

ADDITIONAL MATERIAL

Regular Meeting

NOVEMBER 10, 2020

SUBMITTED AT THE REQUEST OF

COMMISSIONER LAMAR FISHER

Importance: High

From: Dan Lindblade <dan@ftlchamber.com>
Sent: Friday, November 6, 2020 9:47 AM
To: Fisher, Lamar <LFISHER@broward.org>
Cc: Pryde, Mary <MPRYDE@broward.org>; Dan Lindblade <dan@ftlchamber.com>
Subject: Racial Equity Agenda
Importance: High

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Dear Commissioner Fisher:

Last week our Board of Directors approved our Racial Equity Agenda (see attached) which we will be implementing immediately.

This week we met with the Community Foundation of Broward County, Broward County Children's Services Council, and the Greater Fort Lauderdale Alliance to coordinate a measurement system for advancement of our Racial Equity Agenda. As soon as that is ready we will share with you.

I note next week Broward County Commissioners will be discussing the formation of a work group on racial equity. We would request being part of this process as we are the largest independent business group in Broward County and have recently consolidated regional support with the acquisition of the Deerfield Beach Chamber of Commerce.

Thank you for your consideration.

Sincerely,
Dan

Dan Lindblade, CAE | President / CEO

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RACIAL EQUITY AGENDA

2020 Greater Fort Lauderdale
Chamber of Commerce

PREFACE

- This is a working draft document which will be modified and amplified over time.
- Our Racial Equity Agenda is predicated upon partnership and collaborations with organizations like:
 - Broward College
 - Community Foundation of Broward County
 - Urban League of Broward County
 - Greater Fort Lauderdale Alliance
 - Cities: Fort Lauderdale, Oakland Park, Wilton Manors, Weston and Broward County
 - Broward County Council of Chambers
 - And many more
- Racial Equity Agenda was initially developed with input and review from:
 - Chamber Councils and Committees
 - Eugene Pettis, Haliczzer, Pettis & Schwamm, PA
 - Dr. Germaine Smith Baugh, Broward County Urban League
 - Dr. Jennifer O’Flannery Anderson, Community Foundation of Broward County

Our Goals

01

Incorporate Racial Equity within our culture and structure.

02

Create, deliver and collaborate on our Racial Equity Agenda with other leaders and organizations.

03

Assist Black communities within our region.

Internal Actions

- Identify Black leaders and invite them to have a seat at the table.
 - Board of Directors—starting the 2021 term identify _____ leaders to include on the Board
 - Councils and Committees—make a part of council and committee plans with reporting forms
- Focus Groups—Invite Board members to be a part of focus groups with Black community leadership and law enforcement to include organizations, Church leadership, business community leadership and elected officials. Hold quarterly and allow community to view virtually beginning December 2020.

Internal Actions

- Deliver racial bias training programs for business owners and employees beginning Q1 2021.
- Foster opportunities for minority owned businesses and pathways to achieve prosperity through paired mentorship opportunities with Chamber members and community leaders.
- Create a policy for procurement for all Chamber outsourcing, encouraging minority business participation by means not limited to creating a list of qualified vendors and keeping list on file.
- Oppose legislation that would discourage diverse talent from relocation to our region by actively monitoring agendas of local governmental entities; regularly sharing information with Chamber members; and taking clear advocacy positions against said legislation.

Internal Actions

- Create a library of information on the Chamber website regarding the history of racism in Broward County and South Florida
- Create a Council for development, funding, deployment and evaluation of minority centric programs.
- Celebrate and honor achievements of Black business owners.
- Include a dashboard tile(s) for the Balanced Scorecard measuring our success
 - Children in Poverty = Goal of Less than 10% (currently 18.7%)
 - 3rd Grade Ready Scores = 2030 Goal of 100%
 - High School Graduation Rate

External Opportunities

- Increase and support implicit racial bias training for law enforcement by communicating the Chamber position to local commissioners and city managers.
- Assist in rebuilding trust between law enforcement and local communities, such as improved transparency and accountability measures through communicating the Chamber position on the importance of these issues through position statements, resolutions and attendance at applicable public meetings.
- Remove barriers to higher education funding and scholarships for incarcerated individuals and individuals with felony records by attempting to partner formally incarcerated individuals with training and employment opportunities from Chamber members and local business owners. Create measurable goals to achieve efforts.
- Collaborate with the Broward Up program produced by Broward College by informing Chamber members of engagement opportunities, and ongoing efforts and activities.

External Opportunities

- Participate in the Florida Chamber's Prosperity Initiative.
- Remove barriers to the development of affordable housing throughout the region and support developers pursuing these projects.
- Empower and connect minority-owned businesses and enterprises to government contracting and business opportunities by working with local governmental certification programs and providing business mentorship development opportunities for said businesses.