



Breckenridge Social Equity Advisory Commission Regular Meeting

Wednesday, May 21, 2025, 5:30 PM

Town Hall Council Chambers

150 Ski Hill Road

Breckenridge, Colorado

THE TOWN OF BRECKENRIDGE CONDUCTS HYBRID MEETINGS. This meeting will be held in person at Breckenridge Town Hall and will also be broadcast live over Zoom. Join the live broadcast available by computer or phone: <https://us02web.zoom.us/j/84470987689> (Telephone: 1-719-359-4580; Webinar ID: 876 1452 0750).

If you will need special assistance in order to attend any of the Town's public meetings, please notify the Town Clerk's Office at (970) 547-3127, at least 72 hours in advance of the meeting.

I. CALL TO ORDER

- A. ROLL CALL
- B. DISCUSSION/APPROVAL OF AGENDA
- C. DISCUSSION/APPROVAL OF THE MINUTES

II. STAFF SUMMARY

- A. ROCKY AI CHATBOT UPDATE
- B. REC CENTER FINANCIAL ASSISTANCE APPLICATION PROCESS

III. PRESENTERS

- A. MELISSA ANDREWS, BTO - PUBLIC RELATIONS DIRECTOR: BRECK PRIDE UPDATE
- B. LAURIE BEST, TOWN OF BRECKENRIDGE - DIRECTOR OF HOUSING: RUNWAY PROJECT

IV. SOCIAL EQUITY DISCUSSION

- A. IMMIGRANT HERITAGE MONTH PROCLAMATION
- B. PRIDE MONTH PROCLAMATION
- C. COMMUNITY INFLUENCE & EDUCATION SUBCOMMITTEE PROPOSED CHANGE
- D. SUBCOMMITTEE UPDATES
 - 1. CELEBRATE DIVERSITY
 - 2. COMMUNITY OUTREACH & ENGAGEMENT
 - 3. COMMUNITY EDUCATION & INFLUENCE
 - 4. IMMIGRATION RIGHTS AND ADVOCACY
 - 5. CIVIC ENGAGEMENT
- E. UPCOMING COMMUNITY EVENTS

V. UPCOMING COUNCIL ITEMS

- A. UPCOMING COUNCIL ITEMS

VI. UPCOMING AGENDA TOPICS

VII. OTHER MATTERS

VIII. PUBLIC COMMENT (NON-AGENDA ITEMS)

Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: May 21, 2025
Subject: Staff Summary – **Rocky AI Chatbot Update**

Rocky AI Chatbot Update

The Town of Breckenridge has launched a new, fully integrated virtual assistant named Rocky the Moose, developed in partnership with the company Citibot to help the community with inquiries and better navigate Town websites. The automated assistant is available 24/7 on the Town’s website and via text message with the ability to communicate in 75 languages.

Residents and visitors can access Rocky in two convenient ways:

- Visit www.townofbreckenridge.com and breckenridgerecreation.com. Click the chat icon in the bottom right corner (on desktop or mobile).
- Or text “Hello” to (855) 687-6259 to start a conversation via SMS.

Actualización del Chatbot Rocky AI

La Ciudad de Breckenridge ahora tiene un nuevo asistente virtual llamado Rocky el Alce. Fue creado junto con la empresa Citibot para ayudar a la comunidad con preguntas y para navegar mejor por los sitios web del pueblo. Rocky está disponible todo el día, todos los días, en la página web de la ciudad y también por mensaje de texto. ¡Puede hablar en 75 idiomas

Las personas pueden usar a Rocky de dos maneras fáciles:

- Visita www.townofbreckenridge.com o breckenridgerecreation.com y haz clic en el ícono de chat en la esquina inferior derecha (en computadora o celular).
- O manda un mensaje de texto con la palabra “Hola” al (855) 687-6259 para empezar a chatear por SMS.

Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: May 21, 2025
Subject: Staff Summary - **Rec Center Financial Assistance Application Process**

Rec Center Financial Assistance Application Process

The Recreation Center has recently updated its financial assistance application and process to better support residents seeking aid. The new application is now available for adult programs and memberships, with streamlined procedures designed to improve accessibility.

