



TOWN OF  
**BRECKENRIDGE**

**Breckenridge Social Equity Advisory Commission**

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

July 15, 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 (June 17, 2024)
  
- II. Staff Summary (7:35-7:45)**
  - Welcome Ujala Vatas
  - Accessible Breckenridge Update
  - Equity Lens Trainings Update
  - Meet Up with the Mayor & Breckenridge Social Equity Advisory Commission
  
- III. Presenters (7:55-8:15)**
  - Melissa Andrews - Ten Mile Pride Debrief
  
- IV. Social Equity Discussion (8:15-8:40)**
  - Equity Lens Update and Inclusive Language Discussion
  - Land Acknowledgement Discussion
  - 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)**



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**I. Call to Order**

Chair Jordan Burns called the meeting to order at 7:34am.

Roll Call

Present: Jordan Burns, Silvia Vicuna, Tahja Grier, Laurie Moroco, Isaura Cirillo

Virtual: Carol Saade

Absent: June Walters

Discussion/Approval of Agenda

Motion to Approve: Commissioner Vicuna, Seconded: Commissioner Grier

Discussion/Approval of the Minutes

Motion to Approve: Commissioner Grier, Seconded: Commissioner Moroco

**II. Staff Summary**

**i. Board of Commissions Training**

Flor Cruz announced the upcoming training for Tuesday, July 16<sup>th</sup>, at 3:30pm. Deputy Town Manager Scott Reid encouraged that chairs and vice chairs attend for consistent training with legal counsel Kirstin Crawford.

**ii. Runway Housing Project**

Flor Cruz discussed the upcoming Runway housing project and asked the Commission to keep in mind any community needs and social equity impacts this project could have. She further explained the importance of making sure the Commission is involved in the process as this project will be one of the biggest and last housing development projects the Town will complete.

### **iii. Equity Grant Website & Business Cards**

Flor Cruz shared the new Equity Grant Application and Process website. The website includes application guidelines and documents. Commissioner Moroco expressed gratitude for the work put into the website and asked about announcing it to the public. Flor also mentioned that commissioners will have business cards with a QR code which they can distribute with community partners.

## **III. Social Equity Discussion**

### **I. Equity Lens Update**

Commission Chair Burns shared the revised Equity Lens document and expressed approval for the new color scheme. He also highlighted the change in wording. Flor Cruz mentioned that there is also a Spanish version of the document. Chair Burns spoke about usage and access to the document and the importance of asking extra reflective questions to ensure everyone is included. Commissioner Daniels shared feedback he received from Town Council Member Dick Carleton regarding the equity lens where Council Member Carleton expressed how useful this tool has been for Town Council Members, specifically for himself whose perspective has shifted as it relates to equitable housing practices. Commissioner Daniels also stated that the Commission's work is spreading and being recognized throughout the community. He also stated that the Equity Lens is shaping the way we think.

### **II. Land Acknowledgement Discussion**

Chair Burns transitioned into the importance of acknowledging where we are and those before us to ensure we pay our respects. He spoke about using the land acknowledgement from the Commission's Social Equity Blueprint across Town and sharing it with other entities around Town. He also explained that changes to the document can be a great opportunity for open dialogue, discussion, and collaboration facilitated by the commission to ensure there is one land acknowledgement document. Deputy Town Manager Scott Reid highlighted how open discussions and changes would allow for growth and learning opportunities. Deputy Town Manager Reid also stated that the land acknowledgment will be presented to Town Council who will ultimately make final decisions for future changes. He described the Commission as the caretakers of the document providing input on changes.

Chair Burns mentioned the 10 Mile Pride event that occurred over the weekend. He described the event as fun where everyone was happy and enjoying themselves with a sense of community and no unsettled feeling of safety. Commissioner Grier stated that the new location was a game changer with people coming and going throughout the event and stopping in to listen to the music.

