



**Breckenridge Social Equity Advisory Commission**

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.