



CITY OF KEIZER
COMMUNITY DIVERSITY ENGAGEMENT COMMITTEE MINUTES
April 6, 2023, 6:00 p.m.

Chair Laura Reid called the meeting to order at 6:07 p.m. Attendance was noted as follows:

Present:

Laura Reid, Chair
Benita Picazo, Vice Chair
Tammy Kunz
Nevaeh Music
Carrie Brown

Absent:

LaTonya Gibbs
Markey Toomes
Amy Bauer
Shaney Starr

Consultant:

SSW Consulting, Sasha Connell

Staff:

Tim Wood, Assistant City Manager
Tracy Davis, City Recorder

VOLUNTEER APPRECIATION: Leslie Risewick, representing the Volunteer Coordinating Committee, thanked members of the Community Diversity Engagement Committee for their dedication and commitment to the City and distributed cookies as a token of appreciation.

APPROVAL OF MINUTES: Tammy Kunz moved for approval of the March Minutes. Nevaeh Music seconded. Motion passed as follows: Reid, Picazo, Kunz, Brown and Music in favor with Bauer, Starr, Toomes and Gibbs absent.

APPEARANCE OF INTERESTED CITIZENS: None

CONTINUE PLANNING KEIZER'S 40TH BIRTHDAY CELEBRATION:

Committee member reports

- *Tammy Kunz – Elementary Schools:* Has appointments this week with 12 different schools to share information about the event. Two have indicated that they may have a program for entertainment. The Boys & Girls Club is exploring the possibility of performing a drama or skit.
- *Nevaeh Music – McNary & Middle Schools:* The theater teacher is looking into appropriate one-acts and will follow up with signups. One band has agreed to perform.
- Laura Reid – Sign Up Sheets, Scheduling, Location
- *Carrie Brown – Multicultural Music:* Has received confirmation that an Irish Dance group is willing to perform; will follow up with Pedro's band to make sure they sign up and will try to find Japanese dancers.

- *Benita Picazo* – Neighborhood Associations: Is scheduled to meet with Casa Cultura (Mexican Folklore) to see what they have to offer. Still plans on working with Tammy to connect with neighborhood associations.
- *Amy Bauer* – Contact Dance Studios (report via Laura Reid): Has contacted area studios and none are available to perform.
- Markey Toomes – Contact Food Truck Vendors

Councilor Kohler: Clearlake Choir is willing to perform but will have to get approval from the Principal. Decorations will be limited in the Civic Center but he is looking into getting a photo booth and having the civic center windows painted. When a logo is decided upon, promotional items can be ordered. The DJ for the Friday dance has been confirmed. Tim, from the REC, has agreed to handle the sound inside and out. The Fire Department is willing to support specific fire-related events. Tammy Kunz volunteered to contact Colleen Busch to explore pulling together the 'little fire house' for the event or coordinating an 'egg drop' and to put together a 'Resource Fair' to be held in conjunction with this event.

Robyn Barney with Keizertimes announced that she has been busy booking entertainment for the event to be held either in the gazebo or on the splash pad. She is working with the principal at McNary to coordinate music and dance performances. Brady Goss will be one of the main acts along with a comedy act. The gazebo will be turned into a birthday cake hopefully with the assistance of Rose City Balloon. Lyndon Zaitz has put together a scavenger hunt that will encourage participants to learn more about Keizer. Winners will receive a gift basket from Keizertimes.

Discussion then took place regarding sponsorships and reimbursing performers for travel with Chair Reid explaining that the committee had agreed that the performers would not be paid but could pass the hat and sell promotional items.

Tim Wood reported that four groups are interested in being vendors and four people have volunteered to serve during the event. Discussion followed regarding how to recruit more vendors. Committee members agreed to the following tasks:

Benita Picazo will get five vendors

Tammy Kunz will arrange for a Resource Fair and food trucks and contact the Indian School to see if they want to provide entertainment.

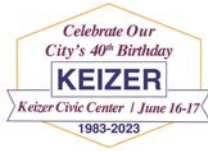
Nevaeh Music will work on getting an accurate number of volunteers

Carry Brown will pursue more multi-cultural entertainment

Robyn Barney will schedule the entertainment groups

Committee members indicated that they supported the following:

- Stories about Keizer between acts
- Windows painted in Civic Center
- Photo booth Friday and Saturday
- Museum display in lobby
- K cookies, large cake, hot dogs



Following review and discussion of the various logos presented, Tammy Kunz moved to accept (image at left) as the official logo. Carrie Brown seconded. Motion passed as follows: Reid, Picazo, Kunz, Brown and Music in favor with Bauer, Starr, Toomes and Gibbs absent.

STRATEGIC PLANNING ENGAGEMENT PLAN: Sasha Connell of SSW Consulting shared a slide presentation covering branding, strategic planning, communication and engagement strategy, timeline, audience, stakeholders, tools, engagement themes and next steps. Ms. Connell explained that she wants to hear from the committee noting that the more information the consultant has about the community, the better. Chair Reid urged committee members to provide input for the stakeholder page. Discussion followed regarding funneling information to the consultant from other community groups such as the Kennedy Council, community dinners, and schools.

COUNCIL REPORT/OBSERVANCE RECOGNITION ASSIGNMENTS: Chair Reid pointed out that next month is Older Americans, Asian Pacific Heritage and Jewish American Heritage Month. She reminded committee members that when the committee was formed the members had indicated that they wanted to share information about the different observances with the public by presenting it at a Council meeting. Members present indicated that they still felt this was a good practice but wished to postpone assignments until more committee members were present.

Tammy Kunz volunteered to put something together for the older Americans observance; Carrie Brown will share information about Asian Pacific Heritage. Nevaeh Music volunteered to assist.

REVIEW OF EQUITY AGREEMENTS – Stay Engaged

OTHER BUSINESS:

- **Report from Reid, Music & Kunz: Inviting School Groups to CDE meetings.**
Tammy Kunz summarized her written report.

ADJOURN Meeting adjourned at 7:23 p.m.

Next meeting: May 4, 2023

Approved: 05-04-23