

The following provision under Article VI, Section 3, of the Durham Compact Board of Advisors Bylaws reads: "All meetings of the Board, including its standing committees, adhoc committees, task forces and workgroups, shall be conducted in compliance with the State of North Carolina Open Meetings Law (North Carolina Statutes Chapter 143, Article 33C, GS 132-1 et seq), except in cases specifically outlined in the North Carolina Public Records Act. Meetings shall be open, that is, held in public." Moreover, since this is a public meeting, Article VII, Section 2, of the Durham Compact Board of Advisors Bylaws states: "Participation in meetings by an individual, except members, shall be at the discretion of the Chairperson."

Note: All Durham Compact Board of Advisors Board (full) and Executive Committee meetings will be recorded.

DURHAM COMPACT BOARD OF ADVISORS VIRTUAL MEETING

Thursday, March 18, 2021

9:10 a.m.-10:30 a.m.

Dr. Joyce B. Johnson, Chair, Presiding

MINUTES

Board Members Present: Dr. Joyce B. Johnson, Board Chair; Dr. Christa Washington, Board Vice Chair; Roberta McCullough, Philanthropic/Finance Committee Co-Chair; Mark Newman, Philanthropic/Finance Committee Co-Chair; Xavier Cason, Education Committee Co-Chair; Precious Allen, B2L Small Business Engagement Committee Chair; Tiffany Elder, Community Stakeholders Engagement Committee Chair; Sara VanLear, Supplier Diversity Subcommittee Chair; Board Members Adria Maisonet-Morales, Vicky Cruz, Sandeep Chauhan, Camryn Smith

Absent: Robert Doreauk (unexcused); Eric Guckian (unexcused); and Dr. Laura Reece (excused)

Visitors: Mayor Steve Schewel; Karmisha Wallace (for City Manager Wanda Page); Andre Pettigrew, Director, Office of Economic and Workforce Development; Grace Dzidzienyo, Built2Last/Durham Compact Project Manager and Assistant Director, Office of Economic and Workforce Development; Constance Stancil, Director, Neighborhood Improvement Services; Gary Cutright, Principal, Calculus Commercial; Eshe Hamme, CEO, Equality, Inc.; Jonathan Wilkins, Supplier Diversity Program Manager, Lenovo; Jennifer Fusco, Principal Gifts Manager, WUNC Radio; Lisa Jackson, Vice President, Business Banking Relationship Manager, Fifth Third Bank; Lativia Jones, CEO, Hey Awesome Girl; Garrett White, Principal Owner, Cryo/NC and Managing Partner, Blue Chariot Properties; W.Y. Hill (institutional affiliation unknown)

Call to Order

Dr. Joyce B. Johnson called the Thursday, March 18, 2021, Durham Compact Board of Advisors virtual meeting to order at 9:01 a.m. Dr. Johnson and Dr. Christa Washington, Vice Chair, served as Recorders.

Approval of Agenda

Dr. Johnson asked if revisions needed to be made to the agenda. Hearing none, she asked for a second and motion. Dr. Christa Washington made a motion to approve the agenda. Precious Allen seconded the motion. The agenda was unanimously approved.

Report: Updates from the Board Chair

- **Dr. Johnson** provided the following updates:

After extending a welcome to all attendees, Dr. Johnson thanked Durham Compact Board of Advisors members, people serving on Durham Compact Board of Advisors committees, the Honorable Mayor Steve Schewel, Karmisha Wallace (representing City Manager Wanda Page), Andre Pettigrew (Director, Office of Economic and Workforce Development), Grace Dzidzienyo (Assistant Director, Office of Economic and Workforce Development and the Built2Last/Durham Compact Project Manager), Constance Stancil (Director, Neighborhood Improvement Services), and other visitors to the Board's March quarterly meeting.

Before providing updates, Dr. Johnson reviewed key ground rules per the Board's Bylaws. They were:

- **First**, to ensure the accuracy of Minutes and compliance with the Board's policies, only official Board members could participate in the discussion. During the Q&A, visitors could use chat to ask their questions.
- **Second**, Board members were required to state their full name before making comments or asking questions, which would help with keeping Minutes of the meeting accurate.
- **Third**, all attendees were reminded that the meeting was being recorded and that, per the Board's Bylaws, it was open to the public and had been publicized through the City Clerk's office.

Dr. Johnson then stated that this Board meeting marked the first time that the body had provided both an English and Spanish translation of the Minutes and Agenda. This effort was an important move to engage a more diverse and larger group of individuals in the community.

