



Agenda
Minnetonka Diversity, Equity & Inclusion Task Force Meeting
Tuesday, July 27, 2021
6:30 p.m.
Minnetonka Community Center – Dining Room

1. Roll call
2. Acceptance of minutes from June 29, 2021 task force meeting
3. Focus groups
4. minnetonkamatters.com survey
5. Other community outreach
6. Next meeting: Tuesday, August 24 at 6:30 p.m., Minnetonka Community Center
7. Adjournment

DE&I Task Force Ground Rules

- ❖ Be courageous, authentic, and honest.
- ❖ Come open to learn and listen to understand.
- ❖ Assume positive intent and attend to your impact.
- ❖ Honor lived experiences and center marginalized voices.
- ❖ Acknowledge your own privileges, biases, and discomfort of not knowing all the answers.
- ❖ Allow space for disagreement, while relating to each other with kindness and mutual respect.
- ❖ Move towards solutions or the next wise action.

**Diversity, Equity & Inclusion Task Force
Item #2
Meeting of July 27, 2021**

Brief Description: Minutes of June 29, 2021

Attached are the June 29, 2021 Minnetonka Diversity, Equity and Inclusion Task Force minutes for review and acceptance by the task force.

**Minutes
City of Minnetonka
DE&I Task Force Special Meeting
Tuesday, June 29, 2021**

Members Present: Brad Wiersum, Kissy Coakley, Mary Pat Blake, Mary Pat Noonan, Sandy Johnson, Dr. Nerita Hughes, Dr. Tyrone Carter, Bishop David Johnson, Rickey Brown

Staff: GERALYN BARONE, SCOTT BOERBOOM, RACHEL MEEHAN, HANNA ZINN

1. Roll call - introduction of task force members

Mayor Wiersum called the meeting to order at 6:36 p.m. and members introduced themselves.

2. Acceptance of minutes from June 29, 2021 task force meeting

Based upon a recommendation from Karyn Sciortino Johnson, who was unable to attend the meeting, Barone proposed amending Section 3 of the June 29 minutes as follows:

~~Finalize t~~Task force ground rules

Wiersum read the draft ground rules as discussed at the first task force meeting and asked for feedback. Following group discussion, the task force made amendments and asked Barone to do final wordsmithing. The proposed revisions are as follows: ~~amended its ground rules to read as follows:~~

This change to the minutes was agreed upon by the task force.

- 2a. Finalize task force ground rules

Comments were opened for moving forward with two options for establishing the ground rules:

- a. Using the updated version in the minutes from the last meeting
- b. Using the updated version submitted by Karyn Sciortino Johnson and included in the meeting addendum

The task force agreed to accept the task force ground rules recommended by Sciortino Johnson as follows:

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A short discussion was held about open meeting laws and not hitting “reply all” on emails. The suggestion was made to blind copy members on future correspondence to avoid potential violations.

3. City DE&I efforts

Barone highlighted internal and external DE&I efforts underway in the city.

4. Community DE&I efforts

Barone noted the list of community-based groups independently involved in DE&I efforts. She indicated that since the last meeting packet, the YMCA’s Equity Innovation Center of Excellence was added to the list because there are two YMCA locations in Minnetonka.

Coakley suggested adding two other groups as potential partners: Community Mediation & Restorative Services and Minnetonka Housing Coalition.

5. Community engagement/feedback

Wiersum reviewed the questions and answers provided in the materials and asked for comments. Barone asked about important issues the task force members are looking for with community engagement efforts.

Brown suggested capturing progress and growth and see how things get done. He asked about what we are doing with the data we already have and what we are doing to move forward with the things we’ve done. He discussed having a specific target audience in place to get people to show up and participate. Brown desired a yearly opportunity to keep track of updates or changes in public needs/wants. He expressed the importance of looking at the future and vision of Minnetonka. He asked about how we sell what the future of Minnetonka is and how it can be understood from a survey today.

Coakley mentioned her work with the Minnetonka Collective and voiced frustration with doing the same things over and over again in the city. She made suggestions of how and where to engage with residents and the community. Her ideas included Resource West and ICA, calling people and knocking on doors to ask people to participate, going to apartment buildings or community rooms in those buildings to host a community conversation, and being at Cub foods or other common places where people gather to do extensive community engagement.

Dr. Hughes asked what the final question is we’re trying to ask people when trying to engage them, especially with how to engage and who to engage. She proposed hosting a community conversation to present the data and show what has been done and what could be done in the future. She asked about how to make intentional outreach possible.

Wiersum referenced data collected by the community survey and Minnetonka Collective and asked how to get meaningful data from underrepresented groups

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across the city. He noted dissatisfaction is an important measure that isn't really represented in our city's survey data.

