

TOWN OF LOS GATOS
DIVERSITY, EQUITY, AND INCLUSION COMMISSION AGENDA
APRIL 11, 2024
110 EAST MAIN STREET
TOWN COUNCIL CHAMBERS
5:00 PM

Carmen Lo, Commissioner
Varily Isaacs, Commissioner
Gordon Yamate, Commissioner
Diane Fisher, Commissioner
Dominic Broadhead, Commissioner
Folake Phillips, Commissioner
D. Michael Kane, Commissioner
Dornaz Memarzia, Arts and Culture Commissioner
Pradeep Khanal, Community Health and Senior Services Commissioner
Pravin Balasingham, Youth Commissioner
Ryan Idemoto, Youth Commissioner

HOW TO PARTICIPATE

This meeting will be held in-person at the Town Council Chambers at 110 East Main Street. Vice Chair Fisher will be participating by telephone from a remote location at 1658 Kearney St, Denver, CO 80230. The telephone location shall be accessible to the public and the agenda will be posted at the telephone location 72 hours before the meeting.

The Town of Los Gatos strongly encourages your active participation in the public process. If you are interested in providing oral comments during the meeting, you must attend in-person, complete a speaker's card, and return it to the staff. If you wish to speak to an item on the agenda, please list the item number on the speaker card. The time allocated to speakers may change to better facilitate the meeting. If you are unable to attend the meeting in-person, you are welcome to submit written comments via email to clerk@losgatosca.gov.

Public Comment During the Meeting:

When called to speak, please limit your comments to three (3) minutes, or such other time as the Chair may decide, consistent with the time limit for speakers at a Town meeting.

Speakers at public meetings may be asked to provide their name and to state whether they are a resident of the Town of Los Gatos. Providing this information is not required.

Deadlines to Submit Written Comments:

If you are unable to participate in person, you may email clerk@losgatosca.gov with the subject line "Public Comment Item #_" (insert the item number relevant to your comment). Persons wishing to submit written comments to be included in the materials provided to the Commission must provide the comments as follows:

- For inclusion in the agenda packet: by 11:00 a.m. the Monday before the Commission meeting.
- For inclusion in the agenda packet supplemental materials: by 11:00 a.m. on the day of the Commission meeting.
- For inclusion in a desk item: by 11:00 the day of the commission meeting.

Persons wishing to make an audio/visual presentation on any agenda item must submit the presentation electronically, either in person or via email to clerk@losgatosca.gov by 3:00 p.m. the day of the meeting.

CALL MEETING TO ORDER

ROLL CALL

VERBAL COMMUNICATIONS *(Members of the public are welcome to address the Diversity, Equity, and Inclusion Commission on any matter that is not listed on the agenda and is within the subject matter jurisdiction of the Commission. To ensure all agenda items are heard, this portion of the agenda is limited to 30 minutes. In the event additional speakers were not able to be heard during the initial Verbal Communications portion of the agenda, an additional Verbal Communications will be opened prior to adjournment. Each speaker is limited to three minutes or such time as authorized by the Chair.)*

CONSENT ITEMS *(Items appearing on the Consent are considered routine Town business and may be approved by one motion. Members of the public may provide input on any Consent Item(s) when the Chair asks for public comment on the Consent Items.)*

1. Approve the Minutes of the March 14, 2024, Diversity, Equity, and Inclusion Commission Regular Meeting.

COMMISSIONER/STAFF LIAISON REPORTS

OTHER BUSINESS *(Up to three minutes may be allotted to each speaker on any of the following items.)*

2. Update on the Housing Element.
3. Discuss and Decide Logistics, Staffing, and Other Parameters of the Commission's Spring into Green Booth.
4. Make Recommendations to Aspects of the Town's Community Grant Program Pertaining to the Scoring Rubric and the Number of Grant Readers.
5. Continue Discussion of Work Plan Goal D, Item 1.a. Annual Communications Campaign.
6. Continue Discussion of Work Plan Goal C, Item 1.a. Collaboration with Community Organizations and Goal C, Item 2.a. Community- and School-Based Programming and Consider Next Steps.

ADJOURNMENT

ADA NOTICE In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Clerk's Office at (408) 354- 6834. Notification at least two (2) business days prior to the meeting date will enable the Town to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR §35.102-35.104]



**TOWN OF LOS GATOS
DEIC COMMISSION
AGENDA REPORT**

MEETING DATE: 04/11/2024

ITEM NO: 1

**DRAFT
Minutes of the Diversity, Equity, and Inclusion Commission Meeting
March 14, 2024**

The Diversity, Equity, and Inclusion (DEI) Commission of the Town of Los Gatos conducted a meeting in person in the Town Council Chambers on Thursday, March 14, 2024, at 5:00 p.m.

CALL MEETING TO ORDER

The meeting was called to order at 5:04 p.m.

ROLL CALL

Present: Commissioners Diane Fisher, Varily Isaacs, Ryan Idemoto, Carmen Lo, Pradeep Khanal, and Gordon Yamate.

Absent: Commissioners Pravin Balasingham, Dominic Broadhead, Dornaz Memarzia, and Folake Phillips.

Town Staff Present: Town Manager Laurel Prevetti.

CONSENT ITEMS

1. Approve the Minutes of the February 8, 2024 Meeting.
2. Approve the Commission's Updated Work Plan as Approved by the DEI Commission on February 8, 2024.

Opened public comment.

No one spoke.

Closed public comment.

MOTION: Motion by Commissioner Khanal to approve the consent calendar. **Seconded** by Commissioner Isaacs.

VOTE: Motion passed unanimously.

VERBAL COMMUNICATIONS

None.

COMMISSIONER/STAFF LIAISON REPORTS

Chair Yamate met with Jeff Suzuki (Los Gatos Anti-Racism Coalition) and Council Member Rob Moore; attended the March 5, 2024 Town Council meeting and spoke on the Housing Element; and participated in a meeting with Los Gatos Chamber of Commerce Executive Director Jennifer Lin regarding the Chamber's street pole banner art competition.

Commissioner Idemoto announced the Youth Commission's upcoming March 30, 2024 Easter SNAP event (led by Commissioner Balasingham) to support neurodiverse elementary and middle school students.

