



# **Agenda**

## **Committee of the Whole Meeting**

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City of Kalamazoo

**Monday, April 7, 2025**

**5:00 PM**

**City Commission Chambers – 241 West South Street**

- A. CALL TO ORDER/ROLL CALL**
- B. COMMUNICATIONS**
- C. PUBLIC COMMENTS**
- D. SPECIAL AGENDA ITEMS**
- E. COMMITTEE OF THE WHOLE**
- F. WORK SESSION**
  - 1. County/City Sustainability Update
  - 2. Social Equity Cannabis Chamber First Year-End Report
- G. COMMISSIONER COMMENTS**
- H. ADJOURNMENT**

# BEYOND THE GREENHOUSE GASES

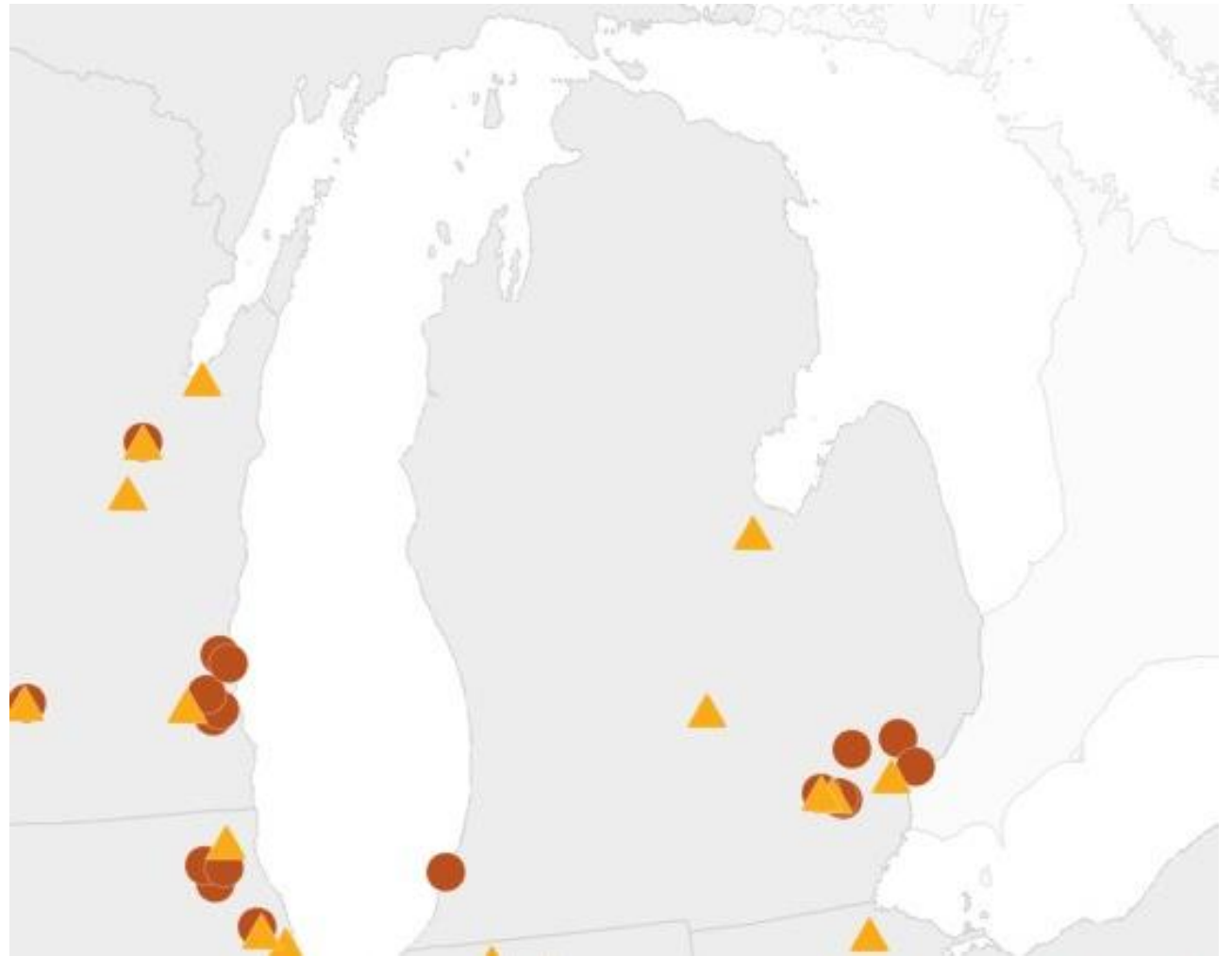
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A Report on Sustainability Initiatives in Kalamazoo, Michigan.



# Bee City USA

- Joining 230 municipalities across 47 states in the U.S.
- Protect pollinator habitat.
- Engage the public on issues surrounding pollinators.
- Demonstrates a commitment by the City to be a leader in this area.



# Bee City USA, cont.

- Establish a standing Bee City USA committee.
- Create and enhance pollinator habitat on public and private land.
- Reduce the use of pesticides.
- Incorporate pollinator-conscious practices into city policies and plans.

# Buzz in the Zoo

- Revamping of No Mow May led by Destiny Stetina, our Community Sustainability Liaison through the MI Healthy Climate Corps.
- Educate residents on Native Plants and how they benefit the ecosystem year-round.
- Educate folks on best practices if they'd like to leave their leaves over winter.



# Invasive Species Eradication and Education

- Partnered with BCK CISMA on a Japanese Knotweed treatment event at Woods Lake Park.
- Working with Michigan Waterway Stewards to remove invasive species along the Kalamazoo River at Verburg and Mayor's Riverfront Park.
- Mobilizing the Green Team to conduct invasive species work in City Parks.





# Compost Accessibility and Education

- Partnering with Kalamazoo Valley Community College to Celebrate Compost Awareness week.
- Spoke to Kalamazoo College composting students.
- Reviewing the City's codes and ordinances to make sure that composting can be done in a neighbor friendly manner.



# Compost Tumblers at Community Garden Sites

- Working with Chris Broadbent and Public Services to place tumblers at community/neighborhood garden sites.
- Residents can access these tumblers and compost their food waste.
- Compost is collected and used on site at the garden space.
- Focuses on plant materials.





# Community Composting Pilot Program

- Partnering with Chris Broadbent and Public Services to place commercial composting bins at neighborhood centers.
- A centralized composting drop off site will also be available.
- This system will accept all compostable materials, including meats and paper/plastic products.



