

## Other Business

Meeting date: March 23, 2016

**Subject:** Appointments to the Equity Advisory Committee

**District(s), Member(s):** All

**Policy/Legal Reference:** Minnesota Statute 473.127

**Staff Prepared/Presented:** Adam Duininck, Chair

**Division/Department:** Chair's Office

### Proposed Action

That the Metropolitan Council approve the following appointments to the Equity Advisory Committee.

#### Community Members—17 Members

Eight Geographic Members to four-year terms, ending in January 2020

Elham Ashkar – District A  
Tie Oei – District B  
Leslie Redmond – District C  
Ruthie Johnson – District D  
Shirley Cain – District E  
Metric Giles – District F  
Leon Rodrigues – District G  
Vayong Moua – District H

Nine At-Large Members to two-year terms, ending in January 2018

Kadra Abdi  
Kimberly Carpenter  
Claudia Cody  
Acooa Ellis  
Ishmael Israel  
David Ketroser  
Sindy Morales Garcia  
Nelima Sitati Munene  
Rebecca Stratton

#### Metropolitan Council Members—4 Members

Council Member Edward Reynoso, District 9, Equity Advisory Committee Co-Chair  
Council Member Jennifer Munt, District 3  
Council Member Deb Barber, District 4  
Council Member Steven Chávez, District 15

### Background

#### Equity Advisory Committee Background

On December 10, 2014, the Metropolitan Council received the recommendations of the Equity Working Group and directed the Regional Administrator to plan for implementation of the recommendations (Business Item No. 2014-320).

On October 14, 2015, the Metropolitan Council established the Equity Advisory Committee (Business Item No. 2015-244).

The purpose of the Equity Advisory Committee is to advise the Metropolitan Council in its work to advance equity in the metropolitan region and meet the Council's equity commitments in Thrive MSP 2040.

The Equity Advisory Committee is comprised of 21 members, including 4 Council Members, 8 community members from geographic districts (A-H), and 9 community members who serve at-large.

To achieve staggered terms, the geographic appointees are appointed to four-year terms, and the at-large appointees are appointed to two-year terms.

### **Selection Process**

In November-December 2015, the Metropolitan Council worked with community partners to advertise the open appointment process for community members. These efforts included co-hosting two public information sessions with community partners to answer questions about the Metropolitan Council and the new Equity Advisory Committee.

In addition to in-person meetings, the Council promoted openings for the committee widely, via the Web, email, advertising, and through partner networks.

- Posted on the Council's website, prominently, for the full 6-week period. Post received highest views among Council pages during application period.
- Emailed, with reminders to nearly 15,000 people through the Council's email network.
- Posted multiple times on the Council's social media accounts.
- Advertised via Facebook (using both general and targeted audiences), for about two weeks at the end of the application period. (This promotion reached nearly 100,000 people.)
- Promoted to traditional and niche media (ethnic media, Access Press, Minnesota Women's press). Received extensive earned media. Purchased online display ads in several outlets during the application period.
- Worked with partner agencies to communicate information about the openings through their channels (community-based organizations, local governments, etc.).

In accordance with Business Item 2014-244, a selection committee recommended appointments to the Chair for his consideration. The selection committee included eight members: four Metropolitan Council Members and four members, one each from four tables: Blue Line Coalition, Southwest Light Rail Transit Equity Commitments, Equity in Place, and the Community Engagement Steering Committee.

The selection committee considered all applications received by February 17, 2016—the final day of public interview sessions. Over 100 people applied for the committee.

The selection committee invited all applicants to interview for the position. The interviews took place during five meetings across the region. All meetings were open to the public. The meetings took place:

- Wednesday, January 27, 2016 at the Maplewood Public Library
- Saturday, January 29, 2016 at the Harrison Recreation Center
- Wednesday, February 3, 2016 at the Minnetonka Community Center
- Tuesday, February 9, 2016 at the Saint Louis Park Community Center
- Wednesday, February 17, 2016 at the Eagan Community Center

Following the five public interview sessions, the selection committee provided the Metropolitan Council Chair with their list of candidates recommended for appointment.

**Rationale**

This action approves the appointments for the Equity Advisory Committee and allows the committee to begin their work.

**Funding**

N/A

**Known Support / Opposition**

N/A