



IDDEAS ADVISORY COUNCIL MEETING MINUTES SUMMARY

Date: 09/24/2024

Time: 1:00 – 3:00 PM

Location: Virtual (Go to the [IDDEAS Advisory Council website](#) to see meeting recordings)

Summary:

- Meeting began at 1:12.
- Meeting minutes from August 27th were reviewed and approved.
- New Councilmembers, Alexxa Gagner, Molly Mason, and Jessica Raichle joined for their very first meeting. The group spent some time introducing themselves to each other.
- Corey Boyle, Robert (Bob) Wolf, and Jordan Humphreys held a conversation on ethics and conflicts of interests while serving as a Councilmember. DHS provided guidance that if any Councilmember had a question or concern about other groups they engage in and what that means while serving as an Advisory Councilmember, to please reach out to Corey or Jordan. They can help Councilmembers identify when they may have a conflict of interest and how and when to recuse themselves from meetings and voting because of that. It is better for public trust to share your conflicts of interests regardless of whether it will impact your engagement in the Council.
- In response to a request last month with the Council, Michaela and Wendy Artman from Groundfloor Media Centertable (GFM) shared an update on IDDEAS marketing and communications.
- With the help of GFM, IDDEAS now has a new website. Councilmembers and the general public can access it by going to denvergov.org/iddeas. The goals for the website redesign were to try to make it as accessible as possible while also highlighting our program partners and how to get access to their services. GFM also worked on recruitment for the new Councilmembers seats and they are excited to support during the next recruitment phase later this year.
- There were no public comments for today's meeting.

Discussion topics for next meeting:

- Next meeting is on October 29th, from 1:00pm-3:00pm.
- Bayaud Enterprises will be presenting on their BE HOME – IDD Housing Navigation Program as required by their contract with IDDEAS.
- Corey reminded the Council to reflect on their availability as the group will continue to talk about making changes, whether related to days, times, or platform (virtual, in-person, or hybrid).



IDDEAS ADVISORY COUNCIL MEETING MINUTES

Date (9/24/2024) Time

Attendance:

1. Alexa Gagner
2. Brian Be
3. Chris Patton
4. Jessica Raichle
5. Lindsay Westmiller
6. Molly Mason
7. Kizzly Blue (non-voting member)

Guests: 7

Wendy Artman as a guest speaker

Absent:

1. Michelle Dumay
2. Janessa Systo
3. Stefanie Gross
4. Beth Bevilacqua

DHS Staff:

- Michaela Hennig
- Corey Boyle
- Jordan Mulholland
- Lynn Kutner
- Jordan Humphreys
- Tom Gamache
- Robert Wolf

I. Call to Order

Meeting began at 1:12.

Corey provided an overview of the meeting agenda, the IDDEAS program, the IDDEAS Advisory Council (IAC) and meeting expectations, reminding council members to switch to “everyone” in the chat function on Zoom. Corey clarified that, due to increased technological security measures, guests to the meeting are unable to access their cameras or the meeting chat but are important members of our community and their presence is appreciated.

II. Approval of minutes from last meeting

Minutes from 8/27/2024 were reviewed with no request revisions. Lindsey motioned to approve the minutes and Brian seconded. Votes were as follows:

Approve: 3

Disapprove: 0

Abstain: 3



Before moving into updates, Lindsey asked Councilmembers to introduce themselves. Special introductions were given to new council members joining their first meeting.

III. Council Updates

Corey stated that Michelle was unable to attend today's meeting, and therefore she gave Corey the CAC updates prior to the meeting. For the CAC meeting updates, new members have been seated so they spent time introducing them. The CAC heard about The Kesley report and Michelle provided an overview of the report during the meeting. CAC asked Michelle to come back to talk more about the report. Kizzly shared that during the second half of the meeting, the CAC also discussed recommendations for next year funding priorities for their Community Initiatives programming. They are excited to share this funding opportunity in October; more to come.

No other updates were shared by Councilmembers.

IV. Update on Conflicts of Interest and Expectations

Corey shared they held an Orientation this month for the newly-seated councilmembers and the topic of conflicts of interest was discussed. Bob (Robert) Wolf provided overview of Code of Ethics during that meeting, and they wanted to bring the conversation to the whole council today as a refresher.