# Waste Reduction at City Events

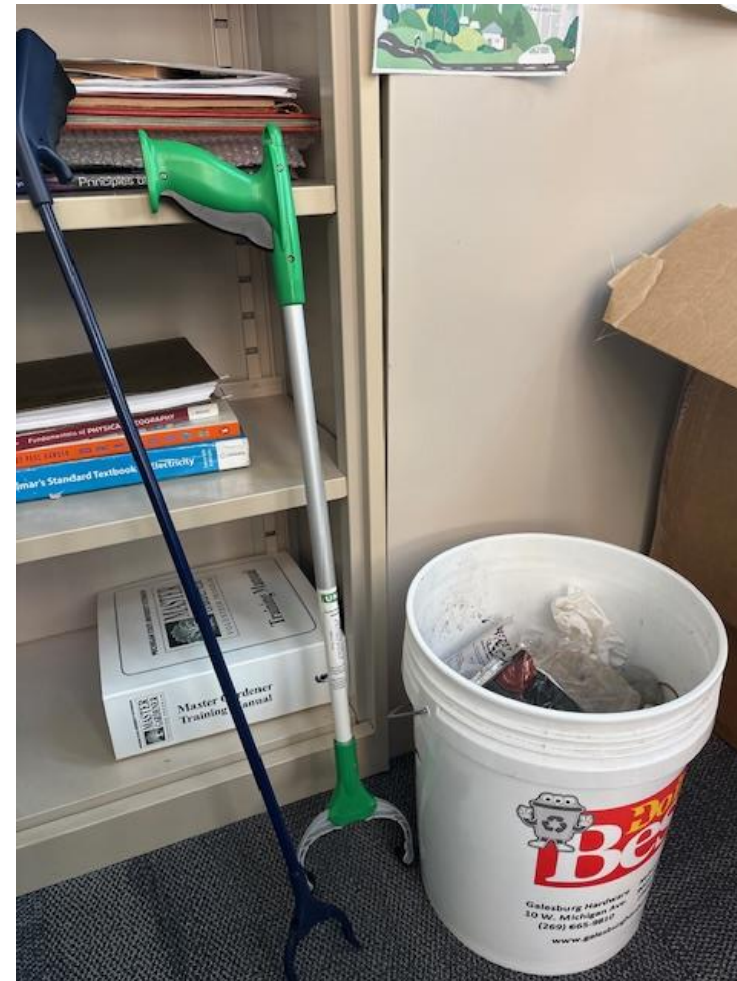
- Working with Parks and Rec to expand recycling and composting options at the Lunchtime Live and other events.





# Community Litter Pick Ups

- Working with neighborhood groups to clean up parks and public spaces.
- Working with local grass roots groups to pick up trash and litter.



# Kalamazoo Rain Barrel and Composter Sale

- Battle Creek has a sale in April.
- Kalamazoo will have a sale in June.
- Composters and Rain Barrels will be sold.



# Solarize

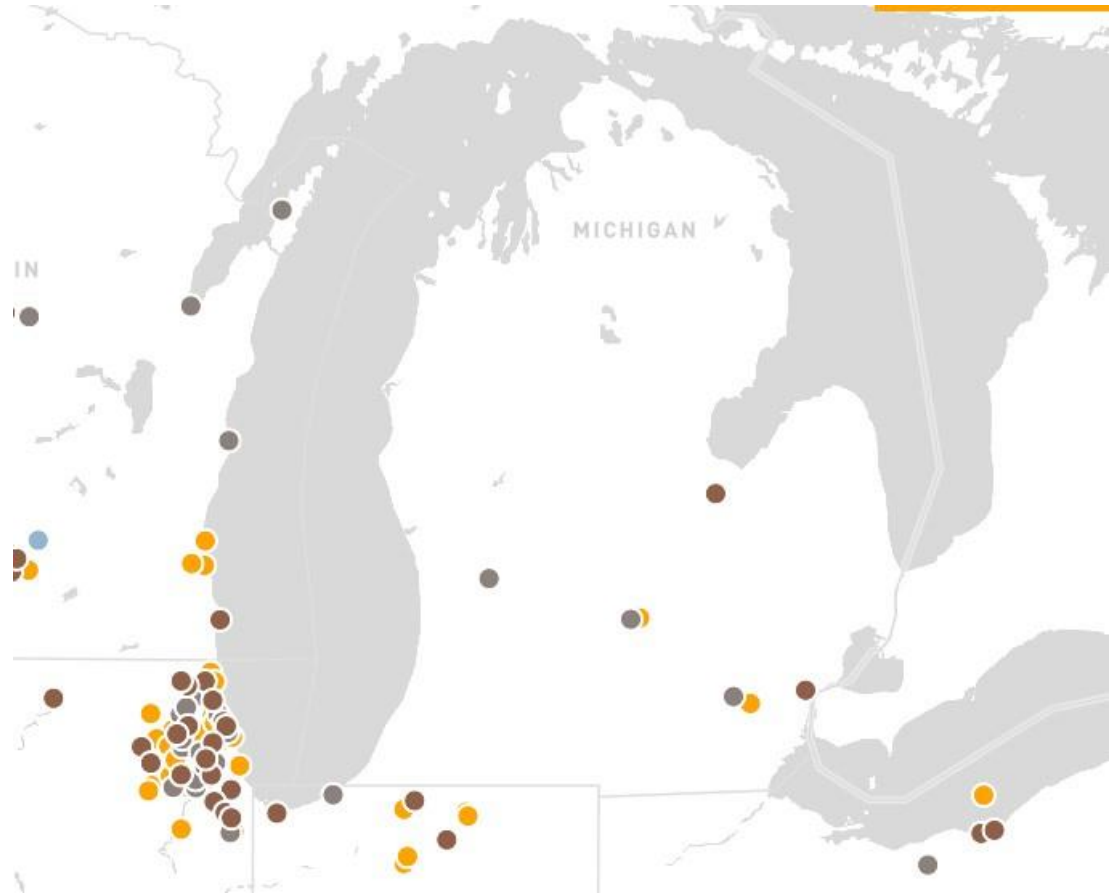
- Kalamazoo held its first Solarize event in November.
- Resulted in 12 installs and an additional 54 kWh of solar energy added to the grid.
- Will host another event this summer.





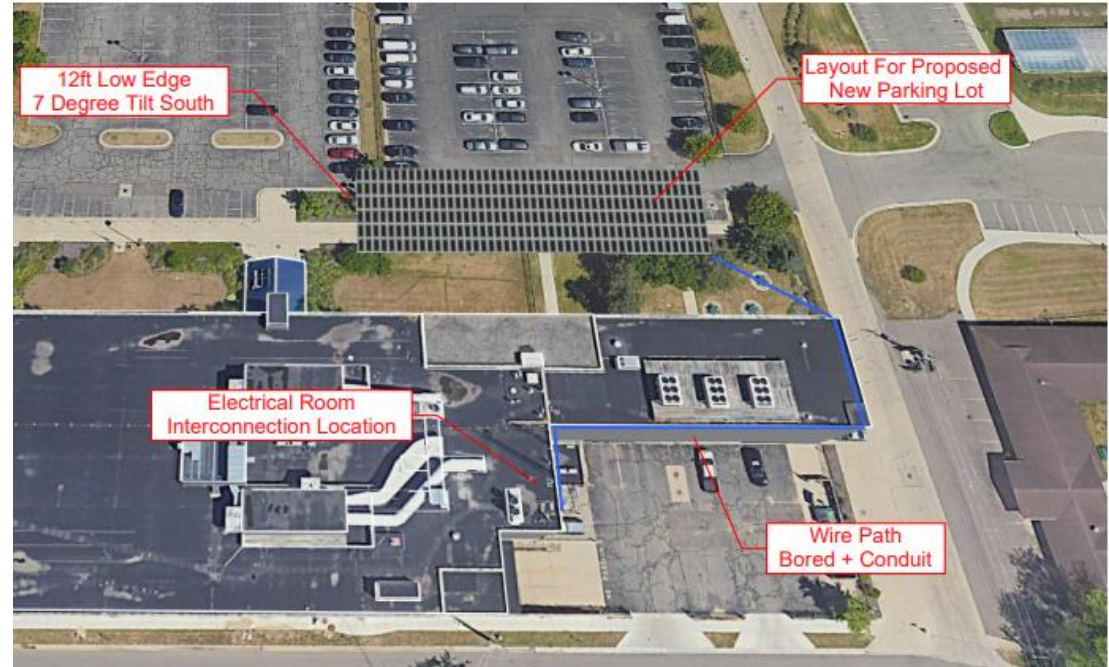
# SolSmart

- National program that helps cities, towns, counties, and regional organizations to become solar energy leaders.
- Working with Basia, Broncos Lead program intern, the city of Kalamazoo Achieved Bronze designation.
- Will reach Silver soon.