Blake asked about using city resources to conduct a large research project across the community to reach respondent groups and get deeper understanding from their answers to different surveys already taken. She said taking on two or three big issues would be desired.

Dr. Carter brought up targeting underrepresented groups in order to more accurately discover issues within Minnetonka, rather than trying to get a larger sample all at once.

Chief Boerboom offered connecting with apartment complexes that have parties or gatherings on Night to Unite in order to show up and collect information.

Bishop Johnson offered up his church to host meetings or opportunities for engagement with the community. He emphasized the need to focus on a specific topic, rather than trying to fan the interests of the group. Establishing relationships has to happen first, which takes time.

Noonan added the virtual connection is still important to have.

Barone asked about utilizing relationships to make impactful change and reaching out to folks with opposing views. She discussed the opportunity to use a survey on Minnetonka Matters with a focused approach. Wiersum discussed the idea of doing a combination Minnetonka Matters and focus groups with targeted topics for discussion. Brown offered using the current survey data we have to curate questions and either validate this data or show blind spots to questions being asked.

Task force members discussed issues of interest to include in the survey and focus groups, including policing practices in Minnetonka, perceived discrimination in the Minnetonka School District and the impact of open enrollment on the community. The group expressed interest in hearing from students and families.

The group discussed finding a facilitator with a marketing background to ensure the right questions are asked and utilizing MinnetonkaMatters in a targeted way to ensure the platform is catching the desired audience. A concern was expressed about the potential for getting duplicate responses (e.g., individuals responding more than once to a survey). The task force also expressed a strong interest in reaching out above and beyond the people that are most likely to participate vs. those that never participate. Several members offered to use their contacts to ensure that could happen.

For the next task force meeting on July 27, Barone will investigate and report on using a market researcher to conduct focus groups, along with preparing a survey for placement on the city's MinnetonkaMatters website.

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6. Adjournment

The meeting adjourned at 8:51 p.m.

Diversity, Equity & Inclusion Task Force
Item #3
Meeting of July 27, 2021

Brief Description: Focus groups

Background

At the June 29, 2021 DE&I task force meeting, the group expressed interest in working with a market researcher to conduct targeted focus groups. At the recommendation of task force member Mary Pat Blake, city staff engaged in conversation with Jeri Meola of EGL ACE Research and received a proposal to conduct this work.

Elements of the proposal are as follows:

The Task Force:

The Diversity, Equity and Inclusion Task Force (DEI) is charged with working collaboratively to engage the community, broaden policy outcomes and respond to the community's needs, views and expectations. The task force will advise the city council.

The Role of Market Research:

- The task force has a mission to accomplish – they need a DEI strategy that is accepted by the community.
- To accomplish this mission, they want to develop and execute a focus group process that allows key stakeholders to “hear” the Voice of the Community independently within an environment where the research is professionally conducted. They must go beyond “gut thinking” to the next stage of “analytical thinking” to develop their strategy.

The Role of EGL ACE Research:

- Partner with the task force to conduct up to 6 focus groups
- Ensure the task force receives insights to allow them to confidently develop a strategy based on community involvement
- Guide the task force on how to focus on learning about the “critical few” vs “trivial many” they need to develop a successful strategy that has “longevity”

City of Minnetonka Responsibilities:

- Assign a staff person to help manage the timeline
- Attend project kickoff (location TBD)
- Provide input into recruitment process
- Conduct all recruitment (6 individuals per group)
- Assist in the design of focus group protocol and process
- Attend groups
- Provide participant incentives (optional)
- Review the final summary of the focus groups and take appropriate action steps

EGL ACE Research Responsibilities:

- Develop project kickoff materials (includes accepted timeline)
- Develop focus group recruitment process
- Develop focus group protocol and process

- Set-up focus group Zoom meetings
- Provide experienced, professional facilitation for 6 groups @ 60 minutes
- Provide audio recording and transcripts of groups
- Provide an actionable summary report

Estimated Timeline (worst case scenario)

Phase	Timing
Project Kickoff Meeting	Week of August 9 th
Design Recruitment/Focus Group Process	Weeks of August 16 th – August 23 rd
Conduct Focus Groups (includes Recruitment)	Weeks of August 30 th – October 25 th
Present Results	Week of November 15 th

The following focus groups are proposed for task force consideration:

- African American
- Mix of ethnicities (e.g., Asian, LatinX, African, other)
- Disability
- LGBTQ+
- Religion/faith
- Parents of school-aged children

The following incentives for focus group participants are suggested, and guidance is requested for which are most appropriate:

- Gift cards to Caribou, Target or a local restaurant (\$25)
- Passes/couple months of membership at the city's Williston Fitness Center
- Voucher for discount to city's recreation or senior center programs
- A Minnetonka memento (water bottle or something similar)

The consultant has requested the creation of a small planning committee comprised of a few task force members and the assigned city staff person to assist with this project.

