

Durham Compact Board of Advisors

Virtual Meeting

9:00 AM-10:30 AM

Wednesday, June 17, 2020

MINUTES

Attendees: Dr. Joyce B. Johnson, Board Chair; Grace Dzidzienyo, Board Member; Dr. Laura Reece, Corporate Committee Chair; Roberta McCullough, Philanthropic/Finance Committee Chair; Xavier Cason, Education Committee Chair; Tiffany Elder, Community Stakeholders Engagement Committee Co-Chair; Eliazar Posada, Community Stakeholders Engagement Committee Co-Chair; Precious Allen, Small Business Grassroots Engagement Committee Chair; Andre Pettigrew, Director, Office of Economic and Workforce Development; Pheon Alston, Administrative Analyst, Office of Economic and Workforce Development; and Keith Chadwell, Deputy City Manager, City of Durham

Call to Order

A virtual meeting of the Durham Compact Board of Advisors was held on June 17, 2020. It began at 9:00 a.m. and was presided over by Chairperson Joyce B. Johnson who also served as Recorder.

Approval of the Agenda

The Agenda was unanimously approved by the attendees with one revision: Andre Pettigrew would lead the COVID-19 and post-COVID-19 discussion instead of Grace Dzidzienyo.

Introductions

Chair Johnson thanked each member for her or his willingness to serve on the Durham Compact Board of Advisors, adding that their wealth of experience, knowledge and expertise would certainly help the Durham Compact achieve its goals and realize its mission. Johnson then asked all attendees to introduce themselves by first stating their name and then providing some information about themselves. Each attendee did so.

Old Business

There was no “Old Business” since this was the inaugural meeting of the Durham Compact Board of Advisors.

New Business

Purpose of the Meeting

Chair Johnson stated that the meeting had a two-fold purpose: (1) to provide each Board member with a brief Orientation, which would include an overview of the Board's governance structure, official documents that Board members may use in order to fulfill their roles and responsibilities, and the Durham Compact Board of Advisors Bylaws that would need their approval; and (2) to have a discussion with Board members regarding their current community work in addressing the challenges resulting from the COVID-19 pandemic.

Overview of Built2Last, Durham Compact and the Office of Economic and Workforce Development: The Interconnection

Grace Dzidzienyo provided information on the events leading to the development of the Durham Compact. She said that when Andre Pettigrew first arrived as Director of the Office of Economic and Workforce Development, he had a conversation with Mayor Schewel and others about "shared economic prosperity." However, she noted, people had different meanings of "shared economic prosperity." According to Dzidzienyo, Mayor Schewel later outlined in his first State of the City Address in 2018 an agenda that included a shared prosperity economy and asked the Office of Economic and Workforce Development (OEWD) to take the lead in developing a plan. OEWD then hired Cedar Grove Institute for Sustainable Communities, led by Dr. James Johnson, of UNC's Kenan-Flagler Business School, to collaborate with OEWD to develop such a plan. She reminded the attendees that many of them had participated in the stakeholders meeting held by the Built2Last and OEWD Team. The end result was the *Built2Last Roadmap*, a comprehensive plan on how to create a more inclusive and equitable economy in Durham. Prior to the development of such a plan, Ms. Dzidzienyo thought of creating a Durham Compact modeled after the United Nations Global Compact because it was so important for them to engage with the private sector, financial sector, community and educational sector. How can we leverage our resources to have a greater impact? The government has a tendency, based on research performed by the World Economic Council, not to ask for resources or assistance from the private sector. The Durham Compact would have private sector employees and other organizations to leverage their resources to help the City of Durham secure strategic alliances who would assist the City in the development of some of the Built2Last initiatives. This action, she acknowledges, would help Durham achieve a major goal of achieving a more inclusive and equitable community with the support of partners. She reminded the attendees that many of them had participated in stakeholders' meetings that the Built2Last and OEWD team had held. Dzidzienyo ended by providing some background information on OEWD. OEWD focuses on implementing strategies that ensure Durham has a strong and diverse economy, which includes talent development and small business development. The office focuses on workforce development and economic development.

