September 26, 2023*

During the last meeting of the Celebrate Diversity subcommittee, they focused on implementing their first sprint cycle in the SCRUM approach. They assigned numerical values to the ideas contributed by subcommittee members. In the next meeting, their main agenda will be to revamp the diversity calendar. Key tasks for this endeavor include revising the existing calendar, creating content for social media posts, specifying video production details (content, participants, locations, and filming dates), and organizing events corresponding to specific months.

Hispanic Heritage Video Recap

Thank you to Silvia Vicuna, Stephany Chalarca, and Miriana Pereda, for their contributions in sharing folklore from Mexico, Colombia, and Argentina.

For those who missed the presentations or wish to revisit them, I have included the links to each of the videos below:

[*Mexico Folklore Presentation*](#)

[*Colombia Folklore Presentation*](#)

[*Argentina Folklore Presentation*](#)

We received positive feedback on our videos, even though they had lower engagement. We believe this is due to posting both Spanish and English versions consecutively. For future Spanish videos, we plan to include English subtitles in one video instead of separate videos.

Meets again October 12, 2023 –will provide update during BSEAC meeting.

2. Community Influence & Education

Laurie Moroco, Silvia Vicuna

The Community Influence and Education Subcommittee postponed their meeting due to pending communication with CSU Boulder regarding licensing equity videos for the BSEAC University. The next meeting will focus on completing the mission statement video instead.

3. Community Outreach & Engagement

Carol Saade, Jordan Burns, June Walters, Tahja Grier, Elsa Lau, Kristine Keller

Met October 4, 2023

The Community Outreach and Engagement subcommittee made progress on the BSEAC website's "about us" section. They also adopted a new SCRUM approach. Their upcoming meeting will finalize the "about us" content, update the website, and plan a DEI photoshoot.

Purposed about us:

“The Breckenridge Social Equity Advisory Commission (BSEAC) was established in June 2020 through a Resolution passed by the Town Council. Since its inception, BSEAC has been dedicated to fostering a more inclusive and equitable Breckenridge. In collaboration with The Equity Project, commissioners, town staff and council members worked together to craft an Equity Blueprint that serves as their guiding framework.

The commission's core responsibilities include advising the council on equity priorities, championing and advancing equitable policies, programs, and events, enhancing accessibility, and creating a safe and welcoming environment for a more inclusive Breckenridge. Recognizing that the journey towards social equity is ongoing, we are resolute in our mission to promote racial and social equity by eliminating barriers and facilitating opportunities for everyone to thrive. At the heart of our work lie five fundamental objectives: celebrating diversity, empowering the community through education, fostering outreach and engagement, advocating for immigration rights, and promoting civic engagement. Together, we are dedicated to building a better Breckenridge.”

4. Immigration Rights & Advocacy

Carol Saade, Silvia Vicuna, Joyce De La Torre

Met October 10, 2023

The Immigration Rights and Advocacy subcommittee discussed various tasks during their recent meeting. They expressed a desire to have Free Ride's bus maps translated into Spanish and the app itself made available in Spanish. Mack Russo collaborated with Matt Husley to explore translation options, but it was noted that the Free Ride app does not support multiple languages, so Transportation is investigating a new app.

The group also discussed the possibility of the town hiring staff through vendor contracts to enhance accessibility for immigrants in the community. Mack Russo, Dana Laverdiere,

Kirsten Crawford, and Cathy Boldan had a meeting to discuss the town's flexibility in this matter, which is an ongoing and complex conversation.

Additionally, the subcommittee considered purchasing Translator devices for the town and received several options for a formal proposal, with the cost of one of the options still pending. Lastly, they have been actively working on formulating questions for the Mountain Dreamer's Community Engagement Committee, with the aim of establishing a connection with the Hispanic community and making the town more accessible in return.

5. Civic Engagement

*Carol Saade, Laurie Moroco, Eliana Crabb
Met October 5, 2023*

The Civic Engagement subcommittee is preparing for their upcoming event, the "Community Conversation on Equity," scheduled for October 17th at the Crown. They finalized a radio ad post meeting- which is actively running, and have two ads in the summit daily, and post on social. Everyone is invited to attend. The event will include introductions from Carol Saade about the BSEAC and its history, followed by personal introductions from Carol Saade, Laurie Moroco, and Eliana Crabb, explaining why they joined. The focus of the event is to encourage breakouts with the commissioners to facilitate intimate conversations with community members and learn about their equity priorities. [You can find the event flyer attached to this packet.](#) Please share it with others.

