



41 West Street, Cromwell CT 06416
860-632-3448

Diversity, Equity and Inclusion Committee

Regular Meeting Minutes-

Date: Monday, April 19, 2021

Time: 6:00PM

VIA ZOOM

In attendance: Aigné Goldsby, Elsie Newcombe, Erin Omicioli, Alice Henley, Jennifer Beck, Clare Serrantino, Carol Perry, Whitney Simmons, Sue Vanderzee, Ann Grasso, Heather Dillon

Also Present: Bella Beverley

Town Liaison: Kate Puorro

Town Council Liaisons Present: James Demetriades, Steve Fortenbach

Meeting was called to order at 6:03pm by Aigne. Kate Puorro took attendance.

Motion to approve minutes from March 22 meeting. Accepted unanimously.

There was a question about checking in with sub-committees. Kate reported there was no response from teen discussion guide sub-committee members regarding Gloria's designed guide for Cromwell. It was recommended that we move forward and vote to approve the sub-committee to review Gloria's guide. Motion to approve the recommendation of sub-committee discussion guide. Approved unanimously.

There was a question to Councilman Demetriades about how to bring the approved committee name change to the town council's agenda. He said to draft a letter to Mayor Faienza and CC himself and Councilman Fortenbach to get on the next agenda.

New Business:

1. Review of logo submissions. There were 2 logos with multiple layouts submitted to the committee for review. Logo option 1 included a color image of multiple hands in color with the committee name. Logo option 2 included an abbreviation of the committee name with different borders in black/white/greyscale. Discussion included being mindful of cost in regard to use of colors, process and what the logo will be printed on. There was a suggestion to use elements of both ideas which was echoed with ideas of font, word placement and shape. There was also a suggestion to use an image that represents the town. Throughout discussion members shared what they liked about each and how the logo can be recognizable around town. Councilman Demetriades also

reminded the committee that any official communication will most likely have the town information already included which was taken into consideration. Co-chair Aigne wrapped up discussion with vote on the logos - option 1, option 2 or a combination of both. Vote was 6 in favor of option 1, 0 in favor of option 2 and 5 in favor of a combination. After the vote co-chair Aigne had a review of logo option 1 where shape, wording and font was finalized. Alice Henley reached out to the person she worked with to design the logo and will get three versions of the finalized logo - one in color, one in black/white and one in greyscale. Once those are ready, co-chair Aigne will have a special meeting on May 3rd at 6:30pm via Zoom to review. There was a question about being able to review/vote on finalized logo through email that was deferred to Councilman Demetriades who said that should be in a meeting due to FOI and quorum rules.

2. Creation of meeting protocols by co-chair Aigne and Councilman Demetriades. Co-chair Aigne asked for committee members to reach out to her with any ideas/comments/concerns.
3. Review and discussion of strategic plan outline and brainstorm what is/is not included. Discussion about how to introduce the committee to the community - maybe at town farmer's market. There was also a question about utilizing social and print media to gain visibility and to add the committee to the town website. There was a question about where community conversations fit into the strategic plan and co-chair Elsie noted that those should be part of our SMART goals. There was also agreement to a 2-3 month timeline for the strategic plan.
4. Councilman Demetriades' idea to have a remembrance event for George Floyd and try to encourage community discussion: Cromwell Diversity, Equity & Inclusion Committee Community Introduction and Remembrance of George Floyd. (description: Please join the newly formed Cromwell Equity and Inclusion Committee for a vigil marking the 1 year remembrance of the death of George Floyd. Community members are invited to join in a moment of silence and to an open mic to reflect on a year of adversity. the Committee members will be present to introduce themselves and to outline future plans for the committee.) This was fully embraced by the committee with ideas to also create a committee email for outreach. Co-chair Aigne asked about using GMail vs an official town email. Kate recommended using a GMail account because town emails can sometimes go to spam folders and any messages might be missed. There was also a question about who would have access to the password - will most likely be the co-chairs and maybe if someone were to take on social media. Town liaisons will handle most logistics for the event which will be outside - possibly the football field which already has some needed equipment. There were concerns about de-escalation of adversarial behavior and being sensitive to the emotions of others. The committee was reminded that some members are trained to handle those situations and to rely on our internal resources. There was also an idea to have the committee members wear something with the logo on it since the special meeting will be before the event. There was a motion to approve the event. Approved unanimously.

Following new business there was a motion to adjourn 7:28 PM, motion by Heather, second by Clare. Approved unanimously.

Submitted respectfully by Erin Omicioli