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STATE OF NEVADA

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**DEPARTMENT OF BUSINESS AND INDUSTRY  
OFFICE OF THE DIRECTOR  
COMMISSION ON MINORITY AFFAIRS**

**Meeting Minutes**

A meeting of the Commission on Minority Affairs was held on Monday, October 21, 2019. Pursuant to public notice: Via video conference call between all locations: 1) Nevada State Business Center, 3300 W. Sahara Ave, Nevada Room, Las Vegas, Nevada 89102, 2) Nevada Department of Business and Industry, 1830 College Pkwy, Suite 100, Carson City, NV 89706, and 3) Conference call: Carson City: 775-687-0999, Las Vegas: 702-486-5260, Participant's Collaboration Code: 64575.

**1. COMMISSION BUSINESS**

A. Chair Williams called the meeting to order at 9:30 am.

B. Commissioners Present: Vice Chair Williams (person), C. Janelle Conine (phone), C. E. Mercedes Krause (person), C. Amy Shaw (person), C. Adleen Stidhum (person), C. Kathleen Taylor (person), Counsel Gary Mathew, Deputy Director Marcel Schaerer, and Emily Ku, Management Analyst for the Commission on Minority Affairs.

C. Commissioners Absent: C. Hassan Azam, C. Donald Chaney

D. Public Attendance: none

**2. PUBLIC COMMENT**

None

**3. COMMISSION BUSINESS DISCUSSION AND POSSIBLE ACTION BY THE COMMISSION**

**A. Approval of September 16, 2019 meeting minutes (for discussion and possible action)**

C. Stidhum moved to approve the minutes as amended. C. Krause seconded. The motion carried.

**B. Subcommittee Updates (for discussion and possible action)**

1. Education

C. Krause said NEA with the NSEA released the Opportunity and Action for Every Student project, which is a checklist that includes categories such as community, healthy students, well-rounded curriculum, school climate, and quality educators. She has the website information but hope a local representative can speak about it. In order to collect information, that will be part of a national collective on assessing the needs for our schools.

M. A. Ku said that NSHE hosted several events the first week of October heading in to their Diversity Summit on October 4th. On Nevada State College on the 2<sup>nd</sup>, Congressman Bobby Scott, who chairs the House Education and Labor Committee, spoke. He discussed the higher education bills that are under consideration in the House of Representatives. The next day, CSN had a Hispanic and Minority Serving Institution Symposium, and the panels focused on minority students. They also honored Senator Harry Reid for his work in education. On Friday at the UNLV Diversity Summit, the daughter of Malcolm X, Atallah Shabazz gave the keynote speech. She pointed out that we still talking about same things on diversity and inclusion for the last 50 years. They had several breakout sessions in the afternoon where faculty presented their research on diversity and inclusion. M. A. Ku attended two sessions that focused on cross-collaboration between campuses to address inclusion and on programs they are implementing on campus to empower minority students.

C. Conine discussed the Reno high school incident that happening during homecoming. One of the floats had a black doll that had fallen from the float. A student was dragging the doll, which looked like he was lynching the doll, and this made national news. C. Conine and C. Azam reached out to Lonnie Feemster, head of NAACP Reno-Sparks, and he is planning to develop something to educate the students. C. Conine said that the students were trying to purchase a gray dummy but they were out of stock online so they purchased a black doll. The student who purchased it was black herself. Although the students are knowledgeable, they think that we're never going to get past this racial tension if we choose not to look at the dummy for the color. Lonnie Feemster is looking to approach this more from an educational standpoint.

C. Williams asked for clarification on inviting guest speakers to Commission meetings. M. A. Ku said if we can confirm their interest to speak, then we can add them to the agenda. That needs to be sent to the Management Analyst at least a week and a half before the next meeting for the Chair's approval.