Commissioner Lo met with a Los Gatos resident who would be interested in applying for the Commission in the next cycle and extended invitations to attend DEIC meetings.

Commissioner Isaacs met with Rhonda Beasley, who assesses the curriculum for the Los Gatos Union School District, and agreed to be added to the stakeholder list.

Vice Chair Fisher and Commissioner Khanal had no reports.

The staff liaison (Town Manager) explained that the Town Council considered the DEIC's recommendation to modify its enabling resolution and decided not to pursue a change at this time; announced the opportunity for the Commission to participate in Spring into Green in April, and mentioned that the Council would be interviewing candidates for the DEIC vacancy.

OTHER BUSINESS

3. Update on the Housing Element.

Town Manager Prevetti gave a verbal update.

Opened public comment.

No one spoke.

Closed public comment.

The Commission discussed the item, expressing interest in adding Goal E (Educate the community about affordable housing to ensure that the Town meets its Housing Element goals) to the Commission's work plan.

4. Continue Discussion of Work Plan Goal D, Item 1.a. Annual Communications Campaign.

Town Manager Prevetti presented the report.

The Commission discussed the item, including distribution of the press release at Spring into Green, social media posts, and other ideas.

Opened Public Comment.

D. Michael Kane

- Commented on the importance of promoting the Commission and its meetings by attending Spring into Green, advertising the Commission to youth, and publicizing to the community.

Closed Public Comment.

MOTION: Motion by Commissioner Isaacs to accept the press release. Seconded by Commissioner Lo.

VOTE: Motion passed unanimously.

5. Begin Discussion of Work Plan Goal C, Item 1.a. Collaboration with Community Organizations and Goal C, Item 2.a. Community- and School-Based Programming.

Town Manager Prevetti presented the report.

Opened Public Comment.

D. Michael Kane

- Identified other community stakeholders for the Commission's outreach and collaboration efforts, including the Los Gatos service clubs, churches, and other organizations.

Closed Public Comment.

The Commission discussed the item.

ADJOURNMENT:

The meeting adjourned at 6:34 p.m.

This is to certify that the foregoing is a true and correct copy of the minutes of the

PAGE 4 OF 4

SUBJECT: Draft Minutes of the DEI Commission Meeting of March 14, 2024

DATE: March 29, 2024

March 14, 2024, meeting as approved by the
Diversity, Equity, and Inclusion Commission.

Laurel Prevetti, Town Manager



**TOWN OF LOS GATOS
DEI COMMISSION REPORT**

MEETING DATE: 04/11/2024

ITEM NO: 2

DATE: April 7, 2024
TO: Diversity, Equity, and Inclusion Commission
FROM: Laurel Prevetti, Town Manager
SUBJECT: Update on the Housing Element

RECOMMENDATION:

Receive an update on the Housing Element.

REMARKS:

The Town Manager will provide a verbal update at the Commission meeting.

Prepared by: Town Manager



**TOWN OF LOS GATOS
DEI COMMISSION REPORT**

MEETING DATE: 04/11/2024

ITEM NO: 3

DATE: April 7, 2024
TO: Diversity, Equity, and Inclusion Commission
FROM: Laurel Prevetti, Town Manager
SUBJECT: Discuss and Decide Logistics, Staffing, and Other Parameters of the Commission's Spring into Green Booth

RECOMMENDATION:

Discuss and decide logistics, staffing, and other parameters of the Commission's Spring into Green booth.

REMARKS:

Last month, the Commission expressed interest in hosting a booth at the Town's annual celebration of the environment and sustainability known as Spring into Green. This free, family friendly, and educational event is scheduled for Sunday, April 21, 2024 from 10 a.m. to 1 p.m. at Town Plaza Park.

The Town Manager has reserved a ten by ten- foot space for the Commission which comes with a six-foot table, tablecloth, two folding chairs, and a ten by ten-foot tent (if needed). The Town is also making a sign for the Commission to identify its booth. The exhibitor booth layout is still being determined and will be sent to the Commission once received.

The Commission is welcome to host interactive activities, games, or something else that will engage the community. For example, the Commission may want to display the DEI Plan, distribute its press release or other materials, and encourage community members to participate in its meetings.

With this agenda item, the Commission should:

- Identify one or two Commissioners to assist with set up,
- Assign specific Commissioners to dedicated time slots during the event,
- Identify one or two Commissioners to assist with clean up, and
- Determine the materials it would like to display, distribute, or give away.

Prepared by: Town Manager

PAGE 2 OF 2

SUBJECT: Prepare for Spring into Green

DATE: April 7, 2024

REMARKS:

The Town Council has budgeted \$2,500 for supplies and materials for the DEIC. These funds could be used to purchase give-away items or other supplies needed for the event. The Town Manager would need to purchase the items for the Commission, consistent with the Town's purchasing rules. The Commission should determine what these items might be as well as quantities to allow sufficient time for purchase.

The Town Manager could also make copies of a flyer or press release at no cost to the Commission. The Commission should determine how many copies it anticipates distributing. The Commissioner(s) who are responsible for set up should arrange with the Town Manager in advance for the pick up of any copies and/or materials on or before April 19, 2024.

The Commission is welcome to discuss the topics mentioned in this report and related items to the event.



TOWN OF LOS GATOS
DEI COMMISSION AGENDA REPORT

MEETING DATE: 04/11/2024

ITEM NO: 4

DATE: April 7, 2024
TO: Diversity, Equity, and Inclusion Commission
FROM: Ryan Baker, Library Director
SUBJECT: Make Recommendations to Aspects of the Town's Community Grant Program Pertaining to the Scoring Rubric and the Number of Grant Readers

RECOMMENDATION:

Make recommendations to aspects of the Town's Community Grant Program pertaining to the scoring rubric and the number of grant readers.

BACKGROUND:

The Town of Los Gatos has been awarding grants since 1992 to support non-profit community groups working toward the benefit of Los Gatos residents. In February 2020, the Town Council approved revisions to the Community Grant program which had been recommended by Town staff, working in conjunction with the Arts and Culture Commission (ACC) and the Community Health and Senior Services Commission (CHSSC), to streamline the application process, change budgetary workflow, and adopt a standardized rubric for ranking grant applicants.