# Solar Parking Lot

- Applied for a grant to install a solar parking lot at Crosstown Parkway.
- This will generate 150 kW of energy.
- Meets the demand of 7% of this building's energy use.



# Staff Trainings

- Working with Demetra LaFayette in Human Resources to offer trainings to City staff.
- Trainings will educate City staff on recycling and sustainability best practices.

|          |                                                                                                                             |                                                                    |                  |
|----------|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------|
| April 16 | <b>CofK At Work Recycling</b><br>Chris Broadbent with<br>Justin Gish, and Wendy White<br><i>At Work Recycling Practices</i> | <b>City Hall</b><br>2 <sup>nd</sup> Floor Conference<br>Room       | 12:00 to 1:00pm  |
| April 22 | <b>CofK At Work Recycling</b><br>Chris Broadbent with<br>Justin Gish, and Wendy White<br><i>At Work Recycling Practices</i> | <b>Parks &amp; Rec Bldg.</b><br>Conference Room                    | 1:00 to 2:00pm   |
| May 7    | <b>CofK At Work Recycling</b><br>Chris Broadbent with<br>Justin Gish, and Wendy White<br><i>At Work Recycling Practices</i> | <b>Stockbridge Bldg.</b><br>2 <sup>nd</sup> Floor<br>Training Room | 11:00 to 12:00pm |
| May 14   | <b>CofK At Work Recycling</b><br>Chris Broadbent with<br>Justin Gish, and Wendy White<br><i>At Work Recycling Practices</i> | <b>Harrison Bldg.</b><br>WREC - A<br>Training Room                 | 11:00 to 12:00pm |
| June 26  | <b>CofK At Work Recycling</b><br>Chris Broadbent with<br>Justin Gish, and Wendy White<br><i>At Work Recycling Practices</i> | <b>CPED Bldg.</b><br>Main Conference<br>Room                       | 12:00 to 1:00pm  |



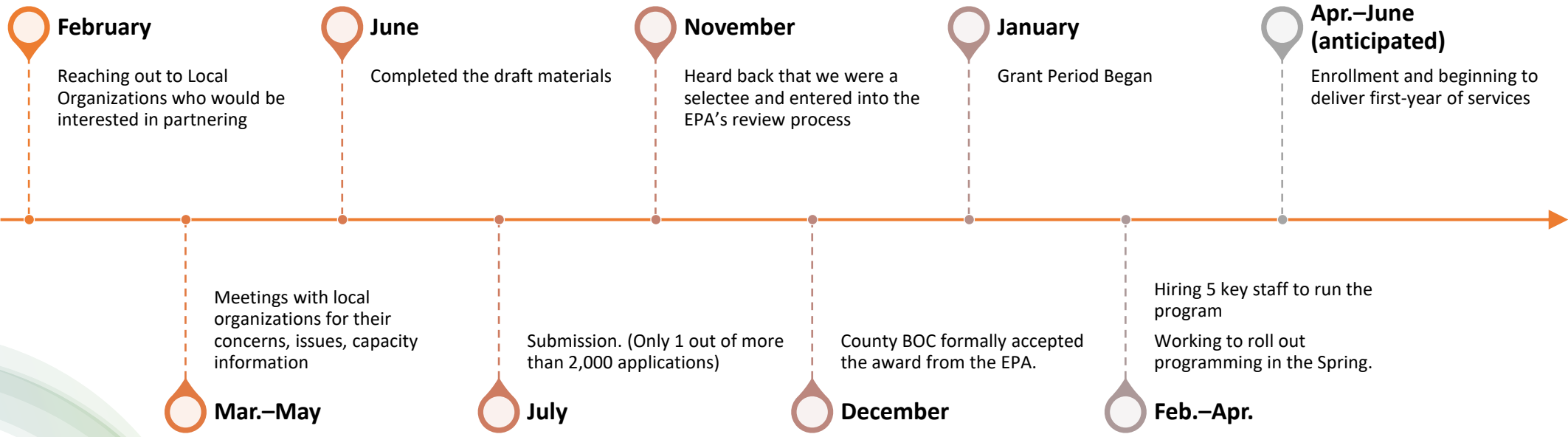
# Holistic Healthy Homes

Lead Applicant: County of Kalamazoo

Statutory Applicant: Kalamazoo Climate Crisis Coalition (KCCC)

