

Monday, June 16, 2025**6:00 PM****McFarland Municipal Center**
5915 Milwaukee St, McFarland
Community Room

AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below. *Please Note: Virtual attendance is offered as a convenience, but technical difficulties beyond the Village's control may prevent or limit its availability at any meeting. The public is encouraged to attend the meeting in person to assure full access to the proceedings.*

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/83289668615>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 832 8966 8615

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.
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.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the May 19th, 2025 meeting.
4. BUSINESS.
 - a. DEI Committee Updates: Committee members will have the opportunity to share community updates and updates from other village committees, commissions, and boards to assist in implementing ordinance 2-461 (a)(b)(c)
 - b. Discussion on volunteer opportunities and future events, initiative and activation planning.
 - c. Development of Committee Charge
5. SCHEDULE NEXT MEETING DATE.
 - a. Next meeting set for July 21st, 2025 at 6:00 pm

6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, June 16, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: **DEI Committee Updates: Committee members will have the opportunity to share community updates and updates from other village committees, commissions, and boards to assist in implementing ordinance 2-461 (a)(b)(c)**

PREVIOUS ACTION:

ISSUE SUMMARY:

The Diversity, Equity, and Inclusion Committee, as outlined in ordinance 2-461 (a)(b)(c), is responsible, among other facets of the code, to make recommendations to the Village Board, serving as a resource, setting goals, and advising the Board, committees, and staff on various aspects of diversity, equity, and inclusion within the Village.

Allocating dedicated time during the meeting for committee members to discuss promotes the effective implementation of this ordinance.

1. **Chair and Board Trustee** - Share any initiatives/updates to discuss with the DEI Committee
2. **Other Village Committee members** - Provide any committee (Village of McFarland) updates or initiatives from other Village committees that you may serve on
3. **Community** - Share any community updates that are relevant to the committee, Village, Boards, Committees or Commissions
4. **Departments & Staff** - Share any updates or recommendations
 1. Flag Raising Event
 2. Juneteenth event & speaking engagement

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Ordinance 2-461



2-461 Diversity, Equity, And Inclusion Committee

The Diversity, Equity, and Inclusion Committee is responsible for the following functions:

- (a) Making recommendations to the Village Board on diversity, equity, and inclusion planning, auditing, and related projects;
- (b) Serving as a resource, recommending goals, and advising the Village Board on existing and/or proposed ordinances, programs, actions, mission statements, vision statements, long-term Village-wide goals/objectives, and other best practices that promote diversity, equity, and inclusion within the community;
- (c) Serving as a resource to Village departments and staff on the development of racially and culturally inclusive structures, programs, and training with equity-sensitive leadership through the Village;
- (d) Promoting the Village's efforts to involve residents from underrepresented communities on Village boards, commissions, and committees as well as seeking employment with the Village;
- (e) Promoting the Committee to the public in order to help implement outreach and engagement strategies recommended for diversity, equity, and inclusion and assisting in informational opportunities, presentations, open houses, and other public initiatives providing information about the Committee to the public.
- (f) Making recommendations to the Village Board for widespread and ongoing diverse public involvement and assisting the Village Board by advising on methods by which the public can better participate in the decision-making process.
- (g) Holding joint meetings with the Village Board at least annually to align goals and objectives.

Editor's note(s)—Ord. No. 2022-02, §§ 41, 42, adopted Feb. 28, 2022, repealed the former § 2-461 and enacted a new § 2-461 as set out herein. The former § 2-461 pertained to jurisdiction and derived from Ord. No. 2013-08, § 2, adopted Sept. 9, 2013.

HISTORY

Repealed & Reenacted by Ord. [2022-02](#) §§ 41, 42 on 2/28/2022


McFarland
SUMMARY SHEET

MEETING DATE: Monday, June 16, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Discussion on volunteer opportunities and future events, initiative and activation planning.

PREVIOUS ACTION:

ISSUE SUMMARY:

The DEI Committee will review and assess the remaining volunteer opportunities for events scheduled in 2025. This discussion will identify any gaps in volunteer engagement and explore strategies to encourage diverse community involvement.

PART A

2025 remaining events (These events have been identified by the committee as events to participate in)

- McFarland Community Festival
- Pride in the Park
 - Would need to be in partnership with senior outreach
- Library events
- Unknown opportunities

Involvement discussion (events in 2025 - committee is to answer these questions during the meeting)

- How many committee members will be present?
- Would the committee like a sign-up genius option?
 - Provides options to sign up for shifts
- Materials the committee wants staff to prepare.
- Day of coordination/logistics roles
 - Point of contact
 - Committee and event
 - Training
 - Setup/Breakdown
 - Data collection



- Number of conversations/ participant table touch

PART B

Involvement discussion (future events): Before discussing which events to select for 2025–2026, the committee will discuss the following to ensure organizational alignment.

