LunchChat

Connect. Inform. Help.

Working to Ensure Diversity for Arts, Culture, & Events:

A Commitment to a Vibrant Community

June 18, 2020

Hosted by Rockford Area Convention & Visitors Bureau



Today's Partners











"We stand with the black community and condemn Racism.

The Rockford region is a resilient place, but not one without faults. We are encouraged by recent peaceful protest as a demonstration and stand against racism.

We understand the sensitivity to these matters, and we come alongside and support the voices of those focused on equality and a desire to become a place that provides equitable justice and celebrates, includes and respects the diversity of our residents and visitors.

As a community, let us strive to showcase love, acceptance, respect and appreciation for our black community and small business owners who help to make our region vibrant. And may we always be a place that makes space for voices to be heard."



Today's LunchChat Host



John Groh

President & CEO
Rockford Area Convention
& Visitors Bureau



LunchChat Panelists



Mary McNamara Bernsten

Executive Director
Rockford Area Arts Council
Co-chair
City of Rockford's Recovery Task Force



Tiana McCall

Board Member

RACVB

VP of Community Outreach &

Strategic Partnerships

Rock Valley College



Ricardo Montoya-Picazo
Community Relations Commission

City of Rockford
Field Representative
Office of Congresswoman Cheri Bustos
Board Member
Tinker Swiss Cottage Museum



Martesha Brown

Director of Advancement for the Rockford Area Convention & Visitors Bureau, Co-chair for the City of Rockford's Recovery Task Force RAVE Board, NAACP



Connect. Inform. Help.

UnitedWayRRV.org/covid-19 OR Text TOGETHER to 40403







Mary McNamara Bernsten

Rockford Area Arts Council

The importance of inclusive and welcoming arts and culture events

The

Importance

of

Inclusivity

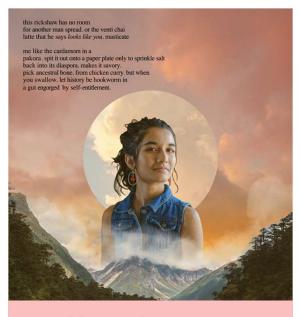
Celebration of Diversity and Inclusion in the Arts World



Kehinde Wiley+Amy Sherald



LinManuel
Miranda
American
Composer:
Hamilton

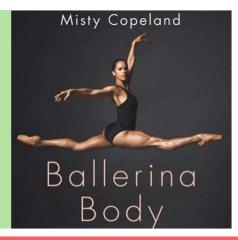


Meera Dasgupta first Asian-American Youth Poet Laureate 2020

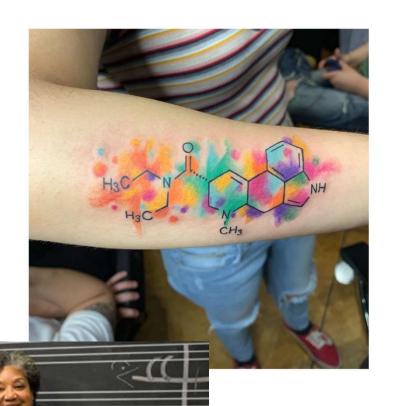
Joy Harjo First Native American Poet Laureate 2019

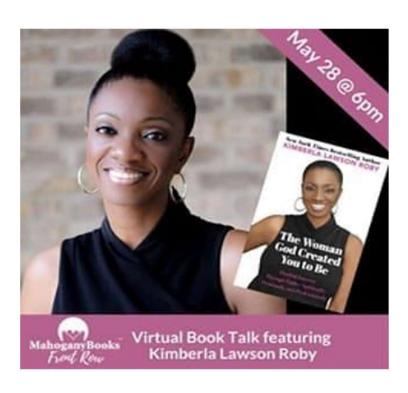


Misty
Copeland
America's
first
AfricanAmerican
prima
ballerina



Celebration of Diversity and Inclusion in the Arts World: LOCAL





Impact of organizations investing in diversity and inclusivity

Availability

Access



Representation

Ability to imagine oneself

Expectation

Accountability

Thank You Mary McNamara Bernsten Rockford Area Arts Council





Ricardo Montoya-Picazo

Community Relations Commission
Office of Congresswoman Cheri Bustos
Tinker Swiss Cottage Museum

Engaging Diverse Audiences



ENGAGING DIVERSE AUDIENCES

Ricardo Montoya-Picazo

THREE WAYS TO ENGAGE - 101

- BUILDING TRUST
- **COMMUNICATION**
- SUPPORT AND CREATE CULTURAL SPACES (Neighborhoods/City Wide)



BUILDING TRUST



■ Build & Have Empathy

Recognizing both universal and culture-specific factors that influence participation: Cultural Conditions,
 Racism, and Economic Inequality.

