



TOWN OF
BRECKENRIDGE

Breckenridge Social Equity Advisory Commission

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

June 17, 2024, 7:30am

Breckenridge Town Hall Council Chambers
150 Ski Hill Road
Breckenridge, CO

THE TOWN OF BRECKENRIDGE CONDUCTS HYBRID MEETINGS. This meeting will be held in person at Breckenridge Town Hall and will also be broadcast live over Zoom. Join the live broadcast available by computer or phone: <https://us02web.zoom.us/j/84470987689> (Telephone: 1-719-359-4580; Webinar ID: 844 7098 7689).

If you need special assistance in order to attend any of the Town's public meetings, please notify the Town Clerk's Office at (970) 547-3127, at least 72 hours in advance of the meeting.

I. Call to Order (7:30-7:35)

Roll Call
Discussion/Approval of Agenda
Discussion/Approval of the Minutes (May 20, 2024)

II. Staff Summary (7:35-7:45)

Boards and Commissions Training - Kirsten Crawford
Runway Housing Project
Equity Grant Website

III. Social Equity Discussion (7:55-8:20)

Equity Lens Update
Land Acknowledgement Discussion
Vacancy Seat Update
Subcommittee Updates
 Celebrate Diversity
 Community Outreach & Engagement
 Community Education & Influence
 Immigration Rights and Advocacy
 Civic Engagement

IV. Upcoming Council Items (8:40-8:50)

V. Upcoming Agenda Topics

VI. Other Matters

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



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May 20, 2024, 7:30am

Breckenridge Town Hall
Council Chambers
150 Ski Hill Road
Breckenridge, CO

*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, Tahja Grier, Laurie Moroco, Isaura Cirillo

Absent: Carol Saade

Discussion/Approval of Agenda

Motion to Approve: Commissioner Walters, Seconded: Commissioner Moroco

Discussion/Approval of the Minutes

Motion to Approve: Commissioner Vicuna, Seconded: Commissioner Daniels

II. Staff Summary

i. Pocketalk Usage Update

Deputy Town Manager Scott Reid asked the commission if they had any questions about the Pocketalk devices. Chair Burns stated he was encouraged about the use of the Pocketalks at the Welcome Center and the overall satisfaction with the devices. Commissioner Daniels also stated that devices are now being used at other organizations like Colorado Mountain College.

ii. The Equity Project Update

Scott Reid explained that he and Flor Cruz had a long conversation with the head of the Equity Project and the commission discussed going back to the EP for additional training after a new member is on board.

iii. Ute History in Breckenridge

Deputy Town Manager Reid stated the Town is trying to bring back land acknowledgements and he has been working with Mr. House about Land Acknowledgements. Commissioner Walters stated the Ute presentation at the Welcome Center was really good, and Breck History has been trying to work with the tribal council as well. She further explained that the Ute Tribal Council is currently overwhelmed with requests from people wanting land acknowledgements. She also stated there will be another presentation in Frisco this summer from this group, and it would be great to get Earnest to come to Breckenridge to assist us. Chair Burns suggested getting him to a subcommittee meeting might prove to be an easier task. Commissioner Walters suggested working with Larissa O'Neill on this initiative.

iv. American with Disabilities Act (ADA) Public Outreach

Deputy Town Manager Reid stated the Town is close to finishing a new ADA transition plan with the help of a consultant. The town is evaluating all facilities and services. As part of this evaluation process, the Town will do some public outreach at Town Clean Up and Town Party. He further stated this is a long timeframe to complete their recommendations.

Chair Burns stated the BTO hosted trivia last week, and one of the questions was about the Reiling Dridge and accessibility.

III. Presenters

i. Breckenridge Tourism Office – Ten Mile Pride Update & Questions

Melissa Andrews, Public Relations director for the BTO stated Ten Mile Pride is moving forward and has the headliners locked in. The event will feature a trivia night and an art opening with community gathering on June 15th. Melissa wanted to touch base on Town involvement during the event and want to consider a land acknowledgement and a history acknowledgement if the Commission thinks it's appropriate. Commissioner Walters stated she's out of town during pride week, and we could use the Breckenridge History Land Acknowledgement, although she won't be there to present it. Walters also stated that as far as gay history of Breckenridge, we don't have one until modern times. She also mentioned that we don't have a pride history acknowledgement because it was a private position taken at the time due to severe penalties. Perhaps we could include the history of the Bunk House with the help of the current owner. Andrews asked if we should consider how much progress we have made over time, and Commissioner Walters stated she doesn't believe the Town took a position on this issue back when Colorado was considered the Hate State. Commissioner Daniels stated he feels it would be rushed to get the history featured for this event. Commissioner Grier stated she thinks it would be important to do a land acknowledgment, and she also thinks it would be good to have Breck History there if people have questions. Andrews stated that 10milepride.com is the best resource for information, as well as social media accounts. Chair Burns stated we want this place to be welcoming and safe for everyone who would like to come. Commissioner Grier stated she believes it would be good to have the mayor or council come to the event and read the acknowledgement. She also asked about volunteer opportunities, and she would like to share with her friends. Andrews stated we have 4 media members coming to Breckenridge for the event and they