- How does this event align with the Villages' mission and DEI objectives (the Village does not have an official DEI mission or commitment statement)?
 - Does participating support our goals for equity, inclusion and community engagement?
- What roles and responsibilities will committee members and volunteers be expected to fulfill?
 - Clear expectations for time, task and coordination with event organizers
- How can we ensure diverse representation and inclusive practices at the event and within volunteer efforts?
 - Are we engaging community backgrounds and abilities?
 - Have we vetted the event, organization and mission to ensure it is a safe environment for volunteers?
- What outcomes or impact are we hoping to achieve by participating in this event?
 - How will we measure success and how participation strengthens relationships with the community?

Specific Events 2026 - The committee will discuss various events, activations or initiatives for the year of 2026.

- The committee is encouraged to discuss events and allow staff to research options for the committee's involvement.
- In July the committee will discuss and take action on what staff have produced.
- Attached is the 2025 paradigm calendar (use as a reference).

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Tacoma Venues_Events_Equitable decision guide
2. Tacoma_Checklist_Full
3. TACOMA VENUES_Definitions



4. RamseyCounty

Tacoma Venues & Events

The City of Tacoma enhances quality of life for the community and drives economic vitality through its premier venues, arts, cultural and entertainment opportunities.

Document produced for accessible viewing: Equity in Events Toolkit - *Applying Equity in the Design, Planning, and Organizing of Events*

Site: [Equity in Events Toolkit — Tacoma Venues & Events](#)

Introduction: Equity in Events Toolkit

The Equity in Events Toolkit will equip organizers with tools and guidance to plan events intentionally with resources for Diversity, Equity, Inclusion, and Access (DEIA) ensuring that Tacoma's cultural richness and diversity are celebrated, and events are accessible to all residents. These resources also prepare event organizers to apply for Special Event Funding overseen by the City's Events and Recognitions Committee (CERC) and understand the measurement metrics used to determine funding and to encourage increased equity at events. Through these tools, we strive to build a stronger, more inclusive community where every individual feels represented valued, and welcomed at special events.

This toolkit represents a critical resource in The City of Tacoma's and the Tacoma Venues & Events (TVE) efforts to foster DEIA in community events. Elements of DEIA are important factors to include when designing, planning, and organizing events. The Equity Toolkit will equip organizers with tools and guidance to plan events intentionally ensuring that our city's cultural richness and diversity are celebrated and accessible to all residents.

This toolkit will also talk about Universal Design. This is an approach to making facilities, communication materials, events, and activities accessible to and usable by everyone. Universal design means that rather than designing for the average user, you design for people with a board range of characteristics such as native language, gender, racial and ethnic background, age, and disability.

Racial equity tools are designed to integrate explicit consideration of racial equity in decisions, including policies, practices, programs, and budgets. Use of a racial equity toolkit can help to develop strategies and actions that reduce racial inequities and improve outcomes for all groups.

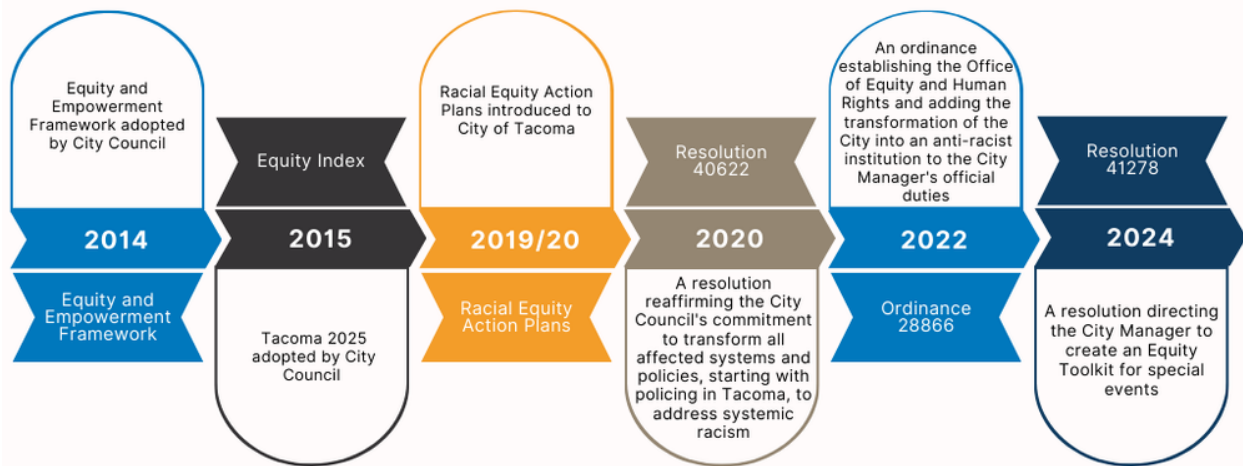
Resource: The Government Alliance on Race & Equity

Office of Equity & Human Rights (City of Tacoma)

The Office of Equity and Human Rights (OEHR) aims to embed equity in our services, decision-making, and community engagement. We focus on addressing the root causes of racial inequity to provide equitable opportunities for all. Our goal is to transform organizational practices and collaborate with the community to make Tacoma welcoming, inclusive, and accessible, ensuring that all individuals have the chance to meet their needs and reach their full potential, regardless of race, gender, age, or sexual orientation.