Moreover, Dr. Johnson said that last June, during the Board's Retreat, which included Committee chairs, Mayor Steve Schewel, Deputy City Manager Keith Chadwell, OEWD Assistant Director Grace Dzidzienyo, Dr. James "Jim" Johnson (William H. Kenan, Jr. Distinguished Professor of Strategy and Entrepreneurship, Director of the Urban Investment Strategies Center, and author of *Built2Last: A Roadmap for an Inclusive and Equitable Economy in Durham*), and several OEWD staff, the following occurred: (1) Board members were introduced; (2) Mayor Schewel shared his vision for the City and the importance of the work that the Durham Compact was doing; (3) Dr. Jim Johnson presented an overview of *Built2Last*; (4) Deputy City Manager Keith Chadwell talked about the responsibilities of the departments within his portfolio; (5) Grace Dzidzienyo discussed the work that OEWD was doing; and (6) she (Dr. Joyce Johnson) discussed the overall mission of the Durham Compact and the work upon which it was about to embark. Dr. Johnson further added, she promised to invite Mayor Shewel to a Board meeting in spring 2021 to hear about the work that the committees were doing. Hence, this was one of the reasons for the March 18, 2021 Durham Compact Board of Advisors meeting. She then asked Mayor Schewel to provide comments.

Mayor Schewel made the following remarks:

- Mayor Schewel prefaced his comments by thanking the Board members for inviting him to attend the meeting and for the important work that they were doing. He then spoke about the pandemic and how the City was forced to pivot to address the changes caused by COVID-19. He acknowledged that the Built2Last/Durham Compact work was extremely important before informing attendees of the Durham Recovery Fund and how the partnership between the City (including OEWD), Duke University and the Carolina Business Recovery Fund provided much needed grant and loan funds to small-, minority-, and women- owned businesses that were devastated because of the pandemic.

Mayor Schewel also informed attendees that Google would be coming to Durham and said that it was one of the biggest economic development announcements that Durham had ever made. Google would not only provide jobs for many Durham's citizens but also contract opportunities for local businesses.

Mayor Schewel ended his remarks by thanking the Board for its work and offering to provide assistance when and where needed.

Dr. Johnson made a few additional remarks before introducing the various committee chairs, their teams, and respective committee reports. Specifically,

- For first time attendees, Dr. Johnson provided background information regarding the Durham Compact and Built2Last initiatives. She asserted, on February 5, 2018, Mayor Schewel laid out his vision for Durham in his first State of the City Address. Some key words from his speech still resonate with she and others today. He said, "that the people of Durham envisioned a City that was prosperous, innovative and welcoming, a city that thrives on diversity and difference, a city that puts racial and economic justice at the top of its civic agenda, that defends the vulnerable, that embodies the belief that all residents must have an opportunity to share in the newfound prosperity, a city that serves as a progressive beacon for the South and the nation." While many thought that this vision was ambitious, these same individuals believed that it was doable and much needed. Mayor Schewel's agenda included a shared prosperity economy. He, therefore, charged the City's Office of Economic and Workforce Development (OEWD) with taking the lead in developing a plan that, once implemented, would create such an economy in Durham. Mayor Schewel also made another interesting point that day, which speaks directly to the work that the Durham Compact is doing. The Mayor declared, to achieve a more inclusive and equitable community that Durham's citizens envisioned, ***the City had to strategically refocus its resources and take the lead.*** Dr. Johnson acknowledged that the City had done that—especially with the creation of the Office of Equity and Inclusion. But she was quick to add, the City cannot do it alone, which is one of the guiding principles of the Durham Compact.

To transform the action goal into a full-fledged action plan OEWD, who had been given the charge, engaged Cedar Grove Institute for Sustainable Communities, under the leadership of Dr. James "Jim" Johnson, to develop what has become known in Durham and other cities across the United States as *Built2Last: A Roadmap for Inclusive and Equitable Development in Durham*. While working on the plan, a team, led by Grace Dzidzienyo, was also working on the Durham Compact,

which was designed to mobilize into action strategic alliances, or partners, willing to leverage their resources for a greater impact. This, Dr. Johnson emphasized, was the overall mission of the Durham Compact office and the Durham Compact Board of Advisors.

Dr. Johnson further added that the Durham Compact Board's work was more comprehensive than some think and had key elements of *Built2Last*. This, she added, helped the planning team to determine the various committees that were needed to carry out the work of the Compact.