Community Grants are broken into three categories: Sustaining Grants which are awarded annually to four selected human service organizations (Live Oak Nutrition, Next Door Solutions to Domestic Violence, Counseling and Support Services for Youth, and West Valley Community Services); Innovation Grants for individual community members (which are recommended to be removed this year to redirect more funding to non-profits); and One-Time Community Grants for non-profit organizations. The latter category is open to any non-profit organization in an annual competitive application process with the intention of supporting a program or service in the areas of Community Vitality, Events, Human Services, Arts, or Education for the Los Gatos community.

Grant applications are read and ranked by a joint subcommittee consisting of two members of the ACC and two members of the CHSSC.

PREPARED BY: Ryan Baker
Library Director

PAGE 2 OF 2

SUBJECT: Town Community Grant Program

DATE: April 7, 2024

DISCUSSION:

The DEIC will be looking at some of the components of the competitive One-Time Community Grants for non-profits. Staff would appreciate recommendations on the following:

1. The DEI component of the scoring rubric was added by staff per Council direction beginning in the FY23-24 grant cycle. The DEIC should consider if changes to the rubric are recommended to better address the DEI criteria component.
2. The DEIC should consider if it would be appropriate to annually select a member of the Commission (who does not jointly serve on the ACC or the CHSSC) to participate in the grant reading panel. This would increase the number of grant readers from four to five.

Any changes recommended by the DEIC would be considered by the Town Council prior to the FY24-25 community grant cycle.

Attachment 2 contains comments from a Commissioner for consideration.

Attachments:

1. Community Grant Scoring Rubric
2. Commissioner Comments

GRANT SCORING RUBRIC FY2023-2024 – ONE-TIME GRANTS FOR NON-PROFITS

Criteria	5 points Exemplary	3-4 points Good	1-2 points Passable	0 points Evidence not demonstrated
Project overview	Proposal clearly explains the project and the scope, steps, methods and intended results with logical and systematic detail.	Proposal adequately explains the scope, steps, methods and intended results of the project in general terms.	Proposal explains the general scope and intended results but lacks detail of the project steps and methods.	Proposal lacks sufficient detail to convey the scope or intended results of the project.
Advancing new ideas or surmounting new (non-financial) challenges	The project clearly represents the implementation of a new insight or idea that has not been piloted previously, or surmounts a new (non-financial) challenge facing the organization.	The project clearly represents the implementation of an emerging innovation or trend that has been piloted in other communities but will be new to the Los Gatos community.	The project clearly represents the adoption of a change, addition, or variation to an already established program for the Los Gatos community.	The project continues an already established program or service verbatim, or the proposal lacks information or evidence to suggest that it is a new project or service.

Community Impact	<p>Target audience/population clearly and specifically defined.</p> <p>Strong presentation of the meaningful positive impact to the target audience/population provided with specific local evidence or data to support the need for the project.</p>	<p>Target audience/population reasonably well defined.</p> <p>Sufficient presentation of meaningful positive impact to the target audience/population provided with general evidence or data to support the need for the project.</p>	<p>Target audience/population very broadly defined.</p> <p>Presentation of positive impact based on realistic assumptions despite gaps in evidence.</p>	<p>Target audience/population not sufficiently defined or too broadly defined.</p> <p>Proposal lacks demonstration of meaningful impact to target audience/population.</p>
Direct Benefit to Los Gatos	<p>Project is highly local and specifically targets the incorporated Los Gatos Community (whether or not the organization is based in Los Gatos).</p>	<p>Project is regional but specifically is targeting expansion into the incorporated Los Gatos Community or shows significant benefit to the Los Gatos Community.</p>	<p>Project is regional but gives strong evidence for how the incorporated Los Gatos Community will directly benefit.</p>	<p>Project is regional with a wide regional target audience indicating only an indirect benefit for the Los Gatos Community.</p>
Budget Analysis	<p>Strongly detailed and realistic budget with sound use of funds.</p> <p>Any funding necessary above the limit of the grant is both accounted for and secured through commitments from other means.</p>	<p>Realistic budget with general detail to show responsible use of funds. Any funding necessary above the limit of the grant is accounted for with reasonable certainty or commitment.</p>	<p>Budget generally appears to support the project activities as described although there are gaps in detail.</p> <p>Applicant has realistic opportunity to secure necessary funding above the limit of the grant even if commitment from those sources is not certain</p>	<p>Described proposal is not supported by the budget or no reliable source of funding is presented to provide any necessary funding beyond the limit of the grant.</p>

<p>Feasibility</p>	<p>Applicant demonstrates it has superior experience or knowledge in the field as it relates to completing the project.</p> <p>Project, personnel, available resources, and timeline are realistic and congruent with project descriptions and outcomes.</p> <p>High likelihood of project being achievable based on information presented.</p>	<p>Applicant demonstrates it has adequate experience or knowledge in the field as it relates to completing the project or expertise in a related field that would transfer to the project.</p> <p>Deficiencies or overestimations may exist in project, personnel, available resources or timeline within tolerable range. Outcome appears achievable despite some gaps or leaps.</p>	<p>Applicant has gaps in experience or knowledge as it relates to the proposal but demonstrates that it can reasonably bridge gaps to successfully accomplish the project.</p> <p>Project, personnel, timeline or resources as described expose weaknesses in the proposal that will leave gaps.</p> <p>Project outcome's ability to be achieved is questionable at the level proposed, but likely will be achievable at a smaller level.</p>	<p>Applicant does not demonstrate the experience or knowledge to complete the project.</p> <p>Insufficient information about personnel, resources, project or timeline to gauge feasibility.</p>
<p>Assessment/Evaluation</p>	<p>Clear definition of success of program. Clear picture of how data will be collected to demonstrate degree to which outcomes are met.</p>	<p>Good understanding of anticipated specific results of success, but plan lacks details about data or methods.</p>	<p>Success difficult to ascertain, flawed by untestable outcomes, inappropriate methods, or lack of useful data collection.</p>	<p>Evaluation plans missing or unusable.</p>

Commitment to Diversity, Equity, and Inclusion	Diversity, Equity, and Inclusion efforts are strongly demonstrated and articulated within the scope of the proposal.	Diversity, Equity, and Inclusion efforts are strongly demonstrated and articulated at an organizational level, although not necessarily within the scope of the proposed project.	Diversity, Equity, and Inclusion impacts or commitments are expressed in highly general terms.	The proposal does not address a commitment to Diversity, Equity, and Inclusion at either a project level or an organizational level.
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Bonus points for alignment with Council priorities:

2 bonus points will be awarded for proposed projects that specifically meet one of the criteria listed as one of the Council Strategic Priorities 2023-25 <https://www.losgatosca.gov/2851/Strategic-Priorities> .

