

**Global Perspective and Diversity Subcommittee
Busch Municipal Building
Meeting Minutes for May 24, 2010**

1. Welcome

Andrew Baird welcomed meeting participants

2. Introductions

Francine Pratt asked for each participant to introduce themselves

3. 2010 Meeting Minutes

- Wes Pratt moved to approve the April 2010 meeting minutes with minor edits.
- Leslie Anderson seconded the motion
- Motion carried to approve the minutes

4. Break Out Sessions

Each group met to discuss next steps based on focused area.

Group Reports

1. *Mission and Vision*: Research is underway. General community is the target for communication. Goal is to educate and enhance awareness to the silent community. A draft will be provided with associated costs at the June 2010 meeting. The subcommittee would like to see a general statement to welcome others to the community and to think of where this message should be communicated.
2. *Changing perception / movement toward inclusiveness*: Four goals have been identified and action steps are under development. The group will provide costs estimates at the next meeting:
 - Facilitate paradigm shift to more holistic approach beyond race (e.g., diversity in race, ethnicity, age, social/economic status, gender, etc.).
 - Promote use of proactive language. Get away from the use of the word “minority” and use a term such as racially diverse.
 - Paradigm shift from color blind approach: everyone to be treated the same and fairly.
 - Transition from diversity theories to action. Working on market strategies through print, radio, bus ads, telephone and social networking (e.g., “Springfield is a great place to work, stay and play...”) and seeking to confront the 1906 strategies through plays, art, poems and sculpture – involve colleges, high school students to address through social studies. Recognize contributions of different groups using the arts to display – make sure we include the local contribution and culture.
3. How do we create an environment to retain college graduates and young professionals:
 - Hold meetings to engage each other’s understanding – what is Springfield for different people.
 - Concert promoting and include young people and college students
 - Start retaining people here to encourage others to move here
 - Marketing
 - Build effective social network
 - Trying to identify mentorship opportunities to help connect area businesses with young people.
 - Create a clearinghouse for all college students two to three years before they graduate to connect them to potential employers.
 - Chamber network
 - Create opportunities for college students to make a difference in their community
 - Retention part of recruitment

- Identification of opportunities/benefits of staying in the area; try to hold discussions with area students to better understand their needs.
- Recruit towards health industry
- Expand Welcome Wagon to welcome new arrivals to the community with faith and community-based organizations, mentors, jobs, community-based and businesses attending
- Discussion ensued.

It is recommended that this group review the City Manager's Visioning Competition information on line: High School and local colleges provided a great deal of information and ideas on "green" initiatives; promote what Springfield is already doing, focus on safety, update Springfield websites and social networking sites. Find a way to help young people see how they can help shape Springfield for the future.

4. Coordinate Current Diversity Initiatives:

1. Conduct a community assessment around Springfield to identify the existing diverse activities.
 - a. Have the assignment conducted by someone in a Master's program for Sociology, Marketing or Political Science.
 - i. Identify the diverse group
 - ii. Identify the groups focus
 - iii. Capture the groups funding needs to determine what is needed to make it more functional (e.g., Korean Day, Multicultural Festival, Arts Fest, Cinco de Mayo, Springfield Black Tie, etc.)
 - b. Coordinate with Springfield Visitor's Bureau and library
2. Create a "Community Bulletin Board" sponsored by the City to allow entities to advertise their organization and activities.
 - a. Use the community calendar and create a rolling event calendar
 - i. Post monthly events on rolling marquee at the airport.
 - ii. Include church activities (use the NAACP list of 400 faith-based organizations if the City does not have one)
 - b. Create a monthly brochure of events and post at the airport and hotels
 - i. Use social networking to advertise events.
 - ii. Use existing ethnic/culturally diverse publications, NewsLeader and free publications such as Free Press, Springfield Business Journal, etc. to advertise events and share information.
 - iii. Send print and news media proactive and positive information about events.

- iv. Use PSAs to advertise why Springfield is a good place to live, work and play!
 - c. See if KY3 and/or Noble will provide a workshop twice a year to organizations to train them on how to advertise events better.
3. Create a part-time Chamber of Commerce position to promote and coordinate the activities identified above.
 - a. Use paid and non paid interns, college students and high schools to perform the work. This position and/or team would provide key coordination of the events from the different entities to coordinate the events to ensure that events did not happen on the same date and to also build community awareness.
 - b. Coordinate events to reduce many events on the same day.
 - c. Create a clearinghouse to coordinate all cultural/diverse activities. There are many activities around Springfield but we do not know where the activities take place or how to reach the people that coordinate the activities.
 - d. Have the position send emails daily of the upcoming activities
 - e. Place event information on the City website
 - f. Use emails to inform the media in a timely manner of upcoming events.
4. Have an international food festival with booths by different entities with educational presentations, "Unity in the Community Jazz Festival in October." **(Francine is working with the City Manager and others in the community on this idea, Juneteenth celebration and high school essay contest related to 1906 incident)**
5. Expand the multicultural festival to make it longer and inclusive of local culture events (e.g., square dancing) and have the event twice a year.
6. Have a multicultural day with diverse events and performers on a dedicated day at the Ozark Empire Fairgrounds
7. Review information from the City Manager's listening sessions for other ideas to incorporate in this groups' recommendations – **this is a homework assignment for each team member.**
8. *Have a greeting in print and media for people to see when they come to Springfield that encompasses diversity with diverse presenters and messages – **this concept is being developed by Group No. 1.***

Next Steps: In June we will draft the action plan with estimated costs and Andrew/Francine will ensure that the plan connects to the other committees and cross check against information provided by community members through various interfaces with the City. In July, we will have a virtual meeting to review and finalize the plan.

Reminder: All meetings/small groups are to submit meeting minutes for public record.

Meeting minutes submitted by Francine Pratt

DRAFT