



CITY OF SIGNAL HILL

2175 Cherry Avenue • Signal Hill, California 90755-3799

THE CITY OF SIGNAL HILL
WELCOMES YOU TO A REGULAR
DIVERSITY COALITION COMMITTEE MEETING
May 05, 2025

The City of Signal Hill appreciates your attendance. Citizen interest provides the Diversity Coalition Committee with valuable information regarding issues of the community. Meetings are held the first Monday of each month. Meetings will commence at 6:00 p.m. There is a public comment period at the beginning of the regular meeting, as well as the opportunity to comment on each agenda item as it arises. Any meeting may be adjourned to a time and place stated in the order of adjournment.

The agenda is posted 72 hours prior to each meeting on the City's website and outside of City Hall and is available at each meeting. The agenda and related reports are available for review online at www.cityofsignalhill.org.

During the meeting, staff presents agenda items for Committee consideration. The public is allowed to address the Committee on all agenda items. Staff may take agenda items out of order and will announce when the period for public comment is open on each agenda item. The public may speak to the Committee on items that are not listed on the agenda. This public comment period will be held at the beginning of the public portion of the meeting. Please direct your comments or questions to staff.

To participate:

- In-person Participation: Signal Hill Public Library, 1800 E. Hill Street, Signal Hill, California.
- To make a general public comment or comment on a specific agenda item, you may also submit your comment, limited to 250 words or less, to cityclerk@cityofsignalhill.org no later than 4:00 p.m. on Monday, May 5, 2025. Written comments will be provided electronically to the Diversity Coalition Committee and attached to the meeting minutes. Written comments will not be read into the record.

Diversity Coalition Committee Members receive no compensation.

(1) **CALL TO ORDER – 6:00 P.M.**

(2) **ROLL CALL**

Committee Members:

Jennifer Arzate
Samona Caldwell
Kerry Castillo
Pam Dutch-Hughes
Mary Gonzalez
Richard Harris
Harshan Jeyakumar
Charsima Justis
Gege Lopez
Diana Phillips
Lupe Reyes
Todd Sahara
Lisa Wong

(3) PLEDGE OF ALLEGIANCE**(4) PUBLIC BUSINESS FROM THE FLOOR ON ITEMS NOT LISTED ON THIS AGENDA****(5) DISCUSSION ITEM(S)**

a. DCC STRATEGIC WORK PLAN DISCUSSIONS

Summary:

The DCC approved the initial work plan on October 7, 2024 (Attachment A). The key proposed changes are highlighted in the attached. (1) Advise the City Council and Staff on Opportunities for Continuous Improvement.; (2) Engage with Underserved and Underrepresented Communities; and (3) Educate and Celebrate.

The DCC subcommittees will continue discussion of the work plan items. One of the goals for the DCC is to begin creating a priority list of work items and to discuss a date to present the progress status of the Work Plan to City Council in August, 2025.

Recommendation:

Staff recommends the DCC:

- 1.) Subcommittees provide updates on their progress.
- 2.) Discuss next steps for the work plan Implementation.
- 3.) Discuss a proposed date to present the DCC's progress on the work plan to the City Council.

Attachments:

A. Final Work Plan

(6) CONSENT CALENDAR

The following Consent Calendar items are expected to be routine and non-controversial. Items will be acted upon by the Committee at one time without discussion. Any item may be removed by a Committee or member of the audience for discussion.

a. APPROVAL OF MEETING MINUTES**Summary:**

Review the Regular Meeting minutes of April 7, 2025.

Strategic Plan Goal(s):

Goal No. 5. High-Functioning Government: Strengthen internal communication, recruitment, retention, systems, and processes to increase the effectiveness and efficiency of City services.

Recommendation:

Approve the meeting minutes.

Attachments:

A. April 7, 2025 Minutes

(7) COMMITTEE NEW BUSINESS**(8) ADJOURNMENT**

Tonight's meeting will be adjourned to the next regular meeting of the Diversity Coalition Committee to be held on Monday, June 2, 2025 at 6:00 p.m., in the Signal Hill Public Library, 1800 E. Hill Street, Signal Hill, CA 90755.

CITIZEN PARTICIPATION

If you need special assistance beyond what is normally provided to participate in meetings, the City will attempt to accommodate you in every reasonable manner. Please call the City Clerk's office at (562) 989-7305 at least 48 hours prior to the meeting to inform us of your particular needs to determine if accommodation is feasible.