## 2. Health

C. Taylor attended an event by that Latin Chamber of Commerce. Panelists included experts from UNLV, Touro University, a Medicare insurance professional, and the Boys & Girls Club. They discussed Nevada's health care communities trying to improve outcomes by addressing social barriers to health. About 20 people were there. As a result of that, she followed up with the panelists and asked if they would like to be guest speakers in the webinar. So far 3 out of the 5 panelists gave the green light, and it's just a matter of scheduling them. She also attended a health fair expo sponsored by the Armed Forces Chamber of Commerce, where met someone from Natural Grocers. She connected to me with the assistant manager and has a meeting set up this week to explore how we can collaborate and show what they are doing with health and wellness. C. Taylor asked about how to go about sponsorship for the Commission to receive funds to conduct outreach to the community. C. Williams said to check with the Management Analyst about sponsorship guidelines. We have to be careful in how we approach them and what that exchange is.

M. A. Ku attended a number of health-related events. On October 10<sup>th</sup>, C. Chaney and M. A. Ku met with Jodi Tyson, VP of Strategic Initiatives at Three Square food bank, along with Ashanti Lewis, their

Advocacy Manager. We had an intro meeting with them to introduce the Commission to them and learned about the issues they are facing. We talked about the lack of data collection in the state. Compared to other states, Nevada does not collect as much data on food security. Ms. Tyson shared a research paper from Michigan on race equity in the food system. On October 15<sup>th</sup>, M. A. Ku attended a RALI (Rx Abuse Leadership Initiative) event with Assemblywoman Dina Neal. They had a trailer at the Pearson Community Center set up as a mock teenager's bedroom. It was a guided tour that showed the public the signs of substance abuse, and how ordinary household objects used in a certain way can be a sign of substance abuse. For example, kids will take apart pens and use the barrel as straws to sniff vapors. That was very eye-opening and a good, frank discussion to have. RALI plans to come back to Vegas in April, and M. A. Ku will disseminate that information when she receives it. M. A. Ku also attended the Nevada Medical Center released their annual scorecard. Nevada scored a D again, so the state has a long way to go in terms of increasing health care services and improving health outcomes.

### 3. Housing

C. Krause spoke with Nancy Brown and continuing to reach out to the contacts.

On October 11, M. A. Ku attended a focus group on the Courtyard Homeless Resource Center by the Moonridge Group on behalf of the City of Las Vegas. They are getting feedback from various stakeholder groups to give recommendations to the city, such as having a non-profit run it versus the city.

### 4. Workforce Development

C. Stidhum is still trying to collaborate with Workforce Connections and the One Stop Career Center and meeting with all the job developers to learn about the different job fairs in the community. Their next meeting is this Wednesday. As part of their collaboration, they hosted several career fairs with Commissioner Segerblom and Commissioner Gibson two weeks ago at the Clark County Government Center. They believe at least 300 people attended and 90 businesses participated, such as Amazon. Some businesses were hiring on the spot. C. Stidhum will follow up with Workforce Connections to see how many people actually received job offers to see how impactful it was. She will also find out how their collaborations are going on with libraries which have the One-Stop Career Center system set up. C. Stidhum met with Ricardo Villalobos and Kevin Raiford of Nevada Grow at CSN. She learned that Assemblywoman Neal passed a bill last session that is no longer a pilot, but a program that is funded \$450,000 to CSN Workforce Development program. Part of the program named the Regional Business Advisory Council, that C. Stidhum chairs, to work with the Nevada Grow program. Part of it is to help businesses increase capacity and create jobs. They have statistics that they set up with business owners to determine where it is that they are going. Last week was the 2019 Construction Day career fair at CNN, and they had companies from the construction industry represented. It was very well attended. There were thousands of students coming from as far as Mesquite High School and other rural schools. C. Stidhum spoke with the students about procurement but also brought the Commission banner, so she spoke to several adults about the Commission's mission. Tomorrow Commissioner Naft is hosting a "Start Your Business" workshop and C. Stidhum will be speaking there at the Clark County Government Center, Purchasing Dept, 4<sup>th</sup> Floor. He's hosting it with the local chambers of commerce. On October 23<sup>rd</sup>, Commissioner Weekly and Councilman Crear are hosting a community resource event at the Pearson Community Center, including a resume review and Dress for Success for women. They have all components including workforce. She will have a table there from 6-8 pm and will be wearing