These include:

Emergency Preparedness

Fire Protection

Diversity Equity and Inclusion Efforts

Community Where Older Adults Thrive

Events or Town-Wide Efforts

Community Engagement

Environmental Sustainability

Support the Needs of Unhoused Residents

Laurel Prevetti

To: diane.fisher [REDACTED]
Cc: Varily Isaacs; Carmen Lo; Dominic Broadhead
Subject: RE: another message for the packet

[EXTERNAL SENDER]

Hi Laurel,

We also wanted to share an addition to the Library Holiday list in the packet, for discussion, see below.

thanks,

Diane

-----Forwarded Message-----

From: <diane.fisher [REDACTED]>
Sent: Apr 4, 2024 12:58 PM
To: Varily Isaacs [REDACTED]
Cc: Varily [REDACTED]; Carmen Lo [REDACTED]; Dominic Broadhead [REDACTED]
Subject: Re: Thursday, April 4th at 5:30 p.m.: Collaborate on DEI list of community partners

Hi--I have a small edit to the Library Holiday list:

use this name and date:

International Holocaust Remembrance Day is Jan. 27.

I would overlay/add the National Heritage/Culture Months:

February - Black History Month

March - Women's History Month

May - Both Asian and Pacific Islander Heritage Month and Jewish American Heritage Month

June - Pride Month

August - San Jose Pride

Sept 15 - Oct 15 - Hispanic Heritage Month

Oct - Filipino American Heritage Month

Nov - Native American Heritage Month

I hope you can submit this information for the packet and our commission to consider. This would be an addition to the Library's recognition dates, which we then wish for the Visitor Center to publish in the Events Calendar on the visitlosgatosca.com site.

Diane



TOWN OF LOS GATOS
DEI COMMISSION REPORT

MEETING DATE: 04/11/2024

ITEM NO: 5

DATE: April 7, 2024
TO: Diversity, Equity, and Inclusion Commission
FROM: Laurel Prevetti, Town Manager
SUBJECT: Continue Discussion of Work Plan Goal D, Item 1.a. Annual Communications Campaign

RECOMMENDATION:

Continue discussion of Work Plan Goal D, Item 1.a. Annual Communications Campaign.

REMARKS:

Last month, the Commission voted to accept a draft press release and requested Commissioners submit updated photographs for inclusion to the Town Manager. The Town Manager stated she would put any updated photographs into the Town's press release format. Attachment 1 contains the updated press release, using the Town's standard third person language in track changes. As of the preparation of this report, one Commissioner has not yet submitted an updated photograph. The Commission is welcome to provide any comments on the draft press release prior to its distribution to the media organizations listed in the document.

The Commission began to discuss elements of a potential campaign, including distribution of the press release at Spring into Green, social media posts, and other ideas. The Commission expressed interest in posting the final press release to the DEIC webpage. Commissioner Idemoto volunteered to work with other students on a potential social media graphic. The Town's Social Media Policy is included as Attachment 2 for additional information.

The Commission is welcome to continue its work on this item.

Attachments:

1. Updated Press Release
2. Town's Social Media Policy

Prepared by: Town Manager



TOWN OF LOS GATOS

Civic Center
110 E. Main Street
Los Gatos, CA 95030

Press Release

FOR IMMEDIATE RELEASE

Date: April 7, 2024

For information contact:

Gordon Yamate, DEIC Chair

community@losgatosca.gov

Laurel Prevetti, Town Manager

manager@losgatosca.gov

Town of Los Gatos

408.354.6832

www.losgatosca.gov

ANNOUNCING THE NEWLY FORMED DIVERSITY, EQUITY, AND INCLUSION (DEI) COMMISSION

Los Gatos, CA – The 101 Commissioners of the newly established Los Gatos Diversity, Equity, and Inclusion Commission (DEIC) are reaching out to the broader community to explain share who the members we are, share what our its goals are, and to engage in discussion and discovery.

The Town Council appointed the DEIC members We are appointed as representatives of residents, businesses, non-profits, and faith communities, who all share a passion for cultivating a diverse, equitable, inclusive, and welcoming culture in Los Gatos, and for helping to drive the implementation of strategies and policies that realize that vision.

We The Commission believes the roots of our its success lie in creating a continuous network of input from the many sub-communities that are connected to Los Gatos. The DEIC We plans to table at the Farmers Market and outside of the Library, as well as at events, and encourages everyone to share stories and ideas that open our eyes to challenges and opportunities for greater inclusion. We The Commission welcomes invitations to organizations, clubs, and gatherings across Town, to facilitate a collaborative and collective process to inform our its actions. One of our the DEIC's first goals is to create a calendar of diverse gatherings and events that will encourage everyone to step out of their familiar spaces and learn about other cultures and identities. We also are compiling a list of local organizations that could serve as partners, both in providing input and creating opportunities.

The Commission's monthly meetings are held on the 2nd Thursday of each month at 5:00 p.m. in the Town Chambers. They are open to the public and include public comment opportunities.