Nurturing Self-Awareness

- Free of biases, prejudice, attitudes, and stereotypes.
- Be able to see people of color as a source of strength and resilience
- Grassroots organizing and socialization areas to gain trust /awareness

■ Developing Staff

- Does my agency have a diverse staff?
- Does my agency have a Diversity and Inclusion Training?

Expand Programing

Must have programming/events that reflect the diversity of your community

COMMUNICATION



"DIVERSITY IS LIKE BEIGN INVITED TO THE PARTY AND INCLUSION IS BEING INVITED TO DANCE" - PRESENTER 2020

- Break the language barriers
 - A diverse community means not all speak like you!
 - When targeting you audience, make sure you have proper communication tools and staff.
- Be the listener not the speaker
 - When engaging with communities of color, don't come to change or dictate your ideas rather listen and engage
- A message must be inclusive and welcoming
 - Multiple channels to communicate are critical we don't want to exclude
 - Ask you self, "Is my agency/organization's message inclusive and welcoming?"

SUPPORT AND CREATE CULTURAL SPACES

■ Essential to create Cultural Districts/Spaces

- Lack of space for art and culture identify areas for cultural inclusivity!
 - Do we have cultural space in our area? How can we create spaces?
- Collaborative effort to encourage more creative cultural activities
 - Our community is in-fact diverse, how is you organization creating cultural evet opportunities and how are we engaging with others for these opportunities.

■ Support and Fund Organizations who engage through culture and activities

- For some "FUNDING" can be an issues, but we must be willing to use those funds for cultural engagement within your organizations/agency.
- Truth is... There is lack of diversity among groups that do receive funding, and less support for art spaces in communities of color and less diverse representation in the programming of larger cultural institutions.



THANK YOU

Ricardo Montoya-Picazo





Tiana McCall RACVB Rock Valley College

Recruitment for Diverse Perspectives (Board and Leadership)

Recruitment for Diverse Perspectives (Board and Leadership)



Tiana McCall, MBA RACVB, Board Member



- Understand your organization's mission reasons, business reasons, social responsibility and identity reasons for recruitment
 - Focus on what people will do, rather than on what they are, or on what their skills are
 - When changing the diversity on the board, bring on two or three new people at once
 - board requirements that act to exclude potential recruits, rather than making exceptions for "diverse board members," change the requirements



• Diversity in leadership helps with retention of diverse staff

- Having diversity in leadership let's your diverse staff
 - a.) know that there is a pathway to leadership
 - b.) shows them a concrete example of what that pathway looks like
 - c.) they are more likely to stay with the company



Listen to your diverse members

- If members' perspectives are not regularly elicited or valued, diversity doesn't matter
- Diiverse boards more effective when different voices integrates with contrasting insights
- Welcome conversations about diversity



How to find talented Black people to hire for leadership positions

- Recruit at historically Black colleges and universities
- Hire a staffing company that is committed to, and trained in, unbiased interview and hiring practices
- Google. Search LinkedIn. Share your job listing with professional African-American organizations

■above taken from article written by Brandi Riley, Founder, Courage to Earn | Publisher, Mama Knows It All

Thank You



Tiana McCall, MBA RACVB, Board Member





Martesha Brown

Rockford Area Convention & Visitors Bureau RAVE Board, NAACP

RACVB & Our Commitment to the Minority Community

Equity. Justice. Respect. Celebration of Diversity

We come **alongside** and **support the voices** of those focused on equality and a desire to become a place that provides equitable justice and celebrates, includes and respects the diversity of our residents and visitors.

Good for a Resident. Good for a Visitor.



Listen.

Become better listeners of our community members and the industries we serve to understand how we can support and create a more welcoming region.



Plan.

Develop a plan and/or incorporate feedback into current plans as actionable steps with associated timelines.



Engage.

Engagement is not a one-time investment. We plan to continue engagement with groups to ensure the channels of communication remain open and our advocacy meets the needs beyond the recent events that have occurred. This will help us to ensure we remain agile to the needs of our minority community. (CONA)



Commit.

Our plan will be submitted to our board for approval and accountability as a reportable component (similar to other monitoring reports).





Thank You

Listen. Plan. Engage. Commit.

Martesha Brown
Director of Advancement
Rockford Area Convention & Visitors Bureau
mbrown@gorockford.com



Q&A



Thank You Partners













LunchChat

Connect. Inform. Help.

Stay Tuned for the Next LunchChat www.gorockford.com/lunchchat



Stay Connected!

Facebook: GoRockford

www.gorockford.com

covid19@gorockford.com



Connect. Inform. Help.

UnitedWayRRV.org/covid-19 OR Text TOGETHER to 40403

Rockford Area Resources

GoRockford.com/ResourceCenter

Information about local sites/attractions/restaurants, and resources for families and small businesses

GoRockford.com/LunchChat

Weekly webinars every Tuesday/Thursday





LunchChat

Connect. Inform. Help.

Thank you!