Review and Discussion of Durham Compact Documents

Dr. Johnson led a review of the *Durham Compact*, Memorandum of Understanding and the Organizational Chart that attendees were sent the prior week to review and be prepared to discuss at the meeting. She reviewed each of the documents with attendees—highlighting key information in both the *Durham Compact* and the Memorandum of Understanding (MOU). She stated that the Durham Compact Office was responsible for securing strategic alliances from the corporate sector, educational sector, philanthropic/financial sector, the small business sector, and community leadership and activists focused

on equitable and inclusive development in Durham. Dr. Johnson then highlighted the four major areas of the *Built2Last Plan* that the *Durham Compact* would focus on—they being talent development, inclusive supply chain management system, financial development, and small-, women- and minority- owned businesses. She also mentioned that the Board would also address challenges resulting from COVID-19. Dr. Johnson, on the other hand, highlighted the Guiding Principles listed on the MOU and their significance to the work being done as well as the responsibilities of the Durham Compact Office and the strategic alliances. She also spoke about the letter of commitment that would need to accompany the MOU and its significance. Grace Dzidzienyo mentioned that it was important that prospective strategic alliances meet with the Durham Compact Office Manager to discuss how and where they may be able to leverage their resources, thereby making a difference.

Dr. Johnson also reviewed several onboarding documents for prospective strategic alliances that she said would be posted on the Durham Compact website. Johnson also reviewed the Durham Compact Organizational Chart, which formed the governance structure for the Durham Compact. She then talked about the overall structure of the Durham Compact Board of Advisors—the Executive Committee and its composition as well as the five committees and their roles, and then the remaining six (6) Board members as well as strategic partners that join the Durham Compact but are not members of the Durham Compact Board of Advisors. She indicated that there would also be a County representative on the Board since the Compact is a collaborative effort between the City and County. Conversely, the Executive Committee consists of the Durham Compact Board of Advisors Chair, Vice Chair, Recorder and chairs and/or co-chairs of the five committees. The ultimate goal of both the Durham Compact and Built2Last initiatives is to build a more equitable and inclusive Durham. The chairs of the respective committees will be critical in helping the team to achieve this ultimate goal. Chair Johnson also asked each chair to identify four or five people who meet the criteria outlined in the Bylaws to serve on their respective committees. The OEWD Director, OEWD Assistant Director and Dr. Johnson wanted the chairs to have an opportunity to select their own committee members. If, however, chairs encountered difficulty securing committee members, Dr. Johnson said that potential members would be identified for that chair. Committee chairs and their members should determine how frequently they need to meet. Also, there will be an annual meeting in which committee chairs will provide an informal report of their accomplishments. Dr. Johnson also stated that the Durham Compact Office Manager and OEWD's Director and Assistant Director would continue to secure strategic alliances to become members of the Durham Compact. These alliances would be eligible to serve on committees.

Dr. Johnson asked if attendees had questions. Xavier Cason asked if committee members that the chairs secured needed to complete a MOU as an official strategic alliance or if the MOU was primarily for the Durham Compact Manager or others who were securing members. Dr. Johnson responded that in all likelihood individuals that they invited to serve as members of their respective committees would probably not be considered as representing a particular organization or institution but rather were invited because of the expertise and knowledge that they bring. However, she also stated that if these same people were given authority by their respective organizations to be their representative on the Durham Compact, then they would need to complete the MOU as well as the other on-boarding documents that Dr. Johnson shared with Board members. Grace Dzidzienyo said that all strategic alliances would need to meet with the Durham Compact Manager, located in OEWD, to discuss not only how they would leverage their resources but also negotiate the terms of the MOU.

Roberta McCullough asked if all committee members needed to be from the Board or strictly outside of the Board. Dr. Johnson responded that Ms. McCullough, as chair, would be a member of the Board, but her committee members would be from outside of the Board.