### **III. Vacancy Seat Update**

Chair Burns stated that the subcommittee held interviews for the vacancy seat last week. He also shared that all applicants aligned with the Commission's values, but the applicant selected can add a unique perspective. Commissioner Cirillo also added that it is important to have a different perspective and different points of view. She also stated that the selected applicant's life experience is different than what the Commission currently has. Flor Cruz stated that the Commission received nine applications and the subcommittee interviewed three candidates, all with different backgrounds and interests ranging from immigration to Spanish-speaking restaurant workforce. Commissioner Vicuna expressed interest in asking applicants who were

not selected for the vacant seat to join subcommittees. Chair Burns recommended Ujala Vatas for the vacancy. Commissioner Daniels motioned to approve, and Commissioner Vicuna seconded.

#### **IV. Subcommittee Updates**

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

Chair Burns stated that the AAPI Month social media posts were a success. He also introduced the “Show Us Your Breck” campaign where the Celebrate Diversity Subcommittee will ask the public to share their stories and pictures to highlight the diverse backgrounds, families, and age groups in the community. He stated that the subcommittee is hoping for diverse images to showcase community enjoyment. Chair Burns also highlighted that this would be the first time the Commission asks something from the public verses delivering content like in many of the previous social media engagement initiatives.

Chair Burns and Commissioner Grier also shared more about the 10 Mile Pride Event. Chair Burns stated that there were people from different stages of life, including children who enjoyed many of the kid-friendly activities. Commissioner Grier stated that everybody came together to experience joy and live in the moment. She also commented on the set-up being very welcoming and inviting. Commissioner Daniels asked for ideas for improvement and commissioner Moroco recommended having a QR code to the agenda for the day. Commissioner Grier recommended lawn umbrellas or places for shade. Commissioner Daniels recommended volunteer shirts or Social Equity shirts. Chair Burns also recommended having educational and calming events afterwards to continue the loving and inclusive energy. Flor Cruz asked the Commission if they wanted to have the BTO on the agenda for the next meeting to talk about the event. Commissioner Daniels agreed.

Chair Burns stated that the Equity Lens previously approved will live on the Commission’s website and available as a resource for many other organizations. He also mentioned that the Commission is still very interested in working with Ernest House in the future but feels like the group is moving in the right direction with the land acknowledgement.

##### *Immigration Rights and Advocacy*

Flor Cruz shared that the subcommittee is working with Molly Boyd from the Recreation Department on an open house event for the Rec Center. She mentioned that the group is hoping to have tours, classes, and three-day punch passes during this event. She also stated that the group is working on fitness and health and wellness education classes for Spanish-speaking community members. She also mentioned that finding instructors could be a difficult process, but the group hopes to apply for an Equity Grant to allow them to offer more classes in Spanish. Commissioner Cirillo commented on how interpretation during a training class could be difficult given the physical activity and motivation needed during such classes. She also stated that music options should also be considered because music is an important part of many of these interactions.

Commissioner Vicuna stated that the meeting was very productive and was very eye-opening to the different perspectives because not everyone understands the importance of making the rec center a more welcoming place. She also stated that the rec center is currently not a good fit for everyone, so the group needs to take action to make it an inclusive facility for the long term not

as a trial project. Commissioner Daniels recommended that the group include West African community members as communication and marketing begins to unfold.

Cruz asked the Commission if they would like the “I am Summit/Breck” video to only include Breckenridge residents and workforce or to expand to other towns and the county. Commissioner Gier, Commissioner Daniels, Chair Burns, and Commissioner Vicuna all agreed to make it a county initiative and include all who would like to participate.

Cruz also mentioned that the group is looking into the idea of bringing the Mexican Mobile Consulate to Breckenridge.

*Civic Engagement*

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

**IV. Upcoming Council Items**

Deputy Town Manager Reid asked the Commission if they had any questions on the upcoming council items from the agenda packet. Due to the time limitations, the commissioners agreed to email Deputy Town Manager Reid if any questions came up.

**V. Upcoming Agenda Topics**

There were no other agenda topics.

**VI. Other Matters**

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

Martina L. Sharp Grier, Ph.D., LSW, CDCA, gave a presentation on “Socialization is the Process of Learning Culture” where she explained the importance of allowing a person to be their full self and be open to people with new and different ideas. She stated that many of the people with whom we surround ourselves are those who influence our experiences, world view, and values. She also offered to be a consultant if the commission ever needed workshops, training, or strategy building support.