will write about it in prominent publications. She also asked about elements that this group would like to highlight for the press trip. Commissioner Grier stated she would like to speak with them and thanked the BTO for their work on the event. Commissioner Walters stated they might enjoy a private tour of the Darker Side of Breckenridge history. Commissioner Moroco stated she was in Aspen for their Gay Ski Week, and there was big energy there. Andrews stated we are working on a five-year plan and hope to get to that point. Chair Burns stated we want to encourage them to come back and understand we are always welcoming in this community.

ii. Marketing & BTO Updates

Andrews stated the BTO markets are based on persona, including multi-generational families, active older adults, and young adults seeking adventure. She also confirmed that the BTO doesn't market to Colorado and seeks out of state multi day visitors. The BTO would love to work with the commission on building out the network for local models and representatives. Commissioner Burns stated it's a fun experience to model for the BTO, and it's worth the time. The commissioners asked Andrews to send the call to Flor Cruz for future opportunities.

IV. Social Equity Discussion

I. Pride Proclamation Review

Flor Cruz asked the commissioners if they agreed with the pride month proclamation. The commissioners agreed the proclamation looked good. Commissioner Walters asked if we could get a formal copy of the proclamation signed and framed at the Welcome Center. Town staff agreed.

II. Equity Grant Discussion

Commissioner Moroco stated it's been a long time in the making, and this is a good start for the application for mini grants awarded by the commission. She also stated it's important to review this without bias and use the rubric when scoring. Chair Burns stated he believes it will help with overall diversity efforts in the community. He also stated we should start sharing within our groups. Flor Cruz explained that we will start with social media and word of mouth first and then expand to other channels later. The commissioners agreed that the tracking sheet should be an internal document and have a yearly recap on grants awarded. Town Manager Haynes stated we do want to keep the tracking sheet private. but all Town documents are subject to CORA requests. Commissioner Moroco suggested taking the Score column off, and the commissioners agreed.

Reid stated all commissioners will be invited to a training with the Town Attorney in July. More information to follow.

III. Equity Lens Update

Flor Cruz asked the commission if she and Brooke Attebery could make some small stylistic changes to the Equity Lens, and the commissioners agreed with the caveat that they would like to see the changes and approve them at another meeting.

IV. Subcommittee Integration

Chair Burns stated that Celebrate Diversity, Community Outreach & Engagement, Community Education & Influence subcommittees are combining into one group of meeting with 30 minutes for each subcommittee and in a designated order.

V. Subcommittee Updates

Celebrate Diversity

Chair Burns stated it's AAPI Month, and Commissioner Walters stated they will be working on initiatives to celebrate it. Chair Burns stated we will repost the mission video, and we are still interested in finding educational resources that we can use. Commissioner Grier stated we can put her mom on the agenda for the next meeting and we can also ask the Equity Project for resources that could fit our smaller community demographics. Commissioner Cirillo stated it was eye-opening to learn from the Equity Project, and other commissioners recommended analyzing what kind of progress the commission has made since the start of this commission.

Community Outreach & Engagement (combined with Celebrate Diversity)

Community Education & Influence (combined with Celebrate Diversity)

Immigration Rights and Advocacy

Commissioner Vicuna stated the subcommittee met to get Flor Cruz caught up on their initiatives. They also spoke about working with the Recreation Center and working on new classes and Spanish speaking instructors. The Rec Center will be attending the next meeting. She also stated that immigrants are a big part of this community, and the subcommittee would like to promote an "I am Summit" campaign specifically highlighting immigration value and rights.

Civic Engagement

Chair Burns stated that the subcommittee discussed most of this in the Grant rollout discussion earlier in the meeting.