Discussion Points

- ***Does the task force agree with using market researcher Jeri Meola of EGL ACE Research to conduct focus groups on behalf of the task force?***
- ***Is yes, are there any suggested changes to the approach recommended by EGL ACE Research?***

- ***Does the task force agree with the proposed makeup of the six focus groups or have other suggestions?***
- ***Does the task force agree with the proposed incentives or have other suggestions?***
- ***Are there any task force members who wish to serve on a small planning committee with the consultant?***

Diversity, Equity & Inclusion Task Force
Item #4
Meeting of July 27, 2021

Brief Description: minnetonkamatters.com survey

Background

At the June 29, 2021 DE&I task force meeting, the group discussed placing a survey on the city's minnetonkamatters.com website platform. There was interest in validating questions already asked in the community survey.

Draft survey

In consultation with Peter Leatherman of Morris Leatherman, the firm that conducts the city's annual community survey, staff has prepared the attached draft survey for the task force's consideration. Once the task force has discussed and made any amendments to the survey, staff will ask the survey firm to make a final review of it before placing it on minnetonkamatters.com.

Communications plan

The city's communications team has prepared the following work plan, which highlights the different tools and channels available to promote the survey and engage widespread community participation.

Key Dates

Early August: Survey goes live on minnetonkamatters.com

Mid-September: Survey closes

Key Messages

- Seeking widespread community participation for representative feedback
- Survey will focus on general quality of life, city services/programs, housing, public safety, etc.

Communications Channels

Minnetonka Memo (city newsletter mailed to approximately 29,600 households)

- August: Invite people to take survey
- September: Last chance reminder

Digital Communications

- Website
 - Week of Aug. 2/9: Homepage news story with link
 - Survey link on minnetonkamn.gov/DEI
- GovDelivery Email (approximately 13,000 subscribers)
 - Early August: Invite people to take survey
 - Early September: Last chance reminder
- Social Media
 - Week of Aug. 2/9: Facebook, Twitter, Instagram, Nextdoor
 - Early September: Facebook, Twitter, Instagram, Nextdoor

- As needed

Targeted Audience Content (due week of Aug. 16)

- Flyers and shareable newsletter/eblast messages
- Translate content to additional languages – optional
 - Businesses: Share via GovDelivery; Community Development as see fit
 - Property managers/apartment buildings
 - School districts: Coordinate with local schools
 - Church/faith community

Public Event Poster w/QR code (due week of Aug. 9)

- Farmers Market

Discussion Points

- ***Does the task force have any suggested amendments for the minnetonkamatters.com survey?***
- ***Does the task force have any suggested amendments to the communications plan for the survey?***

City of Minnetonka
DE&I survey for [minnetonkamatters](#)
DRAFT 7-27-21

The City of Minnetonka's Diversity, Equity & Inclusion Citizen Task Force wishes to hear from the community as it prepares to make strategic recommendations to the Minnetonka City Council on ensuring the city is engaged, tolerant and compassionate about everyone. Your opinion is important, so please take a few minutes to complete this short survey, and share your experience by providing specific examples.

1. If you were to describe the city of Minnetonka to a friend or relative, how would you describe the city? [open ended]

2. How welcoming, if at all, do you think Minnetonka is?
 - a. Very welcoming
 - b. Somewhat welcoming
 - c. Not too welcoming
 - d. Not at all welcoming

Comments:

3. If you answered "not too welcoming" or "not at all welcoming", who do you think does not feel welcome in Minnetonka? [open ended]

4. Please rate the how welcoming a community Minnetonka is to residents of all backgrounds.
 - a. Excellent
 - b. Good
 - c. Only fair
 - d. Poor
 - e. No opinion

Comments:

5. Please rate how the Minnetonka community treats all residents with regard to respect.
 - a. Excellent
 - b. Good
 - c. Only fair
 - d. Poor
 - e. No opinion

Comments:

6. Please rate the city government of Minnetonka on how it treats all residents fairly.
 - a. Excellent
 - b. Good
 - c. Only fair

- d. Poor
- e. No opinion

Comments:

7. Please rate the City of Minnetonka on how it provides services to residents of all backgrounds.
- a. Excellent
 - b. Good
 - c. Only fair
 - d. Poor
 - e. No opinion

Comments:

8. Please rate how the Minnetonka community creates a welcoming community to people who of all backgrounds who work in Minnetonka.
- a. Excellent
 - b. Good
 - c. Only fair
 - d. Poor
 - e. No opinion

