

MINUTES

Tuesday, July 7, 2009

**Sioux Falls
Diversity Council**

1:30—3 p.m.
Commission Room – City Hall
224 West Ninth Street

Attendees: Peg Canter (left @ 2:20), Teresa Frederick, Dr. Pam Homan, Mayor Dave Munson, Sara Weber representing Evan Nolte, Tom Walsh representing Betty Oldenkamp, Carol Twedt, and Pastor Dwayne Williams. **Absent:** Qadir Aware, Chief Doug Barthel, Ryan Green, and Clara Jacob.

Public Present/Guests: Keith & Lorae

Staff: Dr. Bill Smith(arrived @1:40), Sioux Falls School District, Gary Colwill, Assistant City Attorney/Human Relations Manager, and Carol Garry, Human Relations Assistant.

1. Welcome

- Vice Chairperson Williams called the meeting to order at 1:32 p.m. Keith and Lorae were welcomed guests.

2. Approval of Minutes

- Homan moved to approve the April 7, 2009, minutes; Mayor Munson seconded. The April 7th meeting minutes were approved by unanimous vote.

3. Public Input

- Keith and Lorae are representing the Centers for Equality. They came to make the Diversity Council aware of their work in the community. The Centers for Equality work with Lesbian, Gay, Bi-Sexual and Transgender. 4-10% of the City's population approximately 16,000 people is Lesbian, Gay, Bi-Sexual or Transgender and is not represented on the Diversity Council. The organization provides counseling and HIV testing. July 25, 2009, 2-10pm is their Gay Pride Event at Terrace Park. The last Saturday of September is AIDS walk. All the money raised stays locally. They have plans for youth events this fall. Goal is inclusion.

4. On-Going Business

- A.** No ongoing business was discussed.

5. Committee Reports

- A. Diversity Conference – Frederick reported.**

Chair: Clara Jacob

Vice Chair: Dwayne Williams

STAKEHOLDER COMMITTEE
Betty Oldenkamp
Clara Jacob
Carol Twedt

DIVERSITY CONF. COMMITTEE
Clara Jacob—Co-chair
Tracy Vik—Co-chair

BUSINESS RESOURCE COMMITTEE
Evan Nolte
Jodi Schwan
Qadir Aware
Carol Twedt

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- This year's conference on November 18, 2009, is called 'Embrace Equality; Creating an Inclusive Community'. It will be at the MultiCultural Center, an all day event.
- Subcommittees are working hard on their assignments and their budgets are due on July 10th, and a conference budget will be put together next week.
- The vendor subcommittee will be sending out their sponsor/vendor letter will be sent out by August 1st.
- The Council reviewed the sponsor/vendor letters and the mailing lists. Let the committee know if there are changes/additions to the mailing lists. Changes to the letters were discussed.
- The Speaker committee will focus on local speakers and if anyone has any suggestions, please contact Fredricks.

B. Business Resource Center – Twedt reported.

- This committee is waiting for needed input from Qadir to move forward.

C. Media – Colwill reported

- Fundraising by the Media committee was not considered since the Conference committee is soliciting the community for sponsors for the '09 conference.
- The Media committee has decided to go back to the PSA medium due to lack of a budget. They will use donated resources to pursue the PSA.

This sparked a discussion on the Council's ability to raise funds to do their projects. Options to consider are being an official city board, a school organization, a city-wide organization under the umbrella of an existing 501c3 or becoming our own 501c3. There has to be a better way to manage the money coming in for the diversity conference and for developing a budget for the Council. A good example of how to set this up would be similar to the Sports Authority. The main reason we should apply is to have a financial depository.

6. New Business

A. Surveys from cultural events/website

- Having attended BLN's Inclusion Expo, Wells Fargo Diversity Fair and the Festival of Cultures 17 surveys were turned in. We have received 3 from the website. Eleven of the surveys feel that Sioux Falls is supportive of its diverse population. When asked how can the Diversity Council best promote inclusion in our community ten indicated promoting awareness of cultural activities, nine said provide educational programs on diversity issues, eight said provide educational programs related to serving a diverse population for the business community, seven chose having community meetings to

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discuss issues involving diversity and six thought we should support the development of an ethnic business resource center for ethnic businesses.

Greatest challenges facing the community include awareness, acceptance and understanding.

- General feeling is the community isn't aware of the existence of the Diversity Council.

7. Adjournment

- Homan moved to adjourn and Fredrick seconded. The meeting was adjourned at 2:35 p.m.
- Action items: Think about how we proceed as a group. List the pros and cons of being our own 501c3, having a fiscal agent as our 501c3, or remaining as is.

Gary will work on a draft of articles of incorporation that may help us decide.

Brainstorm ways to market or create awareness for the Diversity Council.

Next Scheduled Meeting: October 6, 2009.

Minutes respectfully submitted by Gary Colwill