

## **BCA Equity and Belonging Committee Minutes**

**Tuesday, July 12, 2022, 12 pm**

**Held via Zoom and in-person at the Lorraine B. Goode Room at BCA**

**Committee Members: Mildred Beltre (facilitator), Lisa Lillibridge, Bryan Parmelee, Milton Rosa-Ortiz, Lori Rowe (absent), Patrick Shank, Mary--Katherine Stone, Jon Weisbecker**

**BCA Staff: Doreen Kraft, John Flanagan**

**BCA Staff guests: Ted Olson, Elena Rosen**

1. Mildred made motion to approve agenda: Lisa first; Milton second.

2. Public Forum – no members of the public present

3. John discussed what the Communications Team does. Mildred requested more background on the BTV Market/Farmer's Market media coverage and John shared how the Communications Team contributed to the creation of the BTV Market and worked to counter the public perception that it was in competition with the Farmer's Market. Doreen added that from an equity lens the BTV Market was created specifically to support more BIPOC vendors and artists, with an eye to providing assistance for smaller vendors who are just getting started.

-John shared the Communications Team's work regarding equity, belonging, and accessibility.

-There was a discussion of the Communications Team's use of artist toolkits to support artists with assets to promote their participation in BCA programs. Lisa thought it was impressive that BCA is providing these high-quality toolkits, images, and videos to artists and suggested that we might collect testimonials from artists who have benefited from using them. Mildred asked what the purpose of getting testimonials would be and how they would be used. Doreen said that broadcasting the ways we support artists will encourage other artists in our community to work with us and they could be used for development appeals to continue to grow the capacity to fund high-quality video and photography assets for artists.

-Mildred asked about the cost of live streaming events. John explained that we are able to live stream using existing BCA equipment. Doreen commented that we're seeing that there is still a significant audience that wants to be engaged digitally, and that virtual offerings do still have budgetary needs.

-Milton asked what BCA is doing to connect people who are visually impaired with primarily visual mediums of art. Ted shared our policy of adding quality alt tags to images on our website so they are accessible to individuals who use screen readers and Elena talked about the features of the UserWay widget on the BCA website that assist people with low vision.

-Mildred asked about how we get materials translated into different languages. John and Doreen shared that there are city resources through CEDO and REIB that are reserved for translation services.

--John discussed the Communications Team's future initiatives. Milton wondered if we could collaborate with the library on some kind of audiobook version of our exhibitions. John said he would reach out to the library to learn more

4. Committee discussed keeping facilitator format, former and next facilitator to co-host meetings in between to better manage handoff. Committee to meet next in August. Will discuss meeting frequency.

5. Motion to adjourn; Lisa first; Bryan second.