As part of these updates, documentation requirements have been made optional, allowing applicants greater flexibility in demonstrating financial need. These changes are part of the Recreation Department's ongoing efforts to reduce barriers and ensure that all residents have the opportunity to participate in Rec Center offerings.

[Recreation Department Financial Support | Breckenridge Recreation](#)

Ayuda Financiera del Centro de Recreación

El Centro de Recreación ha mejorado su formulario para pedir ayuda económica. Esto es para que más personas puedan participar en programas y membresías para adultos.

Ahora es más fácil aplicar, y ya no es obligatorio entregar documentos, lo que da más opciones a quienes necesitan ayuda. El Departamento de Recreación quiere que todos los residentes tengan la oportunidad de participar.

[Recreation Department Financial Support | Breckenridge Recreation](#)

Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: May 21, 2025
Subject: Presenters for May 21, 2025

Melissa Andrews, BTO - Public Relations Director: Breck Pride Update

Melissa Andrews will provide an update on the upcoming Breck Pride event.

Melissa Andrews, Directora de Relaciones Públicas – Actualización de Breck Pride

Melissa Andrews dará una actualización sobre el evento Breck Pride que viene pronto.

Laurie Best, Town of Breckenridge - Director of Housing: Runway Project

Laurie Best will present on key topics related to the Runway project, including ADUs, light restrictions, other property ownership, and appreciation caps.

Laurie Best, Directora de Vivienda – Proyecto Runway

Laurie Best hablará sobre el proyecto Runway. Explicará temas como las unidades adicionales de vivienda (ADUs), las reglas de luz, la propiedad de tierras y los límites de aumento de valor.

Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: May 21, 2025
Subject: Discussion Items for May 21, 2025 - **Immigrant Heritage Month Proclamation**

Immigrant Heritage Month Proclamation

National Immigrant Heritage Month is celebrated every June to honor and recognize the contributions and diverse cultures of immigrants. Town Council will be reading an Immigrant Heritage Month Proclamation for the first time during the May 27th evening meeting.

[Please see a copy of the existing proclamation at the end of this packet.](#)

Declaración del Mes del Patrimonio Inmigrante

Cada junio se celebra el Mes Nacional del Patrimonio Inmigrante para honrar a los inmigrantes y su cultura. El Concejo Municipal leerá esta declaración por primera vez en la reunión del 27 de mayo por la noche.

[Puedes ver una copia de la declaración al final de este paquete.](#)



Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: May 21, 2025
Subject: Discussion Items for May 21, 2025 – **Pride Proclamation Month Proclamation**

Pride Month Proclamation

The Pride Proclamation is scheduled for the upcoming May 27, 2024, Town Council meeting.

[Please see a copy of the existing proclamation at the end of this packet.](#)

Declaración del Mes del Orgullo LGBTQIA+

La declaración del Mes del Orgullo se presentará en la reunión del Concejo Municipal el 27 de mayo de 2024.

[Puedes ver una copia de esta declaración al final de este paquete.](#)



TOWN OF
BRECKENRIDGE

PRIDE MONTH PROCLAMATION

WHEREAS, the Town of Breckenridge is committed to promoting diversity, equity, and inclusion, and recognizes the importance of celebrating the unique identities of all individuals within our community; and

WHEREAS, June is nationally recognized as LGBTQIA+ Pride Month, an annual celebration of the contributions made by the lesbian, gay, bisexual, transgender, and queer (LGBTQIA+) community and to recognize the history of discrimination and oppression, and honor the ongoing struggle for equal rights; and

WHEREAS, the Town of Breckenridge recognizes these struggles and contributions of LGBTQIA+ individuals in our community, state and nation, and reaffirms our commitment to creating a safe and welcoming environment for all residents, visitors, and businesses; and

WHEREAS, the Town of Breckenridge supports the LGBTQIA+ community, and encourages all individuals to celebrate Pride Month with respect, acceptance and love regardless of sexual orientation or gender identity.

NOW, THEREFORE BE IT PROCLAIMED, that the Mayor and Town Council of the Town of Breckenridge officially recognizes June 2025 as LGBTQIA+ Pride Month, and encourages all residents, visitors, and businesses to participate in events, initiatives, and educational opportunities that honor LGBTQIA+ Pride Month and the LGBTQIA+ community.