Intersecting the pillars of Diversity, Equity, Accessibility, Inclusion, and Belonging (DEAI-B) and Universal Design principles are pivotal in creating inclusive environments that accommodate a broad spectrum of abilities and needs. These pillars and principles facilitate spaces where individuals with diverse capabilities—whether in seeing, hearing, speaking, mobility, literacy, language comprehension, cognitive processing, organization, attention, engagement, or memory—are seamlessly supported. Universal Design inherently embraces flexibility, ensuring that structures, products, and services are usable by people of varying abilities without the need for adaptation or specialized design. By integrating these principles, environments become more accessible, equitable, and conducive to the full participation and empowerment of all individuals, regardless of their unique characteristics or challenges.

City of Tacoma's Efforts to Advancing Equity



TACOMA VENUES & EVENTS (City of Tacoma)

The City of Tacoma enhances quality of life for the community and drives economic vitality through its premier venues and diverse entertainment opportunities. Tacoma Venues & Events oversees these renowned venues, which include the Tacoma Dome, one of the world's largest wood-domed structures with flexible seating configurations ranging from 5,000-21,000; the Greater Tacoma Convention Center, artful and modern with its trademark glass walls and 119,000 square feet of event space; Cheney Stadium, home of the Tacoma Rainiers; and the historic Pantages and Rialto Theaters and Theater on the Square. The department permits and produces special events, including the annual Dr. Martin Luther King, Jr. Day Celebration and the City of Destiny Awards, and funds special events with oversight by the City's Events and Recognitions Committee.

Mission - Better Together: enriching lives in welcoming spaces

Values - Safety First | Legendary Experiences | One Crew Built on Trust | Create and Innovate | Inclusion Matters

SPECIAL EVENT FUNDING:

TVE strongly supports inclusion, equity, and access. We celebrate Tacoma’s diversity of people, places, cultures, and expression. Diversity and heritage are points of pride, permeating Tacoma’s rich events scene and giving character to its neighborhoods. Events are uniquely positioned to touch every person and every part of Tacoma, and we are committed to supporting the entirety of our community.

Pre-work

Develop a Mindset: Best Practices When Designing, Planning, and Organizing Events

Intersecting the pillars of Diversity, Equity, Accessibility, and Inclusion (DEAI) and Universal Design principles are pivotal in creating inclusive environments that accommodate a broad spectrum of abilities and needs. These pillars and principles facilitate spaces where individuals with diverse capabilities—whether in seeing, hearing, speaking, mobility, literacy, language comprehension, cognitive processing, organization, attention, engagement, or memory—are seamlessly supported. Universal Design inherently embraces flexibility, ensuring that structures, products, and services are usable by people of varying abilities without the need for adaptation or specialized design. By integrating these principles, environments become more accessible, equitable, and conducive to the full participation and empowerment of all individuals, regardless of their unique characteristics or challenges.

Diversity, Equity, Inclusion, Accessibility, Belonging (DEIAB) Pillars

- Apply the below DEIA pillars as theme filters while you gather data and resources to support the event. These pillars include:
 - o Diversity: Acknowledgement and recognition of differences in identity and identity-based needs.
 - o Equity: Fairness for all; bridging service gaps; providing equitable outcomes.
 - o Inclusion: promoting belonging for everyone; all are welcome, supported, invited, and respected.
 - o Access: Universal and inclusive design in infrastructure; transparency; equitable communication for everyone; dismantling the able-bodied framework

Belonging

- Your well-being is considered and your ability to design and give meaning to society’s structures and institutions is realized. More than tolerating and respecting differences, belonging requires that all people are welcome with membership and agency in the society (1). Belonging is vital to have a thriving and engaged populace, which informs distributive and restorative decision-making (2).

- (1) “Diversity, Equity, and Inclusion – Glossary of Equity-Related Terms.” Washington State Office of Financial Management, Accessed August 13th, 2024.
 - <https://ofm.wa.gov/sites/default/files/public/shr/Diversity/SubCommit/DI-Glossary.pdf>
- (2) “An Evolutionary Roadmap for Belonging and Co-Liberation.” Othering and Belonging (blog), Accessed August 13, 2024.
 - <https://www.verywellmind.com/what-is-anti-racism-5071426>.)

Bring Equity to the Forefront

- When designing, planning, and organizing an event bring an equity lens to the front of your mindset, and use it to:
 - Ask questions of your leadership and stakeholders. “Nothing about us, without us.” This is used to communicate the idea that no policy should be decided by any representative without the full and direct participation of members of the group affected by that policy.
 - Ask for feedback about equity concerns for the event to your potential attendees, staff, volunteers, and participants.
 - Identify a group or individual who can help navigate the formation of the event with an intentional equity lens.