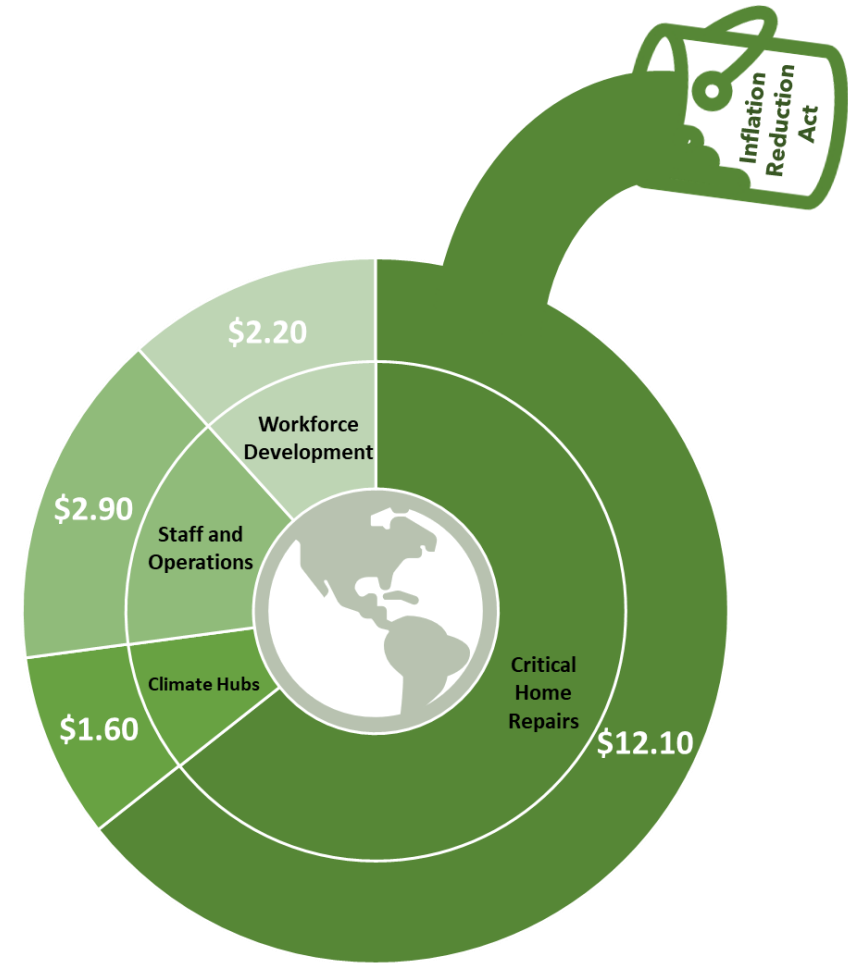


# 2024 Grant Planning and 2025 Implementation Processes



# Grant Overview

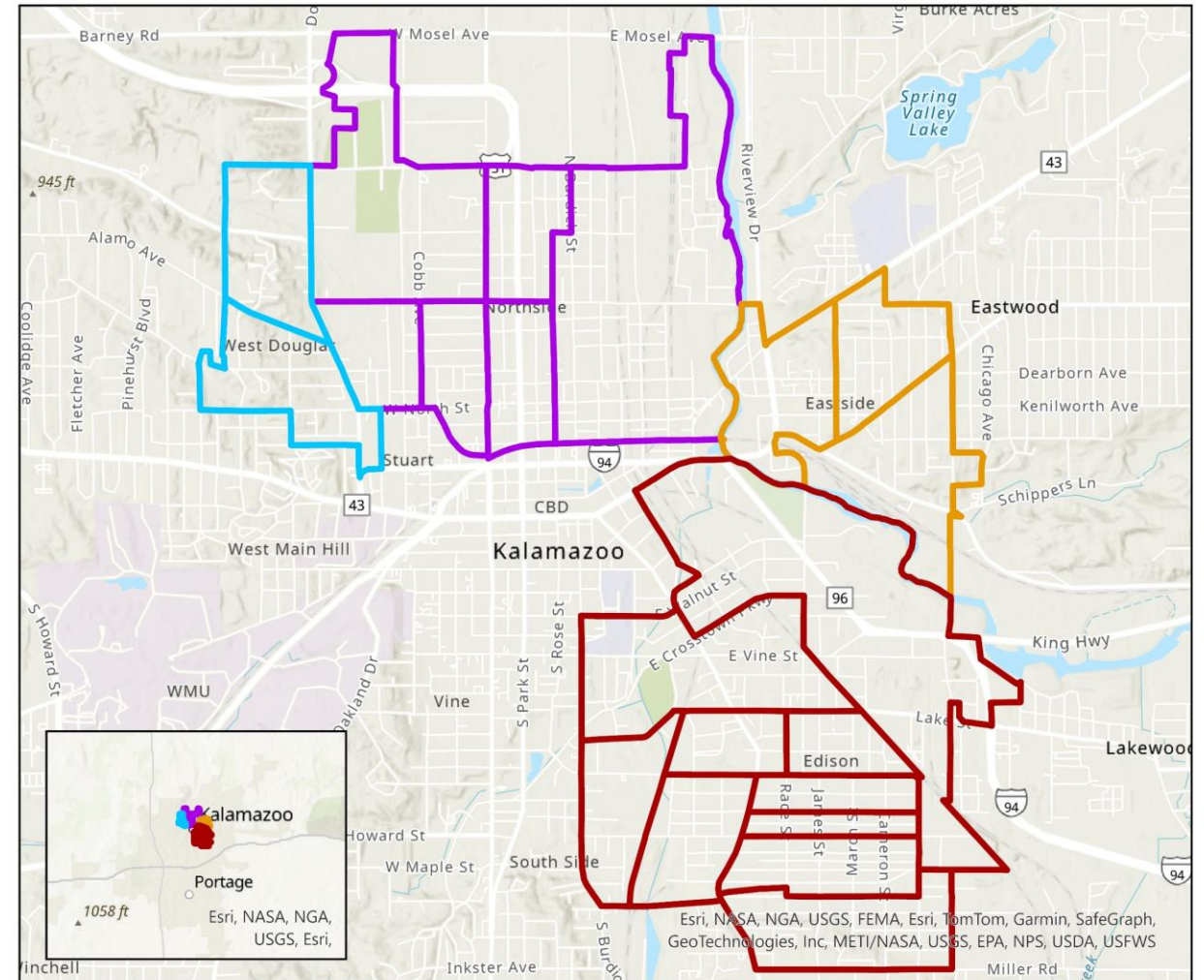
- **Amount:** \$18.9M
- **Timeline:** 3 years
- **Local Benefits:**
  - Reduce GHG emissions and air pollution.
  - Increase resiliency to climate disasters.
  - Repairs to critical infrastructure.
  - Strengthen the local labor force.
  - Creates local jobs.
  - Creates career pathways.



# Delivers to Target Area

- **\$12.1m:** Funding for 300 homes to receive critical home repairs to implement EE measures.
- **\$2.2m:** 150 graduates of green industry workforce training programming.
- **\$1.6m:** Upgrades to 4 local community centers to function off-grid and with EE.
- **3** air pollution monitoring devices partnering with EGLE.

Community Change Grant Target Area Map:  
Douglas, Eastside, Edison, and Northside Neighborhoods





# Looking deeper at Critical Home Repairs for EE

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- **Eligibility:** single-family owner-occupied house in target area and requires a Home Energy Audit to be performed
- **Amount: \$40k per unit**
  - \$20k per unit for exterior repairs
  - \$10k per unit for interior repairs
  - \$10k for EE measures and upgrades



# Qualifying Activities

All must have an Energy Audit

Exterior examples:

- Roofing, windows, siding, foundation work

Interior examples:

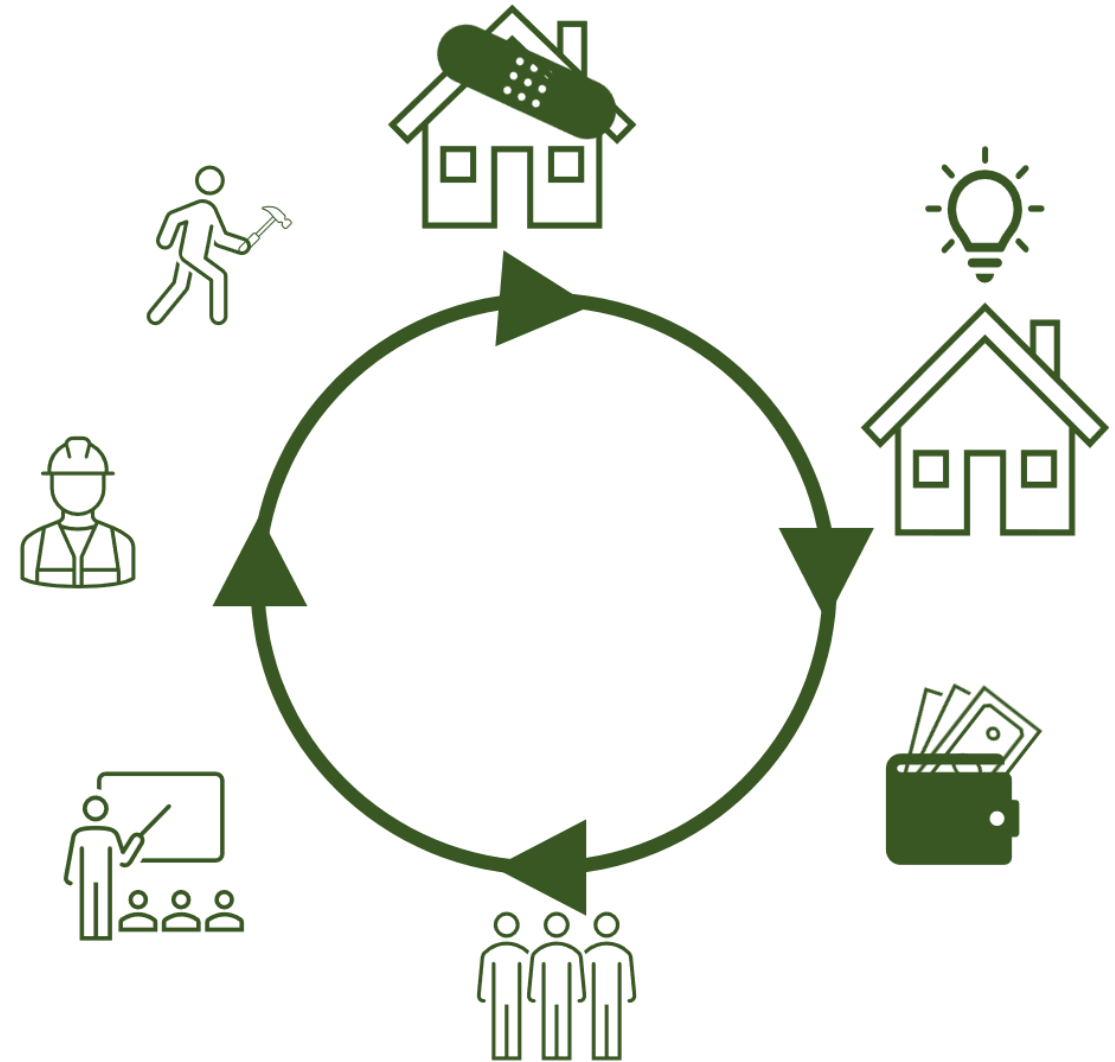
- AC upgrades and replacements, duct sealing, furnace upgrades and replacements, water heater upgrade and replacements, heat pump upgrades and replacements.