dual hats. Commissioner Weekly will also have a Halloween Safe night on October 31, and she will have a table there that will give an opportunity to speak to adults and be a voice or advocate where we can be. C. Stidhum is trying to find that niche, to be a little bit above the career fair, so we can ensure we are reaching the people in the community and getting the people who are underserved or unemployed, and making sure they are ready for the job fairs and presentable. At CSN, they have workforce programs for adult education for fields they didn't think they could get into or refresh themselves in continuing education. Even though there is a cost factor, for those people who wouldn't have the funds to take a class to become a dialysis tech, what other funding mechanisms are attached to that. Is there also some kind of financial piece to that would better assist students going into a good career field.

C. Taylor met with Benita Faye, the Director of the One-Stop Career Center, and facilitated by Andre' Haynes, founder of the Armed Forces Chamber of Commerce. The conversation was around entrepreneurship as an option for workforce development. Out of that conversation, C. Taylor, as part of the Nevada Women's Center, provided them a proposal for entrepreneur startups to showcase a webinar series. Benita Faye was very excited about that and plans to include a component in that webinar series of what work that we're doing with Workforce Development and Economic and Business Development subcommittees. The discussion is still ongoing, and C. Taylor will keep C. Stidhum and C. Shaw posted.

C. Conine and C. Azam attended a workforce development mixer called "Bridging the Gender Divide in a Divided Society." Several women spoke including Connie Steinheimer, judge on the Nevada Second Judicial District Court, Marilyn Mora, CEO of Reno-Tahoe International Airport, Assemblywoman Jill Tolles, and Karin Hilgersom, President of Truckee Meadows. It was interesting to hear what they have to say on bridging the gap and what women can bring to the table. It's more beneficial to have both women and men at the table. It is interesting to see how we've progressed but still have a ways to go.

## 5. Economic & Business Development

C. Shaw said that November 21<sup>st</sup> at 9am, McCarran Airport is hosting a follow-up to the August 9<sup>th</sup> event, to understand the challenges that small businesses have in bidding on projects. Internally, they will figure out how to better assist smaller companies. She is also working with Ricardo Villalobos and Kevin Raiford on student mentorship program and interviewing 2 students. The students will be getting paid and receiving credits from CSN. We've been working with our large concessionaires and asked HMSHost to do a mentoring program. They brought in 2 individuals that have business experience but not food and beverage, and they are now 20% joint venture with the new Shake Shack that just opened at the airport last week. C. Stidhum asked C. Shaw to keep her informed about the student program.

C. Taylor said the Nevada Business Women's Center launched a federal initiative with the Small Business Administration. The theme was faith, community, and business. They had a panel with different faith representatives from the Muslim, Jewish, and Christian (Baptist) community, and open spirituality. She moderated that panel collaborated with different groups in the community. It was at Vegas PBS and was well attended. They focused on how resource partners can bring entrepreneurship and workforce development into faith-based groups. What is needed to facilitate that conversation, and what can faith-based leaders do open doors so we have those opportunities. She was really happy to be a part of that, and they plan to have that initiative quarterly. C. Stidhum would like to gather a contact list of faith-based groups to push out the notices on career fairs and have them share with their membership. C. Stidhum can make that

appeal at their next meeting. C. Taylor can facilitate an email introduction and invite C. Stidhum to their next meeting.

