

Diversity Council
Meeting Agenda
March 23, 2021 at 6:30 PM
Virtual Meeting-
Via Zoom

Attendees: Jeff Israel, Alicia Washington; Leah Burnett, Sandra Bogdanski, Scott Rosado, Erica Pearson

Public Attendees: Patton, Marcus; Ferguson, Alice; Yvette Tucker

Absent:

1. Call to Order
 - Jeff Israel called the meeting to order at 6:30pm
2. Introductions
 - Yvette Tucker- Bristol resident
 - Chris Weedon- NBC/ Telemundo
 - Carlos Brea- NBC/Telemundo
3. Review and approve minutes from February 2021
 - Sandra moved to approve the minutes Leah second, minutes were approved
4. Public Participation
 - Yvette Tucker- Works at Naugatuck Community College. Was part of a Diversity Council and has worked on grants for underrepresented community.
5. New Business
 - a. Sub Committees - Alicia, Scott
 - Marking & Communications – Will be led by Alicia, meeting will be once a month. Last meeting they touched on what kind of access they have from the City of Bristol to allow them to do marketing for the Council.
 - Programs & Outreach & Fundraising - Daniel will be leading this subcommittee, meeting will be once a month. Last meeting they started setting a contact list for
 - b. Guest Chris Weedon, Jr. NBC CT/Telemundo CT
 - 3 ways they can help spread awareness is by engaging, educating and empowering
 - Engage: Leverage duopoly platform to convey messaging
 - Educate: Utilize NBCU's media resources to educate viewers on diverse and inclusive cultures, perspectives and experiences
 - Empower: Partner with local and national organizations to help drive lasting reform
 - Throughout the year they offer programming during Black History Month, Hispanic Heritage Month, Women's' History Month etc.

- Connect with diverse audience through targeted programming
- Can help putting out content for the Diversity council

April meeting Presentation

“Racism is a Public Health Crisis Resolution”

Mission statement:

Mission: The Diversity Council will engage the community of Bristol as ambassadors of Diversity, Equity and Inclusion. VISION: To cultivate an environment that embraces multi-cultural differences in a welcoming and open space

6. Adjournment

Meeting Adjourned 7:51pm

Respectfully submitted,

Respectfully submitted,
Patricia Ochoa
Secretary