Interior Electrification examples:

- Smart thermostat installation, kitchen appliances upgrades and replacements, lighting, (LEDs) upgrades

# Local Prosperity

- Invests directly in the local economy.
- Supports high-demand, good-paying local jobs- such as carpenters, electricians, HVAC technicians, plumbers- role essential to SW Michigan's infrastructure and economy.
- Bolsters the local skilled labor force with workforce expansion.
- Long-lasting positive environmental and economic impacts.



# Questions?



Kalamazoo Social Equity  
Cannabis Chamber

# 2024 ANNUAL REVIEW







# DISCUSSION **OVERVIEW**

POINTS TO COVER

2024 Goals

Key Achievements

Demographics

Community

Financial

Plans for Growth





# 2024 GOALS

## What We Wanted to Achieve

### EXISTING CANNABIS BUSINESS SUPPORT

Offering comprehensive assistance and resources to support social equity initiatives, staff retention, and the overall success of existing cannabis businesses. We will also support community engagement with current operators.

### JOBS BOARD

Establishing a dedicated platform to connect City residents, focusing on the SPK neighborhoods, with employment opportunities in the cannabis sector, promoting local hiring and training initiatives.

### WORKFORCE DEVELOPMENT

Creating and implementing training programs to build a skilled workforce that meets the evolving needs of the cannabis industry. Also, partnering with KVCC for reimbursement and on the job training.



### ANCILLARY BUSINESS

Entrepreneurship Support & Development:  
Encouraging the growth of ancillary businesses through entrepreneurship support and development programs, enhancing the ecosystem surrounding the cannabis industry.







# PERFORMANCE BENCHMARKS

## Community Outreach



### EVENTS & PARTICIPATION

Goal: 6-10 major events per year (workshops, job fairs, networking, webinars).

Target: 30+ attendees per event (in person).

Target: 15+ attendees per event (virtual).

Social Media Engagement: 5-7% engagement per post.

Email Marketing: Open rate percentage 50%.



### COMMUNITY PARTNERSHIPS:

Target: Build 10+ strategic alliances with advocacy groups, cannabis businesses, and community leaders

### WORKFORCE DEVELOPMENT

Goal: Register 10+ adults in cannabis careers through KVCC programs.

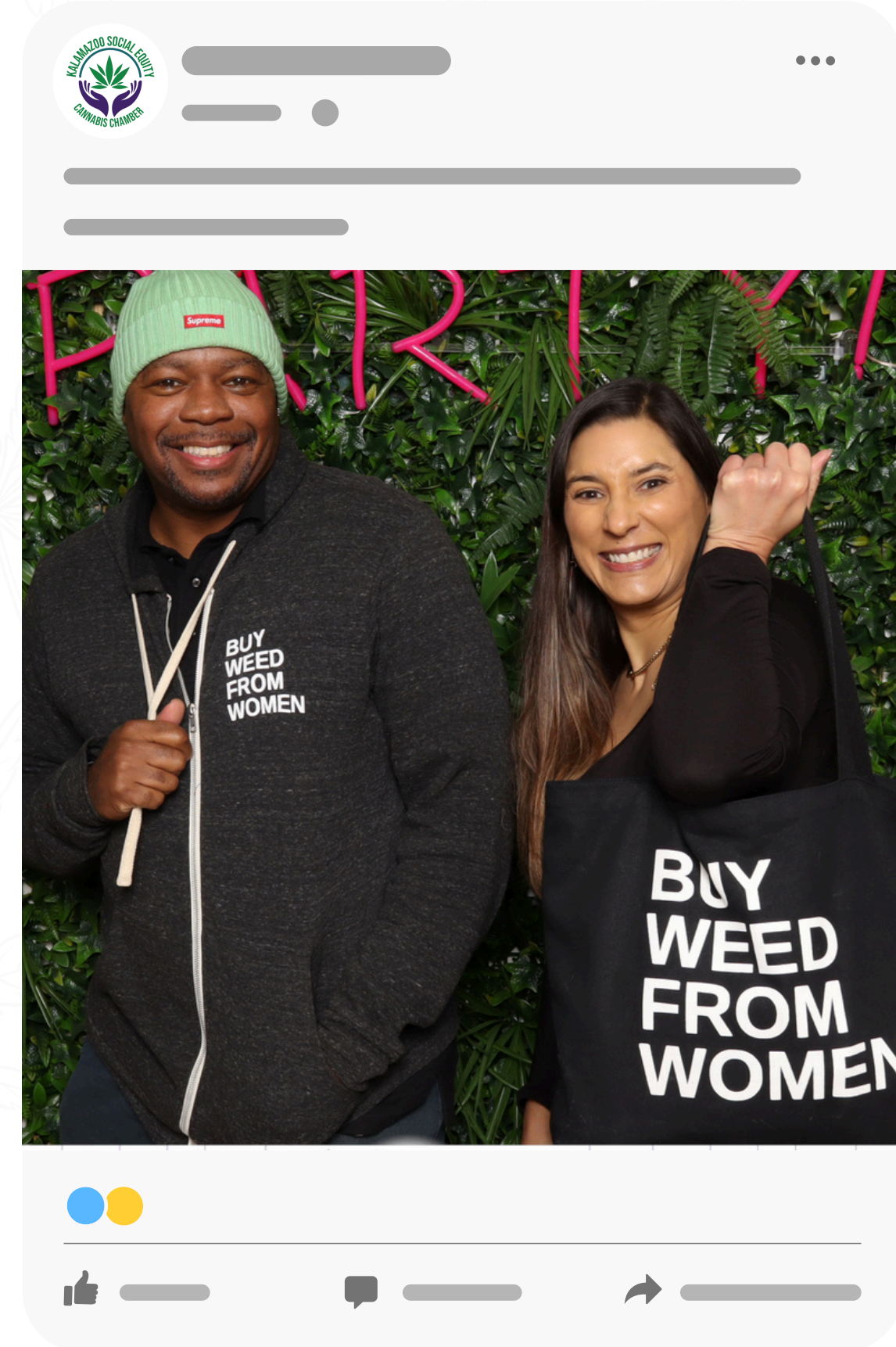
Jobs: Secure 3+ interviews from fall job fair





# KEY ACHIEVEMENTS

For Events, KVCC Program,  
Outreach and Marketing





# EVENTS

## 14 TOTAL EVENTS

6 In Person + 8 Webinars. A mix of educational and networking events.

## INCREASING ENGAGEMENT

157 of our registrations are repeat attendees + we gained over 500 followers on Eventbrite.

