



## CITY OF SIGNAL HILL

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2175 Cherry Avenue • Signal Hill, California 90755-3799

THE CITY OF SIGNAL HILL  
WELCOMES YOU TO A REGULAR  
DIVERSITY COALITION COMMITTEE MEETING  
April 07, 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](http://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. City 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 City Staff.

**To participate.:**

- In-person Participation: Signal Hill Public Library, 1800 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](mailto:cityclerk@cityofsignalhill.org) no later than 4:00 p.m. on Monday, April 8, 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) **CITY UPDATE**

(6) **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 through June 30, 2024, and to discuss a date to present the progress status of the Work Plan to City Council.

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

**(7) 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 March 3, 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. March 3, 2025 Minutes

**(8) COMMITTEE NEW BUSINESS**

**(9) ADJOURNMENT**

Tonight’s meeting will be adjourned to the next regular meeting of the Diversity Coalition Committee to be held on Monday, May 5 at 6:00 p.m., in the Signal Hill Public Library, 1800 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.



STAFF REPORT

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4/7/2025

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**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 through June 30, 2024, and to discuss a date to present the progress status of the Work Plan to City Council.

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

# 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 Plan

Strategic Plan Goal	Strategic Plan Objective/Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
<b>1. ADVISE CITY COUNCIL AND STAFF ON OPPORTUNITIES FOR CONTINUOUS IMPROVEMENT</b>					
<b>Advise City Council and Staff on Opportunities for Continuous Improvement</b>	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	
<b>Advise City Council and Staff on Opportunities for Continuous Improvement</b>	Foster inclusivity and cultural understanding.  Action Item: Plan DCC Specific Special Events	<ol style="list-style-type: none"> <li>1. Host events that help promote DEI efforts, such as the Diversity Breakfast, Cultural Festival and/or Juneteenth event.</li> <li>2. Host an event, such as a mixer, that focuses on attracting business interest.</li> <li>3. Identify existing opportunities for the DCC to host a booth at Parks, Recreation, and Library Services Department events.</li> <li>4. Facilitate a college fair.</li> <li>5. Develop a Disability Awareness Event.</li> </ol>	Advise City Council and Staff on Opportunities for Continuous Improvement Sub-Committee & Staff		
<b>Advise City Council and Staff on Opportunities for Continuous Improvement</b>	Encourage excellence and foster a culture of appreciation:  Action Item: Develop recognition programs	<ol style="list-style-type: none"> <li>1. Establish a program identifying businesses and individuals that are promoting diversity.</li> </ol>	Advise City Council and Staff on Opportunities for Continuous		

Strategic Plan Goal	Strategic Plan Objective/Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
		2. Establish criteria for a “Diversity Champion” award to recognize annual at the Diversity Breakfast.	Improvement Sub-Committee & Staff		
<b>Advise City Council and Staff on Opportunities for Continuous Improvement</b>	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		
<b>Advise City Council and Staff on Opportunities for Continuous Improvement</b>	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, state, and federal mandates.	Advise City Council and Staff on Opportunities for Continuous Improvement Sub-Committee & Staff		<b>Make this an internal DCC training topic.</b>
<b>2. OUTREACH TO UNDERSERVED AND UNDERREPRESENTED COMMUNITIES</b>					
<b>Outreach to Underserved and Underrepresented Communities</b>	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.	<ol style="list-style-type: none"> <li>1. Promote Signal Hill Leadership Program.</li> <li>2. Promote upcoming events and activities.</li> <li>3. Work with City liaison to help make programs and activities more inclusive and include DCC outreach.</li> </ol>			



