



**CITY OF MARSHALL**  
**Diversity, Equity, and Inclusion Commission**  
**A g e n d a**  
**Thursday, May 04, 2023 at 3:00 PM**  
**City Hall, Camden Conference Room**

**APPROVAL OF AGENDA**

**APPROVAL OF MINUTES**

1. Approval of Minutes

**NEW BUSINESS**

2. Introduce New Member
3. World Café Subcommittee Report
4. 2023 Marketing Budget Proposal
  - a. Top-Down Historical Approach
  - b. Translation Services Pay Scale Draft
  - c. Pens & Tablecloths
5. Juneteenth
  - a. City Involvement
    - i. Storytelling at the Library
    - ii. Mayor Proclamation, Guest Speaker(s)
    - iii. Following Speakers, Host a meal to conclude
    - iv. Drive-In Movie at Library
6. Welcoming Week Subcommittee

**Other**

7. WorldFest

**ADJOURN**

**VISION STATEMENT:** The City of Marshall is dedicated to building a welcoming, inclusive, and racially equitable community.

**MISSION STATEMENT:** Create and sustain an ongoing dialogue, through which we explore inequities, share information, and be a change agent for race equity within our community.

**MINUTES**  
CITY OF MARSHALL  
Diversity, Equity and Inclusion Commission  
Thursday April 6, 2023, at 3:00 PM  
City Hall, 344 W Main Street-Camden Conference Room and via Zoom

AT LARGE MEMBERS PRESENT: Sara Runchey, Michele Knife Sterner, See Moua-Leske, George Taylor, Joyce Toft, Ashley Dwire

STANDING MEMBERS PRESENT: Timothy Mok, Sharon Hansen, Nicole DeBoer, Jeet Sausen, Nancy Walker, Denae Winter

ABSENT: Marcy Heemeyer, Jay Lee, Beth Ritter, Ted Stamp, Samira Sheikh

STAFF PRESENT: Amanda Beckler, Community Education Coordinator; Addy Wolbaum, Diversity, Equity & Inclusion Assistant; Sharon Hanson, City Administrator

VISTORS PRESENT: Lauren Deutz, EDA

MINUTES TAKEN BY: Lauren Mellenthin

Meeting called to order at 3:00 PM by Michele Knife Sterner.

Approval of Agenda: Approved by Sara Runchey.

Approval of Minutes: Approved by Sara Runchey.

New Business:

1. Introduction of New At-Large Member: Ashley Dwire
  - a. Apart of the REM Network and MAHA. Welcome Ashley!
2. Community Connectors
  - a. Lauren Deutz, Director of Economic Development for City of Marshall presented about the Community Connectors program that has been established. Two surveys will be sent out one for current residents and another for new residents coming into Marshall. Community Connectors allows for current residents to welcome new residents into Marshall to know more about the city. If anyone would like to be a Community Connector, reach out to Lauren. There are currently 20 community connectors available in Marshall. A link will be sent out after the meeting. Community Connectors get to choose how they would like to communicate with new residents to Marshall. Translators will be established through Turkey Valley. Send feedback to Lauren at [lauren.deutz@ci.marshall.mn.us](mailto:lauren.deutz@ci.marshall.mn.us)
  - b. Resident data: BIPOC question asked by Timothy Mok and not too many BIPOC population members on this group yet.
  - c. Marshall Farmers Market may be a good connection as well as SMSU for this program. Adult Community Center would be a connection as well. Marshall

Municipal Utilities is another good connection for when people move into town. Churches might be another good listing for new members.

3. What's Your Why? – Standing Members responses

- a. City has talked about writing up reasons of everyone's "why" and it will be shared online.

4. World Café Subcommittee Report

- a. Nancy, Samira and Michele met on March 17<sup>th</sup>. They reviewed the documents that Addy sent out. Common themes: communication, public safety, connection to others as well as the community. Positives to have available: welcome signs at all schools, partnering with the Chamber of Marshall, creating a market slogan, creating media coverage for World Café, collaborating with SW human resources association to provide training for HR leaders and promote jobs in the community. Another meeting will be set up in the future.
- b. Addy-When is the goal to get this information done? Michele- Connections will be done with the Chamber soon. Sharon-what will be done with signage? Michele- Creating "Welcome here" signs for businesses creating an environment where people feel more welcome. George-Could Visit Marshall be included? Michele-Yes because they would have great information to include. George-Where will signs be placed? Michele-In store fronts that would help community members to feel included. Some world café members had said they didn't feel welcome in places. George-How would it be paid for? DEI will need to figure out resources for this if DEI needs to cover the costs.