TUESDAY

8:30-9:30AM

OCTOBER 17, 2023

THE CROWN

215 S. MAIN ST.
BRECKENRIDGE, CO. 80424



BRECKENRIDGE SOCIAL EQUITY ADVISORY COMMISSION



Community Conversation on Equity



JOIN THE SOCIAL EQUITY ADVISORY COMMISSION FOR A COLLABORATIVE CONVERSATION TO CHAT ABOUT EQUITY AND CIVIC ENGAGEMENT, MEET THE COMMISSION, SHARE YOUR INSIGHTS, OPINIONS, AND IDEAS!

COFFEE PROVIDED
FOR PARTICIPANTS

QUESTIONS? CONTACT US AT: [EQUITY@TOWNOFBRECKENRIDGE.COM](mailto:equity@townofbreckenridge.com)





Memo

To: Breckenridge Social Equity Advisory Commission

From: Mack Russo, Community Outreach & Engagement Liaison

Subject: Equity Blueprint for October 16, 2023

The internal DEI Committee has refined their portion of the Equity Blueprint, making several changes from the Equity Project's version:

1. *Commitment to Diversity* and *Commitment to Inclusivity*: These two goals were merged into a new objective, "**Commitment to Diversity and Inclusivity.**" This goal emphasizes addressing staff needs, improving accessibility, and reforming internal documentation and policies. It retains behavior and recognition tactics from the original Commitment to Inclusivity, shifting the focus from affirmative action policies for hiring to internal improvements.
2. **Commitment to Community**: This is a new addition to the blueprint, aiming to integrate DEI principles into the organization's partnerships with community partners and outside agencies.
3. **Development of the DEI Strategic Plan**: This goal remains from the original blueprint but now focuses on training and policies for boards and *internal committees* (DEI, Employee Engagement, Green Team, Leadership Development Team, MindBody Breck (Wellness), Safety and the Retirement plan advisor committee), as opposed to commissions (Planning Commission and Breckenridge Open Space).
4. **Leadership Commitment and Training**: This goal combines elements from the original blueprint goal "*Training & Development,*" expanding training to all staff levels with a strong emphasis on empowering leadership and championing racial and social equity.
5. **Recruitment & Retention**: This goal has been expanded to focus on both attracting diverse applicants and retaining employees, rather than solely auditing hiring policies.
6. *Listening and Feedback*: The original goal of "Listening and Feedback" has been integrated into ongoing practices, as it was deemed more appropriate as a standard operating procedure rather than a separate goal.

****Bold titles are the goals the DEI committee has identified.***

Please provide any suggested edits as we work towards presenting the final equity blueprint to the town council on October 24th, pending your approval.



TOWN OF
BRECKENRIDGE

EQUITY BLUEPRINT

TABLE OF CONTENTS

INTERNAL: PEOPLE, POLICY & PRACTICE

- Commitment to Diversity and Inclusivity
- Commitment to Community
- Development of DEI strategic plan
- Leadership Commitment and Training
- Recruitment & Retention

EXTERNAL: COMMUNITY & PARTNERSHIPS

- Celebrating Diversity
- Community Influence & Education
- Community Outreach & Engagement
- Immigration Rights & Advocacy
- Civic Engagement

STATEMENT OF PURPOSE

Striving for racial and social equity for all by
removing barriers and facilitating opportunities
to thrive

INTERNAL: PEOPLE,
POLICY & PRACTICE

EXTERNAL: COMMUNITY
& PARTNERSHIPS





BRECKENRIDGE
TOWN HALL

INTERNAL: PEOPLE, POLICY & PRACTICE

MEET OUR DEI
COMMITTEE
MEMBERS

Anne Lowe, Open Space & Trails Manager

Bela Del Valle, Accommodations Compliance Program Manager

Brian Backes, Facilities Asst Manager

Dana Laverdiere, Director of Human Resources

Darci Henning, Housing Specialist

Hayden van Andel, Sustainable Materials Management Coordinator

Kyle Flowers, Senior Parks Operator

Mack Russo, Community Outreach and Engagement Liaison

Maddy Norgard, Municipal Court Administrator

Pam Ness, Revenue Manager

Patricia Reyes, Recreation Manager

Shannon Haynes, Deputy Town Manager

TJ Reynolds, Water Operator

GOAL 1 COMMITMENT TO DIVERSITY AND INCLUSIVITY



The Town of Breckenridge is committed to fostering an inclusive and respectful work environment that celebrates the unique contributions of all employees, promoting unity and appreciation for every staff member, regardless of their background.

