City of Pflugerville

Minutes - Final

Equity Commission

Monday, January 25, 2021	6:00 PM	1008 W. Pfluger Street, Pflugerville, TX

Regular Meeting (Telephone/Video Conference)

NOTICE IS HEREBY GIVEN in accordance with order of the Office of the Governor issued
March 16, 2020, the Equity Commission will conduct this Meeting by telephone/video conference in order to advance the public health goal of limiting face-to-face
meetings to slow the spread of the COVID-19. There will be no public access to the location
described above.

This Meeting Agenda, and the Agenda Packet, are posted online at https://pflugerville.legistar.com

This telephonic/video meeting will be hosted through WebEx.
Meeting Public URL: https://pflugervilletx.webex.com/pflugervilletx/onstage/g.php?MTID=e2dfa502283d0131b2b414dfa14bb0a82
Meeting Number / Code: 146 248 5093
Dial-in Number: +1-408-418-9388 (US toll)

Citizens Communication will only be allowed via telephone/video conference. All speakers
must register to speak at least 2 hours in advance of the meeting. All comments will occur at
the beginning of the meeting under the Citizens Communication item. Speakers must call in at
least 15 minutes prior to the meeting start in order to speak. Written comments may also be
submitted 2 hours in advance of the meeting.

To register to speak or to submit written comments, please email JenniferC@pflugervilletx.gov at least 2 hours in advance of the meeting.
A recording of the telephone/video meeting will be made, and will be available to the public
upon written request.

1. Call to Order

Chair Matlock called the meeting to order at 6:00 p.m.
Equity Commission: Chair James Matlock; Vice-Chair Shawn Douglas; Mr.

Donald Scott, II; Ms. Elizabeth Guillory-Medina; Ms. Amy Hart; Ms. Daisy Delgado Castillo; Deputy City Manager, Trey Fletcher; City Manager, Sereniah Breland; Library Director, Jennifer Griswold.

Secretary Autumn Arnett joined at 6:13 p.m.

2. Citizen Communication

None

The Equity Commission welcomes public comment on items relevant to equity in the City of
Pflugerville. In accordance with the Texas Attorney Generals' opinion, any public comment
that is made on an item that is not on the published agenda will only be heard by the Commission. No formal action, discussion, deliberation, or comment will be made by the
Commission.

None

3. Approval of Minutes

3A. 2021-0109 Approval of the January 11, 2021 minutes.
Jennifer Griswold, Library Director

Chair Matlock called for the approval of the minutes.
The minutes were approved by acclamation

4. Presentation

4A. 2021-0111 **Presentation regarding Aspire Pflugerville 2040 Comprehensive Plan Vision and Guiding Principles**
Emily Barron, Planning and Development Services Director

Planning Director Emily Barron presented on Aspire Pflugerville, the City of Pflugerville Comprehensive Plan. She shared the vision and guiding principles that were adopted by the City Council and that form the foundation of the Comprehensive Plan. She further explained there would be community engagement activities over the next few months. Director Barron explained that the goals, policies and action items of the final Comprehensive Plan will be adopted by council in early 2022.

Ms. Barron spoke about various plan elements and their interconnectivity. These include parks, land use, growth, development character, infrastructure, economic development, and housing. She spoke about public outreach in the form of social media activities including challenges, surveys, and other interactive measures. Ms. Barron spoke about the first survey conducted in the Fall of 2020, which focused on the future vision of the community members and what they would like to see. Ms. Barron explained that the feedback from the survey helped draft the Vision Statement for the Comprehensive Plan. Ms. Barron went over each guiding principle and where they ranked in the survey. Guiding principles of the plan include: Diverse and equitable, community oriented, fiscally responsible, environmentally sustainable, safe and healthy, and economic opportunities for all.

Finally, Ms. Barron presented the timeline of the Comprehensive Plan including upcoming activities, and the link for more information. Ms. Barron invited the Commission members to participate.

Secretary Arnett asked about demographic information of the events. Ms. Barron affirmed that information is collected and available on the website.

Chair Matlock thanked Ms. Barron for presenting the information. He stated that he is on a quest to identify goals and objectives for the Commission moving forward and that it is important for the Commission to understand what has already been done so they can benchmark from there and identify opportunities.

5. Discuss Only

5A. 2021-0113 Discuss metrics to evaluate effectiveness of equity efforts
Jennifer Griswold, Library Director

Chair Matlock gave the floor to Ms. Griswold to discuss the metrics to evaluate effectiveness of equity efforts. Ms. Griswold reported on the answers to Chair Matlock's questions about measures the City is taking including: the current policy for Minority- and Women- Owned Business Enterprise (MWBE), last year's participation rates for MWBE, if there is a program for recruiting Small Minority Business Resources to work in the City, and whether there were MWBE goals established for each Capital Improvement Project (CIP) funded by the City. Ms. Griswold stated that according to the Finance Department, these are not currently tracked. The City follows federal guidelines on small and small minority owned businesses which includes three quotes for projects over $3,000, two from Historically Underutilized Businesses (HUB).