Chair Burns adjourned the meeting at 9:10am.



# Memo

**To:** Breckenridge Social Equity Advisory Commission  
**From:** Flor Cruz, Bilingual Community Outreach and Engagement Liaison  
**Date:** July 15, 2024  
**Subject:** Staff Summary

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## **Welcome Ujala Vatas**

The Breckenridge Social Equity Advisory Commission would like to welcome Ujala Vatas, new commission member. The Commission is very excited to have Ujala's knowledge, experience, and perspective. Verbal introductions will be made during the meeting.

## **Accessible Breckenridge Update**

The Town is actively updating the transition plan in accordance with the Federal Americans with Disabilities Act. As part of the ADA comprehensive plan, Town staff have developed the Accessible Breckenridge website which will host our transition plan and progress. On the website, community members will also be able to provide public input and request modifications. The Accessible Breckenridge website can be accessed from any Town site at the bottom of the page.

[Accessible Breck | Breckenridge, CO \(townofbreckenridge.com\)](https://www.townofbreckenridge.com)

## **Equity Lens Training Update**

Flor Cruz will begin quick Equity Lens Trainings/Discussions for Town leadership, Town Council, and the Breckenridge Open Space Advisory Commission (BOSAC). This training includes definitions for key terminology, reflection on self-identity, and quick scenarios to help the audience navigate the equity lens.

## **Meet Up with the Mayor & Breckenridge Social Equity Advisory Commission**

The mayor's office has invited the Commission to a joint gathering at Carter Park Pavilion on Tuesday August 20<sup>th</sup>, 2024, from 4:30pm to 5:30pm and a Bilingual (Spanish & English) Guided Mindfulness Hike from 6:00pm to 8:00pm. More information to be discussed during next meeting on August 19<sup>th</sup>.



# Memo

**To:** Breckenridge Social Equity Advisory Commission  
**From:** Flor Cruz, Bilingual Community Outreach and Engagement Liaison  
**Date:** July 15, 2024  
**Subject:** Discussion Items for July 15, 2024

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## **Presenters:**

**Melissa Andrews, Public Relations Director, Breckenridge Tourism Office**

Melissa would like to provide an update and debrief on the 10 Mile Pride event.

## **Equity Lens Update**

The Community Education & Influence Subcommittee and staff would like to share the latest version of the Equity Lens. A recent community discussion regarding the word “equity” in Spanish, raised awareness on the importance of making sure everyone can understand and feel included through written materials. As a result, the group has decided to include definitions for the words “Equity” and “Inclusivity” on the document. This update hopes to ensure readers can navigate the document while keeping the integrity and value of such language.

## **Land Acknowledgement Discussion**

The Community Education & Influence Subcommittee continues to discuss land acknowledgements to ensure proper next steps. The group hopes to invite Larissa O'Neil Executive Director of Breck History to a future Commission meeting. A verbal update will be given by June Walters and Flor Cruz 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: July 3, 2024

### **Celebrate Diversity**

- “Show us your Breck Campaign.”
  - Group agreed to complete the [Community Champion for Social Equity](#) form.
  - Staff needs names to get the campaign started.
- Senior Citizen Day - August 21<sup>st</sup>, 2024
  - Senior Citizen Appreciation Event
    - 8/2/24 3–5pm at Carter Park
    - Activities – Pickle ball, Yoga, Hiking.

## Community Outreach & Engagement

- CTC Update on Equitable Language
  - The group agreed that the word “equity” can be difficult to understand in all languages and often creates discomfort in DEI conversation.
  - The group highlighted that although difficult, it is still the correct terminology we want to use.
  - The group suggests creating a glossary and a list of resources & visuals to ensure everyone feels comfortable and understands.

## Community Influence and Education Subcommittee Meeting

- Finalized Equity Lens
  - The group agreed to add definitions for “equity” and “inclusivity”.
  - Move boxes around to ensure definitions fit.
  - Every word is important to deliver the message and get the point across.
- BSEAC land acknowledgement
  - The group has agreed to continue the conversation in partnership with Breck History.
  - June highlighted the importance of ensuring the acknowledgement is not overused and has an intention with actionable items.
  - June, Larissa, and Flor will meet to talk about joining efforts and continue to work for tribal council approval.