TACTICS

- Increase strategic use of interpretation and translation services.
- Facilitate language classes for employees wanting to learn Spanish or English.
- Provide opportunities for staff to engage in meaningful conversations about DEI topics.
- Build components that foster inclusive behaviors, clearly defining what inclusivity entails and disseminating this understanding throughout the organization. Additionally, acknowledge and celebrate the ways in which diverse viewpoints and perspectives are embraced.
- Leverage the DEI Committee to ensure equity is embedded in policies, strategies, and Town of Breckenridge initiatives.
- Improve community engagement in DEI discussions and initiatives by regularly providing updates on DEI Committee. This includes featuring DEI employee recognition that spotlights individuals from diverse backgrounds and their contributions to the community in the town-wide newsletter.

METRICS

- Track number of engagement opportunities, staff participation and conversation topics.
- Track the number of nominations and recipients of the DEI employee recognition.
- Assess the success of a language course by measuring participation rates and conducting post-program surveys to gauge increased employee competency in communication.

GOAL 2 COMMITMENT TO COMMUNITY

2023



The Town of Breckenridge strives to foster a strong sense of community through trust, inclusivity, active partnership seeking, and collaboration with community members and organizations dedicated to breaking down barriers and creating opportunities for all residents to thrive.

TACTICS

- Identify organizations and community members interested in partnership and work together to establish ways we can collaborate.
- Leverage DEI committee members in outreach and engagement within the community.
- Promote accessible community engagement through town resources and community partners.
- Join and participate in GARE (Governing Alliances for Racial Equity) and other professional groups committed to advancing equity.

METRICS

- Track the number of projects and working group processes, effective integration of feedback into engagement processes.



GOAL 3 DEVELOPMENT OF A DEI STRATEGIC PLAN

The Town of Breckenridge will develop and implement a comprehensive DEI strategic plan, ensuring that all town committees actively prioritize diversity and equity in their decision-making processes, representation, and outreach efforts.

TACTICS

- Outline the policies and procedures that need to be updated or created to support DEI initiatives within internal boards and committees.
- Provide introductory Equity Training boards and committees.
- Include boards and committees progress toward DEI goals in the annual Equity Community Impact Report
- Improve communication through regular DEI updates in the town-wide newsletter to engage all staff in DEI discussions and initiatives.

METRICS

- Conduct regular surveys or assessments among commission members, employees, and the community to gauge their perceptions of inclusion and satisfaction with DEI efforts.



GOAL 4 LEADERSHIP COMMITMENT AND TRAINING

2023



The Town of Breckenridge aims to cultivate inclusive leadership by offering comprehensive training programs to leadership and all staff, enhancing their equity awareness.

TACTICS

- Conduct DEI trainings, available in both English and Spanish, and integrate it into the New Employee Orientation.
- Encourage leaders to incorporate DEI principles into their employee reviews to actively promote these principles within their respective teams.
- Leverage the DEI Committee to organize Equity Teams responsible for leading implementation of the Equity Lens within their respective departments.
- In the Equity Training, use a “train-the-trainer” model to continue to build internal expertise.
- Provide training in communications and messaging about equity to appropriate staff.
- Encourage the Leadership Development Team to prioritize a project related to DEI within the Leadership Challenge Program. This project should challenge participants to create innovative solutions that address DEI issues within the local government.

METRICS

- Track number of trainings held number of participants and staff levels (e.g., managers) trained and participation rate.
- Conduct surveys to gather feedback from participants and assess their perception of the impact of the diversity-focused project on their leadership skills and awareness.
- Conduct pre/post training surveys

A woman with dark curly hair is smiling and looking towards the right. She is seated at a table with a laptop in front of her. The background is slightly blurred, showing what appears to be a meeting room.

GOAL 5 RECRUITMENT & RETENTION

2023



The town of Breckenridge is committed to identifying and addressing specific departmental barriers that hinder recruitment and retention of underrepresented populations to enhance workforce diversity.