Use the Equity Tools Throughout Planning:

- Use the Equity in Events Toolkit, and Checklist throughout process and be prepared to include any equity feedback from other events. Begin by asking the following questions:
 - Who is the key audience member of the event and what historically or routinely underrepresented populations will be present?
 - How will the event directly impact their well-being?
 - What gaps do those key audience members currently face?
 - How will the event provide service to those underrepresented populations?
 - What gaps or barriers does the event intend to address or close during its planning efforts?
 - How will the event impact non-targeted populations and what measures will be used to mitigate those impacts?

Think Universal Design

- Adopt the following Universal Design principles established by the Center for Universal Design to guide your designing, planning, and organizing:
 - Equitable use. The design is useful and marketable to people with diverse abilities. For example, an event footprint designed so that it is accessible to everyone, including people who are blind or with limited vision.
 - Flexibility in use. The design accommodates a wide range of individual preferences and abilities. For example, an event that allows an audience member to choose to read or listen to a description of the contents.
 - Simple and intuitive. Use of the design is easy to understand, regardless of the individual's experience, knowledge, language, skills, or current concentration level. For example, equipment with control buttons with universal symbols or language.
 - Perceptible information. The design communicates necessary information effectively to the individual, regardless of ambient conditions or the individual's sensory abilities. For example, ensuring interpreter or translation services are available in addition to video captioning.
 - Tolerance for error. The design minimizes hazards and the adverse consequences of accidental or unintended actions. For example, emergency management services are readily available in one easy-to-access or multiple locations.
 - Low physical effort. The design can be used efficiently and comfortably, and with a minimum of fatigue. For example, doors that automatically open or accessible ramps.
 - Size and space for approach and use. The design provides size and space for approach, reach, manipulation, and use, regardless of the individual's body size, posture, or mobility. For example, accessible seating.

Trainings, Resources, and References

Step 1: Set Event Goals and Objectives

Set goals for the organization and event. Tracking specific populations by unique factors related to culture, race, disability, sexual orientation, geographic region, socioeconomic status, and/or other indicators is a key step in accounting for equity in the design of the event.

Critical Mindset

- Does the organization or planning committee represent the community for which it is planning an event?
- What goals is the event trying to accomplish?
- How will those goals impact or serve marginalized and/or underrepresented populations?
- Who are the identified populations?
- What target populations benefit from the event?
- What target populations may experience a burden from the event?
- What is your data and research telling you to consider or implement?
- What is the budget for the event? Will it require registration or entry admission fees? Are there populations that would be impacted by that?
- What other departments or work groups impact your event?

Recommended Tasks

- Establish a Diversity, Equity, Inclusion, and Access (DEIA) Committee and set goals and intentional initiatives. This group should include diverse representation, from your volunteers, board members, and staff.
- Collaborate with other members of the organization on how to incorporate equity into the whole of the event, including budgeting, safety, operations, and others.
- Develop a formal statement that highlights the importance of DEIA. Communicate it widely within your organization and to external audiences.
- Review demographic, economic data, and geographic data on impacted populations/areas (resource links below).
- Identify the intended outcomes of the event.
- Numbers tell powerful stories! Use data to illustrate the unique impacts of your outcome.
- Screen the outcomes for equity impact - where do they directly impact targeted populations that have been marginalized?
- Bring equity to the forefront. Use it to ask questions!
- Work with your organization to talk about financial goals and requirements. Bring in other departments or teams for similar conversations. Make sure you come to the conversations with an equity lens in mind and find creative solutions.

Resources and Supports

- City of Tacoma Equity and Empowerment Framework
- Equity Index
- Government Alliance on Race and Equity
- Tacoma Equity Case Studies
- Tacoma Equity Index Case Studies: Using Data to Operationalize Equity and Transition an Antiracist City
- Washington State Institute for Public Policy

Step 2: Pre-Event Planning

Pre-planning with DEIA (Diversity, Equity, Inclusion, and Accessibility) principles ensures that all aspects of a project or initiative are designed with diverse perspectives in mind from the start. By incorporating DEIA early in the planning stages, organizations can identify potential barriers, address inequities, and foster an environment where everyone's needs are considered.

Critical Mindset

- Does your event consider dates, days of the week, or times that will impact your target audience's availability?
- Do the food and beverage options make your audience feel welcomed and safe at the event?
- Does the venue incorporate Universal Design elements? If not, will the venue cater to accessibility needs identified by your target audience?
- Does the location of the event provide accessible transportation? Does the location of the event create barriers to already accessible transportation?
- Has your organization provided training to your staff/volunteers before the event surrounding DEIA?
- Do other participants understand your DEIA goals and objectives?

Recommended Tasks

- Does your event consider dates, days of the week, or times that will impact your target audience's availability?
- Do the food and beverage options make your audience feel welcomed and safe at the event?
- Does the venue incorporate Universal Design elements? If not, will the venue cater to accessibility needs identified by your target audience?
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- Do other participants understand your DEIA goals and objectives?