The Durham Compact Board of Advisors has five core committees and two subcommittees. All five of the core committee are fully staffed and have begun their work. They represent at least 36 companies—from the educational, financial philanthropic, corporate, small- minority-, and women- owned business sectors as well as from the community. Dr. Johnson noted that before identifying and inviting members of the community to serve on the Board, she, along with Andre Pettigrew, Grace Dzidzienyo, Precious Allen, Dr. Jim Johnson, Brian Lawson, and Pheon Alston had met with over 60 stakeholders including DDI, Inc., Geoff Durham with the Greater Durham Chamber of Commerce, Durham Workforce Development Board, Greater Black Durham Chamber, NCCU's chancellor, DTCC's President, bank executives at Truist and Fifth Third Bank and Latino Credit Union, Dr. Elaine Madison, executive from Duke University's Provost office, Larry and Denise Hester with M&M Real Estate Development and Consulting, the late Andrea Harris, Provident 1898's Carl Webb, and many others to provide an overview of both *Built2Last* and the Durham Compact and to gain their input on how the two initiatives could be improved.

Dr. Johnson also said that the five (5) committees work in collaboration with one another. Their relationship and work are cyclical, and the Community Engagement Stakeholders Committee serve as the spoke. Their work is connecting people with resources.

Finally, Dr. Johnson commented, that most of the Board's work is performed through committees, which not only serve in an advisory and consultative status but also use their expertise to develop (in consultation with and approval of the Durham Compact Manager and Built2Last/Durham Compact Project Manager) strategic plans, initiatives, and programs that would help move Durham towards becoming a much more inclusive and equitable community. Board members continue to remain excited about this work.

Dr. Johnson ended her comments by stating that she would table the approval of the October 19, 2020 Minutes for the time being and revisit this action after all committee reports and the Q&A session had concluded.

Committee Reports

Community Stakeholders Engagement Committee, Tiffany Elder, Chair; Gary Cutright, Presenter

This Committee's focus has been on how to approach the *Built2Last* initiative and have an impact in Durham. How do they connect people with resources effectively and efficiently and not be redundant or not duplicate existing programs and/or services provided in the City by various agencies, etc.? They wanted to create a framework that was solid and foundational and that would allow them to meet the needs of people in the community—especially those in Durham's marginalized communities. Who need services and/or programs and how could this committee best meet those needs? First, they decided to divide the community of stakeholders into three main cohorts: anchors who were the vulnerable, disenfranchised who were living on the margins and who would sink in a storm like the pandemic; engines who were Durham's residents who often worked in skilled trades and are called the new middle class and who would definitely feel

the impact of a storm like the pandemic but would eventually recover; and vanguards: people who were gainfully employed or entrepreneurs, who created jobs for others and owned assets. These people could weather a storm like the pandemic. After placing people in the three groups, this committee needed to find a way to make certain that they could communicate with them to find out what they needed and to inform them of the resources available. The best way to communicate with them (community stakeholders) about available programs, Gary Cutright stated, was with technology (website and social media). For this to work, all programs or resource groups in Durham needed to participate. This Committee would serve as the gatekeeper for all the City's programs. They would create a database of information that can be retrieved by Durham Compact committees that are trying to determine what people in the community need as well as individuals in the City who are trying to find the location of certain resources. Technology could be used to connect people to available programs and resources. If those programs and resources do not exist within the Durham community, the Community Stakeholders Engagement Committee would turn to the various other Durham Compact committees to help provide available resources and programs. Overall, they believe that more work needs to be done. But this is where they are at this point.

Corporate Committee (Supplier Diversity Subcommittee), Dr. Laura Reece, Chair; Sara VanLear and Jonathan Wilkins, Co-Presenters

This Committee's key objective is a triangular approach—supporting and creating partnerships between the City and County, corporations' supplier chains or contracting/procurement services, and small-, minority- and women- owned businesses. They propose that specific steps are taken. The first step is that of using the committee's expertise to develop recommendations to City staff regarding best practices for creating a more diverse supply chain. The second step is more external but still triangular—same three groups. The goal here is to keep small-, minority- and women- owned businesses informed of contracting opportunities available by corporations. They also are working on a reverse mentoring program for small-, minority- and women- owned businesses in which these businesses would mentor corporations and others on best practices for contracting opportunities for small-, minority-, and women- owned businesses with the goal of changing large corporations' approach to how they attempt to secure these businesses for contracting opportunities. They would hear directly from them as opposed to corporations telling the small, minority and women owned businesses what they must have in place to successfully compete for contracts. Their goal is to be advocates for these small-, minority- and women- owned businesses.

