

Bloomington Urban Enterprise Association
Board Meeting
September 8, 2021
12:00 p.m.

Join Zoom Meeting

<https://bloomington.zoom.us/j/93937301082?pwd=VTVUcTg0dFhPR0Qra2c3SGpuRlc3Zz09>

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US (Washington D.C) +13126266799,,93937301082# US (Chicago)

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| Roll Call | | JK |
| I. Approval of August Minutes —vote | | JD |
| II. Reports from Officers and Committees | | |
| • Financial Reports—no vote | | JK |
| • Director’s Report | | JK |
| III. Unfinished Business | | |
| • BUEA Intern update | | JK |
| • Board Vacancy | | JK |
| IV. New Business | | |
| • Bloomington Chamber of Commerce DEI training—vote | | JK |
| V. General Discussion | | |
| VI. Adjournment | | |

Next BUEA Meeting will be on Wednesday, October 13

Auxiliary aids for people with disabilities are available upon request with adequate notice. Please call 812-349-3429 or e-mail human.rights@bloomington.in.gov.

**Bloomington Urban Enterprise Association
Board Meeting Minutes
Virtual Meeting
08-11-2021 12:00 PM**

ROLL CALL

Members Present: Paul Ash, Alex Crowley, Julie Donham, Mary Morgan, Kate Rosenbarger, Karin St. John, Jackie Yenna

Members Absent: Tracy Gates, Scot Wright

City Staff Present: Larry Allen, Gloria Colom, Jane Kupersmith, Jeffrey Underwood

Members of the Public: Mike Record

APPROVAL OF MINUTES – Motion to approve the June minutes made by Jackie Yenna. The motion was seconded by Paul Ash. Roll call vote passed unanimously.

REPORTS FROM OFFICERS & COMMITTEES

- **Financial Report** – The profit and loss report (P & L) for June 2021 showed profit from business zone loan interest as well as zone membership fees. There will be an upcoming transfer from zone membership fees to RDC TIF zone participation fee. A reminder is that RDC charges an additional 9% on EZIDs that are in the TIF. No scholarships were paid out in June. Next, the July balance sheet and P & L was presented. Please see packet for the reports. There was a request to amend the heading in the balance sheet to reflect the correct month. Motion to approve the June and July financial reports made by Paul Ash. Jackie Yenna seconded the motion. Roll call vote passed unanimously.
- **Director's Report** – Show of appreciation for the break in July. EZID update about payments shifting with the RDC payments will shift. Additionally, a new EZID for personal property will be coming in from Catalent. Lastly, there has been a few full loan payoffs for the food and beverage side so that is seen as a positive economic indicator. Also, a congratulations to Karin St. John on the expansion of their family.

UNFINISHED BUSINESS - **Farm Stop Façade Grant, revisit funding amount** - The correct allowable amount is in question. The Farm Stop applied for the grant and not the landlord, 902 Kirkwood LLC. There is discussion as to how much should be funded to the Farm Stop. The consensus was that BUEA should not provide funds to the Farm Stop over the amount that the Farm Stop pays. It was decided to maintain the amounts that were previously approved. No vote was needed as the funding amount did not change.

NEW BUSINESS

- **Additional BUEA Intern** - The request is to have an additional intern for BUEA due to the increase in activity and funding opportunities. The support would be an additional twelve to fifteen hours per week with the max amount being \$3,847.95 for fall 2021. This would come from BUEA's budgeted line for operational support of \$12,500. Out of the \$12,500, two payments totaling \$390 were made for the subscription to Community Force which is the software platform for management of the RRF loans. Karin St. John asked if the budget numbers could be added to the profit and loss report for quick reference. Karin St. John made a motion for approval of the allocation of \$3,847.95 from operational support line of the BUEA budget to pay for the intern for the fall of 2021. Jackie Yenna seconded the motion. Roll call vote passed unanimously.
- **Sean Starowitz departure / fall arts grants** - This is probably Sean Starowitz's final meeting. The strategy for grants was discussed as currently there is a capacity issue for grants. Historically, the spring grant cycle was led by BAC and fall was typically led by BUEA. Now it is being proposed that the pool of applicants be combined into one grant application cycle for this fall. The funding amounts will be the same but on the administration side it will be handled differently. There is also a need for reviewers for the upcoming grant cycle.
- **Board Vacancy** - The current vacancy has the parameters of council appointment, zone resident, and political minority. Kate Rosenbarger confirmed that the Council does not do much to advertise these vacancies so it was proposed to add this to the social media. Jane Kupersmith will work on recruitment.

