



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.