



Breckenridge Social Equity Advisory Commission

July 15, 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 7:34am.

Roll Call

Present: Silvia Vicuna, June Walters, Jotwan Daniels, Ujala Vatas, Dick Carleton

Virtual: Jordan Burns, Tahja Grier,

Absent: Laurie Moroco, Isaura Cirillo

Discussion/Approval of Agenda

Motion to Approve: Commissioner Vicuna, Seconded: Commissioner Walters

Discussion/Approval of the Minutes

Motion to Approve: Commissioner Walters, Seconded: Commissioner Vicuna

II. Staff Summary

i. Welcome Ujala Vatas

The Commission welcomed Ujala Vatas as the new member. Commissioner Vatas stated that she was very excited to join the group. Commissioners introduced themselves and shared how long they have been on the Commission. Chair Burns thanked Ujala for her time and future contributions. Town Council member Dick Carleton introduced himself and expressed his excitement for the Commission's work.

ii. Accessible Breckenridge Update

Flor Cruz introduced the Accessible Breckenridge website which will host the town's ADA Transition Plan and progress made on the plan. Cruz highlighted the Public Input Survey,

Modification Request Form, and the Grievance Form available to the public through the website. Cruz also encouraged the team to share the website with friends and family who would like to participate and provide feedback.

Town Council Member Dick Carleton emphasized the significance of the project from a Town Council perspective, highlighting its importance and the need for accessibility for all. He cautioned against focusing solely on ADA compliance, stressing that the broader goal is accessibility. Council Member Carleton also acknowledged the financial investment required and note that the work will span multiple years. He also stated that the Commission can play a key role in helping prioritize the efforts.

iii. Equity Lens Training Update

Flor Cruz discussed the introduction of the Equity Lens Training for Town Leadership, Town Council, and Breckenridge Open Space & Trails Advisory Commission (BOSAC). Cruz described the training as a quick presentation covering key terminology, reflection on self-identity, and quick scenarios to help the audience navigate the Equity Lens. Commissioner Walters asked about presentations times where commissioners could be present to support. Town staff recommended BOSAC at 5:30pm or Town Council Tuesday July 23rd around 4:30pm.

Commissioner Vatas asked about the Equity Lens. Flor Cruz explained that the document was developed by the Commission and aims to ensure that decisions and policies are made with an equitable perspective. Flor also informed the Commission of a recent change to the Equity Lens after a recent meeting with Community That Cares, where the difficulty of understanding the term "equity" in Spanish was addressed. To address this, the subcommittee decided to add clear definitions to their documents to ensure everyone was on the same page and felt included.

Commissioner Vicuna stated this was an opportunity to educate people about these terms and to promote understanding. By frequently using these words and providing definitions, the subcommittee hopes to integrate them into common language and foster more awareness and movement around these concepts. Commissioners Daniels stated that town staff did a great job maintaining the flow of the document.

iv. Meet Up with the Mayor & Breckenridge Social Equity Advisory Commission

Flor Cruz informed the Commission about a joint gathering at Carter Park Pavilion on Tuesday August 20th, 2024, from 4:30pm to 5:30pm and a Bilingual (Spanish & English) Guided Mindfulness Hike from 6:00pm to 8:00pm. She also discussed the opportunity to reach Spanish speaking community members through the hike. Commissioner Vicuna suggested partnering with Oso Outdoors to seek family participation. Commissioner Daniels offered more Pocketalk devices from CMC for the event.

III. Presenter

i. Breckenridge Tourism Office

Melissa Andrews, Public Relations Director for the Breckenridge Tourism Office, highlighted the success of the second annual 10 Mile Pride event, which featured activities from June 13-19 focused on allyship and community celebration. The event included a fireside chat, an art exhibit, yoga, crafts, and performances by notable drag queens. Andrews shared that the event was well-attended and received positive feedback, emphasizing inclusivity and visibility. Media coverage was extensive, with articles in various outlets, and there are plans to develop a five-

year strategy to strengthen Breckenridge's reputation as a welcoming destination for the LGBTQ+ community.

Andrews also emphasized the importance of gradually growing the 10 Mile Pride event over the next five years without losing its community focus. They plan to enhance the quality of performers and maintain credibility, ensuring the event remains community centered. The goal is to evolve the event thoughtfully, incorporating elements true to Breckenridge, such as family-friendly activities and mountain town themes. Andrews also shared that her and her team are working on acquiring the name "Breck Pride" from the ski resort for future branding. She also expressed excitement about the event's future and appreciation for community participation.

