



Racial Equity, Inclusion and Belonging
149 Church Street
Burlington, VT 05401
M: 802-503-2513

REIB City Council Committee

April 18, 2023 5:30pm – 7:30pm

Sharon Bushor Room, 149 Church St, 1st Floor City Hall, Burlington VT

Draft Minutes

Attendance:

Sydney VanTassel, Kim Carson, Ali Dieng, Katie Greene, Melo Grant, Ben Traverse, Luis Calderin, Taryn Maitland, Ines Castro, Isaac, Joan Shannon, Christine Hughes, Julie Curtin

Link to Meeting:

https://zoom.us/rec/share/Gq120WuQFrSfW0EZTABUvRoDUFqFnenefl6Tli_NEXg0-Rxbx2Z2P9Cz96LQukSOP.QeEhz8EZ03QkVli9

Passcode: 6B@L86%\$

Start Time:

5:35 PM

1. Motion to approve the agenda
Councilor Traverse motions to approve agenda, Councilor Grant seconds.
2. Motion to approve the meeting minutes [February 22, 2023](#)
Councilor Dieng motions to approve minutes, others cannot accept because they are new to City Council.
3. Public Forum
No Public Comment
4. REIB Committee Mission Statement – Discussion and Adoption
Sydney VanTassel shared draft of mission statement and Councilor Dieng facilitated a conversation about edits to the mission statement. The committee members discussed using terms such as race, equity, and belonging, as well as who the REIB sub-Committee works with and their function for the mission statement. They discussed the concept of dismantling barriers via policy creation and intentional community engagement. They discussed changes to the mission statement including tools of municipal government, collaboration to supporting, advocating, and using the tools. Director Carson shared about the importance of a mission statement for sub-committee for relationship building.
5. Juneteenth Updates



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OKAY!!OKAY!! Marketing and Creative founder, Luis Calderin and Manager, Taryn Maitland presented updates on agency's work around 2023 Juneteenth Event via slide deck presentation (attached to the meeting materials). Calderin described personal and professional equity, entertainment and consulting background, roots in Vermont. Luis described branding graphics done by graphic designer, Bobby Hackney, as having a 90s, Spike Lee, "Do the Right Thing" component to this year's Juneteenth. Describes how the presentation is a multi-tool deck for all stakeholders, partners, etc. about history of Juneteenth in Burlington, what it means for Black community, the role of OKAY!!OKAY!!, and how to engage with community during event.

Calderin explained details about this year's Juneteenth event: shifting from City-wide multi-location to fewer sites based on feedback from community and vendors. He describes how this year's event centers the celebration downtown to promote belonging in downtown public spaces, the cultural and financial centers of Burlington. Calderin describes Friday night Gala, dates and times of the Saturday Juneteenth event, how the Juneteenth event connects with the REIB's Office Domains, collaboration with other departments and future planning, with Director Carson. Calderin announces Arrested Development as the headliner, and he discusses additional partnerships, activities, and transportation for Juneteenth.

Councilor Grant and Calderin discussed activities near Roosevelt Park and challenges with transportation. Councilor Grant discussed the I am Vermont, Too project and bringing it to the Juneteenth Event. Calderin described OKAY!!OKAY!!'s efforts at accessibility, i.e. programing sites and layout. Ines Castro from the Board of Health describes her role and offers support for event. Councilor Traverse discusses noise during the event last year and offered support for any challenges and Taryn Maitland and Calderin assured committee of their due diligence and agreed to connect with Traverse or other relevant City staff on this issue to ensure compliance. Director Carson describes how the Flynn was chosen as a site for the night-time activities to decrease police presence and increase security.

Councilor Dieng asked about the Embrace and Belonging theme, colors, and logo being multi-year and Caldern described OKAY!!OKAY!!'s attempt at brand equity and using the brand for several years. Councilor Dieng asked about the event website, and Calderin shared about their work on the website, app, marketing materials and campaign in light of recent departure of REIB Digital Designer. Director Carson describes reasoning for contracting with OKAY!!OKAY!!, which include saving costs and resources and describes amendment to contract with OKAY!!OKAY!! in light of losing staff member. Council Dieng asked about collecting attendance and Calderin describes their data-driven framework.

6. REIB Department updates



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Director Carson welcomes new councilors and thanks OKAYOKAY!! for their work. She describes the upcoming department reorganization – the anticipation of new staff and shifting from ARPA to permanently funded positions. She updates the committee on the amendment to the contract with OKAY!!OKAY!! due to departure of staff member. She describes the expertise of OKAY!!OKAY!! and the burden of work they take from department staff who are involved in other policy creation and programming. Councilor Dieng shares agreement with the concept of using OKAY!!OKAY!! for things like media management but asks about the role of REIB staff working with vendors and the media. Councilor Grant expresses excitement for collaboration with OKAY!!OKAY!! and asks about other cultural events, such as A_Dog Day. Director Carson discusses how the department is moving forward strategically and how the REIB Office might be able to expand programming around cultural celebration, e.g. Hispanic People Day, Diaspora Day, etc.

Director Carson describes OKAY!!OKAY!!'s role in supporting the REIB Office with the Belonging and how the department might consider expanding on partnerships that inform the building of the infrastructure of the office. She shares highlights of department work in 2023, including The Black Experience, the Junior League of Champlain Valley, the Reparation Task Force, the Pizza with the Director event, and more. Director Carson also described conversations with VNAAC and BPD around gun violence and ways to help develop sustainable education. She also described ARPA funding and grant recipients submitting reports. Director Carson also mentioned the delay of the reveal of the Embrace and Belonging monument due to issues with foundation work.

Councilor Dieng inquired about the creation of a Task Force related to gun violence. Director Carson describes how the Mayor's Office and other internal stakeholders are working to identify community members. Councilor Traverse offered support to Director Carson in her new role and shared about cosponsoring resolution to prepare for total Solar Eclipse in Burlington 2024 and hopes to collaborate with REIB to make even inclusive and encourage BIPOC folx to visit.

Director Carson discussed possibility of an open house to connect with Councilors to share full scope of work of REIB Office. Councilor Melo suggested Director Carson and staff attend NPA meetings to communicate purpose of department and the ways in which community benefits. Councilor Dieng mentioned excitement for Juneteenth event and department transitions, while sharing concerns about Burlington Schools.

7. Community Forum
No Public Comment.



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Councilors and Director Carson discussed future finance meeting, and Director Carson will check dates and send communications. Councilor Dieng and Sydney VanTassel to work on agenda for next meeting.

8. Motion to Adjourn
Motion to adjourn by Councilor Traverse, Councilor Grant seconds.

End Time: 7:21

Minutes by Katie Greene & Sydney VanTassel