Resources and Supports

- Training, Resources, and References (see Developing a Critical Mindset section)
- Universal Design (see Developing a Critical Mindset section)
- [Pierce Transit](#)
- [Sound Transit](#)
- [Catering Ideas for Every Occasion](#)
- [Making events and meetings accessible - SCIE](#)
- [WA State Office of Minority and Women's Business Enterprises](#)

- [Kulture City - Sensory Accessibility](#)
- [National Association of the Deaf - Advocacy Letters](#)

Step 3: Mindful Marketing and Outreach

Mindful marketing and outreach are about creating and executing marketing strategies that are respectful, inclusive, and accessible to all individuals. “Nothing about us, without us!” If you have an opportunity to connect with all people groups-particularly those who may pertain to your target population; how are you maximizing their voice and choice as it relates to the overarching goals of the event?

Critical Mindset

- How have you marketed the opportunities available to all audiences to ensure maximum visibility and engagement?
- Does the outreach include marketing in multiple languages or use Universal Design Practices?
- Consider registration and/or admission fees, language barriers, and communication needs when creating marketing campaigns.
- What are the gaps illustrated by the data you’ve collected during goal setting?
- What do members of the affected group(s) have to say about the design of the event?
- Does it align with the intended impact/outcomes?

Recommended Tasks

- Use the data from prior research in designing your campaign.
- Identify potential internal and external stakeholders and partners relevant to the event.
- Create opportunities to solicit feedback from your audience members, including attendees, volunteers, participants and performers, partners, and stakeholders.
- Make sure event promotion and invitations are distributed inclusively. Target a diverse range of attendees.
- Provide marketing materials with language and visuals that are inclusive for target audiences. Printed materials should use Sans Serif fonts with large typeface. Color contrast should be suitable for low vision/colorblind individuals.
- Ensure your website meets accessibility requirements and monitor it over time. Learn how those with disabilities use the web and train staff that update content in compliance.
- Communicate with your audience what impacts and features the event holds such as accessibility options, transportation impacts, and any unique offerings that will be provided.

- Use a variety of media channels to market your event. This includes social media platforms that are popular with specific groups, neighborhood districts, community bulletin boards/newspapers.
- Registration Fees - Consider registration fees and how much to charge. This will depend on your event goals and targets. Consider offer offering a few no-cost registrations to ensure a wide range of participants can attend. Does this provide an opportunity to utilize grant funding from the City of Tacoma's Special Events Fund? More information in Step 7.

Resources and Support

- Flaticon- Vector Images
- Unsplash- Images
- Photopea- Photo Editing
- Canva- Graphics
- Google Fonts
- Microsoft Office Templates
- Work with Advocacy Groups
- Create Focus Groups
- Create Surveys:
- Google Forms
- is free and translatable on any internet browser
- Examples of Multi-Demographic Icons
- Tacoma Arts and Cultural Vitality Creative Roster
- Web Content Accessibility Guidelines

Step 4: Language Access Inset

TITLE VI of the Civil Rights Act of 1964 protects Limited English Proficiency (LEP) persons from discrimination based on national origin in federally financed programs. Conducting language equity needs assessment is the first step towards identifying what needs or gaps may exist within your event.

Critical Mindset

- What are the approximate estimates of key audience members who will likely need language access services?
- What are the primary languages spoken by the audience members who were identified as historically marginalized or disproportionately impacted in your earlier research?
- How have you conducted outreach or gathered data to identify the targeted languages?
- How will you communicate language access services that are currently available and provided for audience members at the event?
- Has your office or department procured language access services for the event?
- Will your event need ASL interpreter? How can individuals request one?
- Are assisted listening devices available?

Recommended Tasks

- What are the approximate estimates of key audience members who will likely need language access services?
- What are the primary languages spoken by the audience members who were identified as historically marginalized or disproportionately impacted in your earlier research?
- How have you conducted outreach or gathered data to identify the targeted languages?
- How will you communicate language access services that are currently available and provided for audience members at the event?
- Has your office or department procured language access services for the event?
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- Are assisted listening devices available?

Resources and Supports

- [Example of "I Speak" Cards](#)
- [Department of Justice](#)
- [Language Access Plans](#)
- [Welcome to LEP.gov- Limited English Proficiency](#)
- [Equity Index](#)
- [Census](#)
- [Icon Accessibility](#)
- [Universal Access Symbols](#)

Step 5: Analyzing the Feedback

Use data and feedback from previous events and collect information through surveys and focus groups from key audience members. Consider how you plan on using this data to advance your future planning efforts. Remember to collect at your upcoming event to use for future events.

Critical Mindset

- How are the findings from data and outreach addressed/incorporated in the design, planning, and organizing of the event?
- What gaps were identified through the data and outreach?
- How do the current planning processes support equity designing, planning, and organizing of the event based on data and feedback?
- What potential burdens/inequities does the event present based on data and feedback?