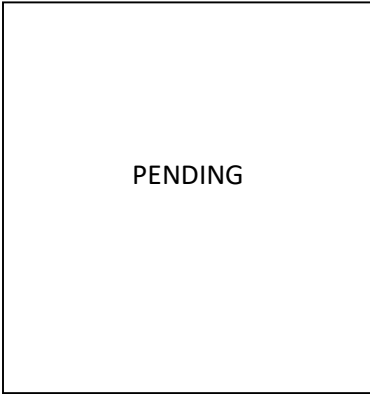
(see subsequent pages for photographs of the Commissioners)

Incorporated August 10, 1887

Gordon Yamate, Resident



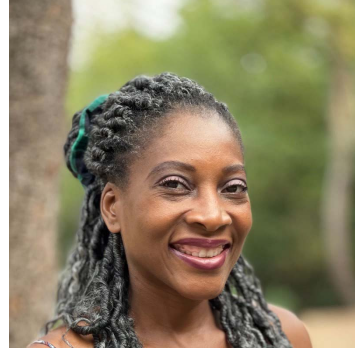
Dominic Broadhead, Employee



Carmen Lo, Resident



Folake Phillips, Non-profit
Employee Representative



Varily Isaacs, Resident



Diane Fisher, Faith Representative



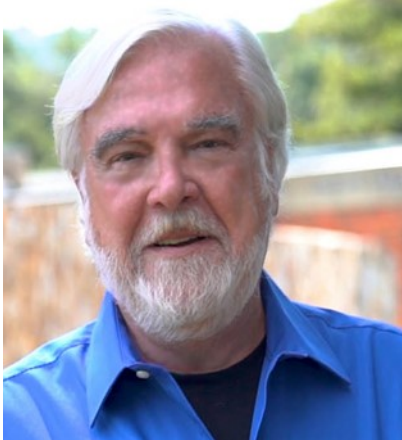
Dornaz Memarzia, Arts and Culture Commissioner



Pravin Balasingham, Youth Commissioner



D. Michael Kane, Business Owner and Resident



Pradeep Khanal, Community Health and Senior Services Commissioner



Ryan Idemoto, Youth Commissioner



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cc: Town Council
Executive Team
All Things Los Gatos
Los Gatan
Los Gatos Chamber of Commerce
Los Gatos Magazine

Los Gatos Observer
Los Gatos Patch
Los Gatos Weekly Times
Outlook
San Jose Mercury News

TITLE: Social Media Policy		POLICY NUMBER: 2-16
EFFECTIVE DATE: 09/02/2015		PAGES: 1 of 7
ENABLING ACTIONS:	REVISED DATES: 10/04/2022	
APPROVED: <i>[Signature]</i>		

PURPOSE

The Social Media Policy governs the operation of social media accounts by the Town of Los Gatos (“Town”), its Departments, and Town Elected/Appointed Officials to ensure that the community has access to timely, useful, and important information. The intended purposes of these Town social media accounts are to disseminate information regarding the Town’s mission, meetings, current issues, programs, projects, services, and events; strengthen relationships; foster communication; and engage the community.

The Town has an important interest in assuring the accuracy and consistency of information associated with its social media accounts. The Town also respects the First Amendment to the United States Constitution and the constitutional right to freedom of speech. This Policy also establishes guidelines for the public’s use of social media that balances these values.

Social media users who submit content to any official Town social media account acknowledge they have read, understand, and agree to the Town’s terms and conditions by virtue of such use.

This Policy is not meant to address one particular form of social media; rather social media in general as advances in technology will occur and new tools will emerge.

DEFINITIONS

Town Social Media Account – An official account or page on social media maintained by the Town of Los Gatos.

Elected/Appointed Town Officials – Town Mayor, Vice Mayor, Councilmembers, and people appointed by the Council to serve on a legislative body such as a Town Board, Commission, Committee.

Post – The addition of information of any kind in the form of text, links, graphics, photos, videos, etc. to social media.

Social Media – Publicly accessible technologies used to publish and/or share information using the internet. Examples of social media include: Nextdoor, Facebook, Instagram, Twitter, LinkedIn, and YouTube.

SCOPE AND AUTHORITY

This Policy applies to all employees of the Town including temporary personnel, interns, volunteers, or other individuals performing work and/or engaged in external communications on the Town’s behalf and to Town Elected/Appointed Officials.

Town employees shall operate Town social media accounts and post items on behalf of the Town only as authorized and in conjunction with the Town Communication Team consistent with the administrative procedures outlined in the Town Communication Plan.

GENERAL POLICY

Town employees shall follow these general guidelines when posting items to social media and/or operating the Town’s social media accounts. Employees should also refer to and comply with the Town’s Communication Plan.

1. The Town’s official website (www.LosGatosCA.gov) will remain the Town’s primary means of digital communication. When possible, social media posts should contain a link directing viewers to the Town website for more information.
2. Posts should specifically address information regarding Town services, Departments, officials, programs, safety and disaster preparedness, emergency alerts, meetings, recognition, recruitment, history, community, and/or offerings specifically related to or originating from the Town.

The Town may post information from Town Departments, Town government agency partners, organizations that are under contract with the Town for programming (e.g., Music in the Park, Los Gatos-Saratoga Recreation, etc.), and/or relevant media outlets (local, regional, State).

The Town may post information from non-profits providing housing or philanthropic services in Los Gatos with whom the Town has a contractual partnership. Information from non-profits providing housing or philanthropic services in Los Gatos that are not in

a contractual partnership with the Town may be “shared” on the Town’s social media accounts, but not posted directly to the Town’s social media accounts.

The Town may post information from the official sites or accounts of local, State, and Federal government or quasi-government agencies.

The Town may post information from utility, energy, water, recycling, waste management and/or other Los Gatos service providers. Examples include: PG&E, Silicon Valley Clean Energy, West Valley Collection & Recycling, etc.

The Town reserves the right to deny requests to post external links or information that do not fall into any of these categories.

3. Social media content may include information, graphics, photos, videos, and links.
4. Official Town accounts should clearly identify that they are operated by the Town and use an official Town or Department name and logo.
5. Where possible, this Social Media Policy should be linked on all Town social media accounts.
6. Social media posts will supplement and not replace legally required notices and standard methods of communication.
7. No confidential information may be posted.
8. Posts should not contain any personal information except for the names of employees whose job duties include being available for contact by the public.
9. Posts should be professional, respectful, timely, and factual.
10. All necessary permissions should be obtained prior to posting (e.g., permission to use photos if applicable).
11. All posts must comply with usage rules and regulations required by third party providers of Town social media accounts. The Town reserves the right to report any violation of those rules and regulations to the third party social media providers so that those third party social media providers can take appropriate and reasonable responsive action.
12. Posts must comply with all applicable Town Policies and Procedures pertaining to communications including the Town Communication Plan, employee electronic

communications usage requirements, and any restrictions on the forum such as limitations to specified activities or topics.

