



Breckenridge Social Equity Advisory Commission

April 15, 2024, 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 (March 18, 2024)

- II. Staff Summary (7:35-7:45)**
 - Equity Blueprint Partner Meeting Notes

- III. Presenters (7:45-8:05)**
 - Yessinia Vinueza** for Youth Empowerment Society of Summit (YESS) to discuss YESS's mission and goals, and how the Breckenridge Social Equity Advisory Commission can help support them.

 - Simon Corson, Senior Planner for Summit County Government** Summit County Comprehensive Plan Review

- IV. Social Equity Discussion (8:05-8:30)**
 - Subcommittee Updates
 - Celebrate Diversity
 - Community Outreach & Engagement
 - Community Education & Influence
 - Immigration Rights and Advocacy
 - Civic Engagement

- V. Upcoming Council Items (8:40-8:50)**

- VI. Upcoming Agenda Topics**

- VII. Other Matters**

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



TOWN OF
BRECKENRIDGE

Breckenridge Social Equity Advisory Commission

March 18, 2024, 7:30am

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

I. Call to Order

Chair Jordan Burns called the meeting to order at 7:30am.

Roll Call

Present: Jordan Burns, June Walters, Silvia Vicuna, Eliana Crabb, Tahja Grier

Zoom: Jotwan Daniels

Absent: Carol Saade, Laurie Moroco, Isaura Cirillo

Discussion/Approval of Agenda

Motion to Approve: Commissioner Walters, Seconded: Commissioner Grier

Discussion/Approval of the Minutes

Commissioner Walters stated she had one change to the agenda, which was to correct the spelling of her name. Considering that change, Chair Burns declared the minutes approved as amended.

II. Staff Summary

i. Pocketalk Locations and Training

Chair Burns stated the Pocketalk training took place and included an instructional video. Commissioner Walters stated the units are easy to use. Deputy Town Manager Scott Reid explained the locations of the units.

ii. Youth Empowerment Society of Summit

Scott Reid stated Yessinia from YESS was out of town and will be available for the next meeting. Chair Burns stated he would like to see the Town partner with YESS on community outreach and cross-promote what services can be provided. He further stated we want to make sure what they are planning can be accessible in our community, including a Braille event.

iii. Equity Blueprint Partner Meeting

Chair Burns stated he would like to see the notes that were given on each of the blueprint plans, as that could be helpful with planning in the future. Commissioner Daniels stated the meeting hosted several different entities from around the community and we would like to see the feedback from those groups. Scott Reid stated staff would compile that for the next meeting, and he thought it was very well attended. Commissioner Walters stated Breck History would like to see the Equity Lens presented to its entire staff.

III. Presenters

i. Breckenridge Tourism Office Marketing Content/ Strategies

Tessa Breder and Melissa Andrews from the BTO reviewed the BTO's brand marketing. Breder stated the BTO is a Destination Marketing Management Organization (DMMO), and the goal is to provide out-of-state overnight guests with the brand of Breckenridge. Breder explained marketing is focused on summer and fall guests in particular, since the Ski Resort handles the winter marketing. Andrews stated she works with journalists in storytelling efforts, and with social media influencers to support branding. Andrews further stated marketing is pretty traditional, but influencers are much more organic, and this is best space to change the narrative.

Commissioner Grier asked how they find stories to tell, and Andrews stated they focus on what's new, what is different, and what helps build the community or features new events and experiences. She also stated they look to highlight who is cool and they try to pair them with voices from the community, including local influencers who represent what it means to live in Breckenridge. Breder stated people love the authenticity of the story and we try to represent that in the branding. Andrews added that it's a BTO goal to advocate for an inclusive Breckenridge.

ii. 10-Mile Pride Event Update

Chair Burns asked about the journalists coming for Pride, and Andrews stated that for that event the BTO will contract with Dean Nelson for visioning, and to see if it's a destination-driver event. She further stated that for this year's event, we plan to host about four journalists, including an editor from Passport Magazine, and specific to LGBTQ+ experiences. Andrews stated the BTO would like to include history in the experience, and in the 1990's we were known as the hate state, and how the Town Council passed an ordinance to protect gay rights. Andrews suggested Commissioner Walters could talk about the history of Pride in Breckenridge with this group of journalists.

