



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: LOLI RESPINI POLLARD, TOWN MANAGER
RE: DISCUSSION TO CONSIDER IMPLEMENTING A SOCIAL EQUITY INITIATIVE
DATE: NOVEMBER 5, 2020

Summary and Background: Town Council was approached by a diverse group of artists to paint a mural supporting Black Lives Matter on the Town of Frisco Main Street. Support from the community for this project led Council to believe that social equity should be further investigated.

Mayor Mortensen and Council Member Sherburne met with Town Manager, Nancy Kerry, and Human Resources Manager, Loli Respini-Pollard, on September 10th to discuss Council's expectations on this topic. During this meeting, it became evident that members of the community needed to be involved in social equity discussions.

Analysis: Invitations were extended to members of the community who had previously expressed interest in this topic. The Town organized three meetings. Representing the Town in these meetings were the following: Hunter Mortensen, Mayor, Melissa Sherburne, Council Member, Nancy Kerry, Town Manager and Loli Respini-Pollard, Human Resources Manager. Citizens participation consisted of the following: Kate Hudnut, Claudine Norden, Consuelo Redhorse, Dr. Marion Smith, Shannon Galpin, Melissa Ruiz, Laura Rupert, Javier Pineda, Joyce De La Torre, Peter Bakken, Elizabeth Adrian and Roberto Santos.

Overall, the community members were excited to be invited to participate in this new social equity initiative and all agreed there are opportunities with this initiative that could make Frisco a better community.

Topics that participants prioritized were as follows:

1. Housing
2. The people from Frisco
3. Create and facilitate "the conversation"
4. Recreation activities
5. Promote respectful speech
6. Wear who we are on our sleeves

Financial Impact: Town Council approved \$30,000 for any Social Equity Initiatives in the 2021 budget. The NLC cost will be ~\$15,000 to ~\$20,000.

Alignment with Strategic Plan: Implementing a thorough plan will align with the Inclusive Community Goal.

Staff Recommendation: Based on the information contained in this report, it is recommended the Town Council contract with the National League of Cities (NLC) to work with their Race, Equity, And Leadership (REAL) team.

The next step will be to normalize the knowledge on racism in America. Then, identify how Frisco wants to be known, address the identified items in the community meetings, and analyze current policies that might be preventing equality at the Town of Frisco. Lastly, implement programs and policies to advance racial equity in the Frisco community. The team from the REAL program would assist with this implementation if a contract were to be signed.

Reviews and Approvals:

This report has been reviewed and approved by:

Bonnie Moinet, Finance Director
Nancy Kerry, Town Manager