CONTENT MODERATION

The Town's social media accounts are limited public forums moderated by Town staff. Members of the public are invited to view and, where possible, provide comments or other engagement on Town social media accounts in accordance with this Policy and any other restrictions specific to the forum such as limitations to specific activities or topics. Any public comment posted to a Town social media account is the opinion of the commenter. The presence of that content in connection with a Town social media account shall in no way imply Town endorsement of, or agreement with, the content.

The Town may hide and/or delete comments that are not related to the topic of the post or are not protected speech protected by the First Amendment. The Town shall not hide and/or delete comments solely because such comments are critical of the Town or its officials. It is understood that social media is a 24/7 medium and the Town may not see every inappropriate comment right away. The Town is trusting in the community to allow reasonable time for off-topic, inappropriate or harmful speech to be reviewed and/or removed.

The following types of content shall not be permitted in connection with Town social media accounts and will be removed:

1. Content unrelated to the Town or specified post topic.
2. Violent and/or pornographic content.
3. Content promoting discrimination on the basis of race, creed, color, age, religion, sexual orientation, gender, disability, veteran status, national origin, or any other legally protected class.
4. Profane language or content.
5. Solicitations of fundraising or commerce, including but not limited to advertising of any business or product for sale.
6. Violations of any law, threats, and/or promotion of violence or illegal activity.
7. Content compromising public safety or security.

8. Content supporting or opposing any political candidate or campaign, including ballot measures.
9. Content that violates a legal ownership interest of any other party.
10. Apparent spam, content posted by automatic software programs (i.e., “bots”), or comments containing links to malware and/or malicious content that affects the normal functioning of a computer system, servers, or browser.
11. Duplicate comments posted repeatedly within a short period of time.
12. Personal attacks or comments containing actual defamation against a person, either as determined by a court or comments that are patently defamatory by easily discovered facts.
13. Private or personal information posted without consent.

Public comments that do not conform with these restrictions shall be removed following approval by the Town Manager or designee in consultation with the Town Attorney. Any public comment removed based on this Policy shall be retained in a manner consistent with the Town’s Records Retention Policy.

NO LIABILITY/GUARANTEES

The Town operates its social media accounts as a public service to provide information about the Town. The Town assumes no liability for any inaccuracies its social media accounts may contain and does not guarantee its social media accounts will be uninterrupted, permanent, or error-free.

All users of social media should review and understand all applicable privacy and other policies, including those established by the third-party social media providers. Town social media accounts may contain content, including but not limited to, advertisements or hyperlinks, over which the Town has no control. The Town does not endorse any hyperlink or advertisement placed on a Town social media account by anyone other than the Town.

Shares, likes, follows, etc. by any Town social media account are not endorsements.

Town social media accounts are not monitored 24 hours a day, seven days a week and no one should utilize Town social media accounts to seek emergency services. Anyone in need of emergency help should call 9-1-1.

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The Town does not guarantee it will respond to comments or messages on Town social media accounts. The Town will use its discretion in determining when to reply publicly, reply privately, or not reply at all.

ELECTED/APPOINTED OFFICIALS

If Elected/Appointed Town officials have their own social media accounts, the Town recognizes that they may choose, in their individual capacity, to post items relevant to Town business. In such situations, Elected/Appointed Town officials shall make it clear that they are speaking for themselves, not for the Town or for their legislative body. Elected/Appointed Officials shall individually ensure that they comply with all applicable laws, including, but not limited to, the United States Constitution and the First Amendment, the Ralph M. Brown Act, the California Public Records Act, and the Town’s Records Retention Policy.

The Town does not create or provide support for individual social media accounts for Elected/Appointed officials and those who maintain personal social media accounts should be aware that (similar to Town email or any other written or recorded communication related to the official conduct of Town business), digital communications, social media posts, and messages by Elected/Appointed Town officials regarding matters that are related to Town business are subject to laws and policies regarding freedom of speech, records retention and production, and public transparency.

Elected/Appointed Officials are prohibited from using the Town logo or seal or any variation of the Town logo or seal, representing the Town, or representing that they speak on behalf of the Town within their official or personal social account(s).

To avoid violations of the Brown Act, consistent with the update provided by AB 992, Town officials are permitted to use social media to engage in conversations or communications on matters within the subject matter jurisdiction of their legislative body to answer questions, provide information to the public, and/or to solicit information from the public. However, the Brown Act prohibits Elected/Appointed Officials from communicating directly with the social media of any other member of the legislative body on a subject within the legislative body’s jurisdiction. Elected/Appointed Officials should be careful not to post, respond, like, react, share, retweet, etc. any content from another member of their legislative body in a manner that could constitute an improper serial meeting or otherwise violate the Brown Act.

Elected/Appointed Officials may share or like official Town social media account postings. If there is any concern about whether an action or content falls within the Brown Act or other legal limitations, the Elected/Appointed Official should check with the Town Manager and Town Attorney prior to posting.

When possible, news of Town-wide importance should first be announced by the Town’s official social media accounts including the Town website. This information can then be shared by Elected/Appointed Officials, linking back to the original post or Town website, when possible. Unless the Elected/Appointed Official has been designated to serve as a spokesperson, a Town Elected/Appointed Official should never represent themselves as a spokesperson for the entire legislative body or the Town. Elected/Appointed Officials should be mindful of recognizing that accomplishments of the Town or legislative body are achieved by collective action of the entire body or organization.

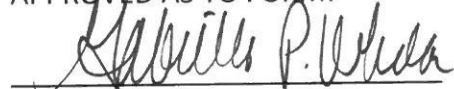
Digital records relating to public business are required to be handled in a manner capable of maintaining the record for the applicable retention period. Elected/Appointed Officials should avoid deleting comments or blocking individuals on any social media accounts they maintain that are related to Town business. Social media content should be treated the same as any written document retained in accordance with the Town records retention schedules.

When an Elected/Appointed Official engages in public social media discussion on matters related to Town business, it is strongly recommended that the Elected/Appointed Official capture relevant comment threads and forward such communications to the participant’s own Town of Los Gatos email address, the Town Manager, or staff liaison for the legislative body so that such communications are captured and preserved.