Commissioner Grier stated it's important to stay clear of tokenism and performative purposes. She stated for her it's including her truth not just during specific months, but all the time. Chair Burns stated authenticity is an honest portrayal of who they are. Andrews stated on the PR front the BTO is looking at regional markets for influencers, and we are no longer focusing on desk-side conversations, but on the outlets themselves for a more diverse approach.

Commissioner Daniels asked about accessible adventures and what that marketing looks like. Andrews stated they don't have anything lined up this year, and they haven't tapped into it with models, although they used an Accessible Adventures influencer last year.

Commissioner Grier stated she was scrolling through TikTok and there was a group of African American skiers who were going to come to Breckenridge and she thought it would be good to highlight that kind of feature in the future. Commissioner Crabb stated the snowboard group Soy Sauce Nation would be a good group to tap into. Andrews stated it she doesn't want to claim something that's not her own, but we could share that information, and we could sponsor a group to come in the summer since we don't touch winter.

Reid asked about 10-Mile Pride and if the Commission would be comfortable broadening the event to a national draw. Commissioner Crabb stated she would like to see it be more of a destination event, and Commissioner Grier agreed, stating it is important to highlight our community to bring more people here. Chair Burns stated it's good to be welcoming people into the community, and to expand the celebration throughout the year. Andrews stated Gay Ski Week opens up the community, and Commissioner Grier stated allyship is a good thing to highlight as part of those events.

IV. Social Equity Discussion Subcommittee Updates

Celebrate Diversity

Chair Burns stated the meeting was a joint meeting and it went well. He stated they talked about Pride and contracting with Dean Nelson. He also stated there's a Resource Guide included in today's packet and we are just trying to keep working with the Equity Lens and moving it forward. Chair Burns also stated Women's History Month is currently occurring, and Commissioner Walters updated that we are going to highlight Alice Milne as a strong woman in Breckenridge, and she will work with Brooke Attebery in Communications on the script and video concept to get a piece done. Commissioner Walters also stated we are making an effort to highlight community members, and we will continue to work with the Summit Daily to help encourage more diverse businesses and opportunities in the community.

Community Outreach & Engagement

Chair Burns stated it was brought up to feature neurodiversity month in April, and we are looking at different options as a symbol, including wearing a color, and educating the public on the process of becoming an ally. He stated there have been discussions about the blending of commission goals, and perhaps we can streamline things a little bit.

Community Education & Influence

Commissioner Vicuna stated the last meeting was about going over goals as a subcommittee, and the possibility of combining with Community Outreach and Engagement as a single subcommittee. She stated this will be discussed at the next meeting. Commissioner Walters asked if combining the meetings helped us understand if this was possible, and Commissioner Vicuna stated it might be too much to combine them and accomplish all of the goals. Commissioner Daniels stated that one subcommittee was more inward focused and the other was outward focused, but hopefully we can streamline them in the future. Chair Burns stated the Outreach and Engagement and Celebrate Diversity subcommittees were intended to work together to produce events, where the Community Education and Influence subcommittee would be for educating the community. Commissioner Daniels stated there has been an evolution of these subcommittees and it's time to review our subcommittees. Reid suggested we bring it back to a future meeting.

Immigration Rights and Advocacy

Commissioner Vicuna stated they met with Early Childhood Education and talked about funding for preschool and younger children. She further stated they learned about how the program works, and what is accessible, and how there is not enough spaces for the children who need it. Commissioner Vicuna stated there are new centers in Copper and Silverthorne, and more opportunities to use funding, both from the community and from the state. She also stated they talked about hosting an info session for early childhood options, and this will be our new goal moving forward. Commissioner Grier asked about allotting spots to underprivileged families, and Commissioner Vicuna stated they don't allocate, but can help cover the cost of care once they get a spot. She also stated immigrant communities look for care outside of the centers, but they aren't certified providers and we'd like them to have equal opportunities, and some centers have bilingual educators.

Civic Engagement

Commissioner Crabb stated there was no meeting.