V. Upcoming Council Items

Deputy Town Manager Reid stated the Council retreat will take place at Mountain Thunder Lodge on May 28th starting at noon. He also stated the BTO will be there to discuss the Community Goals and the Resident Sentiment Survey, and the group will also discuss the Runway Housing Development. He also stated Stables Village and Vista Verde 2 and Larkspur will all be finished soon.

VI. Upcoming Agenda Topics

There were no other agenda topics.

VII. Other Matters

Commissioner Grier stated last meeting Summit County came to talk about the master plan and she encourages all commission members and their networks to take the county phase III survey.

Commissioner Moroco asked about Happy Hour on Thursday. Deputy Town Manager Reid stated it's a networking opportunity and to introduce the commission and its goals.

Commissioner Moroco asked if we could get videos of the events to promote future events or initiatives. Also, the commissioners asked for t-shirts, nametags, and business cards.

Commissioner Daniels stated we need to be aware of hate speech prior to this next election, and let's stay vigilant and alert staff if we see anything.

VIII. Public Comment (Non-Agenda Items)

Keith from Georgia stated he is visiting, and he was encouraged to see how this committee functions. He added that it's very different from Atlanta and big cities, but he enjoyed attending the meeting this morning and told the committee to keep up the good work.

Chair Burns adjourned the meeting at 9:00am.

DRAFT



Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: June 17, 2024
Subject: Staff Summary

Boards and Commissions Training

Kristen Crawford will host a training on Tuesday July 16th at 3:30pm at Town Hall Council Chambers and will be recorded for virtual viewing at another time.

Runway Housing Project

The Housing Division is in the initial phase of the Runway Housing Project and wants to establish the clientele this project will serve. The Staff would like to use the Equity Lens and BSEAC to ensure their approach is equitable and best suited to meet our community's needs. The town is still working on a master development plan for the proposed subdivision, which means that the project will not be available for move in until 2026 at the earliest. This project will most likely be one of the final and largest projects the Town will develop.

Equity Grant Website & Business Cards

The Civic Engagement subcommittee would like to present the new website for the Breckenridge Social Equity Advisory Commission Grant. The subcommittee and TOB staff also made business cards with a QR code to assist with launch.

[Grant Application & Process | Breckenridge, CO \(townofbreckenridge.com\)](https://townofbreckenridge.com)



Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: June 17, 2024
Subject: Discussion Items for June 17, 2024

Equity Lens Update

The Community Education & Influence Committee and staff would like to share the latest version of the Equity Lens. Staff seeks final input and approval of the revised Equity Lens.

Land Acknowledgement Discussion

The Community Education & Influence Committee has agreed to present BSEAC's land acknowledgement to the council for universal usage across all Town of Breckenridge departments, commissions, and organizations. The land acknowledgement will remain a living document, allowing BSEAC to approve and facilitate any future changes. BSEAC will continue to seek guidance from Ernest House Jr., Policy Director for the Center for Tribal & Indigenous Engagement at the Keystone Policy Center. It is hoped that having a single land acknowledgement will make future collaboration more accessible for Ernest and his team.

Vacancy Seat Update

The subcommittee reviewed nine applications and interviewed three candidates. All applicants were highly qualified and passionate about our work. A verbal recommendation to fill the vacancy will be made during the meeting.

Subcommittee Updates

Celebrate Diversity/Community Outreach and Engagement/Community Education & Influence *

Jordan Burns, Tahja Grier, June Walters, Jotwan Daniels, Carol Saade, Elsa Lau, Kristine Kelle, Laurie Moroco, Silvia Vicuna

Met: June 10, 2024

- Review AAPI Heritage Month Social Media Posts Metrics
 - Instagram 6.39% Engagement Rate
 - Engagement (number of likes, comments, saves) - 42
 - Engagement Rate (likes, comments, saves out of the number of people who viewed it) - 6.39%
 - Impressions (number of times the post was displayed on someone's screen) - 807
 - Reach (number of unique accounts that have seen the post) - 657
 - Facebook 3.63% Engagement Rate
 - Engagement Rate (likes, comments, shares out of the number of people who viewed it) - 3.63%
 - Impressions (number of times the post was seen)- 1,342
 - Reach (number of people who saw the post) - 1,294
 - Engaged Users (number of people who liked, commented, shared) - 47

- 10 Mile Pride – Attendance Discussion
 - Jotwan, Laurie, Jordan will be attending.
- Discuss “Show us your Breck Campaign” – July
 - Extend to all year long.
 - Papers & Posting Diverse Snapshots of Breck
 - Real Breck & Real Us
 - Collecting Images of Diversity
 - Social Media Posts
 - Ask for volunteer participation from community members.
 - #ShowusyourBreck
 - Commissioners will nominate community members.
 - Staff will work on a form for nominations.
 - Yearly Wrap Up Event
 - Remembering stories & pictures
 - Add initiative to community newsletter.
 - SDN – Ask to share stories & advertise campaign.