Recommended Tasks

- Be specific and intentional about how you've prioritized feedback and what mechanisms you used in implementing a collaborative approach in the design of the event.
- Consider how you will collect data at your coming event. Use various options for feedback such as surveys, emails, clipboard canvassing, and QR codes throughout the event space to solicit responses from varying populations.
- Explain to respondents why you are collecting the data and how it will be aggregated.
- Ask questions about the data. What does the data say about your event? What did you do right? What are ways your event can improve access and equity issues for your audience in the future?
- Consider how the data and feedback can illustrate the benefits of the event outcomes.
- Prioritize transparency by clearly outlining potential risks the event may pose to target populations based on feedback.
- Synchronize feedback with the data that's been collected.
- After the event, communicate with your audience about what the data has shown you and how you will make changes in the future.

Resources and Supports

- Survey Monkey
- Google Forms
- Free QR Code Generator
- CVENT- 25 Event Survey Questions to Ask Pre, During, & Post-Event
- Demographic information.
- Data reports and feedback previously collected.
- Detailed information on feedback collection strategies and methodologies.
- Feedback reports you've collected.
- Outcomes and action items designed from the data and feedback you've collected.

Step 6: Create Your Equity Plan

Time to put it all together! Craft a powerful, but lean equity plan that directly outlines your action items to ensure a diverse, equitable, and inclusive event. Paint a picture of how the event builds, supports, and maintains equity by addressing major disparities or systemic gaps.

Critical Mindset

- What positive changes will result from the event as it relates to closing equity gaps and promoting fairness and comprehensive support for underrepresented audience members?
- How does your analysis minimize harm to targeted populations?
- What information have you collected from data and feedback that identify systems for improvement?
- What strategies will you apply to address unintended consequences for impacted communities?
- Which target populations are not considered or included in the design of the event? How will this be addressed?

Recommended Tasks

- Create a plan with all of your DEIA objectives. Use your evidence and data to create connections. Create an event outline highlighting your DEIA strategies.
- Consider and explain how some target populations may be excluded, marginalized, or disproportionately impacted by the event. What action steps will you or your organization consider to close this gap?
- What positive changes will result from your DEIA practices? What additional impacts will it have? Be honest and transparent in your findings.
- Design/outline strategies supported by the event that promote racial equity or draw attention to gaps in service for targeted populations.
- Identify how the event aligns with your organization's DEIA goals and articulate how the event design will address and work towards being more equitable over time.
- Share your equity case and any findings, prevailing themes, major topics of insight and/or interest from feedback. "Nothing about us, without us!"
- State how the event will monitor, track and/or prioritize the equity case over the course of time and/or work to resolve issues.
- Reference your equity plan often, especially when facing challenging situations.
- Curren, R., Nelson, J., Marsh, D. S., Noor, S. & Liu, N. "GARE-Racial Equity Action Plans: A How-to Manual." Government Alliance on Race and Equity, Accessed July 2024.
- <https://www.racialequityalliance.org/home>

Resources and Supports

- Data Resources
- Equity Index
- Feedback Analysis
- Researched/Proposed strategies for implementation and remediation.

Step 7: Explore City of Tacoma Special Events Funding

The Special Events Funding program is intended to foster high-quality, equitable, inclusive, open-to-the-public events across all of Tacoma. The program is overseen by the City's Events and Recognitions Committee.

Critical Mindset

- Is your event eligible and meet the criteria for City of Tacoma Special Events Funding?
- What is the program's merit in the event's diverse content, activities, and experiences?
- What community impact will your event have?
- Does your equity plan align with the Special Events Funding Criteria and Guidelines?
- Does your organization, staff, board members, and volunteers reflect the diverse Tacoma population? How will you include diverse perspectives in your planning team?
- What would the special event funding support?
- What community involvement will your event incorporate in terms of performers, artists, and/or speakers?
- What community support and partnerships will your event incorporate? How does the community you are serving support your event?
- Is your event free and open to the public?
- What public benefits does your event address?
- Does your event provide cultural experiences that are not otherwise available? Consider how your event will fill this gap and provide a valuable experience to attendees.
- Is your event accessible and available to all who wish to attend?
- How will you track attendance for the event?

Recommended Tasks

- Consider eligibility requirements for Special Event Funding.
- Identify your target community and identify the specific community or demographic group your event is intended to impact, and why.
- Outline a full description of your event and its activities.
- Identify how your event incorporates the four measurements in the Special Events Funding Guidelines: Programming Merit, Equity, Community Impact, and Capacity to Present the Event.
- Ensure best practices for accessibility and Universal Design are incorporated into your event.
- Discover when the timeline of the application takes place. Sign up for Question & Answer Sessions during the application window for more information and resources.
- Create a budget identifying expenses and revenue for the event, and how Special Event Funding will support the event.
- Identify partners, community support, sponsors, volunteers and other funding resources that are being pursued to support the event.
- Review Special Event Funding Insurance requirements in the Special Events Funding Toolkit.
- Review City of Tacoma Procurement and Purchasing processes.

