



CITY OF HENDERSONVILLE DIVERSITY & INCLUSION ADVISORY COMMITTEE

Operations Center - Assembly Room | 305 Williams St. | Hendersonville NC 28792
Tuesday, May 10, 2022 – 5:30 PM

AGENDA

Present: Jayne Jennings, Chair, Josh Williams, Nancy Diaz, Eric Gash, Melinda Lowrance

Absent: Vice-Chair, Laura Bannister, Florence Allbaugh

Liaisons Present: Mayor Barbara G. Volk, and Mayor Pro Tem Lyndsey Simpson

Staff Present: City Manager John Connet, City Clerk Angela Reece, and Communications Manager Allison Justus

1. CALL TO ORDER

Chair Jayne Jennings called the meeting to order with a quorum of members in attendance.

2. PUBLIC COMMENT

There were no public comments.

3. APPROVAL OF AGENDA

Melinda Lowrance moved that the Committee approve the agenda as presented. Nancy Diaz seconded the motion. The motion carried by unanimous vote of members present.

4. APPROVAL OF MINUTES

A. March 15, 2022 DRAFT Minutes – Angela Reece, City Clerk

Melinda Lowrance moved that the Committee approve the minutes of the March 15, 2022 meeting as presented. The motion carried by unanimous vote of members present.

5. OLD BUSINESS

A. Increasing Diversity on City Boards and Commissions – Jayne Jennings, Chair

Chair Jayne Jennings acknowledged Communications Manager Allison Justus for efforts in recruiting boards and commissions members via social media. Committee members discussed different options for communicating with citizens utilizing automated messaging, newsletters, bill stuffers, post cards, collaborations with nonprofit organizations and local churches, embedding information within festivals, handouts, meet and greet to different communities at local parks, current sitting advisory members recruiting others (word of mouth). City Manager John Connet stated he does not recommend having a separate Facebook page as it difficult to manage and keep current. He stated it is better to utilize the City's

main social media sites for this type of outreach. Committee members discussed preparation of a brochure to hand out at festivals and community events.

B. Diversity Calendar Update – *John Connet, City Manager and Allison Justus, Communications Manager*

Communications Manager Allison Justice provided information regarding current events as approved by the Subcommittee consisting of honoring the Jewish Community and Pride Month and said there will be additional discussions for the fall and winter months.

6. NEW BUSINESS

A. Landina House Historical Marker Dedication – *John Connet, City Manager*

City Manager John Connet presented the Landina House Historical Marker and gathered input from the Committee regarding the installation and dedication date. Committee Member Melinda Lowrance stated Juneteenth is being celebrated on June 19th and said the week prior would be appropriate. Committee Members agreed to schedule Wednesday June 15th at 4pm for the dedication.

B. Diversity and Inclusion Consultant Update – *John Connet, City Manager*

City Manager John Connet expressed thanks and appreciation to Reverend Gash for participation in the process. Manager Connet provided updates regarding proposals from several DEI firms and reviewed and presented findings. Manager Connet stated a panel of five diverse staff members reviewed five firms and chose Ahkirah Diversity Consultants from Jackson Mississippi who has family in the area. Manager Connet stated in addition the firm had the most diverse team members and experience.

C. Translation of Documents – *Jayne Jennings, Chair*

City Manager John Connet provided various documents which have been translated stating some have been historically translated into Spanish but said the majority is in English. Manager Connet stated the City's website has Google Translate which allows it to be converted into many languages but did say this does not convert any PDF documents embedded in the site. Chair Jennings inquired regarding translation of City Council Minutes and Manager Connet stated there would be a cost but said during the initial discussions should involve prioritization of types of documents. Committee Member Nancy Diaz expressed concern regarding the automated city phone directory messages and said she would like to see social media posts in other languages. City Clerk Angela Reece provided information regarding the City's Title VI and ADA Plans which are translated and on the website.

7. OTHER BUSINESS

A. Staff Report - *John Connet, City Manager*

City Manager John Connet provided updates regarding recruitment of diverse staff members.

8. ADJOURNMENT

There being no further business, Chairman Jayne Jennings adjourned the meeting at 6:16 p.m.

Jayne Jennings, Chair

ATTEST:

Angela L. Reece, City Clerk

DRAFT