## 900 TOTAL REGISTRATIONS

Average 55 % attendance conversation rate which is above average for free events.

## JOB OPPORTUNITIES

Our most attended event of 2024 was our Fall job fair with 250 registrations.

10 interviews and 5 job placements came from this event.





# HIGHLIGHTING OUR COMMITMENT TO SUPPORTING

100% women- and minority-owned business vendors

## CHAMPIONING WOMEN- AND MINORITY-OWNED BUSINESSES

As part of our mission to advance economic inclusion and social equity, the Kalamazoo Social Equity Cannabis Chamber has prioritized **100% women- and minority-owned businesses** in our vendor partnerships throughout 2024. Our commitment extends across every aspect of our operations, ensuring that the businesses we support reflect the communities we serve.



## KEY HIGHLIGHTS FROM 2024

**Vendor Partnerships:** Every event we hosted was powered by women- and minority-owned businesses, from catering and event spaces to marketing and production services.

**Catering & Hospitality:** We exclusively partnered with Black-owned and women-led food businesses, ensuring that chamber events not only provided great experiences but also drove revenue into local, diverse businesses.

**Event Spaces:** Our networking events, workshops, and resource fairs were held at minority- and women-owned venues, creating direct economic benefits for these businesses.

**Marketing & Production Support:** We sourced all printing, promotional materials, and digital marketing services from diverse-owned businesses, further amplifying our impact.





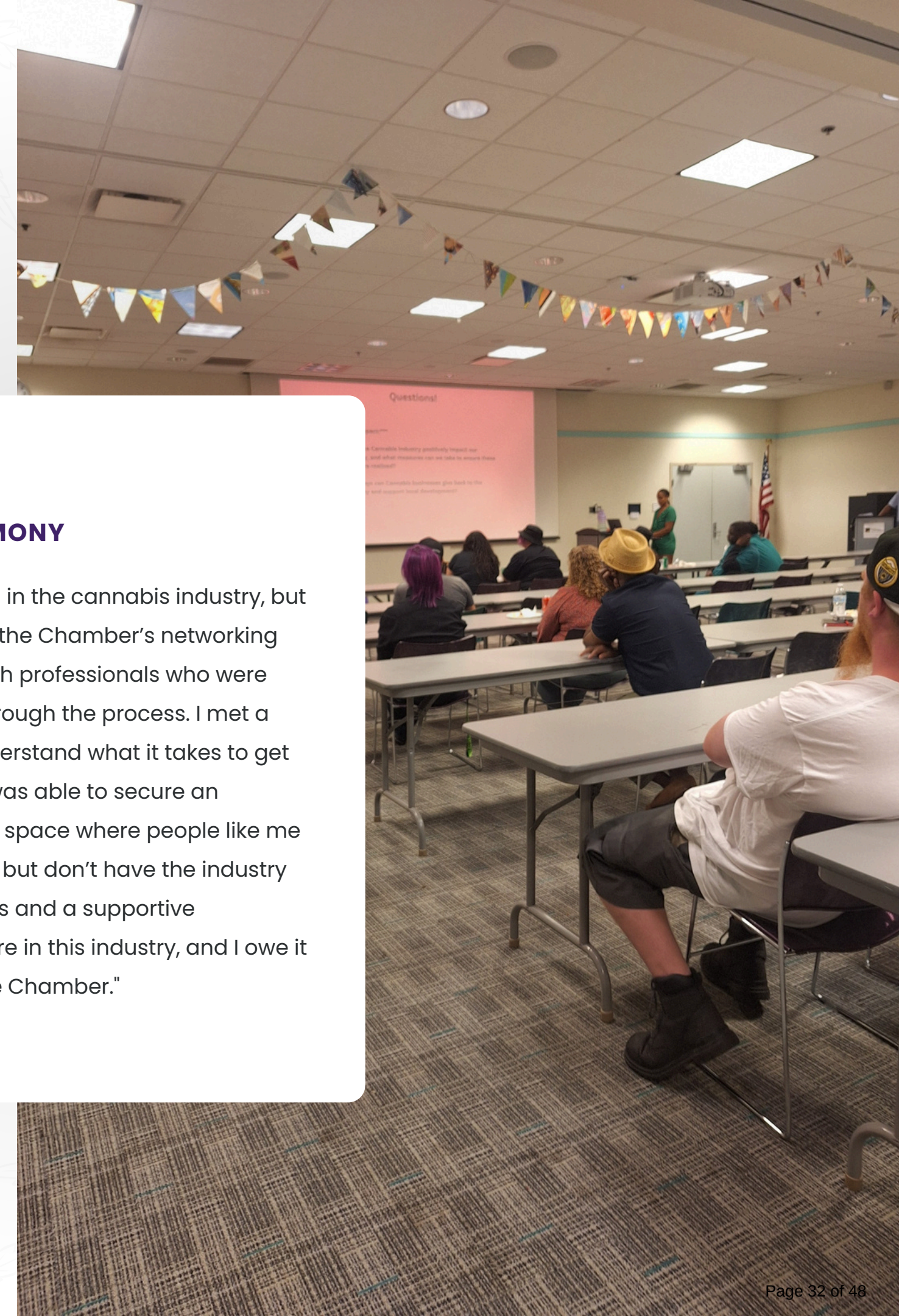
# EVENT TESTIMONY

## CANNABIS BUSINESS OWNER'S TESTIMONY

"Attending the Kalamazoo Social Equity Cannabis Chamber's networking events has been a turning point for my business. As a minority-owned cannabis brand, breaking into the industry and establishing strong partnerships can be challenging. Through the Chamber's events, I've connected with dispensary owners, industry leaders, and other entrepreneurs who genuinely want to see social equity businesses thrive. After showcasing my products at a Chamber event, I secured a new retail partnership and gained valuable mentorship on scaling my operations. The support and opportunities provided by this organization have helped me grow my business in ways I never expected."

## COMMUNITY MEMBER'S TESTIMONY

"I've always been interested in working in the cannabis industry, but I didn't know where to start. Attending the Chamber's networking events and job fairs connected me with professionals who were willing to mentor me and guide me through the process. I met a dispensary owner who helped me understand what it takes to get hired, and through that connection, I was able to secure an interview. The Chamber has created a space where people like me—who are passionate about cannabis but don't have the industry experience—can find real opportunities and a supportive community. I'm excited about my future in this industry, and I owe it to the connections I made through the Chamber."







## COMMUNITY OUTREACH

We have hosted 3 informational sessions.

## INTEREST + ENGAGEMENT

Total attendees across all 3 informationals was 65.

# KVCC

## REGISTRATIONS

Over 163 total registrations for events.

## ENROLLMENT + COMPLETION

15 total KVCC program registrations. 6 completed thus far. 4 of the completions are from SPK neighborhoods.





# KVCC TESTIMONY

## STUDENT TESTIMONY – KALAMAZOO VALLEY COMMUNITY COLLEGE CANNABIS CERTIFICATION

"Enrolling in the cannabis certification program at Kalamazoo Valley Community College was one of the best decisions I've made for my future. I've always been passionate about the industry, but I needed the right education and credentials to break in. Thanks to the Kalamazoo Social Equity Cannabis Chamber, I not only completed the program, but I also had my tuition reimbursed—removing a major financial barrier for me.

