

**Martinez, Ruben**

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**Subject:** FW: June 15 Agenda Item 13 - Agreement with PCF

**From:** Mercadito Monarca <mercaditomonarca@gmail.com>

**Sent:** Monday, June 15, 2020 1:37 PM

**To:** Morales, Margo <mlmorales@cityofpasadena.net>

**Subject:** June 15 Agenda Item 13 - Agreement with PCF

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Greetings Council Member McAustin,

I hope this email finds you well. I am a lifetime Pasadena resident and live in District 2.

I am very concerned that there is no mention or priority given to require diversity on the selection committee as well as to the recipients of the grants that will be given through the Agreement with Pasadena Community Foundation (PCF). Further, there is specific mention to NOT have any geographic priorities, which is also concerning as brown and black neighborhoods are consistently left out of funding and economic investment opportunities such as these.

Given the current state of a call to action against racism, I find it extremely important to build on that momentum to set precedence regarding city funds. We need to put our money where our mouth is in terms of diversity!

Here are my notes and I submitted this as public comment, I really hope it gets read to the council members:

- I urge you to consider and add the following requirements to the agreement with PCF:
- Ensure that there is racial diversity on the selection committee through the inclusion of black and brown community leaders and members
  - Give priority to black and brown Pasadena residents that own businesses in the Fair Oaks / Orange Grove specific plan areas and other similar low income areas that are consistently underrepresented in economic opportunities due to systemic racism and lack of intentional diversity
  - Give priority to small businesses that offer unique services and/or products and whose closure would significantly impact local business diversity
  - Change full time employee requirement (#3) from 2-20 to 1-20 (sole proprietors usually are the full time employee and have part time employees)

Please also consider providing grants larger than \$10,000 to help cover costs related to Covid 19 requirements and strategic changes to increase likelihood of long term success.

Thank you for your time and consideration.

06/15/2020

Item 13

Respectfully,

Erica Gutierrez