V. Upcoming Council Items

Scott Reid stated the next Council meeting is on the 26th. He reviewed the Demolition by Neglect Ordinance, the BGV Development Agreement (First Reading was delayed), the Defensible Space Ordinance and the Entrada Annexation.

Commissioner Walters asked about the Demolition by Neglect Ordinance, and wondered how other property owners would react to Town money going to support people with secondary structures. Reid explained that Council discussed this at length and Community Development will come back with more information and see if Council can decide what they want to do with regard to the potential grant program.

Reid stated the new Town website is launched and we'll do a demonstration for Council. He also stated there will be a discussion about watering restrictions on certain days. Chair Burns asked if there is a way to regulate irrigation when it rains so it's not wasted, and Reid stated this should be in code.

Reid stated the Fractional Ownership discussion will be regarding where timeshares can be located, and the Inclusionary Zoning discussion will be specific for generating more workforce housing opportunities through things other than future business developments. Chair Burns asked about the Entrada development, and Reid explained it's going to be studio apartments to offset the BGV project. Reid clarified that at least some of the units will be available for the public, as well as in the other projects of that development agreement. Commissioner Grier stated she is concerned about the equitability of upcoming projects, specifically for families.

Town Manager Shannon Haynes stated the BGV units were required by the development permit, and it's up to the developer to figure out how to mitigate that housing. She explained the housing needs assessment explained what kind of units we need of different types of housing, and the BGV project is trying to get as much housing as possible on that property. She also

stated the new Vista Verde II will offer a variety of housing, and an open house for Stables Village II will take place on Wednesday with translation available.

Reid also updated the group on a temporary structure in the horseshoe portion of the Tiger Dredge Lot for the delivery pilot program. Reid clarified that the lawsuit in Vail regarding delivery is around Fed Ex and UPS services, and in Breckenridge our goal is to focus on food and beverage trucks on a voluntary basis during this trial period. He said we hope to have it going in early July.

VI. *Upcoming Agenda Topics*

Reid stated YESS plans to come to the next (April) meeting.

VII. *Other Matters*

Commissioner Grier stated she would like to have a DEI training with the new members. She also stated she works for the County now and she is working on a comprehensive plan with an aspect of livability, and she would like one of her coworkers to come to a future meeting to discuss this. Chair Burns and Commissioner Vicuna stated they think these should be yearly trainings for all staff, and a university program would be good for this type of training. They further stated Monica Williams of the Equity Project could be a good person to tap into for this training. Commissioner Vicuna suggested bringing the attorney in to train commissioners.

VIII. *Public Comment (Non-Agenda Items)*

There were no public comments.

Chair Burns adjourned the meeting at 9:04am.



Memo

To: Breckenridge Social Equity Advisory Commission
From: Town Staff
Date: April 15, 2024
Subject: Staff Summary

Equity Blueprint Partner Meeting Notes

Staff attended the January 30th Equity Blueprint Partner meeting, which was well attended by multiple municipalities and partner groups from across Summit County. The Equity Blueprint document was reviewed, and the tactics/metrics were specifically presented for comment by partners. Overall support for the Equity Blueprint was strong and positive, and the information below outlines the input that was received.

Goal 1: Celebrating Diversity

- Consider incorporating diverse representation year-round not just during monthly celebrations
- Building Hope can help with this
- Lean on BTO for photos and videos
- Breck Create is a resource for any arts/creativity component or project

Goal 2: Community Influence and Education

- Will these trainings include something like know your rights as an immigrant?

Goal 3: Community Outreach and Engagement

- Do you have any youth on the TOB BSEAC?
- Tactic 1&2: Please plan to share this information with partners and businesses
- Join Building Hope's new community calendar
- Technology and literacy may be a barrier to communication with immigrant community

Goal 4: Immigration Rights and Advocacy

- Is a public meeting best practice for effectively reaching this community?
- Would love to have shared best practices on messaging to community
- Tactic 2: Would love to talk about SSD community Hub collab on this – Lana H SSD
- Can we talk about how Project Thrive could collaborate on youth/family programming? EMadison.hennessy@summitk12.org
- Tactic 4: Partnership w/ Mountain Dreamers
- How do you measure influence?