AFFIDAVIT OF POSTING

I, Alfa Lopez, Assistant to the City Manager/Economic Development Manager, do hereby certify that the foregoing agenda was posted at City Hall, at the Library, at Discovery Well Park, and at Reservoir Park 72 hours in advance of this meeting.



CITY OF SIGNAL HILL
STAFF REPORT

2175 Cherry Avenue • Signal
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5/5/2025

AGENDA ITEM

TO:
DIVERSITY COALITION COMMITTEE

FROM:
YVETTE AGUILAR/ DEPUTY CITY MANAGER
DIRECTOR OF PARKS, RECREATION AND LIBRARY SERVICES
ALFA LOPEZ
ASSISTANT TO THE CITY MANAGER/ECONOMIC DEVELOPMENT MANAGER

SUBJECT:
DCC STRATEGIC WORK PLAN DISCUSSIONS

Summary:

The DCC approved the initial work plan on October 7, 2024 (Attachment A). The key proposed changes are highlighted in the attached. (1) Advise the City Council and Staff on Opportunities for Continuous Improvement.; (2) Engage with Underserved and Underrepresented Communities; and (3) Educate and Celebrate.

The DCC subcommittees will continue discussion of the work plan items. One of the goals for the DCC is to begin creating a priority list of work items and to discuss a date to present the progress status of the Work Plan to City Council in August, 2025.

Recommendation:

Staff recommends the DCC:

- 1.) Subcommittees provide updates on their progress.
- 2.) Discuss next steps for the work plan Implementation.
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Attachments:

- A. Final Work Plan

Work Plan 2024-2025

Diversity Coalition Committee

DCC Overview

The Diversity Coalition Committee (DCC) is excited to present a collective work plan for fiscal year 2024-2025 that focuses on fostering inclusivity, engagement, and education within our community. This comprehensive plan outlines strategic objectives designed to enhance our outreach efforts, strengthen collaboration with other diversity groups, and increase awareness of diversity-related issues. Key initiatives will include hosting a Speaker Series featuring influential voices in the realm of diversity, conducting training workshops to equip our members with essential knowledge and skills, and organizing community listening sessions to gather valuable feedback. By actively engaging with citizens through various communication channels, the DCC aims to create a more inclusive environment where all voices are heard and valued. This collective effort will not only promote cultural understanding but also empower our members to be effective resources in the community, paving the way for meaningful change and connection throughout the year.

The key proposed changes are highlighted in the attached outline. Notably, the abbreviated mission statement has been refined, and adjustments have been made to the goals. The former goal of "Education" has been revised to "Educate and Celebrate," emphasizing both learning and recognition. The goal of "Facilitate" has been updated to "Outreach to Underserved and Underrepresented Communities," focusing on outreach and inclusion. Lastly, "Continuous Improvement" has been redefined as to "Advise Council and Staff on Opportunities for Continuous Improvement," aligning the goal with actionable advisory roles.

The proposed goals of the DCC are focused on three specific areas: Educate and Celebrate, Outreach to Underserved and Underrepresented Communities, and Advise City Council and Staff on Opportunities for Continuous Improvement.

1. Advise City Council and Staff on Opportunities for Continuous Improvement
2. Outreach to Underserved and Underrepresented Communities
3. Educate and Celebrate

2024- 2025 Work Pla n

Strategic Plan Goal	Strategic Plan Objective/ Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
1 ADVISE CITY COUNCIL AND STAFF ON OPPORTUNITIES FOR CONTINUOUS IMPROVEMENT					
Advise City Council and Staff on Opportunities for Continuous Improvement	Enhance Community Relations and increase public awareness. Action Item : Host an annual Police Department Open House	Coordinate an Open House at SHPD to welcome and educate the public about general police operations.	Advise City Council and Staff on Opportunities for Continuous Improvement Sub- Committee & Staff	Annually	
Advise City Council and Staff on Opportunities for Continuous Improvement	Foster inclusivity and cultural understanding. Action Item : Plan DCC Specific Special Events	1. Host events that help promote DEI efforts, such as the Diversity Breakfast, Cultural Festival and/or Juneteenth event.	Advise City Council and Staff on Opportunities for Continuous Improvement Sub-		