Through this program, I gained industry knowledge, hands-on experience, and valuable connections that helped me land a job at a local dispensary right after certification. The Chamber's support made all the difference, and I'm incredibly grateful for the opportunity to start my career in cannabis with confidence and a strong foundation. I highly recommend this program to anyone looking to enter the industry!"







### **SOCIAL MEDIA + SMS**

We have created communities on 2 platforms. Facebook and Instagram. Paid events ads + organic educational content.  
323 SMS subscribers.

### **WEBSITE**

Over 626 website visits. Most engaged page is our "Event" page.

# MARKETING

### **EMAIL MARKETING**

We have over 500 subscribers. A 55% open rate and a 40% click thru rate.

### **RADIO + IN PERSON**

40 monthly ads on WTOU-AM & WVFM-FM. We have partnered with High Profile, Gage & Mint to set up Vendor tables in store once a month.





# MARKETING TREND CHARTS

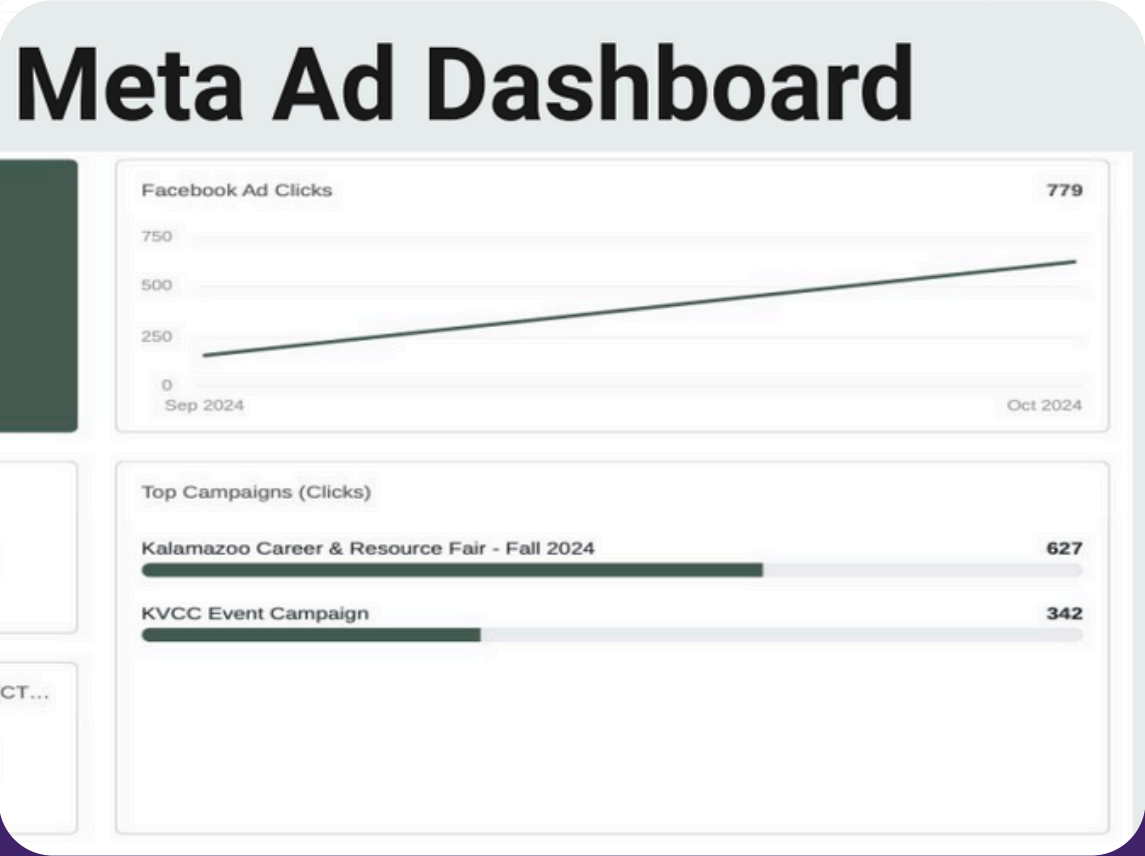
### CAREERS IN C@NN@BIS WORKSHOP

EXPLORE NON-PLANT TOUCHING CAREERS IN CANNABIS!

**THURSDAY FEB 27, 2025**  
**5:30 - 7:00 PM**

JOIN US FOR AN EXCITING WORKSHOP FILLED WITH NETWORKING, FOOD, AND EDUCATIONAL OPPORTUNITIES

**SAVE THE DATE!**



### Cannabis Education Courses At Kalamazoo Valley Community College

6:00 PM - 7:00 PM

**Webinar: Financial Aid for Cannabis Industry Education at KVCC**

Are you interested in pursuing a career in the cannabis industry but unsure about the cost of education? Join us for an informative webinar exploring the financial aid options available at **Kalamazoo Valley Community College (KVCC)** for cannabis industry education programs.

During this session, you'll learn about scholarships opportunities that can help you gain the skills and credentials needed for a successful career in the cannabis industry. Whether you're a student, career changer, or aspiring entrepreneur, this webinar will provide valuable insights to help you access the financial support you need.

**Don't miss out—register today!**

[SIGN UP!](#)

[VIEW EVENT →](#)

### Kalamazoo Cannabis Career Fair

10:00 AM - 2:00 PM

**Welcome to the Kalamazoo Cannabis Career Fair!**

Looking to break into the cannabis industry or take your career to the next level? Join us at the **Kalamazoo Cannabis Career Fair**—a premier networking and hiring event connecting job seekers with top cannabis employers, training programs, and industry resources!