C. Krause is attending a Metro chamber event on October 23 from 5-8pm.

M. A. Ku attended the Afrikfest African Chamber event on one of the afternoons of their 3-day event where they had different vendors and small businesses at the Conference Center of Las Vegas. C. Williams and M. A. Ku attended Urban Chamber luncheon. Assemblymen Frierson and Leavitt spoke about legislative bills passed at this last session. They spoke about listening to both sides and trying to find that delicate balance between business owners and employees on issues such as raising the minimum wage. M. A. Ku attended Business & Industry's Small Business Roundtable, where they talked about Shop Small Nevada or Small Business Saturday, which is the Saturday after Thanksgiving. Water Street in Henderson has a big event that day. Also, Business and Industry hosted a New Markets Tax Credits seminar that was co-hosted with Assemblywoman Neal. There was a Q&A panel, and then small business owners met one-on-one with Community Development Entities. There were around 60 people who attended, and they all stayed until the very end, which was followed by a reception at Maya Cinemas.

C. Williams attended the Las Vegas Stadium Authority board meeting on September 17 to keep informed of the developments, see where there are opportunities for diverse businesses to participate, and to keep that group accountable – let them know that the community is watching.

## 6. Legislative

C. Williams, C. Chaney and the Management Analyst met with the Labor Commissioner Shannon Chambers on September 17th. The Commissioners gave a high-level introduction about the Commission, and Shannon Chambers talked about the role of the Labor Commissioner and their priorities. She felt people need to be informed about the changes in the laws and is focusing on doing outreach to educate the public about labor laws. She offered her services to let people know what the labor laws are. She took a very keen interest on what we were doing. C. Krause how can we get this information out to the public. C. Williams said that we work in partnership with other organizations, and we can also push information through the mailing list. We can encourage more people to join the mailing list. These meetings are also a matter of public record, so anyone can look at the minutes. C. Krause asked if there can be a marketing campaign to make people more aware of the mailing list or can make cards with information to give out. C. Williams said those are great suggestions, and those can be items we can discuss with the Chair to increase visibility. She suggested adding the topic of increasing visibility to the next agenda.

On September 18 that C. Shaw already mentioned, C. Williams said that McCarran hosted a vendor fair on site for disadvantaged business entities to attend. She said there was really strong attendance and growing interest in the diverse community to get involved in some of the larger projects.

On September 26, Director Brown invited C. Williams, C. Chaney and the Management Analyst to his monthly Director's meeting, so they met all the administrators at Business and Industry, included by video to the Carson City office. The Commissioners gave an introduction about the Commission's mission and purpose, introduced the subcommittees, and M. A. Ku did a short presented a short presentation on the status of minorities in Nevada that mirrored the presentation at the Commission's January event. All the administrators gave a brief overview of their respective

divisions. We have very strong support from Director Brown, and we are very appreciative of him. He has reached out to us on several occasions to check in on us.

C. Stidhum said that she approached C. Taylor about her radio show on how we can better put our Commission on that platform and what that would look like. It may be helpful to promote where the job fairs are coming up as part of the Commission because she can talk about some of the training and the Small Business Expo she hosts on behalf of the county. Even if we are repeating some of the activities that the elected officials are doing, is there something that we can do community-wise, that will allow us as a Commission to put that out there. Even if it's not a resource fair, or some kind of symposium, similar to what we tried to do in January. What do we do to overcome that barrier but still have our voice out there. C. Taylor said that there's an update to the UNLV radio show and are transitioning to an online TV show through UNLV's media center. She will host the Business Basics segment on the online TV platform. The Armed Forces Chamber of Commerce are gifting that space. Also, with the Commerce First Radio Show that she cohosts with Marcel Schaerer on behalf of the Urban Chamber on the first Monday of every month, they spoke about planning in 2020. She put forward showcasing the Commission on various aspects on the show when she is coordinating the guests. She is in full support, it's what do you think is the best. C. Krause fully supports that, and how can she find more events. C. Williams said that the addition of increasing visibility that will be added to the next agenda will be a great time to discuss this further, within the constraints of our by-laws and the what we can do under B&I. Media requests are typically run through the PIO (Public Information Officer) to make sure the messaging is consistent with the department. It might be helpful if she is available to help guide what is feasible, with television and recorded audio. The chair is the only person who can speak on behalf of the Commission, and let's continue the conversation when the chair is present. C. Stidhum asked how does the community desire us to be advocates for them, what are some of the issues and how do we communicate them out.