RECORDS

There is no expectation of privacy on any of the Town’s social media accounts. Town social media records are subject to the California Public Records Act. Any content maintained on a Town social media account that is related to Town business, including posts, public comments, replies, and information about subscribers/followers, may be considered a public record and subject to public disclosure.

APPROVED AS TO FORM:



Gabrielle Whelan, Town Attorney



**TOWN OF LOS GATOS
DEI COMMISSION REPORT**

MEETING DATE: 04/11/2024

ITEM NO: 5

ADDENDUM

DATE: April 9, 2024
TO: Diversity, Equity, and Inclusion Commission
FROM: Laurel Prevetti, Town Manager
SUBJECT: Continue Discussion of Work Plan Goal D, Item 1.a. Annual Communications Campaign

REMARKS:

The Town Manager accidentally placed the communication regarding recognitions with the grant item instead of this item. Attachment 3 contains the communication from Commissioners that was received on April 5, 2024 and should have originally been associated with this topic. Attachment 4 contains an additional communication with respect to recognitions received today from another Commissioner.

Attachments Distributed with the Staff Report:

1. Updated Press Release
2. Town's Social Media Policy

Attachments Distributed with this Addendum:

3. Commissioners Communication (4/5/24)
4. Commissioner Communication (4/8/24)

Prepared by: Town Manager

Laurel Prevetti

To: diane.fisher [REDACTED]
Cc: Varily Isaacs; Carmen Lo; Dominic Broadhead
Subject: RE: another message for the packet

[EXTERNAL SENDER]

Hi Laurel,

We also wanted to share an addition to the Library Holiday list in the packet, for discussion, see below.

thanks,

Diane

-----Forwarded Message-----

From: <diane.fisher [REDACTED]>
Sent: Apr 4, 2024 12:58 PM
To: Varily Isaacs [REDACTED]
Cc: Varily [REDACTED]; Carmen Lo [REDACTED]; Dominic Broadhead [REDACTED]
Subject: Re: Thursday, April 4th at 5:30 p.m.: Collaborate on DEI list of community partners

Hi--I have a small edit to the Library Holiday list:

use this name and date:

International Holocaust Remembrance Day is Jan. 27.

I would overlay/add the National Heritage/Culture Months:

February - Black History Month

March - Women's History Month

May - Both Asian and Pacific Islander Heritage Month and Jewish American Heritage Month

June - Pride Month

August - San Jose Pride

Sept 15 - Oct 15 - Hispanic Heritage Month

Oct - Filipino American Heritage Month

Nov - Native American Heritage Month

I hope you can submit this information for the packet and our commission to consider. This would be an addition to the Library's recognition dates, which we then wish for the Visitor Center to publish in the Events Calendar on the visitlosgatosca.com site.

Diane

Laurel Prevetti

From: Folake Phillip
Sent: Monday, April 8, 2024 7:10 PM
To: Laurel Prevetti
Subject: Possible Addition to Library Holiday List

[EXTERNAL SENDER]

Hello Laurel,

For Library Holiday List, kindly add the day below for consideration/ discussion at Thursday's meeting
Thank you.

March 25 -International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade.

Warmest Regards,
Folake Phillips
Founder and Executive Director AWQ





**TOWN OF LOS GATOS
DEI COMMISSION REPORT**

MEETING DATE: 04/11/2024

ITEM NO: 6

DATE: April 7, 2024
TO: Diversity, Equity, and Inclusion Commission
FROM: Laurel Prevetti, Town Manager
SUBJECT: Continue Discussion of Work Plan Goal C, Item 1.a. Collaboration with Community Organizations and Goal C, Item 2.a. Community- and School-Based Programming and Consider Next Steps.

RECOMMENDATION:

Continue discussion of Work Plan Goal C, Item 1.a. Collaboration with Community Organizations and Goal C, Item 2.a. Community- and School-Based Programming and Consider Next Steps.

REMARKS:

The ad hoc subcommittee made up of Commissioners Broadhead, Isaacs, and Lo developed a list of stakeholders for potential collaboration. Attachment 1 contains several sheets, organized by Goals by Partner, Community Partners, School-Based Programs, Faith-Based Organizations, and Pro-DEI Businesses/Clubs.

The Commission is welcome to discuss these lists, provide comments, and identify next steps.

Attachment:

1. Stakeholders

Prepared by: Town Manager

Goals by Partner

Goal D, Item 1.a	Goal C, Item 1.a & 2.a	Goal A, Item 1.a	Goal B, Item 1.a	Goal D, Item 2.a	Goal B, Item 3.a & 3.b
Annual Communications Campaign as a priority work plan item, including a review of demographic data.	Collaboration with Community Organizations in parallel with Community- and School-Based Programming.	Review Community Grants Rubric.	Review the Town's Four Events (Spring in the Green, Music in the Park, Screen on the Green, Tree Lighting Ceremony, Street Pole Banners) Possibly More	Create a New Town Tagline as a long-term action item for the Commission's work plan.	Develop a Community Learning Opportunity on Historic Inequities and Develop Diversity, Sensitivity, and Awareness Training
Commission Meeting to Discuss At	April	May	April	May	September June
Visitor's Center (a.k.a. Chamber of Commerce)	Pride night with the Library	Email Laurel to include Rubric in Next Meeting	Ethnic Food Trucks at Summer Concert Series	Marketing/Communications Firm (Anita Stubenrach)	LGHS Teachers (History & English Departments)
Town of Los Gatos	NUMU with Native American Heritage	Recommend a subcommittee	Holiday Clergy Involvement		LGSUHSD
Local Business (Luncheon)	LGHS Health Fair		Chamber of Commerce		LGUSD
Library	Open Mic Night with LG Coffee Roasting		LGS Recreation		SUSD
NUMU	Juneteenth Celebration with AACSA		LG Lions Club		NUMU
LGS Recreation	Food Trucks at Summer Concerts		Rotary Club		LG Library
LG Clergy Association	LG Holiday Decoration Map - LG Faith Orgs				Private Schools
	LG Theater				LG History Club
	PodCats				LGS Recreation
	Daniel Roberts - KPCR Pirate Cat Radio				PodCats
					Daniel Roberts - KPCR Pirate Cat Radio
					KCAT
					The Scott Family Foundation

