

1 **Diversity and Inclusion Task Force Meeting was held on Tuesday, October 12, 2021 at 6:00 p.m.,**
2 **James “Jim” E. Bostic, Jr., Chair, presiding.**
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4 **I. Call to Order**
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6 **Chair Jim Bostic** called the meeting to order at **6:09 p.m.**
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8 **II. Prayer** – Rev. Bill Murray, Rector, Holy Innocents' Episcopal Church
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10 **III. Roll Call**
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12 **Members present:** Chair Jim Bostic, Member Raquel González, Member Joshua Heller, Member Nicole
13 Morris, Member Bill Murray, Member Sal Ortega, Member Olivia Rocamora, and Member Clarissa Sparks
14 (arrived at 6:44 p.m.)
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16 **IV. Approval of Meeting Minutes**
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18 **DIT2021-029** September 14, 2021 Diversity and Inclusion Task Force Meeting
19

20 **Motion and vote:** Member Bill Murray made a motion, seconded by Member Olivia Rocamora, to approve
21 the September 14, 2021 Diversity and Inclusion Task Force Meeting minutes. The motion passed
22 unanimously.
23

24 **V. New Business**
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26 **DIT2021-030** Task Force Chair Report
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28 **Chair Jim Bostic** reported the Communications and Recreation subcommittees continue to work.
29 Recreation Subcommittee Chair Clarissa Sparks may join the meeting later, so the Communication
30 Subcommittee Report will be presented first.
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32 **DIT2021-032** Communications Subcommittee Report
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34 **Joshua Heller, Communications Subcommittee Chair** reported City of Sandy Springs Communications
35 Director Jason Fornicola attended the October 8, 2021 Communications Subcommittee meeting. Director
36 Fornicola provided feedback and shared his experiences with advertising and making. At meeting, members
37 discussed putting in kiosks in various locations throughout the city, like supermarkets, pharmacies, etc. The
38 kiosks would share important City information. There were questions of cost effectiveness of installing,
39 maintenance of the kiosks, etc. At the October 8 meeting, the Subcommittee also discussed some challenge
40 associated with public meeting agendas. The discussion included ways to make it easier for people to
41 understand agenda topics, like in laymen language, whether it be translated from English to Spanish or
42 other languages. While Member Rocamora was unable to attend the October 8 meetings, she send along an
43 update regarding potential partnerships with area Latinx community servicing organizations. The
44 Communications Subcommittee will meet again in late October or early November to produce a final report.
45

46 **Member Olivia Rocamora** asked what should the Subcommittee advise as a priority, first-step for the
47 City?
48

49 **Subcommittee Chair Heller** stated it should be a would divide between the hardest impact and quickest
50 wins. First would be digital signage visible to members of the community throughout the community, and

51 the second would be providing all City communications in language that is understandable to the average
52 citizen.

53
54 **Member Raquel González** stated that the agenda building process is handled by the City Clerk's Office.
55 Also, the City's Communications Department is a full-service communications teams that primarily handles
56 communication initiatives in-house.

57
58 **Member Rocamora** asked is it feasible for the Clerk's Office to take on the task of drafting meeting
59 agendas so that they are concise, or would the Office require additional staff?

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61 **Member González** replied that if this item becomes a task that the City is taking on then the City Council
62 would provide the resources to get it done.

63
64 **Chair Jim Bostic** asked can the Communication Department pick items out on a meeting's agenda that can
65 be marketed as key items for the meeting. Once the meeting is over, the City could provide results of those
66 same item discussion.

67
68 **Member González** replied it would be difficult for Staff to pick specific items because everything on the
69 agenda is important.

70
71 **Chair Bostic** stated it would be a great idea. Some people have an attention span of three or four items
72 versus 25 items.

73
74 **Member Rocamora** asked what are the average number of items that are on a typical agenda. Is it possible
75 to make a one page summary that you could hyperlink to the full agenda? It would help to engage our
76 audience as much as possible.

77
78 **Chair Bostic** stated he has been to several City Council meetings and there are number of items. It is not
79 four or five.

80
81 **Member González** stated Sandy Springs is an active and busy City and the officials have a lot of work to
82 complete. It depends on the night, the activity or deadlines that are coming up. An agenda is an outline of
83 the meeting discussion, and the agenda packet includes an agenda's reference material.

84
85 **Member Sal Ortega** stated there might be too much content on the agenda and could we conduct a survey
86 and ask what their interests may be.

87
88 **Member González** stated advised members to review agendas from previous committee and board
89 meetings.

90
91 **Subcommittee Chair Heller** stated as next step, they could circle back with Director Fornicola. The Task
92 Force needs to provide the professionals with desired outcome. The goal is any citizens can see what is
93 coming up with in the City and how it might affect people.

94
95 **DIT2021-031** Recreation Subcommittee Report

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97 **Clarissa Sparks, Recreation Subcommittee Chair** reported that the findings from the survey came in and
98 had a great response. Some key findings were that 85% use the parks and 15% do not. The majority of the
99 respondents, about 95.4%, feel welcome in the parks and 4.6% do not feel welcome. 57.9% have not been
100 to any free events within the city in the last 12 months, 29.4% of respondents have only been to one or two
101 of the free events. The majority, 56.4% of respondent, prefer to hear about events through email, 15% prefer

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102 Facebook communication and 14.1% prefer text messages. Some of the reasons they are not using the parks:
103 39.1% stated they were not convenient; 38.2% did not know where they were located; and 18.9% did need
104 the parks; and 3.8% felt they were not welcome. There is definitely room for improvement. Total number
105 of respondents were 715 total. 632 of surveys were received in English and 83 were in Spanish. Self-
106 identified racial makeup was 61.1% White or Caucasian, 15.8% Hispanic, 12.6% Black or African
107 American, 6.8% Mixed Race or other, 3.6% Asian and .1% Native American-Alaska Native. Self-identified
108 age of respondents, under 18 0%, 18-24 1.7%, 25-34 11%, 35-44 17.7%, 45-54 17.2%, 55-64 20.4% and
109 over 65 32%. Self-Identified respondents were Males 29.3% and Female 70.7%. In addition, 69.5% were
110 Home Owners, 26.9% were renters and 3.6% had other arrangements. Overall, there was a very strong
111 response. Meetings will be with Parks & Recreation to go over results and to move forward with
112 recommendations.

113
114 **Member Olivia Rocamora** stated she appreciated the exceptional work that has been done to date but was
115 concerned due to the no one below the age of 18 filled out the survey because the parks so positively shape
116 young people.

117
118 **Subcommittee Chair Sparks** reported that the Subcommittee collaborated with Sandy Springs Together
119 and used their database to send out the surveys.

120
121 **Member Sal Ortega** stated that to reach younger people the Subcommittee could collaborate with the
122 schools in the area. Maybe provide surveys to the school to see if they could fill them out, and develop a
123 relationship.

124
125 **VI. Closing Comments**

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127 **Chair Jim Bostic** stated the next meeting will be Tuesday, November 9, 2021 at 6:00 pm.

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129 **VII. Prayer** – Rabbi Joshua Heller, Congregation B'nai Torah

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131 **VIII. Adjournment**

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133 There being no further business, the meeting adjourned at **7:14 p.m.**

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James E. Bostic, Jr., Chair



Raquel D. González, Recording Secretary