ADJOURNMENT

Motion to adjourn made by Jackie Yenna. Seconded by Paul Ash. Julie Donham adjourned the meeting at 12:49 PM.



MEMORANDUM

To: BUEA Board of Directors
CC: Beverly-Calendar Anderson, Director, Community & Family Resources Department,
Shatoyia Moss, Safe & Civil Cities Director
From: Jane Kupersmith, Executive Director
Date: 09/08/2021
Re: 2021 Anti-racism grant line

In planning the 2021 BUEA budget, I proposed that the BUEA add a funding line to support Zone businesses in pursuing anti-racism or DEI training. The board responded favorably to the new project and increased the funding cap (not the budget) from \$5,000 to \$15,000. Excerpted below from the approved minutes are details from the January 2021 meeting. Please also see attached for the original program memo from January 2021.

Anti-Racism Initiative

- It was proposed at the budget meeting to include a budget line for diversity, equity, and inclusion or an anti-racism pilot program.
- This BUEA Anti-racism grant program will allow businesses to apply for funding to support anti-racism training or initiatives. It would have a \$1,000 max for an individual business or there would be a multiplier if two businesses want to work together, then each would be eligible for \$1250.
- Jane stated that this needs to be a separate program from the Business Economic Enhancement Scholarship because a lot of Zone businesses have already taken advantage of the economic scholarship and the desire is to have this be available to more businesses.
- Point of clarity: raising the cap does not change what was budgeted last month. The general consensus was to raise the amount that this program was budgeted for. Jane Kupersmith will return with a number that the BUEA can afford to spend as well as a recommendation is to what a base line cap increase could be and how that investment could be activated in the most effective and valuable way for the community.

The Greater Bloomington Chamber of Commerce announced on September 1, that it will be partnering with the Guarden LLC in hosting (at no cost to members) training for Chamber members. Please see attached press release. This training will not be made available to non-members.

In order to expedite the BUEA's ability to support anti-racism training, I would like to propose that the BUEA allow the 2021 Anti-racism / DEI grant (which appears in our budget as "unspecified grants") be applied toward Greater Bloomington Chamber of Commerce membership dues for businesses who wish to participate in the Chamber's. The two lower tiers of dues would most likely be applicable. Those fee rates are \$350 and \$550 respectively. At these levels the BUEA could support between 27 and 42 businesses.

Chamber leadership will also need to approve the BUEA's support.



MEMORANDUM

To: BUEA Directors
CC: Larry Allen, Legal Department
Beverly-Calendar Anderson, Director, Community & Family Resources Department
Shatoyia Moss, Safe & Civil Cities Director
From: Jane Kupersmith, Executive Director, BUEA
RE: Anti-racism pilot granting program

Background

As information about racial barriers to economic stability becomes increasingly available—and transparent to individuals without lived experience—it is imperative that organizations assess their practices to ensure they are not upholding old or introducing new structural biases that intentionally or unintentionally disadvantage African Americans, other people of color, or any other historically vulnerable populations.

The Bloomington Urban Enterprise Association was established in 1992 and its purpose according to its bylaw sin section 2(a) are to:

...coordinate Zone development activities; serve as a catalyst for Zone development; promote the Zone to outside groups and individuals; establish a formal line of communication with residents and businesses in the Zone; and act as a liaison between residents, businesses, the City and [the AIEZ]... and initiate and coordinate any community development activities that aid in the employment of zone residents, improve the physical environment, or encourage the turnover or retention of capital in the Zone

According to the recently published [“Big Ideas for Small Business: A Five-Step Roadmap for Rebuilding the U.S. Small-Business Sector, Reviving Entrepreneurship, and Closing the Racial Wealth Gap.”](#) although Black Americans represent 12.3% of the US population, before the pandemic they represented only 2% of business owners. This already small percentage of ownership was further decimated by the COVID-19 pandemic. This rate of business ownership also mirrors the personal wealth gap. According to the Brookings Institution, the average net worth of a white family in 2016 was \$171,000 while that of an average Black family was only 10 percent of that at \$17,150.

In spite of the prominence of racial inequity in the news cycle over the last year, Black- and Brown-owned business owners continued to be disadvantaged in federal COVID response. NBC 4 Los Angeles notes that “Many black and brown owned small businesses were left out of PPP funding, because they did not have ‘lending relationships’ with the big banks administering the loans.” In fact, this disparity was so great that Magic Johnson’s life insurance company, EquiTrust, responded with \$100 million in PPP funding earmarked specifically for minority- and women-owned businesses.