Strategic Plan Goal	Strategic Plan Objective/Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
		4. Promote scholarship and internship opportunities in the City and provide information to populations that may not have ready access to information and resources.			
<b>Outreach to Underserved and Underrepresented Communities</b>	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.	1. Reimagined park pop-ups to get more community feedback. 2. Develop a survey that allows feedback from the community to be submitted (include a QR code). 3. Develop regular communication via social media channels.			
<b>Outreach to Underserved and Underrepresented Communities</b>	Enhance Community Relations and increase public awareness.  Action Item: Host community listening session to continue police engagement with the community.	1. Listening sessions can be with PD to help reestablish trust.			
<b>Outreach to Underserved and Underrepresented Communities</b>	Enhance representation and communication. Action Item: Identify a DCC member, to	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
	attend public meetings hosted by the City to bring report back on current projects and priorities.				
<b>3.EDUCATE AND CELEBRATE</b>					
<b>Educate and Celebrate</b>	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.			
<b>Educate and Celebrate</b>	Foster Collaboration:	1. Identify the groups that DCC would like to coordinate with, and specific topics.	Sub-Committee		

Strategic Plan Goal	Strategic Plan Objective/Action	Activity Description	Assigned to:	Expected Completion Date	Status of Progress
	Action Item: Engage with other diversity groups/coalitions/city governments and brainstorm, discuss current matters, share information and practices across other communities.	<ol style="list-style-type: none"> <li>2. Work with schools to provide DEI resources.</li> <li>3. Provide educational workshops for the community to help educate them about available resources (paying bills, affordable housing, etc.)</li> </ol>			
<b>Educate and Celebrate</b>	Promote awareness and dialogue around diversity issues.  Action Item: Develop a Speaker Series for 2024-2025.	Identify topics for Speaker Series, and frequency.			
<b>Educate and Celebrate</b>	Enhance community engagement and information dissemination Action Item: Improve communication with citizens via various communication channels to ensure timely and effective outreach to all residents.	<ol style="list-style-type: none"> <li>1. Community photo collage showing diversity of SH through and “I am Signal Hill” message (library corridors, Cherry Ave.)</li> <li>2. Update information on the City’s DCC webpage.</li> </ol>			



STAFF REPORT

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4/7/2025

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**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 March 3, 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. March 3, 2025 Minutes

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

**March 3, 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 March 3, 2025.

**(1) CALL TO ORDER**

The chair called the meeting to order at 6:20 p.m., late start due to lack of quorum.

**(2) ROLL CALL**

Present:

JENNIFER ARZATE  
SAMONA MICHELLE CALDWELL  
MARY GONZALES  
RICHARD HARRIS  
HARSHAN JEYAKUMAR  
DIANA PHILLIPS  
LUPE REYES  
LISA WONG

Absent:

CHARISMA JUSTIS  
GEGE LOPEZ  
PAM DUTCH HUGHES  
KERRY CASTILLO  
TODD SAHARA

City Representatives:

YVETTE AGUILAR, DEPUTY CITY MANAGER

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

There were no members of the public in attendance.

### **(3) PLEDGE OF ALLEGIANCE**

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

### **(5) CITY UPATE**

City Staff introduced a draft flyer for the DCC Breakfast and requested feedback. DCC members requested the flyer include photos from last year's event.

### **(6) DISCUSSION ITEMS**

#### **6a. DCC SUBCOMMITTEES UPDATES**

##### **Summary:**

In August 2020, the City initiated a recruitment process for members of the Diversity Coalition Committee (DCC). The DCC was established with three primary objectives, which were recently reviewed and approved by its members: (1) Educate and Celebrate; (2) Engage with Underserved and Underrepresented Communities; and (3) Advise the City Council and Staff on Opportunities for Continuous Improvement. The subcommittees provided updates on their progress.

##### **Recommendations:**

- 1.) Discuss the next planned subcommittee meetings.
- 2.) Regularly update the work plan progress.

#### **6b. 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. With the newly formed subcommittees, the DCC will continue discussion of the work plan items. Utilizing the subcommittee meetings, 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.

##### **Recommendations:**

- 1.) Discuss next steps for the work plan Implementation.
- 2.) 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 February 3, 2025.

Recommendation: Approved

7b. IN THE NEWS

Articles compiled by staff that may be of interest to the Diversity Coalition Committee (Attachment A).

Recommendation: Receive and file.

**(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, April 7, 2025, at 6:00 P.M., at the Signal Hill Public Library, Signal Hill.

APPROVED: \_\_\_\_\_  
Assistant to the City Manager/Economic Development Manager