Comments:

9. Please rate the Minnetonka community creates a welcoming community to students of all backgrounds who attend school in Minnetonka.
- a. Excellent
 - b. Good
 - c. Only fair
 - d. Poor
 - e. No opinion

Comments:

10. What priority should it be for the City of Minnetonka to create a diverse, inclusive and fair community?
- a. High priority
 - b. Moderate priority
 - c. Low priority
 - d. Not a priority at all
 - e. No opinion

Comments:

11. How would you rate the quality of police services in Minnetonka?
- a. Excellent
 - b. Good
 - c. Only fair
 - d. Poor

- e. No opinion

If “only fair” or “poor,” ask: Why did you rate police services as (only fair/poor)?

Comments:

12. Over the past year, have you had any interactions with members of the Minnetonka Police Department?

- a. Yes
- b. No

13. What was the reason? [open ended]

14. How would you rate the way Minnetonka police employees handled the situation?

- a. Excellent
- b. Good
- c. Only fair
- d. Poor
- e. No opinion

Comments:

15. The City of Minnetonka provides a variety of amenities in the community, including parks, trails, Williston Fitness Center, Minnetonka Ice Arena, Shady Oak Beach and Minnetonka Senior Center. What barriers, if any, are there for you or your family members to use these amenities? Include which amenity(ies) that have barriers. [open ended]

16. The City of Minnetonka provides a variety of recreation programs, such as aquatics, exercise classes, summer parks, youth and adult athletic programs, and senior programs. What barriers, if any, are there for you or your family members to use these programs? Include which program(s) that may have barriers. [open ended]

17. Regarding affordable rental housing units, does Minnetonka currently have:

- a. Too many
- b. Too few
- c. About the right amount
- d. No opinion

Comments:

18. Regarding affordable owner-occupied housing, does Minnetonka currently have:

- a. Too many
- b. Too few
- c. About the right amount
- d. No opinion

Comments:

19. How did you hear about this survey?

- a. Minnetonka Memo
- b. Email
- c. Social media
- d. Friend/neighbor
- e. Farmers market
- f. Williston Center
- g. Other

20. Do you live, work or go to school in Minnetonka? (check all that apply)

- a. I live in Minnetonka
- b. I work in Minnetonka
- c. I go to school in Minnetonka
- d. None of the above

[Ask #21 of those responding a. in #20]

21. Approximately how long have you lived in Minnetonka?

- a. Less than one year
- b. One to two years
- c. Three to five years
- d. Six to ten years
- e. Eleven to twenty years
- f. Over twenty years

22. What is your zip code?

23. What is your age?

- a. 0 – 17
- b. 18 – 24
- c. 25 - 34
- d. 35 - 44
- e. 45 - 54
- f. 55 - 64
- g. 65 - 74
- h. 75 or older
- i. Prefer not to disclose

24. What race or ethnicity do you identify as?

- a. Asian/Pacific Islander
- b. Black or African American
- c. Hispanic/LatinX
- d. Native American/Alaskan native

- e. White
 - f. Two or more races or ethnicities
 - g. Other (please describe)
 - h. Prefer not to disclose
25. What gender do you identify as?
- a. Female
 - b. Male
 - c. Non-binary
 - d. Prefer not to disclose
26. In which school district do you live?
- a. Hopkins
 - b. Minnetonka
 - c. Wayzata
 - d. Other
 - e. Don't know
27. If you or your children are school age, where do they attend school? (check all that apply)
- a. Hopkins School District
 - b. Minnetonka School District
 - c. Wayzata School District
 - d. Private school
 - e. Charter school
 - f. Other
 - g. Not applicable

Thank you for taking the time to complete this survey. Your feedback is greatly appreciated!

Diversity, Equity & Inclusion Task Force
Item #5
Meeting of July 27, 2021

Brief Description: Other community outreach

Background

In addition to targeted focus groups and a widely circulated survey available on minnetonkamatters.com, the DE&I task force has discussed conducting other community outreach activities. These would include meeting people out in the community in their day-to-day activities, such as:

- City events (Farmers Market, Music in the Park)
- Apartments
- Senior center
- Williston Fitness Center
- Places of worship
- Athletic fields/arenas
- Grocery stores/shopping areas
- Door knocking

A number of these locations will be used to promote the minnetonkamatters.com survey. The task force is requested to provide feedback on what other engagement activities are desired at these locations, what the content would be, and who would do it.

Discussion Points

- ***What additional community outreach would the task force like to conduct?***
- ***Where should it be conducted?***
- ***What is the content of the engagement?***
- ***Who should conduct it?***