

**DUNCANVILLE SOCIAL ENGAGEMENT PARTNERSHIP SPECIAL MEETING
DUNCANVILLE CITY HALL, CITY COUNCIL CHAMBERS, 203 E. WHEATLAND RD., DUNCANVILLE,
TEXAS 75137**

June 9, 2015 7:00 PM

The Duncanville Social Engagement Partnership held a regular meeting on Tuesday, June 9, 2015 at 7:14 p.m. with a quorum present, to wit:

Jorge Ruiz, Amy Mecum-Durant, Roberto Torres, and Hector Flores.

Not present: Chris Cyrek, Kenyatta M. Pace, and Romell K. Jackson.

City Staff: City Manager Kevin Hugman, Staff Liaisons Veronica Williams and Claudia Garibay

Agenda Item 1: Social Media discussion with City Manager Kevin Hugman

The City Manager explained the City's stand on social media:

- Must be responsive
- Must remain neutral
- Must respond in a timely manner
- Must be politically mindful

In addition, Hugman addressed concerns in having a social media presence and requested the Social Engagement Partnership's expertise in formulating a written Social Media Plan for the city. The group expressed their willingness to offer assistance. Torres emphasized the importance of having a social media presence in order to improve citizen engagement.

The group discussed different elements of social media including:

- Forums available to promote city events and information
- How to measure reach
- Importance of the website serving as the umbrella to multiple social media platforms
- Ethics and politics consideration
- Importance of partnership with local Hispanic businesses, the school district, medical communities, and churches

The group agreed to formulate a social media plan in the next couple of weeks. To achieve so, the group voted to hold a special meeting on June 23rd at 7pm. Flores moved to hold a special meeting, Mecum-Durant seconded the motion. The motion passed 4-0.

Agenda Item 2: Consider approval of the Minutes for the May 12, 2015 Regular Meeting

Torres made a motion to approve the May 12, 2015 Regular Meeting minutes, Mecum-Durant seconded the motion. The motion passed 4-0.

Agenda Item 3: Website Redevelopment Project

Staff Liaison, Claudia Garibay, updated the group on the City's upcoming website redesign project and requested their expertise on the matter. The group has been tasked with engaging the citizens to provide feedback on how the city website can better serve their needs. City staff will then work with the website vendor to make these updates this summer. The group agreed that the website should serve as an umbrella to all of the city's communication avenues including social media. The group will develop a citizen survey, drafted by Amy Mecum-Durant, that would be disseminated via Constant Contact to all subscribers. In addition, the group will hold a focus group to obtain additional feedback. Hector Flores suggested Edward Rincon as a possible third-party to help carry out objective. The survey will be developed in Spanish as well to reach that demographic. In addition, Amy Mecum-Durant and Jorge Ruiz offered their expertise in other aspects of the redesign.

Agenda Item 4: Consider participating in the June 20, 2015 DuncanSwitch event:

The group held a discussion about their availability for the June 20th Duncanswitch. The group voted 4-0 to participate. Ruiz requested Claudia to email the rest of the group to confirm their availability for this event.

- Hector Flores offered to work on getting bottled water donated by Costco to hand out
- The group agreed to continue conducting the Exit Poll Survey during DuncanSwitch

Agenda Item 5: Receive Staff and Commission Reports

Staff Liaison Veronica Williams requested a joint meeting on behalf of the Duncanville Community Multicultural Commission. Meeting date/time TBD.

The group reviewed and provided feedback on a draft of the Social Engagement Partnership webpage layout. Torres volunteered to make updates and bring back to the group for approval.

Next regular meeting date/time: July 14, 2015 @ 7 p.m. at the City Council Briefing Room.

The Duncanville Social Engagement Partnership Meeting adjourned at 9:06 p.m.

APPROVED:

CHAIR



ATTEST:

COMMISSION SECRETARY