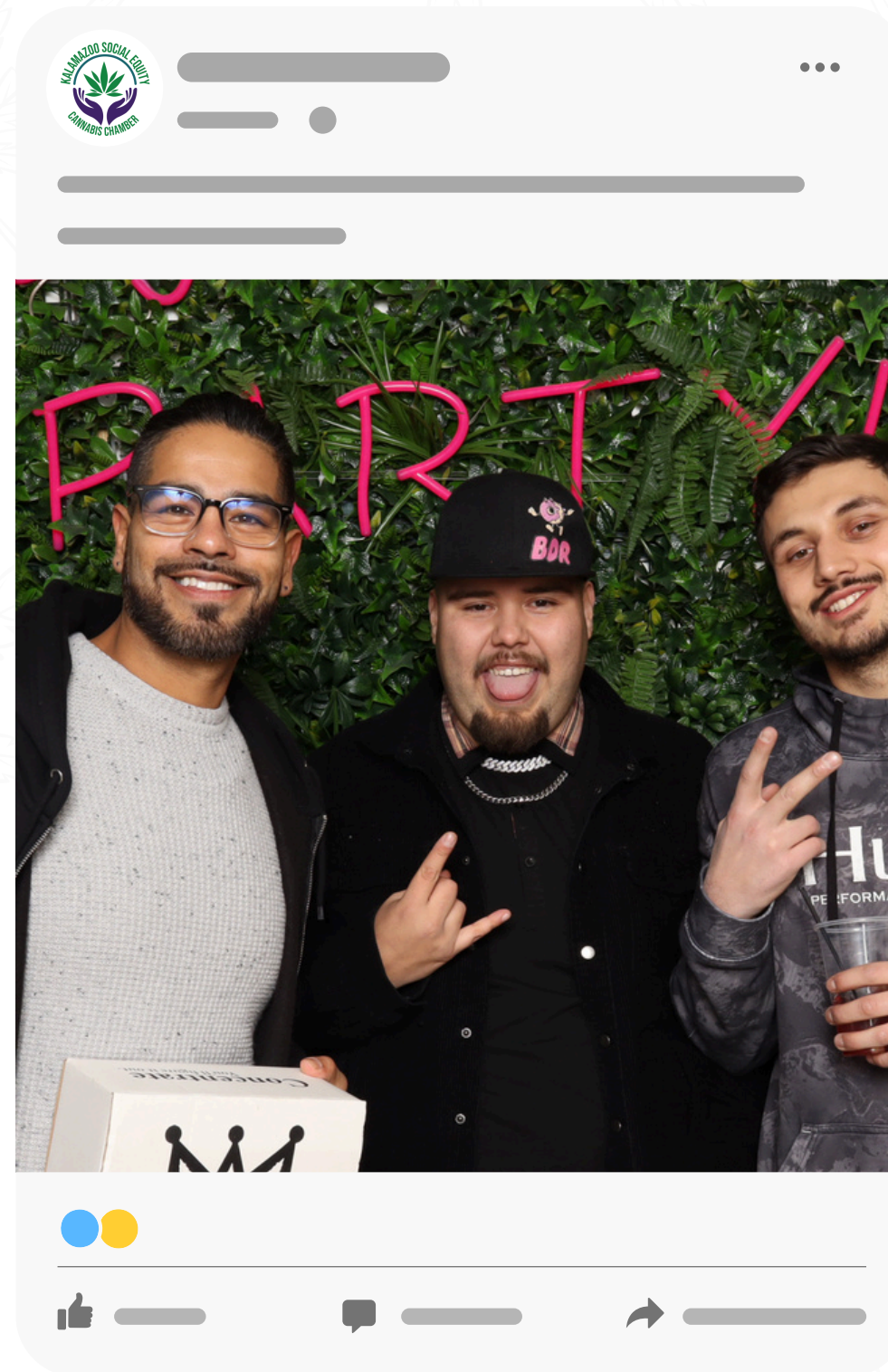
This event is designed to provide job seekers, entrepreneurs, and professionals with direct access to hiring managers, career opportunities, and essential resources for success in Michigan's growing cannabis industry. Whether you're looking for entry-level positions, management roles, or guidance on launching your own cannabis business, this is the place to be!

- ◆ **Meet with top cannabis companies hiring now**
- ◆ **Learn about training programs & certifications**
- ◆ **Explore business and social equity resources**
- ◆ **Connect with industry experts and network**





# DIVERSITY MATTERS







# DEMOGRAPHICS

1.

## WOMEN AND BIPOC LEADERSHIP IN CANNABIS

**With 61% of participants identifying as women and 55% as BIPOC**, the Chamber is fostering a more diverse and equitable cannabis industry.

This surpasses national averages, as the cannabis industry has historically lacked representation from women and BIPOC entrepreneurs. This reflects growing inclusivity in leadership, ownership, and employment within the local market.

2.

## ECONOMIC EMPOWERMENT IN UNDERSERVED COMMUNITIES

**40% of participants come from SPK low-income neighborhoods**, meaning the Chamber is actively engaging those most impacted by economic barriers and past cannabis-related injustices.

This aligns with the Chamber's mission of ensuring economic mobility and access to resources for communities historically marginalized in the industry.

3.

## STRONG LOCAL ENGAGEMENT AND RETENTION

**80% of participants live within the City of Kalamazoo, with another 20% in the county**, showing a strong concentration of industry professionals within the region.

This demonstrates a growing local cannabis ecosystem, where businesses and professionals are staying and reinvesting in the community. It presents opportunities for policy advocacy and local economic development programs tailored to support this workforce.







# PROGRAM DIVERSITY STATISTICS CONTINUED

## 4.

### WORKFORCE READINESS AND INDUSTRY GROWTH

With **63% of participants already working or owning businesses in the cannabis industry**, this indicates a maturing sector with experienced professionals leading the way. Meanwhile, the 37% seeking opportunities presents a need for continued workforce development, training, and business support programs.

The Chamber can play a key role in bridging the gap by connecting employers with job seekers and providing skills-based training.







# OUTREACH

## COMMUNITY PARTNERS

We partnered with local non profit Steps to Victory for holiday give back events plus a grant to start a new job training and food program for individuals from the re-entry ecosystem.

Established relationships with:

Sisters in Business

Southwest Michigan  
First Chamber

Douglass Community  
Association

Black Wall Street  
Kalamazoo

OutFront Kalamazoo





A background image showing a group of people at a community event. In the foreground, a woman with glasses is smiling at the camera. Behind her, several other people are visible, some sitting at tables. A sign in the background reads "we're gonna have a PARTY!". The image has a purple and green color overlay.

# COMMUNITY **IMPACT**





# COMMUNITY IMPACT TESTIMONY

## DEE , EXECUTIVE DIRECTOR, STEPS TO VICTORY

'The generous donation from the Kalamazoo Social Equity Cannabis Chamber made a tremendous impact on our work at Steps to Victory. Thanks to their support, we were able to sponsor two successful holiday giveaway events, providing essential items, warm meals, and holiday cheer to dozens of families in need. These events brought our community together and ensured that those facing hardships didn't feel forgotten during the holiday season.

Beyond that, the Chamber's contribution also helped us kick-start our new 'Road to Tech' job training program, which is designed to equip individuals with the skills they need to secure stable, high-paying jobs in the tech industry. This investment in our mission is creating real, lasting change by opening doors for people who have historically been left out of economic opportunities.

We are incredibly grateful to the Chamber for believing in our vision and helping us expand our reach. Their commitment to equity and community empowerment is truly making a difference!"





# FINANCIAL SPENDING AT A **GLANCE**—2024

40%

Allocated to Marketing Initiatives.

25%

Event Costs, space rental,  
food, drinks.

20%

Cost of Operations including  
payroll, insurance, subscriptions.

5%

Donations to local community  
organizations.

10%

Startup Costs



# FINANCIAL SPENDING AT A **GLANCE**—2025

20%

Allocated to Marketing & Communication Initiatives.

25%

Event Costs, space rental, food, drinks.

20%

Cost of Operations including payroll, insurance, subscriptions.

15%

Donations to local community organizations.

5%

Policy & Advocacy Efforts

15%

Workforce Development Reimbursements





# 2025 GOALS

## What We Want to Achieve

### EXPAND BUSINESS AND WORKFORCE DEVELOPMENT PROGRAMS

Given the high percentage of our community seeking opportunities, workforce training and entrepreneurial support should remain a priority.

### STRENGTHEN POLICY AND ADVOCACY WORK

With such a high concentration of local cannabis professionals, the Chamber is well-positioned to advocate for policies that support equitable business growth.



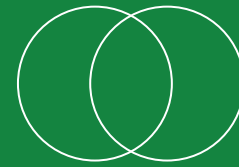
### FOSTER MORE NETWORKING AND BUSINESS SUPPORT INITIATIVES

Since a significant percentage of our community are already in the industry, creating more opportunities for peer mentorship, funding access, and business scaling will be valuable.



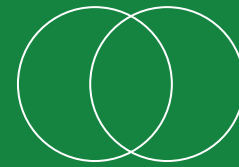


# 2025 GOALS



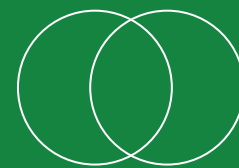
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## **FOSTER MORE NETWORKING AND BUSINESS SUPPORT INITIATIVES**

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# THANK YOU.

[www.socialequitychamber.com](http://www.socialequitychamber.com)







# PROGRAM SURVEY LINK