Strategic Plan Goal	Strategic Plan Objective/Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
		2. Host an event, such as a mixer, that focuses on attracting business interest. 3. Identify existing opportunities for the DCC to host a booth at Parks, Recreation, and Library Services Department events. 4. Facilitate a college fair. 5. Develop a Disability Awareness Event.	Committee & Staff		
Advise City Council and Staff on Opportunities for Continuous Improvement	Encourage excellence and foster a culture of appreciation: Action Item : Develop recognition programs	1. Establish a program identifying businesses and individuals that are promoting diversity. 2. Establish criteria for a “Diversity Champion”	Advise City Council and Staff on Opportunities for Continuous Improvement Sub -		

Strategic Plan Goal	Strategic Plan Objective/ Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
		award to recognize annual at the Diversity Breakfast.	Committee & Staff		
Advise City Council and Staff on Opportunities for Continuous Improvement	Promote open dialogue and mutual understanding: Action Item : Plan for opportunities that facilitate discussions, and sharing of similar experiences around diversity and create a safe space	Internally, discuss top 3 priorities in DEI efforts, and work to secure speakers with that background to lead those “table talks” that will be open to the public.	Advise City Council and Staff on Opportunities for Continuous Improvement Sub- Committee & Staff		
Advise City Council and Staff on Opportunities for Continuous Improvement	Enhance transparency: Action Item : Review SHPD policies and procedures to make sure they are compliant.	Bring in SHPD representative to explain policies and procedures, statutory regulations, and discuss how SHPD is held accountable for compliancy through local,	Advise City Council and Staff on Opportunities for Continuous Improvement Sub-		Make this an internal DCC training topic.

Strategic Plan Goal	Strategic Plan Objective/ Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
		state, and federal mandates.	Committee & Staff		
2. OUTREACH TO UNDERSERVED AND UNDERREPRESENTED COMMUNITIES					
Outreach to Underserved and Underrepresented Communities	Increase community engagement and participation. Action Item : Work with City liaisons to acquire information about upcoming events, programs, and activities to help promote and expand participation.	1. Promote Signal Hill Leadership Program . 2. Promote upcoming events and activities. 3. Work with City liaison to help make programs and activities more inclusive and include DCC outreach. 4. Promote scholarship and internship opportunities in the City and provide information to populations that may not have ready access			

Strategic Plan Goal	Strategic Plan Objective/Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
		to information and resources.			
Outreach to Underserved and Underrepresented Communities	Enhance community outreach and visibility. Action Item : Create stand-alone outreach opportunities and a marketing/communication plan, for the DCC to engage with the community/public.	- Reimagined park pop-ups to get more community feedback. - Develop a survey that allows feedback from the community to be submitted (include a QRcode). - Develop regular communication via social media channels.			
Outreach to Underserved and Underrepresented Communities	Enhance Community Relations and increase public awareness. Action Item : Host community listening session to continue police	Listening sessions can be with PD to help reestablish trust.			

Strategic Plan Goal	Strategic Plan Objective/Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
	engagement with the community.				
Outreach to Underserved and Underrepresented Communities	Enhance representation and communication. Action Item : Identify a DCC member, to attend public meetings hosted by the City to bring report back on current projects and priorities.	Discuss ways that the DCC may be able to collaboratively work with the City liaisons to move forward new ideas for outreach.			

Strategic Plan Goal	Strategic Plan Objective/Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
3.EDUCATE AND CELEBRATE					
Educate and Celebrate	Enhance training and educational opportunities: Action Item : Identify topics for internal DCC training to help members become a resource in the community.	1. Collaborate with local organizations and institutions to provide training programs and workshops that enhance members' understanding of community resources.			
Educate and Celebrate	Foster Collaboration: Action Item : Engage with other diversity groups/ coalitions/ city governments and brainstorm, discuss current matters, share information	1. Identify the groups that DCC would like to coordinate with, and specific topics. 2. Work with schools to provide DEI resources. 3. Provide educational workshops for the community to help educate them about	Sub - Committee		

Strategic Plan Goal	Strategic Plan Objective/Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
	and practices across other communities.	available resources (paying bills, affordable housing, etc.)			
Educate and Celebrate	Promote awareness and dialogue around diversity issues. Action Item : Develop a Speaker Series for 2024-2025.	Identify topics for Speaker Series, and frequency.			
Educate and Celebrate	Enhance community engagement and information dissemination Action Item : Improve communication with citizens via various communication channels	1. Community photo collage showing diversity of SH through and “I am Signal Hill” message (library corridors, Cherry Ave.)			

Strategic Plan Goal	Strategic Plan Objective/Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
	to ensure timely and effective outreach to all residents.	2. Update information on the City's DCC webpage.			