Community Partners

Business	Contact	Title	Mission Statement	DEI Statement	Notes	Commissioner Lead
Jewish Family Services Silicon Valley	Susan Frazer	CEO	Jewish Family Services of Silicon Valley empowers individuals and families facing life's challenges by providing quality human services inspired by Jewish values.		Potential programs in coordination with their refugee resettlement services, including for the Afghan and Ukrainian communities	
West Valley Community Services			Our mission is to unite the community to fight hunger and homelessness. Our vision is a community where every person has food on the table and every person has a roof over their head. Our work is fueled by six core values: compassion, dignity, integrity, service, diversity, and ingenuity.		Partnership to include voices of socio-economic difference	
Assistance League of Los Gatos-Saratoga			Assistance League volunteers transforming the lives of children and adults through community programs. Programs include: enhancing literacy for children, providing STEAM education, enriching children's education, supporting new moms and babies, cooking for seniors.		Partnership to include voices of socio-economic difference	
Law Foundation of Silicon Valley			The Law Foundation of Silicon Valley uses legal advocacy to combat injustices like poverty, inequity, and child abuse. We provide free legal services on housing, health, and children's rights issues and systems change work to advance equity and justice for low-income individuals and communities of color in Silicon Valley. Programming includes assistance on housing, health, children & youth.			
AWO Center	Folake Phillips	Executive Director	Connecting the different shades of Huemanity for a more inclusive and representative world.			
NUMU	Kimberly Snyder	Amy moved on. She now works in Santa Cruz				

Los Gatos Chamber of Commerce	Jennifer Lin	Executive Director				
Los Gatos Saratoga Recreation	Nancy Rollett	Executive Director				
Los Gatos Library	Jennifer Laredo					
Los Gatos Library	Ryan Baker	Director				
Lillistones, Say good. Do good. Be good.	Lilli Valencia	Owner				
Los Gatos Anti-Racism Coalition	Jeff Suzuki	Founder				
LGS Rec 55+ Program	Lisanne Kennedy	Recreation Coordinator				
SASCC	Tylor Taylor	Executive Director				
CASSY	Marico Sayoc	Executive Director				
Goldberg Institute						
BAYMEC						

School Based Programs

School/District	DEI Initiative/Program	Contact	Title	Mission Statement	DEI Statement
LGUSD		Rhonda Beasley	Director of Curriculum, Instruction & Assessment	LGUSD Mission Statement	
Notre Dame High School	https://www.ndsj.org/academics/ejl	Hilary Orr		Equity Belief Statement	
Los Gatos High School		Allison (Alli) Stits	Assistant Principal-House 1		
Los Gatos High School		Kristi Grasty	Vice Principal		
Bellermine Prep	DEI at Bellermine			Bellermine Mission Statement	
Hillbrook Elementary	DEIJA at Hillbrook	Gulliver Lavallo	Head of Middle School; Director of DEI		
Project Cornerstone					
LGSUHS		Bill Sanderson	Superintendent		
Fisher Middle School		Mary Lonhart	Principal		
The Scott Foundation		Shannon Hunt-Scott	President		

Faith-Based Organizations

Faith Based Entity	Contact	Title	Mission Statement	DEI Statement	Notes	Commissioner Lead
West Valley Muslim Association	Shaykh Alauddin Elbakri	Shakh				
Congregation Shir Hadash	Rabbi Nico Sokolovsky	Rabbi				
Presbyterian Church of Los Gatos	Rev. Erica Rader	Reverend				
Skyland Community Church	Rev. Melanie Weiner	Reverend				
Bahai Faith of Los Gatos	Fedross Samadani					
St. Mary's of the Immaculate Conception	Jane Najour					
Church of Jesus Christ of Latter Day Saints	Scott & Lorraine Hepworth					
St. Luke's Episcopal Church	Rev. Ricardo Avila	Reverend				
Jewish Silicon Valley	Rabbi Hugh Seid-Valencia	Rabbi				
Faith Lutheran Church	Min. Peggy White	Minister				
Unitarian Universalist Fellowship of Los Gatos	Sue Ann Lorig					
Faith Orgs covering Los Gatos region						
Hindu American Foundation	Mihir Meghani	Dr.				
Jain Center of Northern California	Girish Shah					
Zoroastrian Temple	Dolat Bolandi					
Major Ethnic/Cultural Orgs in the Region						
AACI (Asian Americans for Community Involvement)	Sarita Kohli	CEO				
Vietnamese American Roundtable	Philip Nguyen	ED				
LEAD Filipino	Angelica Cortez	ED				
AACSA (African American Community Service Agency)	Milan Balinton	CEO				
San Jose Taiko	Wisa Uemura	ED				
Tabia African American Theatre Ensemble	Viera Whye					
MACLA (Movimiento de Arte y Cultura Latino Americana)	Anjee Helstrup-Alvarez	ED				

Pro-DEI Businesses/Clubs

Business	Contact	Title	Notes	Commissioner Lead
We Olive	Amanda Sarich	Store Manager		
Time Out Clothing	Ginger	Owner		
Domus	Randi Chen	Domus employee, former Chamber of Commerce		
Domus	Margaret Smith	Owner		
LG Resident	Donna McCurrie	Former program manager of Listen, Learn, Change, Grow		
LG Resident and Small Business Owner	Catherine Sommers	Current LG Business Owner, Former Executive Director of the Chamber of Commerce		
Los Gatos Theater	Paul Gunsby	CineLux VP		
Los Gatos Coffee Roasting Co	Teri Hope			
Great Bear Coffee				
Plant-Based Advocates	Karen Rubio	Founder		
Oak & Rye				
Share Tea				
Lexington House				
The Spa				
Silicon Valley Black Chamber of Commerce			<p>To create, identify and expand economic development opportunities for African Americans and minorities in Silicon Valley</p> <p>Its mission is to promote and assist businesses in Santa Clara County and those who want to do business with the Philippines.</p> <p>Promoting and supporting member businesses for the advancement of economic growth throughout Silicon Valley</p>	
Filipino American Chamber of Commerce Silicon Valley				
Silicon Valley Vietnamese American Chamber of Commerce	Nancy Kieu Nga Avila			