

City of Hyattsville, Race & Equity Task Force Committee
Meeting Minutes
Date: July 23rd, 2024
7:00 pm - 8:30 pm

Participants:

Task Force Members:

- Co-Chair Alicia Freemyn (AF)
- Co-Chair Daniel Amador (DA)
- Record Keeper Secretary Jocelyn Medallo (JM)
- Member Nykia Clemonts (NC)
- Member Rosheen Kabraji (RK)

Staff:

- Race & Equity Officer Shakira Louimarre (SL)
- Communications Manager, Cindy Zork (CZ)
- Council Member Michelle Lee (ML)

Community Members:

- Maximiliano Vasquez (MV)

7:00 pm - Welcome & Call to Order – Co-chair Freemyn

7:00 pm - 7:05 pm – **Roll Call** – Co-chair Amador

7:05 pm - 7:10 pm – **Acknowledgement of Guests**– Co-chair Amador

- Welcome, Maximiliano.

7:10 pm - 7:15 pm – **Approval of May and June Meeting Minutes**– Co-chair Amador

-JM moves to approve; NC seconds; all in approval and none in abstention.

7:15 pm – 7:40 pm –**Hello Hyattsville and Community Engagement Strategies Discussion**–

Communications Manager, Cindy Zork

- Overview of Hello Hyattsville
 - We have had this platform for 3 years, brought on during COVID pandemic when in -person interactions were halted. We were looking for platforms for

community engagement, including prioritization of English and Spanish. There are 620 registered users. We use this in collaboration with in-person engagement.

- Park and road improvements, in-person sessions in King Park where kids and people could provide input on a park project. We were then able to recreate a similar dot voting tool online. We had a consultant working on that project. At the in-person event we had 45/50 people come, but in combination we were able to up that in the 100s with engagement.
- If you go to HelloHyattsville.com, there are roughly 10-12 active projects. You can go back through the timeline to see the various phases of engagement.
- How to Participate:
 - We tried to make login process as easy as possible – site upgraded so now you can have anonymous participation and now you are able to login without. New projects are announced in City communications. You can sign up to “follow” projects to receive updates.
- Tips to Remember:
 - Bookmark the page for easy access.
 - Look for new projects announced in your Hyattsville Reporter.
 - Follow a project to get updates.
 - Your voice is important!
- DA: What is the demographic breakdown in terms of participation?
 - CZ: Demographic information is optional, so it is a smaller percentage. Probably the most important information is that people identify their ward. We see a lot of wards 1 and 2. White women in age 30-35 age range is the

largest demographic. Our Facebook page attracts a larger Latinx population and comments are provided in Spanish and expected to respond in Spanish. On HelloHyattsville, you can toggle between English and Spanish, but so far we have not received a written comment in Spanish.

- Example: Pet Waste Station Survey
 - ML: There is some inequity with wards 3, 4 and 5. I would appreciate people filling out the survey.
- Example: King Park Survey
 - CZ: In one of the initial phases, the team wanted to hear big pictures ideas. This was used in collaboration with an in-person event. In the second phase, they became more specific – they shared the plan elements and asked if they liked it. You can do it in phases. You can do an in-person engagement.
 - It takes us about 1.5 weeks to put together a project on the platform. My team can translate it into Spanish. We usually give at least a 2-week window. It can be advertised in social media, along with physical mail.
- NC: I will make sure my neighbors know about this and I will send reminders for my ward.
 - CZ: We are always looking for meeting people where they are engagement.
- RK: It gives us a useful idea of given the demographics of who we would reach at the website, mainly wards 1-2. Do you have any experience engaging the other wards? Have there been any campaigns or data to engage the other wards?

- CZ: AF and I ran into this with the Redistricting project. We needed to get everybody. For Communications, our audience is always everybody and we are working hard to get that success. Being out at events where they are hosted. We also tried mailers in the past. We had to identify budget for that. With the last election cycle, we held a specific voting event in wards 4 and 5. In the past people have done voter registration at the Metro station.
 - SL: Listservs to the app Class Dojo through the county schools. Looking at audiences where people are already tuned in. Churches – fliers with a QR code.
 - RK: Have you put notices on the email chain for Hyattsville – Hyattsville Nurturing group? Just a reminder that this exists.
 - CZ: It’s been a long time since we did that – mostly done during the pandemic. We use a touch of caution because they are individually managed and we want them to be. We have a weekly email newsletter and we will share that in the HOPE listserv, Aging in Place listserv and others. We try not to engage in a back-and-forth because we don’t constantly monitor those platforms.
- CZ: We have a list of non-profits that we can also use as outlets.
- AF: For RETF, our next steps: we can save some of this brainstorming for another meeting and think about how we plug CZ into our needs and to give them a longer timeline.

- CZ: I will add that we are getting started on a resident survey and we were able to sneak in a few questions into that survey. We could add equity questions baked into that survey. We want to make sure we are benchmarking over what we collected last time. The final report will be due to Council in 2025.
- AF: I would love to see the questions from the last survey.

7:40 pm – 7:45 pm – Committee Vote on Cancellation of August Meeting– Liaison

Louimarre

- During last meeting it was brought up for discussion potentially canceling the August meeting. SL did the digging from the January meetings minutes, and we did not actually cancel the August meeting. If you would like to do that, now would be the time to vote. To give you a full picture, the timing of the August meeting would make it so that you don't meet until September, which complicates how you set up the community engagement. You would likely have to push back some of the outreach dates (International Summer Jam and Hispanic Summer Jam). To formulate the strategy as an entire group, it must be as a whole. If the group decides to cancel, maybe 1-3 volunteers of a sub-committee could get the strategy started.
 - DA: Is August (27th) the only month we talked about discussing?
 - SL: Only requirement is meeting 8 times a year.
 - AF: I want to clarify the suggestion. If we don't have a larger meeting and instead having a sub-Committee meeting in August, the sub-Committee

would work on question in preparation. Is that the ask? If we did this in August, it would be a working meeting.

- SL: It would be a small non-quorum group to work on questions and strategy to be presented in the September meeting. There is no rush for community engagement and to present at the Council meeting – I have been encourage to reiterate that.
- AF: If we can make quorum, maybe the energy leans to saving our PTO to end of the year. We can keep the August meeting on the books. If we are not canceling it, we don't need to vote.

7:45 pm – 8:32 pm – Equity Plan Work Session– Liaison Louimarre

- SL: This Friday, the 26th, is the deadline to submit the finalized report and presentation in advance of the Council meeting. I have scheduled meetings with the relevant City departments. They will respond to sharing any discrepancies (e.g., examples of statements made by other jurisdictions; updating the assets to reflect more recent initiatives) and I have been adding those directly. There have not been any major substantive changes.
- AF: My only question is if there are any major updates in the draft that also need to be in the presentations. Will you let us know or make sure they correspond?
 - SL: I will update that.
- SL: Scheduling 1 hour meeting between July 29 and August 1 to do a practice run through individual sections and answer any final questions. JM and AF out for that period but will find time after August 1. The feedback I have received so far

focused on adding to City assets assessment. Review of current draft of slides. I can discuss further on one-on-one meetings.

- ML: Proud of everyone for the hard work you have put in. Sending the Pet Waste Link and Ward 4 is having a Ward 4 day – I can send the flyers.

8:35pm – Adjourn Meeting – Co-chair Amador

- Review of items on the September Meeting Agenda
 - DA moves to adjourn; JM seconds; all in favor.