Discussion and Approval of the Durham Compact Bylaws

Dr. Johnson asked attendees to take a look at the Durham Compact Bylaws and to provide feedback on the changes that they believed were needed. Eliazar Posada asked if the Community Stakeholders Engagement Committee was the only committee that had co-chairs or did all committees have an opportunity for two chairs. He also asked, If the Community Stakeholders Engagement Committee was the only committee with co-chairs, what was the rationale for doing so? Dr. Johnson said that the Committee in question had co-chairs because one of the chairs had made such a request. However, she said that other committees could also have co-chairs if they so desired; however, she wanted other members to share their thoughts regarding this issue. Dr. Laura Reece, Roberta McCullough and Tiffany Elder were all in agreement with Eliazar Posada. Therefore, Dr. Johnson said that the Bylaws would be changed to reflect the ability to have either a chair or co-chairs for each committee. Additionally, Roberta McCullough wanted to know if there was a minimum number of times that committees needed to meet. Dr. Johnson said “no”; the frequency of committee meetings would be determined by committee chairs and their membership. With no additional changes or comments, Dr. Johnson asked for a motion to approve the Bylaws with the revisions noted. Eliazar Posada made a motion to approve the Bylaws with the revisions noted. Roberta McCullough seconded the motion. The attendees then unanimously approved the Bylaws with the revisions noted. Dr. Johnson said that she would send all Board members a copy of the approved Board Bylaws that would include the revisions that were recommended and subsequently approved.

Dr. Johnson also reminded Board members that, based on the approved Bylaws, members of the Executive Board are required to assist with the development of the meeting agenda. Therefore, she would contact them to gain their input on the July agenda.

Covid-19 and Post-Covid-19 Discussion

Andre Pettigrew, Director of OEWD, led a discussion on how each of the Board members’ affiliated businesses (or even them personally) were addressing the challenges resulting from COVID-19. He began by thanking the attendees for volunteering to serve on the Durham Compact Board of Advisors. Mr. Pettigrew further added that his department had embraced an ambitious agenda with the Shared Economic Prosperity and the *Built2Last Roadmap* initiatives. However, COVID-19 presented challenges that no one expected. As a consequence, the urgency of COVID-19 must be included in the work OEWD does. Mr. Pettigrew then spoke briefly about the Built2Last Equitable Development Fund, contending that the Durham Small Business Recovery Fund that he launched covered the same principles as the Equitable Development Fund. He also talked about the partnership he secured with Duke University for the Small Business Recovery Fund. Andre Pettigrew also said that the alliance with Duke University fulfilled the goals of a private/public partnership. Finally, he said that a COVID response should be factored in work that will be done through the Durham Compact. He then gave an example of how Adria Graham Scott’s office shifted to a virtual summer internship program as a way to address challenges presented by COVID-19. He then asked each of the Board members to share what they were doing, and would be doing, to deal with COVID-19.

Roberta McCullough stated that the Institute's Women's Business Center of NC received CARES Act funding and they used some of the money to focus on training businesses on how to work remotely, maintain good customer service while working remotely, and cybersecurity as it relates to providing remote services. She added that they are functioning as if they will be in this space for a while. Moreover, her agency has done a lot on helping businesses address mental health issues—a major challenge for some. Her company is also building a micro-grant relief fund using individual and corporate donations. Once they have achieved their goal amount, the fund will be launched.

Posada Eliazar said that his agency works with a significant number of migrant as well as documented and undocumented workers. They also provide service to essential workers. He added that 42% of new COVID cases are Latinx but they make up only 13% of the population. In doing their work—which has kept all of them extremely busy—his team realized that they had to also take care of themselves so that they could take care of the people whom they were serving. A lot of emotional energy is expended by those who are providing services to members of the Latinx population. Therefore, the team of service providers need to make sure that they remain physically and emotionally healthy to be able to effectively do so.

Andre Pettigrew acknowledged that OEWD had not served the Latino community as well as it should. However, he said that is no longer the case. He then spoke about how they are trying to create a service that would also reach Latinos. This, he stated, would continue during the post-pandemic era.