In response to Chair Matlock's question on complaints about access to City facilities and from disabled persons, Ms. Griswold gave Chair Matlock the link to the City's Americans with Disabilities (ADA) Coordinator for information.

Ms. Griswold also stated that the City currently is not capturing this data.

In regard to current measures the City is taking with staff and Equity, Diversity and Inclusion (EDI) training, Ms. Griswold provided the Commission with a list of training required by all City staff. This list was compiled by the People and Culture Department of the City of Pflugerville.

Chair Matlock stated that there seems to be some gaps there, and spoke about his work with Ms. Griswold and Deputy City Manager Fletcher, and how these questions came about. He stated that there seems to be the minimum being done and that presents opportunities for the Commission. Ms. Griswold clarified that the City of Pflugerville is creating an internal EDI committee of

employees and is laying plans for an employee survey.

Chair Matlock stated he would like to meet with the Director of People and Culture and perhaps have her present to the Commission so that the two entities can grow together. He further stated he would like to meet with the City Attorney to discuss complaints that relate to EDI including ADA, age and race discrimination among other topics.

Chair Matlock asked Ms. Griswold if there was anything else to add. Ms. Griswold answered in the negative.

Chair Matlock asked the rest of the Commission if there were any further questions.

Vice-Chair Douglas suggested adding information from Pflugerville Police Department regarding access to reports on racial profiling and information from the campus police departments with the understanding they are two different entities. He suggested we have that information before going into the retreats.

Mr. Scott followed up on the comment about campus police. He asked if the school district provided any information on EDI efforts, again with the understanding that the school district is a separate entity from the City. Mr. Scott stated that often they overlap.

Secretary Arnett stated she has a couple of Public Information requests in to the district in regard to hiring, and also in regard to the redistricting plan for next year. The aim is to ensure the plan was taking into account racial and economic diversity. As yet, she does not have that data and assumes the district does not have that data readily available for the public. She is working on a couple of reports.

City Manager Breland suggested a community conversation with the school district and that they consider it at the retreat.

Chair Matlock made certain Ms. Griswold was able to capture this information.

Vice-Chair Douglas added that they could pull the state accountability data and that it is not comprehensive, but they may find that, in terms of economic diversity and actual diversity, they could get some rough percentages on a per campus basis. This might include test scores and other data of state accountability. Vice-Chair Douglas was unsure how current the data is, but was fairly confident it was at least annual.

Secretary Arnett stated she believed it was fairly current, but it did not give information for the redistricting plan. Ms. Guillory-Medina added that they have launched a district-wide Black Parents Network, an advocacy network for parents in the district. She suggested it might be an agenda item for the retreat to discuss what other Equity initiatives outside of the Commission they are involved in, to help build momentum and avoid duplication.

Chair Matlock mentioned that City Manager Breland said something profound about focus of efforts. He also stated they are getting away from the City's purview when they start to discuss Pflugerville Independent School District

(PfISD), and cautioned the Commission that they need to be careful. He maintained that they can gather information but their actions and influences as would be more so from a parent level than a Commission level.

Ms. Medina stated that it was important for everyone to understand what each other is doing from an informational standpoint.

Chair Matlock agreed and stated that it is why it is so important for them to have a strong mission statement and goals and objectives. He further stated that that is why the retreat is so important to help establish these so they can make positive changes.

6. Discuss and Consider Action

6A. 2021-0112 Retreat

James Matlock, Chair

Chair Matlock spoke about his conversation with Mr. Quincy Dunlap and Ms. Pam Owens, and remarked that both consultants thought it would be best if they collaborated. Chair Matlock stated that he was reminded by Ms. Owens that in this type of work it was important to have a deep understanding of each other and yourself and the associated bias we all bring to the table. He stated that he understood these things can be difficult and that before they get into the goals and objectives, they should get an understanding of themselves and each other. He stated that it was suggested that they meet Feb. 6th for a couple of hours virtually, so everyone could understand what they were about to get into. The consultants suggested the Commission meet on the 6th and to prepare for what they are about to do. They further suggested that the Commission have two meetings for 3-4 hours each, so they could get to know each other and define the mission statement, how it fits in the overall City mission statement, and define goals and objectives, that would then help identify initiatives.

Secretary Arnett, expressed some concerns about the time commitment required and did not want it to appear that she thought the work was unimportant, but perhaps they could condense it.

Chair Matlock said he understood but that this work should not be rushed. He agreed they could condense it some. He further stated that he felt it was important to understand who people are and to understand personal bias. He wanted the Commission to know that the work on bias will initially get intense, but sets them up to do the work going forward. Both presenters agree that it cannot be rushed.