Goal 5: Civic Engagement

- Tactic 2: Would love to have Upper Blue Elementary equity committee comeet to support this point – Lana H SSD
- In trying to reach diverse community members, are we also celebrating diverse member's cultures as well?

- Is the grant program specific to civic engagement? Does it apply to other goals – internal and/or external?

*Goal 3: Tactic 1: Identify how individuals and groups receive information and what are barriers to community engagement.

*Goal 3: Tactic 2: Obtain community feedback and communicate how community engagement influenced decisions in the Breckenridge Social Equity Advisory Commission (BSEAC).

*Goal 4: Tactic 2: Identify avenues for supporting community partner initiatives and existing programs.

*Goal 4: Tactic 4: 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.

*Goal 5: Tactic 2: Organize and participate in community events to reach diverse community members and understand their concerns and ideas.

Goal 1: Commitment to Diversity and Inclusivity

- I would be interested in teaching English classes for free if needed - Madison.hennessy@summitk12.org
- Share translation resources with other organizations for easy incorporation
- Silverthorne is prioritizing translation and interpretation for all materials/events possible
- Researching classes for employees to learn Spanish/English - Opportunities to partner?
- Offer language justice training to employers and employees – can talk more – Zukyma 970.405.4376
- Include commitment to equity; if equity is achieved so will diversity and inclusivity can't have equity without the D&I.
- Love the language justice commitment! Is social media posted in Spanish as well?

Goal 2: Commitment to Community

- Maybe Tactic 1? Would love to partner and collaborate together SSD – milena.quiros@summitk12.org
- Silverthorne has been working with community partners to reach audiences and engage with community. Would love to work with other towns on this.

Goal 3: Development of a DEI Strategic Plan

- I wonder if there is an opportunity to train youth to help with trainings of summit youth preparedness?
- Would equity trainings be something we could partner on as a community? Who is facilitating?
- Would you want to do an introductory training @ YAC (Youth Activities Council) Madison.hennessy@summitk12.org

Goal 4: Leadership Commitment and Training

- Consider adding other community training programs (Breck101)
- In communication training, how will these trainings include methods or tactics to help communities that speak other languages to bring up concerns or crimes?

Goal 5: Recruitment and Retention

- Silverthorne is re-evaluating current compensation and testing for language skills, would be nice to see what other towns are doing
- Silverthorne is also working on equity in outreach for recruitment.

*Goal 2: Tactic 1: Identify organizations and community members interested in partnership and work together to establish ways we can collaborate.



Memo

To: Breckenridge Social Equity Advisory Commission
From: Town Staff
Date: April 15, 2024
Subject: Discussion Items for April 15, 2024

Yessenia Vinueza, Youth Empowerment Society of Summit (YESS)

Yessenia will outline the work that the YESS program is undertaking and discuss ways that the Breckenridge Social Equity Advisory Committee can support YESS's mission.

Simon Corson, Senior Planner for Summit County Government

Simon will present the Summit County Comprehensive Plan process and solicit any feedback from the Breckenridge Social Equity Advisory Commission regarding Summit County's Comprehensive Plan revisions.

Subcommittee Updates

Celebrate Diversity/Community Outreach and Engagement*

Jordan Burns, Tahja Grier, June Walters, Jotwan Daniels, Carol Saade, Elsa Lau, Kristine Keller
Met April 1, 2024

*These two subcommittees merged their meetings again this month to ensure continued progress on both fronts given limited schedules.

Subcommittee Roles:

- We discussed that some of the tactics and metrics overlap within some of the goals especially within the Celebrating Diversity, Community Influence & Education, and Community Outreach & Engagement.
- Most subcommittee members supported merging these subcommittees.
- The next steps are to talk with Laurie and Silvia on joining one big group and talk with it as a whole commission.
- Scott Reid found at least one SCRUM document for Celebrating Diversity and Community Outreach & Engagement which was sent to the subcommittee members last night. This document should help with combining these subcommittees and prioritize upcoming agenda items and projects. Scott will continue to look for the other SCRUM documents for the other subcommittees.
- We also talked about if combining these subcommittees would require changes to the blueprint; at this time, we do not see the need for it.