TACTICS

- Promote equity in outreach and recruitment processes and broaden outreach efforts through collaborations with institutions to attract a more diverse range of applicants.
- Make Implicit Bias and Microaggression training mandatory for recruiters and hiring managers.
- Evaluate new and existing position descriptions to reduce barriers to access (e.g., higher education, English proficiency).
- Explore and implement compensation for language skills.

METRICS

- Track the diversity index within the workforce, measuring the representation of different demographics compared to the overall population of Breckenridge.
- Number of partnerships formed; Increase in diverse applicants and hires through community outreach efforts.



EXTERNAL: COMMUNITY & PARTNERSHIPS

MEET THE BRECKENRIDGE SOCIAL EQUITY ADVISORY COMMISSION



TAHJA GRIER
Commission Chair



JORDAN BURNS
Commission Vice Chair



CAROL SAADE
Council Member

CONTINUED...

MEET THE BRECKENRIDGE SOCIAL EQUITY ADVISORY COMMISSION



ELIANA CRABB



JUNE WALTERS



LAURIE MOROCO



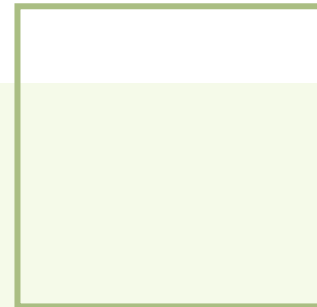
SILVIA VICUNA



VACANCY



VACANCY





GOAL 1
CELEBRATING DIVERSITY

The Breckenridge Social Equity Advisory Commission will celebrate our broad community culture to increase awareness, understanding, and recognition of diverse cultures, perspectives, and lived experiences.

TACTICS

- Research and promote various events, holidays, and annual recognition dates that could play a role in celebrating diversity.
- Work with community partners and individuals to ensure any efforts to celebrate a culture, perspective, or lived experience includes representation from that community in the planning process.
- Work with non-profits, art organizations, business owners, other community partners, and town staff to create media highlighting diversity
- Utilize median banners to promote the Town's recognition of the broader community, as well as other media & forms of communication.
- Partner with other organizations on existing community events that celebrate diversity and align with the commission's values

METRICS

- Track number of events/ campaigns
- Track community involvement through attendance, social media, and other engagement



GOAL 2 COMMUNITY INFLUENCE & EDUCATION

The Breckenridge Social Equity Advisory Commission will facilitate and amplify racial and social equity educational opportunities and collaborations to encourage actions that advance equity and inclusion in our community.

TACTICS

- Collaborate with the BTO to offer educational resources and learning opportunities to businesses on the topics of DEI, microaggressions, and recognizing implicit bias.
- Develop an equity resource landing page featuring instructional video content.
- Build partnerships with community organizations, non-profits and businesses to help them advance their equity impact and outreach.
- Launch public education campaigns using social media, flyers, and other mediums to spread awareness about racial and social equity issues.
- Help facilitate trainings and workshops for community partners and residents to effect a measurable change in equity and social practices.

METRICS

- Track participation and interaction within the community
- Track visits to the BSEAC University page
- Utilize surveys, quizzes, or follow-up assessments to gauge the educational impact and influence on the community over time

** The significance of this goals extends beyond numbers and encompasses intangible aspects such as personal growth, empowerment, and social transformation, which are difficult to capture in quantitative measures alone.*



GOAL 3 COMMUNITY OUTREACH & ENGAGEMENT

The Breckenridge Social Equity Advisory Commission will connect with, involve, and inform our diverse community in meaningful ways to build relationships, foster collaboration, and address community needs and interests related to racial and social equity.

TACTICS

- Identify how individuals and groups receive information and what are barriers to community engagement.
- Obtain community feedback and communicate how community engagement influenced decisions in the BSEAC.
- Update and expand the BSEAC web page.
- Work with the Breckenridge Tourism Office to incorporate BSEAC projects within their communications channels.
- Provide the community with information to assist individuals and businesses in understanding identified problems, opportunities and decisions.
- BSEAC members will join community organizations in an ongoing interactional process to increase equity through outreach and engagement strategies.