Xavier Cason reported that a group in Durham Public Schools was working on a 3-to-1 device plan for students. So, the public school system purchased a number of devices and hot spots to address connectivity challenges. In the last week, Durham Public Schools has begun implementing an online academy for students who are not quite ready to return to school when it reopens. Mr. Cason's biggest concern is the possibility of losing students who may not be socially and emotionally connected and, therefore, "fall through the cracks and become dropouts." He said that COVID-19 has made it more difficult to remain connected. Consequently, student support services are very much needed.

Dr. Laura Reece agreed with Mr. Cason. She is also concerned about the impact that COVID-19 and the subsequent stay-at-home order has had on families. She said that her company's employee composition is at least 70% female. Using her own self as an example, Dr. Reece talked about the impact that having children stay at home all day and the need to assist them with school work as well as meals and social activities will have on women who often, whether married or not, are the primary caretakers. She noted the adverse impact that this could have on women-owned businesses. Some of these women entrepreneurs may have to close their businesses to stay home to help teach/tutor and provide services needed by their children that the school once provided during the day.

Tiffany Elder focused her comments on the impact of COVID-19 on construction businesses. She said that some of the subcontractors that she worked with were forced to close their doors. While some became unemployed, others found jobs in other industries. She also mentioned that both she and Precious Allen were members of a group called The Collective, which was a gathering of real estate brokers. The focus of The Collective is to ensure that information about how to address the challenges brought on by COVID-19 is disseminated in the community. On the brokerage side, Elder said that a disproportionate number of men's shops are facing the most challenges.

Precious Allen's focus was on real estate challenges. She said that the real estate industry had to modify the way in which it had traditionally done business after COVID-19. They began to engage in more virtual

work related to home buying, financing, etc. She predicts that these changes will be in effect for the next 18 to 36 months. Ms. Allen also shared her concerns. First, there is a greater influx of people from other states who had more liquidity than residents already living in the area. As a realtor, she has to determine how to deal with that disparity. Second, there is an increase in the number of foreclosures as more homeowners are terminated from work due to the pandemic. Third, there has to be a greater focus on educating underserved communities about affordable housing, wellness, etc. These challenges have influenced her work. Ms. Allen said that she has personally spent time with small business owners teaching them how to apply for the Payment Protection Program (PPP) and worked to heighten their awareness of the PPP. Furthermore, she has been successful in helping some small businesses secure PPP funding.

Andre Pettigrew ended this discussion by thanking everyone for sharing their experiences in coping with COVID-19.

Next Steps

Dr. Johnson shared with the Board the next steps. First, the Board members will need to work on securing additional committee members before the July meeting. Once they have secured committee members, Board chairs should send those names to Dr. Johnson. They should also decide whether they want a co-chair. If so, they should send the name of the co-chair and contact information to Dr. Johnson. Second, OEWD Director and/or Assistant Director and the Durham Compact Manager will meet with the remaining six (6) Board members for a similar Orientation on or before the last week in June. Third, the Durham Compact Board of Advisors will host a meeting of the full Board during the latter week of July. Board members will be sent three different days and times from which to select the best days for them. Once the results are tallied by Dr. Johnson, she will send the best date and time for the meeting. This meeting will also be a Mini-Retreat in which Board members will strategize on how their respective committees will move forward and the resources that they will need to do so. Board meetings are usually 90-minutes in length. However, the Mini-Retreat and annual meetings will last longer. Finally, the dates for the meetings for 2020-2021 are as follows:

- October 15, 2020, from 9:00 a.m. to 10:30 a.m.
- February 18, 2021, from 9:00 a.m. to 10:30 a.m.
- June 17, 2021 (Annual Meeting—Committee and Strategic Alliances Reports Due), Time to be determined

Questions and Answers

There were no additional questions or comments.

Adjournment

Dr. Johnson adjourned the meeting at 10:35 a.m.

Respectfully submitted,

Dr. Joyce B. Johnson

Joyce B. Johnson, Ph.D.