- Use previous data and feedback to determine what cultural experiences would be well received at your event.
- Create tracking mechanisms such as people counters, registration, or non-traditional methods to know your event's overall attendance as well as any collectible demographic information.

Resources and Supports

- Special Events Funding Guidelines and Criteria
- Special Events Toolkit
- TVE Special Events Newsletter

EQUITY IN EVENTS CHECKLIST

ORGANIZATIONAL PLANNING

- Event organizing team - including board members, staff, and volunteers - reflects the community.
- Team forms a workgroup/committee to establish equity goals using data.
- Formal statement surrounding commitment to DEIA is established and shared.
- Funding opportunities are explored. Budget is allocated for language access services.

STAFF, VOLUNTEER, AND VENDOR COORDINATION

- Staff and vendors are trained on DEIA principles.
- Event schedule considers diverse needs (prayer times, breaks) of staff.
- Multiple channels are used to communicate schedule updates (announcements, screens, printed materials).
- Establish speakers available for language translation.

DATE & VENUE/LOCATION

- Time and date of event are set with attention to not impact religious or cultural days of observance.
- Venue has access accommodations or uses Universal Design practices.
- Venue staff represent diverse cultures.
- Location has adequate lighting and safety considerations. Decor is welcoming and non-intrusive.
- ADA and all gender restrooms are available or provided.
- Access includes clear sidewalks and aisleways.
- Location for quiet rooms, prayer spaces, and areas for nursing are identified.

MINDFUL MARKETING

- Event promotion and invitations target a diverse range of attendees and are distributed in multiple languages.
- Posters, flyers, and digital communications are made with attention to fonts and color contrast.
- Registration forms provide open opportunity to request accommodations for language, dietary, and accessibility needs.
- Access to language services is in all marketing materials.
- Website meets accessibility requirements.

LANGUAGE ACCESS

- A point person has been designated to coordinate language access.
- “I Speak Cards” are available to identify languages spoken of individuals with limited English proficiency.
- ASL interpreters are hired, and front row seating has been reserved if needed.
- Website, registration, surveys, and feedback forms are on platforms that offers translation for multiple languages.
- Visuals are in large print and printed copies have been made. Video captioning is provided.

CATERING

- Catering includes options for your population that feel welcoming and inclusive.
- Clearly identified labels are created for any buffet-style meals.
- Diverse locally owned caterers are considered for your event.

TRANSPORTATION & PARKING

- Accessible transportation options are available for people with disabilities.
- Accessible parking and clear signage is available.
- Additional transportation options that cater to diverse communities and languages are available.
- Parking and transportation plans have been created to ensure that impacted routes will not displace regular ridership, particularly those with accessibility needs.

DIVERSE VENDORS & SUPPLIERS

- Vendors, entertainment performers, and/or presenters represent diverse backgrounds.
- Vendor contracts include DEIA expectations.
- Vendors' staff are provided training and understand the equity goals of the event and its organizers.

EQUIPMENT & RENTALS

- Equipment such as stages and seating are accessible for all people types.
- Inclusive technology such as assistive listening devices, captioning services, and other technologies are available through the venue or rented.

SIGNAGE & WAYFINDING

- Signage is in multiple languages reflective of the audience.
- Signs are in large print, braille, and use clear icons that are culturally appropriate and inclusive.
- Universally accepted symbols/imagery are used to communicate across language boundaries.

REGISTRATION/TICKETING AND CHECK-IN

- Registration/check-in areas are accessible to all attendees including clear visible instructions.
- Staff or volunteers can assist with registration in multiple languages.
- Consideration has been given to providing free registrations or admissions to eliminate a barrier to participation.

FEEDBACK

- Attendees can provide real-time feedback on the event experience (through information booths, canvassing, concierge stations, QR code, etc.)
- Post event surveys have been created in multiple formats and languages or available through an accessible online website.
- Demographic data is collected at event. Attendees are given background information on why the data is being collected and how it will be used for future planning.
- Attendance tracking methods are identified.
- Staff review results. Did you achieve your goals? Assess and make adjustments (if necessary) for future events.

TACOMA VENUES & EVENTS SPECIAL EVENT FUNDING

DEFINITIONS AND GUIDELINES

The following terms are from the City of Tacoma and Tacoma Venues & Events Special Event Funding Program overseen by the City's Events and Recognitions Committee.

Event

"Event" is an organized gathering of people to witness and/or participate in education, celebration, or performance. For the purposes of the City's Events and Recognitions Committee, an event occurs on a single day or consecutive days. Event funding is also available for including a free, public performance during the run of a particular show.

Programming Merit

"Programming merit" is the extent to which an event's agenda is well crafted, aligned with the mission of the organization and provides meaningful experiences through participation in education, celebration or performance.

Community Impact

"Community impact" measures the positive changes or contributions that an event brings to the community it serves. In terms of events, this refers to the tangible and intangible effects that an event has on the local community or a specific group of people.

Equity

"Equity" is fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups.