Commissioner Daniels thanked Melissa for the update and highlighted the success of the event. He also stated that the location at the Riverwalk Center allowed people to engage easily. Daniels also stated that he enjoyed seeing children participate in activities like jewelry-making and face painting. He also suggested QR codes for the schedule to help participants know what to expect throughout the day. Commissioner Walters suggested changing the date to match Father's Day weekend. Andrews informed the Commission that the second week of June was part of the plan for next year but could take the feedback back to the Events Committee as they consider future dates for the 5-year plan. Commissioner Grier expressed her enjoyment of the event, highlighting its engaging and comfortable atmosphere where everyone seemed to be enjoying themselves. Grier also suggested umbrellas or places with shade where people can take coverage from the sun or rain. Commissioner Walters asked how the reading of the land acknowledgement went. Andrews stated that it went well and was appreciated by the community. Chair Burns also suggested more community events after the main event to allow people to unwind and plan for a longer stay.

Andrews also shared PR updates, mentioning that she will host a bilingual journalist from "Diario de Las Americas," South Florida's largest Spanish daily newspaper, for a Breckenridge feature in their travel section.

IV. Social Equity Discussion

I. Equity Lens Update

The commissioners agreed with the changes previously discussed and felt comfortable moving forward with sharing the Equity Lens with the public.

II. Land Acknowledgement Discussion

Flor Cruz provided an update on a productive meeting with Executive Director of Breck History, Larissa O'Neill, and Commissioner June Walters. During the meeting, Larissa shared insights from Ernest House, who suggested the Commission act as the main point of contact for various organizations in Town. Cruz stated that the land acknowledgment is just one aspect of their approach, which should focus on a broader philosophy of respect, engagement, and gratitude towards Indigenous history and contributions. Commissioner Walters also highlighted the importance of not overtaxing community groups and agreed that the Commission is the right place to guide and steward actionable and educational opportunities. The Commission agreed to continue the conversation and have Larissa communicate with Ernest for a meeting.

III. Subcommittee Updates

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

Flor Cruz stated that the subcommittee is working on the “Show Us Your Breck Campaign” which will allow the subcommittee to highlight equity champions in the community who demonstrate equity throughout Breckenridge. Cruz also reminded the commissioners to submit names to contact individuals to highlight through social media and newspaper articles. Cruz also stated that the subcommittee is working on a Senior Citizen Appreciation Day for August 21st.

Immigration Rights and Advocacy

Commissioner Vicuna recapped subcommittee work on a rec center open house event, a video to highlight immigrant community contributions, and continued efforts to communicate with the Mexican Consulate for a visit to Breckenridge. Commissioner Walters suggested the subcommittee work on ways to assist with immigration legal fees. Commissioner Vicuna stated that Mountain Dreamers already supports the community with those efforts and does a great job assisting with process navigation and financial support.

Civic Engagement

Commissioner Daniels stated that the subcommittee agreed to postpone the Equity Grant release to September to avoid confusion and competition with the mayor’s office grant application deadline. He also mentioned an upcoming joint activity with the Mayor at Carter Park on August 20th, involving a meetup and a mindfulness hike. Additionally, he stated that the subcommittee explored volunteering opportunities to increase community visibility. Daniels also discussed addressing food insecurity through local organizations like FIRC, Smart Bellies, Rotary Club Meal Night, and Father Dyer’s weekly meals. Lastly, he noted that Laurie would not be available until the following week.

V. *Upcoming Council Items*

Deputy Town Manager Reid outlined the agenda for the upcoming Town Council meeting, focusing heavily on housing. Reid stated that the meeting will start with site visits to the Stables Village Workforce Housing Project, McCain property, and Block 11 property to explore housing options. Reid stated that the meeting will feature a presentation from MERJE on signage plans for the Open Space and Trails division, second reading of midyear appropriations, and a presentation on the Blueprint and Equity Lens training. Discussions will include the Runway development on Block 11, requiring relocation of ski area parking, and the Runway Neighborhood concept, emphasizing density and accessory dwelling units. Reid also stated that the successful Housing Helps program, which buys deed restrictions to reserve properties for workforce housing, will be reviewed, along with a brief discussion on converting office space into residential use.

Commissioner Daniels asked Town Council member Dick Carleton how the Commission could align their work with the current housing conversations and help reinforce the Town’s efforts in this area. Carleton emphasized the longstanding and increasing demand for housing, highlighting the need to help the community understand the housing lottery process. He also suggested that a member from the committee join the Housing Working Committee to provide valuable input. Carleton also noted the importance of early involvement in the planning process to ensure appropriate housing development. He also stressed the Commission’s role in educating Town

Council on unknown issues and improving the inclusivity and accessibility of housing opportunities.

VI. *Upcoming Agenda Topics*

There were no other agenda topics.

VII. *Other Matters*

Deputy Town Manager Reid also reminded the Commission of the Boards & Commission Training with Kirsten Crawford which will provide an overview of roles for the Commissions within the Town

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

There was no public comment.

Chair Burns adjourned the meeting at 8:54am.