5. Translating

- a. Addy provided an update on DEI information to be translated. \$270 for translation services. Currently thinking about not translating the packets due to price. Going forward, they might be translated with this cost. See asked about a QR code on the documents so that people can scan the QR code to be linked to someone who shares a video about reading the information to them. Would help to prevent literacy issues. George-Translation needs to be included on the cards to help show how we are inclusive.
- b. Sara-as long as there are no dates on the information, the price is a good price for that translation. Especially with no dates included.
- c. Price will change per how many languages it needs to be translated into.
- d. Sara makes a motion to get the documents translated using the translation services for \$275 or less. George seconds. Motion passes to get the documents translated at \$275 or less.

6. WorldFest

- a. Available slot for 1:30-3:00. 4:30-6:00 slot is also available. DEI booth representation at WorldFest. Email Addy if you would like to help during these times.

- b. 2<sup>nd</sup> year in a row, this event is falling on Ramadan. It has been brought up to Michele as a conflict that will happen again. Committee will be discussing dates in the future to prevent this from happening in the next year.
  - c. Ramadan event will be on the 29<sup>th</sup> at SMSU. Contact Office of Diversity and Inclusion at SMSU to get more information
  - d. Booth materials-Flyers will be available; tablecloths, pens, stickers need to be decided on today.
    - i. Tablecloth quotes brought to DEI meeting today by AP and Western Printing. Amanda is recommending the standard 6' size tablecloth for the DEI coalition. Sara brought up how it can be tough for visitors to know who the DEI coalition is so a tablecloth would be a good idea to have. Nicole also brought up how the quotes are expensive. Michele talked about how the color needs to be available for the tablecloth.
    - ii. Banner would be ordered from Amazon for \$95.99 on the DEI logo. First design has the guiding principles. QR code may need to be moved to the top of the banner so that people see. Sharon brought up how the symbols of numbering might be misunderstood. 1<sup>st</sup> was chosen, but symbols should be included. QR code will be moved to make more accessible for all. Header colors might need to be changed so that all can see them. Make the headers larger.
    - iii. Motion to order the 1<sup>st</sup> banner by Sara Runchey. Seconded by Michele. George motioned to approve of the ordering.
    - iv. Stickers brought forward. 120 pack for \$28.97. More stickers might be needed. Timothy-Could they be bought in bulk? Addy will purchase from Amazon for the WorldFest after a motion. George motions to approve of buying stickers. Approved.
    - v. Pens- 500 pens for \$139. Assorted colors. George motions to approve of buying pens. Michele makes a motion to purchase pens. 4imprint was brought up as an option from Joyce. Jeet brought up how the mission statement should also be included on the pen. Addy said how there is a limit for what can be placed onto the pen. A short logo could be placed on there. Pens will be ordered later once 4imprint is looked at.
  - e. Standing members: If anyone has any information that they would like to be at the booth, let Addy know before next Friday.
7. Welcoming Week: Tuesday Sept. 19<sup>th</sup>
- a. Subcommittee needs to be created for this. If anyone is interested in being on the subcommittee, let Michele know.
8. Youth Sports & Activity Expo
- a. Asked by Visit Marshall to have a booth. Saturday May 6<sup>th</sup>. Will be sent out with meeting minutes.
9. Juneteenth and Pride

- a. Ashley shared that June 9<sup>th</sup>-11<sup>th</sup> for Pride with tentative plans are being established. The website will have information added.

10. Youth Advisory Board

- a. Amanda gave an update about the Youth Advisory Board. Amanda researched bylaw to change the verbiage for adding a youth member.

11. Race Equity Workshop

- a. Amanda shared that the League of MN cities heard of the DEI events going on and they would like to host a Race Equity Workshop in July. Exciting news that the League of MN Cities has heard about the DEI commission for City of Marshall.
- b. George-What will the workshop look like? Amanda said that it will be a leadership training session. It is for city leadership to come together to talk through DEI initiatives and how to move forward. Sharon talked about how it will be a good discussion event for the cities. Learning from one another on bringing DEI forward on how it is necessary.

12. Website

- a. The City website doesn't track information for how many visitors on the website.

Meeting adjourned at 4:17 PM.