_____/s/_____

Mayor Kelly Owens

Attest:

_____/s/_____

Town Clerk



Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: May 21, 2025
Subject: Discussion Items for May 21, 2025 – **Community Influence & Education Subcommittee Proposed Change**

Community Influence & Education Subcommittee Proposed Change

After much discussion, staff recommend combining the Community Influence & Education Subcommittee with the Immigration Rights & Advocacy Subcommittee.

Cambio Propuesto de Subcomités

Después de muchas conversaciones, el equipo recomienda unir los dos subcomités: el de Influencia y Educación Comunitaria con el de Derechos y Defensa de Inmigrantes.

Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: May 21, 2025
Subject: Discussion Items for May 21, 2025 - **Subcommittee Updates**

Subcommittee Updates:

Celebrate Diversity/Community Outreach and Engagement/Community Education & Influence

Jordan Burns, Tahja Grier, June Walters, Jotwan Daniels, Carol Saade, Elsa Lau, Kristine Kelle, Silvia Vicuna, Jill Desmond, Wendy Cantu

Met: May 14, 2025

Celebrate Diversity

- NRO: Symphony In the Streets Collaboration July 14th
 - J. really likes the idea.
 - The team requested that the music also reflect the artists.
 - Make sure artist pick the songs to keep their connection to the music.
 - 2-way street support the culture of the artist and represent the cultural identity of the community.
 - Commission volunteer at events might be a little difficult.
 - Monday is hard for schedules.
 - Jay & Scott appreciated having the different locations & times.
 - Internal staff (DEI Committee) for volunteers.
 - July 7th free NRO concert (can they promote the July 14th event?).
- Asian American and Pacific Islander Heritage Month
 - The team asked that staff look into a movie night.
 - Movie Options:
 - Turning Red
 - Ne Zha
 - Ryan the Last Dragon

Community Outreach & Engagement

- Warm Cookies is under contract and working on the post cards.

Community Influence and Education Subcommittee Meeting

- Proposed Change: The Community Influence & Education Subcommittee combining with Immigration Rights & Advocacy.
- Restructuring Considerations
 - Keep momentum—don't lose ongoing work.
 - Encourage diverse and even contradictory ideas.
 - Broaden input by involving more voices.
 - Engage different community members.
 - Adapt our approach to meet evolving needs.
 - Preserve diverse perspectives.

- Schedule with inclusion in mind—amplify as many voices as possible.
- Increase attendance and elevate underrepresented voices.
- Document the history and reasons for any changes.
- Elsa’s Suggestions
 - Create a flexible, topic-based structure.
 - Focus on systems that thrive around themes or events.
 - Celebrate culture and involve the community.
 - Allow people to participate in ways that work for them.
- Scott’s Input
 - Ensure full Commission participation and alignment with interests.

Immigration Rights & Advocacy

Carol Saade, Isaura Cirillo, Peter Baaken, Miriam Garcia, Yerania Reynoso, Mary Taboada, Michelle Mohoney, Abigail Martinez

Met: May 9, 2025

- **Immigrant Heritage Month – June**
 - Carol attended the Community Volunteer Committee at Mountain Dreamers and the community discussed local government roles and proclamations similar to the Eagle Vail Proclamation.
 - Immigrant Heritage Month Proclamation
 - Hashtag or advertise “I am Summit” videos as part of Immigrant Heritage Month
 - Welcome Community Volunteer Committee members at Town Council Meeting
 - Flor will send information to Yerania.
 - Yerania will ask the MD High School group to join us.
 - Add language about serving all community members.
 - Email Proclamation to the subcommittee.
 - Carol will check in with the County to see their proclamation and when it will be read.
- **I am Summit Videos Phase 2**
 - Filming dates: 5/27 & 5/28
 - Hats with a new logo have been ordered.
 - How can we get more engagement with English speakers?
 - Michelle can ask a member of the Vietnamese & Ukrainian community.
 - Michelle will also connect with a parent group that could help distribute.
 - QR Code on back of stickers/decal.
 - SND Article – Yerania will ask SDN.
 - Submit letter to the editor.
- **Community Influence and Education**
 - The subcommittee agreed to add Community Influence & Education.
 - Touch a truck event.
 - Invite the community to get to know the parks department.
 - A lot of Spanish speakers attended a similar event with TOS.
 - Town Government Academy
 - People like those.
 - Educational video library
 - Video following and summarizing what the academy did.
- **Current Community Climate Discussion**
 - “I love how TOB are making all the videos and supporting us” – Quote from community member.
 - Fear of employers.
 - Carol will reach out to BVG.