Bloomington

Looking more closely at our own community, 2016 Census data reports that while individuals who self-describe as being “one race, Black or African American” represent 3% of Bloomington’s overall population, this same group represents 14.4% of the population living at under 50% of the poverty rate.

Local organizations are beginning addressing issues of racial inequity in a variety of ways. The City of Bloomington has released a draft of its Plan to Advance Racial Equity, which cites the following goals:

1. Change existing services within the City using racial equity best practices
2. End disparities in City government hiring and promotions
3. Strengthen outreach and public engagement for communities of color
4. Provide equitable access to City services to all residents
5. Set and meet citywide contracting goals for Minority Owned Businesses.

Indiana University released last August its Anti-Racist Agenda [Framework](#), which cites the following guiding principles:

- To identify, attract, and retain diverse faculty, staff, and student populations; and to aid in timely graduate of all students
- To foster a climate of antiracism
- To promote antiracism, diversity, and inclusion in teaching, public service, research, and training across campuses and partnerships (global and domestic)
- To ensure accountability for antiracism on all campuses.

The private sector locally has also started to respond with strategies for anti-racism. Cook Medical, for example, last September released its anti-racism position and set its course for improving its practices and ensuring its policies align with this philosophy.

Small Business

While these larger institutions are able to devote financial and human resources to strategic, anti-racism assessments and planning, this remains a challenge for the small businesses at the core of the BUEA’s granting programs. Many small business owners who may have intentions of anti-racist work, are spread so thin because of COVID response that they have few resources left for strategic anti-racism planning. Sole proprietorships may devote time to training, but because they are owner-operators, they may not pursue more formalized programs. Further, business owners may not possess the expertise to develop anti-racism strategies and therefore need to outsource this training, whether this means connecting with an expert or simply registering for webinars that are already available.

High-quality, thorough anti-racism training requires investment. The Monroe County Commissioners approved training with the locally owned organization Guarden LLC, at \$325,000 for 225 employees, or \$1,444 per person. Other online trainings are free, but would require businesses to pay staff members for participation. For example, the Diversity and Resiliency Institute of El Paso offers a free, three-part, fairly in-depth training, which requires six hours of each participant.

Many resources beyond trainings exist as well. Crossroads Antiracism Organizing and Training, an organization with offices in Kalamazoo, MI, Chicago, Springfield, IL, and St. Louis, but operating nationally, offers customized racial equity audits for organizations.

Given the depth and duration of systemic racism in the US; given the BUEA’s support of small business and zone residents; given the BUEA’s tendency to empower rather than solve for

individual business needs; and given local institutional commitment to anti-racism, staff recommends that the BUEA introduce a pilot granting program that will allow businesses to apply for funding to support anti-racism, or other similar, training or initiatives according to the framework below:

1. Utilize the budget line of \$5,000 in unspecified grant program for this program;
2. Allow businesses to self-determine their individual strategy;
3. Allow up-front payment to providers rather than reimbursement to business;
4. Allow reimbursement of training costs and payroll expenses during training;
5. Baseline cap of \$1,000 per organization;
6. Increase allowable funding by 25% when businesses or nonprofits combine their resources with other Zone Businesses; i.e. if two organizations independently, each would be allowed \$1,000, however if they work together on their training, each would be eligible for \$1,250.

The BUEA Anti-racism grant program supports a variety of outcomes:

Improved customer service
Unbiased hiring/management practices
Develop/support community conversation
Support networking within the Zone

Staff will generate a report in October 2021 to help the board determine an appropriate level of funding for 2022.

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The Greater Bloomington
Chamber of Commerce

Better business. Better community.

FOR IMMEDIATE RELEASE:

**The Greater Bloomington Chamber of Commerce Offering
Free Diversity, Equity, and Inclusion Training to all Members**

Bloomington, IN – September 1, 2021 – Beginning this fall, The Greater Bloomington Chamber of Commerce is offering Chamber members free Diversity, Equity, and Inclusion (DEI) trainings through a grant from the Duke Energy Foundation. Trainings will be provided by The Guarden, which offers diversity education training for institutions, corporations, and organizations of all sizes.

