

VILLAGE OF MCFARLAND
Diversity, Equity, and Inclusion Committee Minutes

Monday, March 18, 2024 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

Village Trustee Stephanie Brassington called the regular meeting of the McFarland Diversity, Equity and Inclusion committee to order at 6:00pm in the Community Room of the McFarland Municipal Center.

Diversity, Equity and Inclusion committee members present: Village Board Trustee Edward Wreh, Village Board Trustee Stephanie Brassington, Angie Bazan, Monica Bruce and Miguel Pena

Committee members not present - Mona Nelson

Staff Present: Diversity, Equity and Inclusion Strategist, Krystal Johnson and Village Administrator Matt Schuenke

2. PUBLIC APPEARANCES.

a. *This is an opportunity for members of the public to address the Diversity, Equity, and Inclusion Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to communications@mcfarland.wi.us to be included as part of the meeting.*

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.

There were no members of the public to address the Diversity, Equity and Inclusion Committee

3. APPROVAL OF MINUTES.

a. *Motion to approve the minutes of the February 19th, 2024 meeting.*

Motion to approve the minutes of the February 19th, 2024 DE&I Committee Meeting made by Stephanie Brassington, Second by Miguel Pena.

Motion carries 5-0

4. BUSINESS.

a. *Update and Discussion regarding Feb - March Social Media and Media Campaigns*

Staff member, Krystal Johnson provided an update on Feb - March Social Media and

Media Campaigns,
Black History Month
Trivia ran from 02/12/2024 - 02/29/2024

World Teen Mental Health Day
Carousel graphic and video about youth mental health

Women's History Month
Graphic for submissions came out on 03/01/2024
We only have one response as of 03/11/2024
- Update as of 3/18/2024 - we have one more submission. My goal is to try to incorporate some sort of community feedback are guage to see how community participation is going. It's a data collection effort for me.
Carousel graphic
Social Media "McFarland Celebrates"
Women's History Trivia

American Red Cross Month
Social Media Campaign

b. Update and Discussion Regarding Pride Fest

A community organizer, Kristin Ellis, reached out to the DEI Strategist, on a collaboration for a fundraiser. The details included a joint initiative being a fundraiser for the McFarland Pride Fest and Transgender Visibility Day.

In your packet is information of Transgender Visibility Day. The day is meant to not only celebrate the lives of Transgender people and the ones who have contributed to their liberation but to also bring awareness to the poverty, discrimination and violence the community faces.

There have been several resolutions and initiatives set forward by community organizations and legislators that have been advocate for rights, and awareness to be at the forefront of government in respects to Transgender lives within Wisconsin. On March 31st 2023 Governor Evers announced a proclamation and declared it an observed day in Wisconsin.

provided that background so that the committee and community knows more about the day and its potential significance within government.

In the packet I made the recommendation for the committee to discuss ways the village can acknowledge transgender visibility day that aligns with what the charge of the committee is, I'd like to make that recommendation but prior to the discussion I'd like to provide a secondary option that may allow for a more equitable process.

Participating as a fundraising partner is outside of the DEI charge that is outlined within the municipal code.

As the DEI Committee becomes more visible it's likely that the committee will be asked

to either partner or collaborate with community and organizations.

It's my recommendation that the committee prepare a community committee participation procedure when requesting the Village participate/partner in a way that is outside of the scope of government (word this better)

Why? - an equitable process is needed ensure everyone has the same access to the committee. This will also start to include the board and staff on community initiatives that they can be visible in. I am finding that we're operating in a grey space with the goal of event planning and participation.

How? With committee a motion from the committee I will start preparing several procedure options for you to vote on in the April meeting and then present to the board on April 23rd 2024

Additional information to include in your discussion: There are many ways the Village can participate/contribute to initiatives/awareness activations such as, Advertising assistance on media channels, social media, providing community/government training, proclamation, resource, and or resource fairs.

Additional information: From the planning committee what support/in what ways does the DEI committee want to show up for the Festival?