Corey asked that Councilmembers please update their Conflict of Interest forms. Corey stated that Councilmembers have access to the City and County of Denver Code of Ethics as well as the Ethic Handbook for more information. They stated It is always best to ask if you ever have any questions about the Code of Ethics, by laws, or conflicts of interest. DHS wants to make sure that the Council is always centering Denver residents with I/DD over their own personal interests. This means that Councilmembers (1) will not use their position for individual gains (2) will be transparent and honest about their relationships and connections (3) will not speak to or promote individual products, services, organizations, or other entities that primarily benefit themselves or their relationships (4) will put community needs above their own and Councilmembers will (5) recuse themselves from a meeting and abstain from voting when they have a conflict of interest regarding a topic being discussed.

Bob (Robert) Wolf, DHS's Board of Ethics Director, offered more information on this topic. He said many people believe conflicts of interests seem mirky, and while that can be the case, the actual considerations are simple. He advised the council "When you are taking a vote during the meeting, ask yourself 'Why am I voting this way?' Your answer should be 'This is what I believe is best for the community.' If your answer is that you believe you will receive personal gains, you are not voting for the right reasons and that would reveal a potential conflict of interest."

Similarly, if the Council is voting on a recommendation in which a Councilmember believes they (or their organization) could be a contractor for such recommendation, the



Councilmember should recuse themselves. Whenever voting, if you have any relationships (friends, family, or any other direct connections), to vote with the interests of the community in mind, and how that might be perceived by members of the public. Bob said “People trust you and expect you to vote for the right reasons. Does it look right? Does it feel right? Then you will be okay. Appearance is important, therefore, oversharing your interests with the public, that is much more appropriate than not sharing.” He advised to look at a situation from others’ perspectives and consider where and when someone may perceive a Councilmember as voting while having a conflict.

Jordan Humphreys, the IDDEAS Program City Attorney’s representative stated that the Board of Ethics within the City takes into account those who communicate and reach out for guidance. This can go a long way towards buying your reputability. Morality and ethics don’t always align. Ethics for the city are specifically written within the City and County Code of Ethics and that’s what DHS follows, while it may not be as stringent as others.

Jordan stated that conflicts of interests are very context specific and therefore it is hard to give clear direction, however, DHS provided some examples on Slide 10 titled “Substantial Conflicts.” On this slide and for this conversation, the “other party” was referred to as any organization that could possibly benefit from IDDEAS funding as a result of conversations that occurred within an IAC meeting.

Corey explained a substantial conflict can occur when you (Councilmembers), your immediate family, business associate, or employer is/are “the other party”, an officer in the other party, involved in proposals or negotiations for the other party, perform work for the other party, or participate in providing legal representation for the other party in the matter.

Jordan shared the purpose of participation in this council is to represent the I/DD community in Denver. If you are finding you are representing someone/something else, then you have a conflict of interest.

Corey explained how a Councilmember can recuse themselves: “if you find you have a conflict of interest during a meeting, (1) announce publicly that you do have a conflict, state the conflict, and that you are recusing yourself (2) leave the meeting. We will message you when we finished the discussion of that topic. (3) rejoin the meeting (4) double check meeting minutes for documentation of your recusal.”

Jordan discussed the appearance of impropriety and that if something just looks like it could be unfair, we risk the loss of public trust and confidence in what we do.

Lindsay asked “What do you do when you’re not sure about a conflict of interest during a meeting?” Jordan shared to please contact him or Corey with that concern.

Councilmembers can politely ask the Council to wait a few minutes as they discuss the matter privately with DHS staff. No need to share the conflict out loud until you’ve received



guidance from Corey and Jordan. Corey recommends texting them through their work phone if this happens as that is the best way to reach them during the meeting. Do not message directly in Zoom.

Lastly, Jordan shared an example of a previous IAC member and a conflict-of-interest incident. This Councilmember worked on a request for proposals (RFP) with DHS staff for a particular funding opportunity. When the proposals came in, DHS realized one of the organizations that applied had this same IAC member as a member of their Board within the organization. Given this person was heavily involved in writing the funding opportunity, this was a major conflict of interest that had to be addressed.