Education Committee, Drs. Xavier Cason and Christa Washington, Co-Chairs; Dr. Xavier Cason, Presenter

Their overall focus is P-20. However, this year, they are focusing on ages 16-25 and plan to create a Youth Development Training Program. To do so, this Committee will first engage in asset mapping. In other words, they would identify two focus groups—youth between the ages of 16 and 25 will be the first focus group and business partners as the second focus group. This Committee will gather and analyze data on what needs to be done. Where are the gaps with this group of youth? What skills do these youth have and what skills do their workforce partners need? Once these questions are answered, this Committee will create a comprehensive curriculum program with equity and inclusion at the center. Also included with the curriculum is a strategic plan on how to effectively engage community colleges and universities in the area to provide training opportunities. This will be the Youth Development Training Program. This

Committee will develop partnerships with educational institutions to provide training opportunities for youth between the ages of 16 and 25 to make sure that they gain the skills needed by partner anchor employers in the region.

Philanthropic and Financial Committee, Roberta McCullough and Mark Newman, Co-Chairs; Roberta McCullough, Presenter

This Committee's overall goal is to foster financial security for business owners—especially small-, minority-, and women- owned businesses by providing various financial support mechanisms to ensure that they can scale and sustain their businesses. They have two goals. The first is to develop a pilot Financial Wellness Program for about 10-15 small-, minority-, and women- owned businesses and 5-10 philanthropic institutions. The philanthropic institutions will serve as partners and will agree to be mentors to the 10-15 small-, minority-, and women- owned businesses. The second goal is to identify 10-15 donors who are willing to support Durham Compact initiatives both monetarily and in-kind. They will create a Durham Compact database of prospective donors. They have helped Dr. Joyce Johnson and Ms. Grace Dzidzienyo to develop a donor letter that hopefully Mayor Schewel will sign. The donor letter was completed in early February 2021 and the Committee is still waiting for Mayor Schewel consent.

Built2Last Small Business Engagement Committee, Precious Allen, Chair and Presenter

This Committee began working with OEWD and the Built2Last Team before the Durham Compact was formed. This Committee is exploring ways to engage a broad base of small-, minority- and women- owned businesses. While this Committee's members will identify and secure businesses to participate in some of the other Durham Compact programs (such as reverse mentoring or Financial Wellness Program), they will also host networking programs to gauge community entrepreneurs' interests in *Built2Last* initiatives and provide opportunities for growth (such as working with Dr. James Johnson and others in the Bull City Training Center on the development and implementation of certification courses and/or programs, and training in the area of digital technology and other types of technical assistance as determined by data culled from focus groups).

Question and Answer Session

Dr. Christa Washington led the Q&A session. After hearing no questions from the Board or the visitors (via chat), Dr. Washington asked to hear more about reverse mentoring, which she found extremely interesting and innovative. Jonathan Wilkins responded by providing an overview of why the Supplier Diversity Subcommittee decided on the concept and its importance.

Action Item(s)

With no further questions, Dr. Johnson then asked if there were revisions that needed to be made to the October 19, 2020 Minutes. There were none. The October 19, 2020 Minutes were unanimously approved.

Dr. Johnson mentioned that she and Grace Dzidzienyo had decided to add a special committee that would be primarily responsible for marketing and branding Durham Compact initiatives. The committee's official name is the Committee for Strategic Public and Private Alliances. Board members will hear more about the committee from its members in the future.

Next Steps

Dr. Johnson informed Board members of the following next steps:

- Each committee is to proceed with implementation of their goals and continue to provide Dr. Johnson, Board Chair, with their interim status reports;
- Dr. Johnson will confirm the meeting requested by the Supplier Diversity Subcommittee with the Institute's CEO, CVSDMC's CEO, and Eric Miller with Equity and Inclusion to discuss a possible partnership or collaboration.
- The Committee for Strategic Public and Private Alliances will meet in a couple of weeks to discuss next steps for moving forward.
- Dr. Johnson and Ms. Dzidzienyo will began securing strategic partners or alliances once Built2Last is in place.
- Finally, for those who have not submitted their completed Conflict of Interest forms, please send them to Dr. Johnson by 5 p.m., on Monday, March 22, 2021.

Adjournment

With no additional questions or concerns, Dr. Johnson adjourned the meeting at 10:30 a.m.

Respectfully submitted,

Dr. Joyce B. Johnson

Joyce B. Johnson, Ph.D.

Serving as Recorder