## Immigration Rights & Advocacy

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

Met: June 28, 2024

- Rec Center Open House
  - Event Name
    - Rec Center for All / Centro Recreativo Para Todos
  - Event Date Change
    - Monday August 12<sup>th</sup>. 2024
    - Flor will send calendar invite & schedule once available.
  - TOB staff will create flyer & social media materials. Once completed, send to Mountain Dreamers to help with distribution.
  - Raffles – Could we raffle admission to other TOB Recreation facilities (Ice Rink, Nordic Center, etc.)?
- Rec Center – Spanish Fitness Classes
  - Find instructors through two pathways.
    - TOB Rec Center – Flor will talk to Kelly about advertising for Spanish fitness instructors.
      - SDN Ad & Social Media
    - Mountain Dreamers (MD)– BSEAC mini grant application which will allow MD to pay for instructors & rec center space.
      - Flor & MD will work on grant application.
      - Flor will create a flyer and start a list of people.
        - MD will help with LLC or Business paperwork for those who need it.
- Outdoor Rec & Open Space Suggestion
  - QR Codes – Adding French to all public Spanish & English signage.
  - Pictograms & pictures are the best option.



- National Parks have them.
- “I am Summit” Video
  - Interests Form: <https://forms.office.com/g/ZTYRpWDjYZ>
    - Flor will add a question to know where in Summit County the person lives.
  - TOB Staff will work on marketing materials and send to Mountain Dreamers & participating towns to help with distribution.
- Mexican Consulate
  - Flor will contact them & get a date.
  - Potential Locations: SMS, SHS. & CMC (Peter suggested we get a date first).
- Schedule Next Meeting
  - August 16<sup>th</sup> 12pm @ True Blue Coffee & Gelato
  - Ask Carol about availability for future meetings.

### **Civic Engagement**

*Carol Saade, Laurie Moroco, Jotwan Daniels*

Met: July 3, 2024

- Mini Grants - Discuss Launch
  - The team agreed to use email as a form of communication to market the mini grants instead of social media.
    - Flor will look into getting a list of non-profits & start the email.
  - Laurie suggested a speaking tour to target specific organizations.
  - The team agreed to push launch to September due to Mayor’s office grant.
    - [Non-Profit Grant & In-Kind Funding | Breckenridge, CO \(townofbreckenridge.com\)](https://www.townofbreckenridge.com/non-profit-grant-in-kind-funding)
    - If any new applications come in, the team agrees to still process them but make sure applicants are using the correct application.
- Meet Up with the Mayor & BSEAC 8/20
  - Meet Up with the Mayor in August – Joint with BSEAC
    - Carter Park Pavilion - 4:30pm – 5:30pm
    - [Guided Mindfulness Hikes • Breck Create • Breckenridge, Colorado](#):6:00-8:00pm
    - Need to prepare speaking points with the entire Commission.
- Volunteer – Meeting people where they are.
  - FIRC
    - Flor will investigate potential dates to volunteer.
  - Library
    - Jotwan will ask about volunteer opportunities.
  - Other Potential Opportunities
    - Smart Bellies
    - Rotary Meal Night
    - Father Dyer Meals
- Laurie Update
  - Laurie will be out 7/5 – 7/21.

### **Upcoming Council Discussions**

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

The Council will participate in a site visit to the Stables Village workforce housing project, the McCain Property, and the Block 11 Property.

Following the site visit, Town Council is scheduled to discuss the following topics:

- The Open Space and Trails Signage Plan presentation with consultant Merje.
- The Second Reading of the 2024 Mid-Year Appropriations, adjusting for unbudgeted expenses that were already approved by Town Council.
- The Equity Blueprint Presentation and Equity Lens Training offered by Flor for the benefit of Town Council and Town staff.
- The Block 11/McCain Parking discussion.
- The Runway Neighborhood discussion, outlining the general development concepts for the proposed workforce housing neighborhood.
- An update on the Housing Helps program, which provides funding for homeowners in exchange for a deed restriction requiring all subsequent buyers to be part of the Summit County workforce.
- A discussion regarding a proposed conversion of office space to deed restricted residential space in the Copper Baron Condominiums.