Community Outreach & Engagement

Jordan Burns, Tahja Grier, June Walters, Carol Saade, Jotwan Daniels, Elsa Lau, Kristine Keller
Met: June 10, 2024

- BTO Model Contacts
 - Recommend a Form w/ Consent to BTO to include the following:
 - Contact information
 - Family size
 - Kid age range
 - Infants/Toddlers, Elementary, Middle School, High School
 - Multigenerational – Grandparents
 - Best availability
 - Spanish version

Community Education & Influence

Silvia Vicuna, Laurie Moroco, Jotwan Daniels

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

Met: June 10, 2024

- Review Revised Equity Lens
 - The group liked the new color scheme.
 - The objective was rewritten by the group to say:
 - *The purpose of the Equity and Inclusivity Lens is to provide a tool to allow us to make better decisions that result in more equitable and inclusive outcomes.*
 - Next Steps
 - Move to a more editable version.
 - Upload to the BSEAC website.
 - Ask BTO to upload to One Breck as Business Resource & DMMO Download.
- BSEAC land acknowledgement
 - Scott provided an update on his conversation with Larissa regarding Ernest House who will not be able to attend a BSEAC meeting.

- The group agreed to move forward with BSEAC's existing land acknowledgment and present to council for universal usage across all Town of Breckenridge departments, teams, and organizations.
- Next Steps
 - Create an easy to access document.
 - Present to town council.
 - Create a video explaining how BSEAC created the acknowledgement.
 - Email out to all organizations, departments, and teams.

Immigration Rights & Advocacy

Carol Saade, Silvia Vicuna, Isaura Cirillo, Peter Baaken, Miriam Garcia, Yerania Reynoso

Met: May 14, 2024*

*The subcommittee will meet after this memo is submitted. A verbal update will be given during the meeting.

Civic Engagement

Carol Saade, Laurie Moroco, Jotwan Daniels

Met: June 5, 2024

- Review New Grant Tracking Sheet
 - For the review process, we need to identify returning applications. Flor will add a new column with a 1-3 drop down.
- Review Grant Website
 - [Grant Application & Process | Breckenridge, CO \(townofbreckenridge.com\)](https://townofbreckenridge.com)
 - The new application process page with instructions and documents is now live.
 - Flor will make sure the Application & Downloadable Documents tab is open to better access the fillable application.
 - If we ever receive any voting base grants, we want to make sure that we talk to Helen and ensure we follow Town guidelines and requirements.
- Discuss Launch
 - Social media posts.
 - Send to Laurie & Jotwan to re-post.
 - Distribute Cards @ 10 Mile Pride Event
 - Jotwan will be at the event setting up.
- Discuss Next Project/Initiative
 - Create or recreate a list with event ideas for opportunities to interact with the public & BSEAC members.
 - In unity with Immigration Rights & Advocacy Subcommittee, investigate the possibility of partnering w/ CMC to bring the Mexican Consulate to Breckenridge for a day.
- Schedule Next Meeting
 - The team has agreed to meet every first Wednesday at 7:30am.

Upcoming Council Discussions

For the upcoming June 25, 2024 Town Council meeting, the following items are currently slated on the agenda.

Consultants and HC3 will present on the concept of construction and demolition standards in an effort to recycle and upcycle more construction-materials and reduce the amount of construction debris that ends up in the landfill.

Following that presentation, Town Council will discuss the following items:

- Policy 3 Amendments to allow for limited-sized vestibule additions to restaurants. (Second Reading)
- Mid-year budget appropriation to address multiple expenses that exceed the 2024 budget (e.g. E-delivery and logistics and open space acquisition). (Resolution)
- Density Transfer to Stables Village. (Resolution)
- 2023 Budget Audit Presentation, reviewing the recently completed audit results.
- Council Rules, in which Town Council will discuss the ground rules for how they run meetings and coordinate their interactions as a body.
- BSEAC Commission Vacancy Appointment.
- Town Owned Density analysis, outlining the remaining density pools around Town and where some of that density may be allocated in the future.
- Town of Breckenridge Housing Authority meeting, an annual meeting to convene the housing authority.