Six topics will be covered this fall semester. Members may take as many as they would like. The topics include:

- October 1: **Foundational Bias & Micro-Aggressions Workshop** – This workshop focuses on implicit and explicit biases and the impact on communities and the workplace. We'll look at progressive models that unpack stereotype and lead to marginalization. Participants will complete self-assessments and have opportunities to apply theory to practice by engaging in small group dialogue and activities that frame bias.
- October 29: **Culturally-sensitive communication** – These workshops offer an opportunity to explore how to engage in culturally-textured conversations, pursue conflict remediation, and ways to learn and unlearn triggering language. This is a time for participants to ask any questions they have that may be shaded with stereotype and bias. This workshop also will train participants on how to better engage in community dialogue surrounding culturally sensitive conversations.
- November 5: **Imposter Syndrome** – There are many factors that impact “how we show up” in the workplace. In addition to salient identities, many people struggle to reconcile their internal battle with external battles which can lead to issues of imposter syndrome. Understanding this phenomenon with a cultural context will give colleagues a vantage point to facilitating inclusion, promoting leadership, and establishing best practices for engagement and communication.
- November 19: **Exploring Anti-Racism** – This training focuses on finding novel and practical ways to understand, explain, and solve problems of racial inequity and injustice. Rather than questioning people, this experience will beg the question “What is wrong with the policy?” Antiracist questions leads to antiracist narratives, effective policy solutions, and impactful advocacy campaigns that cut to the root of racial inequality: racist policy.
- December 3: **Inclusive Excellence** – This session will introduce a strategic business case for diversity to employers while reviewing best practices for delivering diversity training. During training, participants will learn about the training module to be able to implement training in your workplace and discuss how to prevent and reduce resistance with employees in order to create buy-in.
- December 17: **DEI Work Session** – This session will allow Chamber members to take a deeper dive into their diversity goals and strategic plan. We will spend quite a bit of time reviewing tools that are helpful for DEI education for staff, and we'll help attendees map out 6 month plans for furthering their DEI efforts. To maximize experience, participants should attend at least 2 of the other workshops PRIOR to attending this session.

“Each of these sessions will be interactive and led by participant need(s). Participants should come ready to work, collaborate, and learn, and they should be committed to learning, unlearning, and relearning for as long as it takes. These sessions are ideal for companies/individuals that want a deeper understanding of the consequences of ‘-isms’ and

phobias, and leaders who are ready to charter new paths,” said Nichelle Whitney, Owner and Principal Consultant of The Guarden.

These trainings will be held virtually this semester from 1:00-3:00 p.m. EST. These will be offered at no cost and exclusively to Chamber members.

“This opportunity to provide free training to Chamber members around the critical issues of diversity, equity and inclusion is transformational for the community. So many members have asked for resources to train their employees about DEI, and we are excited that this program is launching for all,” said Erin Predmore, President & CEO of The Greater Bloomington Chamber of Commerce. “Our thanks to the forward-thinking Duke Energy Foundation for their support of this important initiative.”

“Chambers of commerce such as Bloomington’s have always been valuable resources for local businesses as they deal with current issues,” said Duke Energy Community Relations Manager Bruce Calloway. “These workshops are an example of that and are free to chamber members interested in offering diversity and inclusion training to their employees.”

Registration for the trainings will be available starting on September 1, 2021 through the Chamber website at www.ChamberBloomington.org.

About the Greater Bloomington Chamber of Commerce:

The Greater Bloomington Chamber of Commerce is a nonprofit membership organization serving as our community’s leading advocate for business. We offer unique leadership opportunities, meaningful volunteer activities, and exclusive business-building programs focused on critical economic, civic, and social priorities. Chamber members support each other and community initiatives, sharing information and resources to help create economic opportunity and community well-being. At the Greater Bloomington Chamber of Commerce, we believe that better business leads to a better community.

About The Guarden:

The The Guarden is a place where things can grow. Founded by Nichelle Whitney, The Guarden offers diversity education training for institutions, corporations, and organizations of all sizes. The education is approached from a lens of grace and reaching for the highest point of unity, so workshops usually include opportunities for introspection and centers on helping individuals reach for reconciliation rather than resentment. The Guarden's services are founded on three guiding principles: everyone deserves education, education comes with accountability, we choose to extend grace. The Guarden offers keynote addresses, workshops and training for groups of all sizes and industries. We conduct training in-person and virtually and with context to healthcare/STEM, corporate America, local government, and higher education. The Guarden focuses on strategic partnerships, methodical approaches to education, and imperfection in humanity, so we ask the tough questions to get you and your team to achieve collective goals.

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