V.Break

VI.Update on IDDEAS Marketing and Communications

Lindsey introduced the next topic, IDDEAS Marketing and Communications. In response to a request last month with the council, Michaela and Wendy Artman from Groundfloor Media Centertable (GFM) shared an update on IDDEAS marketing and communications.

Wendy shared Groundfloor Media Centertable (GFM) is a socially conscious marketing and communications agency in Denver. They help like-minded organizations engage with community. Their work ranges anywhere from providing strategic communications support to full marketing and creative service campaigns. GFM was brought in to help the City where needed, such as developing detailed programs and campaigns to being support staff for city staff engaging in projects. Slide 15 shared some work that GFM has done for the city, such as helping with the COVID-19 vaccine campaign. During this time, they operated as an extension of city staff. They also support Denver Parks and Rec in their marketing campaigns. With Denver's Department of Public Health and Environment (DDPHE), they worked closely on vaccine equity and helped underserved communities get access to vaccine information. GFM has been working with IDDEAS for quite a while on various projects.

Michaela discussed IDDEAS Communication Goals of which are:

- (1) Ensure awareness of IDDEAS and our partner programs and how to access that information.
 - a. GFM is supporting in marketing and outreach with IDDEAS partner programs. Michaela shared IDDEAS wants to make sure that the bulk of the outreach comes from IDDEAS partners because this helps community members to go right to the services they are trying to access, rather than come to IDDEAS and then IDDEAS must direct them to program partners.
 - b. IDDEAS is increasing presence in community through tabling, presentations, resource fairs. Some events staff have attended are: Transit to Wellness Expo, Denver Days Back to School Event, and Autism Resource Fair.
- (2) Demonstrate impact and be transparent.



- a. IDDEAS wants to ensure key stakeholders understand the importance and impact of mill levy funds, including City Council, the Mayor’s Office, and Denver taxpayers. The goal is to have these stakeholders know they can connect with IDDEAS and ask questions when they come up.
- (3) Activate Advisory Council
- a. IDDEAS wants to increase diversity and representation of the Council to reach more voices.
 - b. IDDEAS wants to increase opportunity for public comment and feedback.

Wendy discussed some key accomplishments: IDDEAS has a new website! They redesigned the site so that it is easier to navigate and find information.

IDDEAS website was shared on the screen and Wendy walked through the difference sections that people can click on to learn more, such as funding opportunities, current programs, resources and publications, and the Advisory Council. GFM tried to emphasize that IDDEAS welcomes community feedback and engagement by adding a sidebar that indicates how to reach out to the program via email or through public comment. Folks can go to denvergov.org/iddeas to easily access the webpage.

Michaela share that to register for Advisory Council meetings, go to the Council section of the webpage, use the drop-down bars to find the registration link. The public can also access recordings, agendas, and meeting minutes for all previous meetings. This is a great way to learn more about IDDEAS messaging in case Council members are engaging spaces and need language to help describe the IDDEAS Program.

Brian shared a thank you for simplifying the webpage and acknowledging the work that it took to get to this place.

GFM also worked with Corey during the recruitment campaign for IAC membership, including building out the graphics, process and procedure, outreach strategy, etc.

Wendy shared they with IDDEAS for programmatic announcements including publicizing The Kelsey’s report and communicating when we released Requests for Proposals (RFPs).

For next steps, GFM is hosting communications and presentation trainings with DHS staff and IDDEAS partners to ensure messaging is aligned when describing IDDEAS and also to build upon communication skills generally.

Michaela shared for next steps with GFM, they are doing “search engine optimizations (SEO)” so that when someone types in IDD Mill Levy, IDD Denver, BE HOME, etc., the IDDEAS webpage pops up as one of the top webpages that show up.



Michaela shared that IDDEAS will be publishing an Impact Report to publish all of the progress and changes done within the last 7 years including outcomes and areas where IDDEAS needs to grow. Finally, IDDEAS will be doing additional outreach during the second phase of recruitment at the end of this year and beginning of last year using the tools GFM created during the first recruitment wave.