CITY OF SIGNAL HILL
STAFF REPORT

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5/5/2025

AGENDA ITEM

TO:
DIVERSITY COALITION COMMITTEE

FROM:
ALFA LOPEZ
ASSISTANT TO THE CITY MANAGER/ECONOMIC DEVELOPMENT MANAGER

SUBJECT:
APPROVAL OF MEETING MINUTES

Summary:

Review the Regular Meeting minutes of April 7, 2025.

Strategic Plan Goal(s):

Goal No. 5. High-Functioning Government: Strengthen internal communication, recruitment, retention, systems, and processes to increase the effectiveness and efficiency of City services.

Recommendation:

Approve the meeting minutes.

Attachments:

A. April 7, 2025 Minutes

**A REGULAR MEETING OF THE CITY OF SIGNAL HILL
DIVERSITY COALITION COMMITTEE**

April 7, 2025

6:00 P.M.

A Regular Meeting of the Diversity Coalition Committee (DCC) was held in-person in the Signal Hill Public Library on April 7, 2025.

(1) CALL TO ORDER

The chair called the meeting to order at 6:13 p.m.

(2) ROLL CALL

Present:

SAMONA MICHELLE CALDWELL
KERRY CASTILLO
PAM DUTCH HUGHES
MARY GONZALES
RICHARD HARRIS
HARSHAN JEYAKUMAR
DIANA PHILLIPS
LUPE REYES
LISA WONG

Absent:

JENNIFER ARZATE
CHARISMA JUSTIS
GEGE LOPEZ
TODD SAHARA

City Representatives:

ALFA LOPEZ, ASSISTANT TO THE CITY MANAGER/ECONOMIC DEVELOPMENT
MANAGER

There were two members of the public in attendance:

JUANITA MATTHEWS, CO-FOUNDER, SPRING OF HOPE GRIEF CARE CENTER
CECILE HARRIS WALTERS

(3) PLEDGE OF ALLEGIANCE

(4) PUBLIC BUSINESS FROM THE FLOOR NOT LISTED ON THE AGENDA

Juanita Matthews introduced herself and provided an overview of Ron Settles Day. Ms. Matthews attended the meeting to meet with the DCC and discuss a potential idea to add a Ron Settles Day remembrance as part of the Diversity Breakfast.

DCC unanimously confirmed incorporating Ron Settles Day with the planned DCC Breakfast on June 3, 2025.

(5) CITY UPATE

City Staff introduced the revised draft flyer for the DCC Breakfast, with incorporated feedback from the March DCC meeting. Staff will revise the flyer to incorporate Ron Settles day.

(6) DISCUSSION ITEMS

6a. DCC STRATEGIC FRAMEWORK AND WORK PLAN DISCUSSIONS

Summary:

The DCC approved the initial work plan on October 7, 2024 (Attachment A). The key proposed changes are highlighted in the attached. (1) Advise the City Council and Staff on Opportunities for Continuous Improvement.; (2) Engage with Underserved and Underrepresented Communities; and (3) Educate and Celebrate. The DCC subcommittees will continue discussion of the work plan items. One of the goals for the DCC is to begin creating a priority list of work items through June 30, 2024, and to discuss a date to present the progress status of the Work Plan to City Council.

- (1). Advising Council and Staff on Opportunities for Continuous Improvement
 - 1. Prepare DCC Summary Document for Council Review & Commitment Renewal
 - 2. Request New City Proclamation Reaffirming Commitment to DEI
 - 3. Identify Underserved and Underrepresented Communities
 - 4. Establish a DCC Web Presence
- (2) Engage with Underserved and Underrepresented Communities
 - 1. Reimagining the park pop ups.

2. Develop communication.
3. Reaching to marginalized groups.

(3) Educate and Celebrate (in progress)

Recommendations:

- 1.) Subcommittees provide updates on their progress.
- 2.) Discuss next steps for the work plan Implementation.
- 3.) Discuss a proposed date to present the DCC's progress on the work plan to the City Council.

(7) CONSENT CALENDAR

7a. APPROVAL OF MEETING MINUTES

Review the Regular Meeting minutes of April 7, 2025.

Recommendation: Approved

(8) COMMITTEE NEW BUSINESS

(8) ADJOURNMENT

Staff adjourned the meeting at 7:45 P.M. to the next regular meeting of the DCC to be held on Monday, May 5, 2025, at 6:00 P.M., at the Signal Hill Public Library, Signal Hill.

APPROVED: _____
Assistant to the City Manager/Economic Development Manager