# OBJECTIVE

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.

# PROCEDURE

For any policy, program, practice, or decision, consider the following questions:

# EQUITY

Equity is defined as the pursuit of justice through acknowledging diversity and actively removing possible discriminatory behaviors and or biases.

# & INCLUSIVITY

Inclusivity is defined as making sure everyone feels welcome, valued, and respected, no matter who they are or where they come from.

# LENS

## WHO

Who are the groups affected? Have we also considered other untapped groups and groups marginalized by systems who might be affected? What are the potential impacts, benefits, and burdens on these groups? How will the outcome be perceived by these groups?

## INTENTION

Have we intentionally involved members of the affected groups? Have we sought to maximize a sense of inclusivity and buy-in in the process, and how do we know whether we have?

## IMPACT

Have we identified any known disparities connected with the issue in question, and does this decision improve, ignore, or worsen those disparities? Does the decision produce any unintended or negative consequences? If so, how do we address them?

## UPLIFT

Are we uplifting the experiences, knowledge, and contributions of historically underrepresented groups with this decision? How so?

## BENEFIT

Have we considered how all groups can benefit? Are there additional opportunities to further the benefits of this decision?

## TRUST

Does this build trust within our community and with those visiting our home?

**CHECK POINT** Based on our responses; what revisions are needed in the decision under discussion? Have we also considered all other groups that are being marginalized or underserved who might be affected? What next step is recommended and how will it be advanced? By when?

**NOTE:** If you are not able to answer each question affirmatively, ASK yourself and others WHY until you fully understand the root cause and address it.



# OBJETIVO

El propósito de el Lente de Equidad e Inclusión es proporcionar una herramienta que nos permita tomar mejores decisiones que resulten en logros más equitativos e inclusivos.

# PROCEDIMIENTO

Para cualquier norma, programa, práctica o decisión, considere las siguientes preguntas:

# LENTE DE EQUIDAD

La equidad se define como la búsqueda de la justicia mediante el reconocimiento de la diversidad y la eliminación activa de posibles comportamientos o prejuicios discriminatorios.

# E INCLUSIÓN

La inclusión se define como garantizar que todos se sientan bienvenidos, valorados y respetados, sin importar quiénes sean o de dónde vengán.

## QUIÉN

¿Quiénes son los grupos afectados? ¿Hemos considerado también otros grupos no reconocidos y grupos marginados por los sistemas que podrían verse afectados? ¿Cuáles son los posibles impactos, beneficios y cargas para estos grupos? ¿Cómo percibirán estos grupos el resultado?

## INTENCIÓN

¿Hemos involucrado intencionalmente a miembros de los grupos afectados? ¿Hemos buscado maximizar una sensación de inclusión y aceptación en el proceso, y cómo sabemos si lo hemos hecho?

## IMPACTO

¿Hemos identificado alguna disparidad conocida relacionada con el tema en cuestión? ¿Esta decisión mejora, ignora o empeora esas disparidades? ¿La decisión produce consecuencias no deseadas o negativas? Si es así, ¿cómo procedemos?

## EDIFICACIÓN

¿Estamos realizando las experiencias, el conocimiento y las contribuciones de grupos históricamente no representados con esta decisión? ¿Cómo?

## BENEFICIO

¿Hemos considerado cómo todos los grupos pueden beneficiarse? ¿Existen oportunidades adicionales para promover los beneficios de esta decisión?

## CONFIANZA

¿Esto genera confianza dentro de nuestra comunidad y con quienes visitan nuestro hogar?

**PUNTO DE CONTROL** Basado en nuestras respuestas; ¿Qué revisiones son necesarias en la decisión que se está discutiendo? ¿Hemos considerado también a todos los demás grupos marginados o desatendidos que podrían verse afectados? ¿Qué siguiente paso se recomienda y cómo se avanzará? ¿Para cuando?

**NOTA:** Si no puede responder afirmativamente a cada pregunta, PREGÚNTESE a sí mismo y a los demás POR QUÉ hasta que comprenda completamente la causa raíz y estudie la causa.