METRICS

- Track the number of people who attend community outreach events
- Track the number of people who provided feedback
- Track visits to the BSEAC website
- Track the participation of BSEAC members on community coalitions and committees



GOAL 4
IMMIGRATION RIGHTS &
ADVOCACY

The Breckenridge Social Equity Advisory Commission will make Town programs, resources, and services more equitable in serving our immigrant community members, as well as advocate for these community members with other organizations and businesses.

TACTICS

- Meet with immigrant community members and partner organizations that serve the immigrant community to better understand their needs and identify opportunities.
- Identify avenues for supporting community partner initiatives and existing programs.
- Evaluate and enhance the process, outreach, and translation efforts for the Town's programs, resources, and services, prioritizing housing, childcare, and recreation programs.
- Host an open house or listening session to engage with the immigrant community, gather feedback, provide information about Town programs, resources, and services, and foster trust.
- Collaborate with partner organizations and businesses to advocate rights and promote equity for the immigrant community.

METRICS

- Track total monetary value contributed to community partners towards immigrant services.
- Measure and report number of individuals and community partners actively participating in/ and or providing outreach events, leveraging resources, and establishing connections.
- Measure the level of active participation and influence in meetings and the subsequent policies affected for housing, childcare, and recreation programs.

GOAL 5 CIVIC ENGAGEMENT



The Breckenridge Social Equity Advisory Commission will equip, educate, and create systems for community members to engage in decision-making for fairness, justice, and the well-being of all individuals, especially the historically marginalized.

TACTICS

- Establish an engagement system that advises Town Council on action steps to advance equity goals.
- Organize and participate in community events to reach diverse community members and understand their concerns and ideas.
- Utilize different communication channels to keep the public informed and engaged on upcoming policies that could have an impact on racial and social equity.
- Develop and collaborate on educational learning opportunities to raise awareness of civic engagement and encourage involvement among community members.
- Educate community members on how to advocate for policy that promotes racial and social equity within the state and local governments, and the broader community.

METRICS

- Track the number of policies and ordinances where our input has had an impact
- Track the number of individuals engaged

SPECIAL
THANKS

We extend our gratitude to the former commissioners, whose invaluable contributions were pivotal in shaping our equity blueprint. Your dedication and expertise have left an enduring impact on our mission.

Alexandria Carns

Andrew Brottman

Dick Carleton, Town Council

Erin Gigiello

Isaura Cirillo

Jason Smith

Joyce De La Torre

THANK YOU

Original Blueprint created by

THE **EQUITY**
PROJECT®
EQUITY · REDEFINED · ACTUALIZED.

revised October 2023 by staff



Upcoming Council Discussions

October 24 – Meeting Starts at 2:30

Root Policy will present the new Housing Needs Assessment

Legislative

- Adoption of Mill Levy – (1st Reading) – *Council will adopt the property tax mill levy for 2024. The existing mill of 5.07 will remain the same.*
- Adoption of 2024 Budget – (Resolution) – *Council will adopt the 2024 budget, which was presented to them on October 10.*
- Resolution to Approve Town Manager’s Contract – (Resolution) – *Council will approve a contract for the new Town Manager.*

Other

- Presentation of the Town’s Equity Blue Print
- Updates to contract with Breckenridge Tourism Office (BTO)
- Review first draft of proposed housing for Block 11 (Airport Road) – *Staff will seek Council feedback on the proposal of approximately 100 homes – triplex, duplex and single family.*
- Call Up Hearing for a development at 114 S. Main Street – *Council will review a proposed redevelopment at this address. Council will compare the project details to specific areas of the Planning Code.*
- Summary of Breckenridge Grand Vacations Development proposal

November 14

Goose Pasture Tarn Dam Tour/Ribbon Cutting (tentative date)

Legislative

- Adoption of Mill Levy – (2nd Reading) – *Council will adopt the property tax mill levy for 2024. The existing mill of 5.07 will remain the same.*
- Appropriation of Funds for the Adopted 2024 Budget – (1st Reading) – *Council will appropriate the funds necessary to support the adopted 2024 budget.*
- Adoption of BTO Contract Renewal – (1st Reading) – *Staff and BTO will present a three year agreement to Council for approval.*

Staff will propose Council take action to adopt the Equity Blueprint at the night meeting

Other

- Exterior Lighting Policy – Staff will discuss the Town’s exterior lighting policy with Council.
- Annexation/Development Agreement proposal by property owner (Hwy 9 near 7-11)
- Review of final details for potential development agreement with Breckenridge Grand Vacations (BGV)