- Restaurant association – are they afraid of employing immigrants?
- Peter and Carol will reach out to the restaurant association to see if they need help.
- Michelle recommends finding one person for each group to host information sessions.
- Employers’ rights – Direct people to MD website.
- **Schedule Next Meeting**
 - June 20th, 2025

Civic Engagement

Carol Saade, Jotwan Daniels, Ujala Vatas, Abigail Martinez

Met: May 6, 2025

- **Tree Top Child Advocacy Center Application**
 - Tree Top is requesting \$2,500 to fund cultural competency training and language access.
 - The goal is to expand inclusive services for diverse children and families in our community.
 - The group agreed to move the application forward.
- **Community Event Sign Up Sheet**
 - The group discussed adding an item to the full Commission meeting agenda to inform the Commission on upcoming community events to help elevate BSEAC’s role and visibility.
 - Flor will create a sign-up sheet or way for Commissioners to volunteer or sign up for events.
 - The group is hoping BSEAC can be as present and visible as possible.
- **Schedule Next Meeting**
 - June 10th. 2025

Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: May 21, 2025
Subject: Discussion Items for May 21, 2025 – **Upcoming Community Events**

Upcoming Community Events

- Anna Tsouhlarakis: Irrational Indigenous Insights Exhibition Grand Opening
 - Saturday May 24th
 - 5pm – 7pm
 - 6pm – Artist Talk
- Town Clean Up Day
 - Saturday May 31st
 - 9am – 2pm
- Town Party
 - Friday June 6th
 - 4pm – 9pm
- Breck Pride
 - June 9th – 15th
 - [Breck Pride 2025 - Breckenridge, Colorado](#)
- 4th of July
 - 9:30am – 11:30am - Independence Day Parade & Firecracker 50
 - 10am – 6pm – Activations with Breck Create

Memo

To: Breckenridge Social Equity Advisory Commission
From: Flor Cruz, Bilingual Community Outreach and Engagement Liaison
Date: May 21, 2025
Subject: Discussion Items for May 21, 2025 - **Upcoming Council Discussions**

Upcoming Council Discussions

Upcoming scheduled Town Council meetings include May 27th and June 10th. The following items are currently scheduled on the agendas:

- Town Council Annual Retreat on 5/27 in which Council establishes broad goals for the Town for the coming year.
- Second reading of the Cucumber Creek Estates Extended Vesting Development Agreement, which allows the development to refrain for construction for the coming five years.
- First reading approving the Development Agreement for the Runway Neighborhood.
- A resolution approving changes to the overnight parking fee schedule.
- A discussion regarding the Town's approach to noxious weed control and eradication.
- A discussion regarding Xcel Energy's request to extend its use of the liquified natural gas injection site on Gateway Drive.
- A discussion regarding the terms of Breckenridge Creative Arts operational agreement with the Town.
- A discussion of options for addressing repairs to the Breckenridge Montessori School building.
- A review of data pertaining to the Town's workforce housing program.

Próximas Reuniones del Concejo Municipal

Las reuniones del Concejo están programadas para el 27 de mayo y el 10 de junio. Algunos temas que se hablarán:

- Retiro anual del Concejo el 27 de mayo para planear metas para el próximo año.
- Segunda lectura del acuerdo de desarrollo de Cucumber Creek Estates, que da cinco años más para empezar construcción.
- Primera lectura del acuerdo de desarrollo para el vecindario Runway.
- Una resolución para cambiar el precio del estacionamiento nocturno.
- Discusión sobre cómo controlar y eliminar plantas invasoras.
- Discusión sobre si Xcel Energy puede seguir usando su sitio de gas natural en Gateway Drive.
- Discusión sobre el contrato de Breckenridge Creative Arts con la Ciudad.
- Discusión sobre cómo reparar el edificio de la escuela Montessori de Breckenridge.
- Revisión de datos del programa de viviendas para trabajadores.