Resource Guide:

- The goal for the guide is to help with the thought process of planning a more equitable special event.

- Some specific feedback that Brooke will be adding to the document are: Pocketalk resources, resources for translation at events, and asking the question of ‘where?’ so event locations can be accessible.
- Brooke will also work on organizing resources based on where they fall under the Equity Blueprint goals and include resources for places to advertise events.
- A couple of future goals for the resource guide are to get it to the point that it can be included in the special events planning process and expand this to become a business resource.

Neurodivergence Awareness Month:

- Brooke is working on social posts for education and allyship.
- Brooke ordered some supplies to create awareness ribbons for this month. Hoping to have some for the commission at their next meeting to wear themselves and pass out to their friends, family, coworkers. The rest of the ribbons will be at Town Hall for people to grab when they come in.
- Looking into posting about Building Hope’s trainings and resources during this month.
- Elsa has quizzes that we will also share on socials so people can learn a little more and identify what makes them special! These will be shared with the subcommittee members and possibly the rest of the commission if they are interested.

We did not set a date for our next meeting, but since we have our new Bilingual Community Outreach & Engagement Liaison starting soon, we really want to pick a date and time that would work for everyone in person to meet her.

Community Outreach & Engagement

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

Met April 1, 2024

See minutes above.

Community Education & Influence

Silvia Vicuna, Laurie Moroco, Jotwan Daniels

This subcommittee has not met since the last BSEAC meeting. Other members are seeking this subcommittee members’ input on the potential merging of subcommittees for scheduling efficiency, broader creative synergy, and merging of communication goals reasons.

Immigration Rights & Advocacy

Carol Saade, Silvia Vicuna, Isaura Cirillo

Met April 4, 2024

The Immigration Rights and Advocacy subcommittee met with the Mountain Dreamers Community Group on April 4th. Staff will provide a verbal update of this fruitful discussion.

Civic Engagement

Carol Saade, Laurie Moroco, Eliana Crabb, Jotwan Daniels

Met April 3, 2024

- Laurie said that it went well with an agenda and ideally would like it to be structured like this: This is who we are, what we are doing, accomplishments, each subcommittee touch briefly on what they are working on and accomplishing, and end with a Q&A.
- They would like to try a combination of Happy Hours and Coffee Talks to appeal to a wide range of people.

- Monthly is too often, but maybe every other month or quarterly (for Happy Hours/Coffee Talks).
- There was some concern around promoting Happy Hour with alcohol, maybe we can work with the venue to promote mocktails at the event.
- They would still like the attendance of the full commission or at least those available to come. Shannon mentioned how the Mayor ones go and suggested that the Chair and Vice Chair run them, but the subcommittee sought more commission involvement.
- The goals for these events are to hear what the community is saying and gather feedback. The committee members would like to have some ready-made questions to help start conversations with the community at these events.
- Interested in a May Happy Hour at RMU, Gravity Haus, Horseshoe, or other places we can think of that are more quiet and spacious. They would like to have some dates and times to present to the whole commission at the next meeting on the 15th (Peyton Rogers can help with the communication with potential event venues.)

Upcoming Council Discussions

For the upcoming April 23, 2024 Town Council meeting, the following items are currently slated on the agenda:

The newly elected Mayor and Town Council members will be sworn in at the beginning of the meeting. Then, there will be a 90-minute discussion of organizational structure and good governance practices.

Legislative:

- Entrada Parcel Zoning (Second Reading). This ordinance will designate what zone the Entrada Parcel (across CR450 from 7-11) will be placed in once it is annexed into the Town limits.
- Outdoor Irrigation Days (Second Reading). This ordinance will standardize outdoor watering day scheduling based on the even or odd number of the street address. This revised approach will promote water conservation, improve energy efficiency, and be consistent with other towns (and Summit County).
- Demolition by Neglect Ordinance (Second Reading). This ordinance requires all landowners within the Town's Historic Conservation District to protect the historic buildings and secondary structures from falling into decline and collapsing.
- Density Transfer for Vista Verde (Resolution). This resolution will move density from vacant Town-owned parcels to the Vista Verde II site (formerly "Alta Verde II") to allow for the multifamily project to move towards its certificate of occupancy.