Secretary Arnett agreed that nothing can be done until they get through these exercises. She stated she also had experience. Secretary Arnett further stated that she thought perhaps they should use this time as a team building work and maybe in the next regular meeting, hammer out what the mission, etc. is instead of using the retreat to do that work.

Vice-Chair Douglas agreed. Chair Matlock stated that the aforementioned suggestions were the ideas that the consultants came up with.

Vice-Chair Douglas stated that he was not suggesting tying the hands of the consultants but suggesting they set some boundaries based on what they can do. He stated they might have to rethink what they hope to get accomplished, and he agreed with Secretary Arnett about using the retreat to do the teamwork and regular meetings to define areas of interest and what the pillars are they are going to address.

Chair Matlock stated that the consultants have offered another option where they could do a Saturday and then come in during regular meetings to assist. He suggested on the 6th they talk about constraints and then identify some regular meetings where facilitators can come in. There are several different formats the Commission can choose from. The goal of the trainings would be to get everyone at the same place.

Vice-Chair Douglas asked if there was a proposed agenda for the 6th. Chair Matlock said he was working with Pam and Quincy on the agenda and will have it available before the 6th. They want to get to know each other, who we are, and goals and objectives moving forward.

Chair Matlock asked if there were any other questions. Vice-Chair Douglas stated he would also like to hear from the rest of the Commission.

Ms. Medina agreed that the time commitments were a challenge and it seems the decision is somewhat made but wanted to at least say that she also has experienced these types of development growth opportunities and agrees it is valuable she also recognizes the format is a challenge.

Chair Matlock stated that he does not want to dictate but wants to make sure they have a solid foundation. If the Commission feel they have a strong foundation they can vote. He proposed they still meet on Feb. 6th and one additional meeting either on an evening or an additional Saturday.

Secretary Arnett, suggested they flip the order and work on what they want to do as a group then over the next few months work with Pam and Quincy.

Chair Matlock stated he understood, and again stated both consultants said that they needed to do it in a particular order where the team building and bias training came first.

Secretary Arnett agreed the consultants were great but the Commission also needed the organizational structure.

Chair Matlock asked for clarification on how the Commission wanted the retreat structured. He asked if they wanted to work on the structure first then team building and training.

Secretary Arnett answered in the affirmative. She further suggested they schedule all three meetings at once.

Chair Matlock said he was not sure of their availability and one of the things they would discuss on the 6th was what dates work for the group as a whole.

Vice-Chair Douglas said he agrees with both the Chair and Secretary, but that the Chair brings up a good point about what can be done at the retreat in

reference to bias. He also agreed with Secretary Arnett that the Commission needed structure. He suggested they plan out what they are going to accomplish at the retreat, and then use regular meetings to work on those.

Chair Matlock suggested the Commission can on the 6th, begin working on structure for the organization including a mission statement. In follow up meetings, they can bring in the consultants in based on their availability in the evenings.

Chair Matlock ask for more comments from Commission.

Secretary Arnett asked to clarify that the structure work would be done in the regular meetings and the unpacking bias in the retreat.

Chair Matlock said that was correct.

Vice-Chair Douglas also said that was accurate.

Vice-Chair Douglas and Chair Matlock said they would like to hear from the rest of the group.

Ms. Hart declined to weigh-in.

Ms. Guillory-Medina agreed with the plan.

Chair Matlock asked to hear from Ms. Castillo. She asked if citizens would participate in the retreat. Chair Matlock said no. City Manager Breland said no. Ms. Castillo stated that if they were going to get into the nitty gritty about bias, that it would be best to reserve it for the Commission rather than for the public.

Chair Matlock stated they need a 3rd party to facilitate. The retreat would not be open to public discussion and extended an invitation to Trey and Sereniah to participate. Ms. Castillo said she was speaking more along the lines of someone from the community wanted to participate.

City Manager Breland said no, it would be conducted like an open meeting. The public could only participate in the public comment. She suggested that in the future they may consider a participant led discussion and that she respects Ms. Castillo's position.
Chair Matlock reiterated that the only thing that needs to be tweaked further is reducing number of meetings.

7. Future Agenda Items

7A. 2021-0114 Upcoming Agenda Items
Jennifer Griswold, Library Director

Ms. Griswold suggested standardizing regular meeting dates/times.

Secretary Arnett said they should set regular meetings for the Commission and work the consultants in according to the consultant's schedules. Secretary Arnett suggested a doodle poll to set dates and then adjust as needed.

City Manager Breland explained the need for standardized meetings in planning with City Council.

Chair Matlock asked what constraints City staff had with recurring meetings, and to let them know when they occur.

Upcoming agenda items:
Bias work associated with Equity Commission
Mission statement
Set meeting dates and times

Chair Matlock called for a motion to approve upcoming agenda items. Vice-Chair Douglas moved. Motion passed by acclamation.

8. Adjourn

Chair Matlock adjourned the meeting at 7:20 p.m.

Respectfully submitted,

Jennifer Griswold, Library Director

Approved as submitted on February 8, 2021.