C. Krause said looking back to the Strategic Plan goals of formalizing relationships with community partners, what organizations are really representative of our community. Her goal is to align with those groups, and in that way, we will get that real voice of what it needed.

#### 7. Community Liaison

None

#### **C. Management Analyst update (for discussion and possible action)**

##### **1. Upcoming events –**

- a. November 8 at 10 am at the Nevada State Business Center, Tahoe room – The Legislative Interim Roundtable Discussion is in conjunction with the Commission for Women. We had a series of these discussions during session, where we brought together a lot of community groups and non-profits to discuss what bills they were tracking during session. Now that we are in the interim, there are several interim committees that are starting up. The goal is to share notes on interim committees so people can stay updated on issues if they can't attend the committee meetings.

#### **4. ADOPTION OF NEW POLICIES AND PROCEDURES ON GENERAL FINANCE**

C. Williams presented the updated policies and procedures on general finance. This is solely focused on the limits set by the chair without going to vote, which will stop us from holding emergency meetings for small expenditures. C. Stidhum moved to approve the Commission policies and procedures on general



finance. C. Krause seconded. Motion carried.

## 5. RESIGNATION OF COMMISSIONER

C. Williams announced that the Commission received a letter of resignation from Commissioner Michael Flores. She thanked C. Flores for his time and service, and for his invaluable contributions to the Commission on the Education Subcommittee.

## 6. NEW BUSINESS

C. Taylor asked for physical space on webinars, specifically for the Health Subcommittee. M. A. Ku said she should contact Deputy Director Schaerer.

## 7. PUBLIC COMMENT

Deputy Director Marcel Schaerer if you go to the Business & Industry website, there is the Consumer Help, which has 3 pieces, one of which is the Commission on Minority Affairs. He said that the Commission is an integral part of “help”, and we need to educate. Please consider that we allocate some Administrators from the different divisions for a different level of engagement and interaction. You can ask them what they are doing for minorities in terms of data? Can we be a hub of minority data?

Shop Small Nevada is coming up. In 2010, American Express created Small Business Saturday. Over the years it has turned into Shop Small. They deployed that in 6 cities: Seattle, New York, Chicago, Los Angeles, San Diego, San Francisco. In 2017, we were the first state to have Shop Small Nevada and the first state to have a Hispanic piece. Shop Small Henderson was also deployed in 2017 and had a lot of success last year. We would like to send a flyer to push out. November 30 is Shop Small Nevada.

We are celebrating Global Diversity month in October. One of the initiatives through our Small Business Roundtable subcommittee is online presence of other languages. If I were to access your website today, do you have the Google translate capability to offer that information anything other than English. Maybe we can push that and make a challenge. It will translate a portion or the entire website. Not everyone can understand English very well. C. Krause said that would be a good idea and a way to support our communities. C. Conine asked how much it cost. Deputy Director Schaerer said that there’s no cost. C. Krause said as a point of information, we are technically still under a Treaty called Guadalupe Hidalgo, where it states that in areas that were ceded from Mexico, English and Spanish are the official languages.

Deputy Director Schaerer said he keeps hearing the word “stakeholders”, and some B&I divisions are conducting stakeholder mapping and it might be helpful. What it means is that stakeholder mapping is 3 circles: essential, important, and interesting. We don’t have it visually. We don’t include all the stakeholders and sometimes only remember the essential. Who out there also needs to know even though they are not directly engaging with us.

C. Williams addressed public comment and said we can consider various speakers about what they do in terms of minority data. Secondly, if there are flyers on Shop Small Nevada, we can push it out to our networks. Third, we can look into Google Translate and see if it makes sense as a challenge. Lately, we can consider stakeholders in general. She thinks that it will come naturally when discussing visibility as a commission.

## **8. ADJOURNMENT**

- Meeting adjourned at 10:58 am
- Next Meeting: Monday, November 18, 2019 at 9:30 am