- committee supports the initiative
- form that is developed need

c. Update and Discussion Regarding event development/programming within the DEI S.M.A.R.T goals

April

Autism Acceptance Month

acknowledgement and providing resources to staff on autism

community out reach effort on autism, yard signage

partnering with the library microphone to amplify what the library is doing

multiple events

utilizing communications manager

highlight the work that people are doing with work, resources for community and police on autism awareness

library highlighting

Next year planning a resource fair during april

creation of an affinity group for children with autism

inclusive park creating a community conversation

Arab American Heritage Month

World Autism Day

Parkinson's Awareness Day May

Mental Health Awareness Month

Asian American and Pacific Islander Month

Anniversary of School Desegregation - 70 years

Education, training, action - committee, staff, board,

welcome packet village resources

Letter - what is DEI awareness

Events throughout the Year • World Diversity and Dialect Day (Joint event with school district)

Reserved Public Safety Training room on May 21st 3pm - 8pm

- Pride Fest

McFarland Pride Fest • Juneteenth

MEP & BSU

- Community Festival

- Indigenous People Day

Discussing ways these events/awareness days can transcend into support to Village board, mission statement, vision statement, promoting villages effort to involve residents from underrepresented communities

World Diversity and Dialect Day – What are we looking to accomplish?

World Day for Cultural Diversity for Dialogue and Development celebrates not only the richness of the world's cultures, but also the essential role of intercultural dialogue for achieving peace and sustainable development

enhance the potential of culture as a means of achieving prosperity, sustainable development and global peaceful coexistence.

day set aside to appreciate the cultural diversities between different countries, states, and people in the World

World Day for Cultural Diversity for Dialogue and Development presents an occasion to deepen our understanding of cultural diversity, promote it and highlight its significance as an agent of inclusion and positive change. It should be celebrated by all in the world as accepting each other's differences is one of the most important ways to bring peace between people, countries, and the world at large

Mental Health Awareness Month; Asian American & Pacific Islander Month; Anniversary of School Desegregation Ruling

Discussing ways these events/awareness days can transcend into support to Village board, mission statement, vision statement, promoting villages effort to involve residents from underrepresented communities

Additional Suggestions to discuss include: Advertising assistance on media channels, social

media, providing community/government training, proclamation, resource fair.

World Diversity and Dialect Day – What are we looking to accomplish?

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Intercultural communication is a discipline that studies communication across different cultures and social groups, or how culture affects communication. It describes the wide

range of communicatio

d. Land Back Movement event update and Discussion

On March 9th 2024, the Indigenous Solidarity Collective of McFarland held the Land Back Movement & McFarland at Waubesa Intermediate School. The event was positioned as a community conversation. During this event, community members were provided educational background on the mounds in McFarland. Ryan Greendeer provided education and representation from the HoChunk Nation. Community members were able to partake in a question and answer discussion. One recommendation from Ryan Greendeer was to place an emphasis on the preservation of native indigenous education and resources needed to preserve cultural components of the Ho Chunk people. An example would be the protection of black ash to ensure basket making can continue. The staff recommendation is that, as village government, we explore educational resources and opportunities to support the indigenous community.

Sarah - black ash tree sarah larson - reaching out to ho chunk on how we can support plant some trees saplings education and awareness

e. Update and Discussion on Equity Audit Analysis

DEI Strategist - Krystal Johnson is in the process of analyzing the Equity Audit - Upon completion, the DEI committee will be provided recommendations to take to the village board, departments and additional committees. The purpose of this agenda item is to identify three focal departments for the first half of the second quarter and three focal departments for the second half of the second quarter. public works - some kind of overview of demographics, policy, hr,

5. SCHEDULE NEXT MEETING DATE.

April 15th, 2024 at 6:00 p.m.

6. ADJOURNMENT.

Motion to adjourn made by Trustee Edward Wreh, Second by Trustee Stephanie Brassington at 7:25 p.m.