Capacity to Present the Event

"Capacity to Present the Event" is a demonstration the organization has the infrastructure, resources, and commitment to present the proposed event.

Permitting Code

City of Tacoma permitting code defined a special event as "any organized formation or assembly consisting 50 or more persons and which include any combination of animals, vehicles, that wishes to assemble and/or travel on streets or sidewalks, and which does not comply with normal or usual traffic regulations or controls. This also applies to a public beach, park or plaza."

Public Benefit

Funded events must provide a specific public benefit provided to the residents of and visitors to Tacoma in exchange for the funding. Examples of public benefit include but are not limited to:

- Ensure the event is accessible and available to all who wish to attend.
- Produce components that are free to the public.
- Provide cultural experiences that are not otherwise available to residents of Tacoma.
- Collaborate with local community partners in which the event will be held.
- Provide special outreach to residents outside of the event location, e.g., schools, community groups, faith-based organizations, and cultural organizations.

Glossary of full terms used in the index available under –

Washington State – Office of Financial Management / State Human Resources / Washington state glossary for inclusive and equitable workplaces

[Washington State Glossary for Inclusive & Equitable Workplaces | Office of Financial Management](#)

Ramsey County External Events Decision-Making Tool

Ramsey County frequently receives requests to support or partner with external entities for events they are planning, organizing or hosting. The use of county resources to support such events for free or a reduced price must be in alignment with the county's [Mission, Vision, Goals, Values](#) and [Strategic Priorities](#), as approved by the Ramsey County Board of Commissioners.

The decision-making tool below is designed to help Ramsey County employees and teams evaluate requests to determine when to support external events and how to prioritize limited resources. The key factors within requests have been divided into four interrelated sections: Accessibility and Residents First, Equity, Alignment with Values and Priorities, and Internal Capacity.

Scoring

To use this decision-making tool, score each area of the request on a scale from one to five.

- 1 = Area of request does not meet any factors under consideration.
- 2 = Area of request a few (less than half) of the factors of consideration.
- 3 = Area of request meets about half of the factors under consideration.
- 4 = Area of request meets most (more than half) of the factors under consideration.
- 5 = Area of request meets all the factors under consideration.

Results

If any area of the request scores a one (1), meaning it does not meet any factors under consideration, the request is automatically denied. Additionally, if any of the required criteria outlined in the County Support to External Events Policy are not present, the request cannot be granted as is.

Add up the scores from each of the four areas of the request. Out of 20 possible points, the total score must be above 15 (75%) for the request to be granted. Additional communication between the employee and requester might be necessary to collect additional information or answer clarifying questions. This information can be used to adjust the initial score. Make note of your rationale for the final score in the box at the bottom of the page.

Ramsey County External Events Decision-Making Tool

AREA of REQUEST	FACTORS UNDER CONSIDERATION	SCORE (From 1- 5)
ACCESSIBILITY & RESIDENTS FIRST	<p>1. The extent to which the request:</p> <ul style="list-style-type: none"> • Is free or low cost to attend – relative to event or services offered. • Is open to the public or serve the public benefit. • Has clear expectations and roles for the county, host, sponsor(s) and others. • Puts residents first: located in Ramsey County or serves Ramsey County residents. 	
EQUITY	<p>2. The extent to which the request:</p> <ul style="list-style-type: none"> • Focuses on underserved residents and/or groups experiencing disparities. • Promotes civic engagement, community engagement, sharing power with community and/or upward mobility of residents. • Meets an identified gap or fulfills an existing need in department or county. 	
ALIGNMENT with VALUES & PRIORITIES	<p>3. The extent to which the request:</p> <ul style="list-style-type: none"> • Is aligned with the department’s goals and priorities. • Is aligned with the county’s mission, vision, goals, and values. • Proposes innovative ideas or offers an opportunity to foster a meaningful relationship with new organizations or community members impacted by county services. <i>(Not required in the criteria but encouraged).</i> • Confirms that it will NOT solely use partnership for donation or fundraising purposes. • Confirms that it will NOT include campaign activities or serve political purposes. 	
INTERNAL CAPACITY	<p>4. The extent to which the county department or team receiving the request:</p> <ul style="list-style-type: none"> • Has adequate staffing levels to meet the request. • Has taken (or will take) necessary precautions to account for staff safety. • Has available resources and/or funding for request (and is not duplicating funds/resources from other areas within the county). 	
RATIONAL for SCORE:		<p>TOTAL:</p> <p><i>(Out of 20 points)*</i></p>

*Total score must be above 15 (75%) for the request to be granted. More information may be collected from the requesting entity to adjust the score.


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, June 16, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: Development of Committee Charge

PREVIOUS ACTION:

ISSUE SUMMARY:

The committee will take part in an activity to help create a "committee charge" — a clear statement that explains what the committee does, why it exists, and what it hopes to achieve. This charge will help the committee talk about its work with others, show its value to the Village of McFarland, and guide future DEI committee planning. The goal is to make sure everyone understands the purpose of the committee and the important role it plays in the community.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None