After providing that overview, Michaela asked the Council for feedback on (1) how and where does your community access information? (2) what does the community need to know about our program? (3) what is the best way to ask Denver's I/DD community for input and feedback?

Brian shared "Rapport, also rapport and additionally rapport" as the first recommendation in engaging with the community.

Molly shared "Because you said the mill levy program has changed over the years, it's not always clear with families what they can access and how they access it." She suggested that IDDEAS consider what information should be shared and where can this information be communicated so that younger families get access.

Michaela asked for an estimate on how many families may be aware, and Molly stated that, based off her experience as a teacher, it was not many.

Kizzly shared from RMHS that they are developing school and community-based liaison positions to better target spaces where they know RMHS has not been as intentional, including Newcomer/migrant spaces and schools. RMHS received feedback about the community being unsure about what RMHS offers that is different than DHS.

Michaela shared that school and community-based liaisons are funded by IDDEAS. Their main objective is to be that liaison between RMHS and community members with I/DD.

Kizzly shared these liaisons bring service applications when engaging in these spaces.

Alexxa recommended connecting with Rocky Mountain Down Syndrome and other I/DD groups to reach more community members,

Molly asked how families can access support through the application process.

Kizzly responded that RMHS's partner for Spanish families is El Grupo Vida and they can support people in applying for services. In addition to that, people can access support directly through RMHS intake team. Kizzly acknowledged that they know there are some barriers to this, so always continue to lean on and work with the liaisons in your community for help.



Jessica asked if IDDEAS could engage in ways that are more accessible when considering the blind community, such as ways in which our work can be heard instead of read.

She suggested connecting with the Colorado Talking Book Library and getting connected with their newsletters. A lot of people in the blindness community engages with this group.

Lindsey shared the IDDEAS program is hard to summarize in a concise way and that's important in many ways so that people understand the role and value, because those funds can always be adjusted. We saw that with the potential re-org of the city budget with the Mayor, City Council, etc. last year. So, if the Council has spaces they identify as important, it is helpful to engage in those spaces about the IAC and what we do. Even relaying the program amongst people who are already connected to the I/DD network is difficult, so it's even more important for people who are not.

Lindsey shared it would be great to look at ways to raise awareness but at the same time, we want to be clear that they should not come to IDDEAS to connect to services directly. It's hard to find that balance while recognizing the importance of IDDEAS. We want to make sure people know that IDDEAS is not the access point.

Brian reiterated the three questions above and on the slide. He shared when he mentioned rapport, he meant in relationship with one another and be willing to ask a question. Brian also suggested adding storytelling and being interactive when engaging. He shared a story about trying to find a correct room for a meeting and the facilitator asking folks if they found it okay. Brian said "If you're not in the room, you don't get to speak up and say you're not in the room. Therefore, this conversation is super important and thank you GFM Centertable. In terms of storytelling, do we have people that have shared their story that we can use that as an accessibility feature?"

Michaela responded that they currently do not but we are hoping to explore that in the future.

VII.Public Comment

There were no public comments for today's meeting.

VIII.Forecasting next meeting

Lindsay asked the group if there is anything they'd like to include into next month's meeting.

Brian seeded the idea of reconsidering days/times, etc with new council members and whether current time still works or if there are better times.

Corey asked Councilmembers to reach out to share their ideas on the meeting schedule. "Please think about your availability and your preferred location. We are still considering



whether meeting in-person or offering a hybrid model. We anticipate keeping the meetings virtual at least until the end of the year but we can consider other options.”

Lindsey mentioned we can consider scheduling non-business meetings in-community to connect with one another and be present in community.

Michaela mentioned we will have Bayaud coming next month to present on their housing navigation program as a part of their contractual requirement.

IX. Adjournment

The meeting was adjourned at 3:02 pm by a vote of 4 of 6 participating members.

IDDEAS Advisory Council sessions are recorded; recordings are usually available upon request. Please contact DHS's IDDEAS program with any clarifying questions related to these minutes by emailing IDDEAS@Denvergov.org. Recordings and other information can be found at the [IDDEAS webpage](#).