Respectfully submitted,

Lauren Mellenthin

# Diversity, Equity, & Inclusion Commission Budget

## DRAFT

Expenses			
	<u>Original Budget</u>	<u>Activity</u>	<u>Balance</u>
General Professional Services	5,000.00		5,000.00
General Supplies	1,500.00		1,500.00
Advertising & Marketing	2,000.00	149.91	1,850.09
Conferences & Training	1,500.00		1,500.00
Totals:	10,000.00	149.91	9,850.09

Pay Scale:

(4 languages - Spanish, Hmong, Karen, Somali)

**Flyers / Posters / Banners / Marketing Materials** (word count 1-75 words)

- \$45

**Press Release**

- \$75

**Multi-page Report / Document** (up to 5 pages)

- \$150

**More than 5 pages**

- \$150 + \$25 per additional page

**Videos** (range from 1-5 minutes)

- \$100

**Revisions to existing documents** (word count 1-75)

- \$45

\*All projects include review and final approval by both parties prior to payment

**Predicted Costs:**

1 time use of each service (+2 additional pages with multi page per lang.)

\$2,460

PENS

Customize


\$152<sup>19</sup>

FREE delivery May 8 - 15. [Details](#)

Qty: 1

Add to Cart

Add to List



Note: Display is an approximate preview.

\* Choose Personalization with Text only, Logo, or Logo+ Text

Personalization with Text only

Personalization with Logo + \$10.00

Personalization with Logo+Text + \$15.00

Font Name

Helvetica

Line 1 (Optional)

Diversity, Equity 8 character(s) left

Line 2 (Optional)

& Inclusion Commission 3 character(s) left



## Customize

\$152<sup>19</sup>

FREE delivery May 8 - 15. [Details](#)

Qty: 1

Add to Cart

Add to List



Note: Display is an approximate preview.

### \* Choose Personalization with Text only, Logo, or Logo+ Text

Personalization with Text only

Personalization with Logo

+ \$10.00

Personalization with Logo+Text

+ \$15.00

### Font Name

Arial

### Line 1 (Optional)

Diversity, Equity &

6 character(s) left

### Line 2 (Optional)

Inclusion Commission

5 character(s) left

4Imprint: about \$10 cheaper, but you cannot see a preview of product until after purchasing

TABLECLOTHS

Customize


\$78<sup>98</sup>

FREE delivery May 19 - June 9. [Details](#)

Qty: 1

Add to Cart

Add to List



Note: Display is an approximate preview.

Upload your Logo

Upload your Logo

\* Color of Table Cover


Logo Needs to be minimum of 5500 pixels PNG Only.

Green

Upload your Logo (Optional)

Logo Needs to be minimum of 6000 pixels PNG Only.

Upload a file no larger than 15MB in JPEG or PNG format.



Edit

Replace

Delete

Front Text

Write your text then rotate, scale, and place it anywhere you like!

Acme

Item 4.

Page 10

## Customize



\$78<sup>98</sup>

FREE delivery May 19 - June 9. [Details](#)

Qty: 1

Add to Cart

Add to List



Note: Display is an approximate preview.

### Upload your Logo

Upload your Logo

#### \* Color of Table Cover

Logo Needs to be minimum of 5500 pixels PNG Only.

Purple



#### Upload your Logo (Optional)

Logo Needs to be minimum of 6000 pixels PNG Only.

Upload a file no larger than 15MB in JPEG or PNG format.



Edit



Replace



Delete

#### Front Text

Write your text then rotate, scale, and place it anywhere you like!

Acme



## Customize

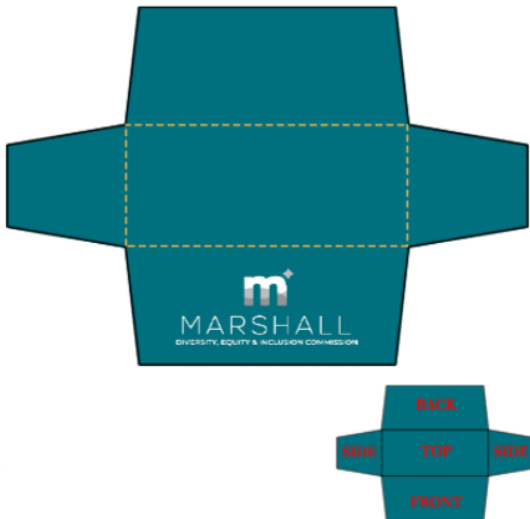
\$84<sup>99</sup>

\$15.99 delivery May 15 - 25. [Details](#)

Qty: 1

Add to Cart

Add to List



Note: Display is an approximate preview.

### \* Custom Options

Custom One Side

Custom Two Sides

+ \$2.99

Custom Three Sides

+ \$3.99

See all 5 options

### \* Select Background Color

DarkTurquoise 00707e

### Upload Front Logo/Image (Optional)

Upload a file no larger than 15MB in JPEG or PNG format.



Edit

Replace

Delete