



**DUNCANVILLE SPORTS LEGACY COMMISSION
REGULAR MEETING
CITY COUNCIL BRIEFING ROOM
DUNCANVILLE CITY HALL
203 E. WHEATLAND RD.
THURSDAY, JUNE 11, 2015 @ 7:00 P.M.**

AGENDA

**ITEM
NO.**

1. CONSIDER APPROVAL OF MINUTES FOR THE REGULAR MEETING HELD MAY 7, 2015.
2. DISCUSS AND CONSIDER FY2015-2016 WORKKPLAN.
3. DISCUSS AND CONSIDER SECOND MEMORABILIA CONCEPT TO BE DISPLAYED IN AVAILABLE DISPLAY CASE AT THE DUNCANVILLE FIELDHOUSE.
4. DISCUSS AND CONSIDER MEDIA OUTREACH INITIATIVES INCLUDING *I AM DUNCANVILLE*, *LEGENDS OF DUNCANVILLE*, VIRTUAL MUSEUM SITE, SOCIAL MEDIA, *I AM DUNCANVILLE* AND *LEGENDS OF DUNCANVILLE* WATER BILL INSERTS.

POSTED THURSDAY, JUNE 4, 2015 BY 6:00 P.M.



BRUNSWICK O. MORTON, RECORDING STAFF LIASON

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MEETING OF THE DUNCANVILLE
SPORTS LEGACY COMMISSION
THURSDAY, MAY 7, 2015
MINUTES

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A meeting of the Duncanville Sports Legacy Commission was held on Thursday, May 7, 2015 at 7:07 p.m. in the City Council Briefing Room located at City Hall with a quorum present, to-wit: Stan Smith, Mayor Pro Tem, Councilman District 3 and Sports Legacy Commission Member; Tammi Abney, Sports Legacy Commission Member; Miranda Lee, Sports Legacy Commission Member; James W. Powers, III, and Grady Smithey, Sports Legacy Commission Member.

Staff Present: Purchasing Manager Brunswick O. Morton, Sports Legacy Commission Staff Liaison.

Item No. 1 *DISCUSS AND CONSIDER APPOINTMENT OF CHAIRPERSON FOR A ONE YEAR TERM.*

Following discussion, Commission member Smith made a motion, seconded by Commission member Powers, to appoint Tammi Abney as Sports Legacy Commission Chairperson for a one year term. The vote cast was 5 for, 0 against.

Item No. 2 *DISCUSS AND CONSIDER APPOINTMENT OF A VICE CHAIRPERSON FOR A ONE YEAR TERM.*

Following discussion, Commission member Smithey made a motion, seconded by Commission member Abney, to appoint Stan Smith as Sports Legacy Commission Vice Chairperson for a one year term. The vote cast was 5 for, 0 against.

Item No. 3 *DISCUSS AND CONSIDER FY2015-2016 WORKPLAN.*

Following discussion, no action taken.

Item No. 4 *DISCUSS AND CONSIDER FIRST MEMORABILIA CONCEPT TO BE DISPLAYED IN NEW DISPLAY CASE AT CITY HALL LOBBY.*

Commission discussed developing Duncanville Basketball Pre-1965 and Post 1965 display theme eras. Unanimous consensus of the commission was for the first display at City Hall Lobby to feature a single memorabilia display combining the Duncanville High School Girls Basketball Team of 1950-51 (**State Semi Finalist Qualifier**) and the Duncanville High School Girls Basketball Team of 1975-76 (**State Champion**).

Item No. 5 *DISCUSS AND CONSIDER APPOINTMENT OF A VOLUNTEER SPORTS LEGACY COMMISSION MEMORABILIA DISPLAY CURATOR.*

Following discussion, Commission member Powers made a motion, seconded by Commission member Smithey, to appoint Miranda Lee, Commission member, as Volunteer Sports Legacy Commission Memorabilia Display Curator. The vote cast 5 for, 0 against.

Item No. 6 DISCUSS AND CONSIDER MEDIA OUTREACH INITIATIVES INCLUDING I AM DUNCANVILLE, LEGENDS OF DUNCANVILLE, VIRTUAL MUSEUM SITE, SOCIAL MEDIA, I AM DUNCANVILLE AND LEGENDS OF DUNCANVILLE WATER BILL INSERTS.

Following discussion, no action taken.

The Sports Legacy Commission members agreed to meet on Thursday, June 11, 2015 at 7:00 p.m.

The meeting adjourned at 8:03 p.m.

Approved:

Chairperson

Attest:

Recording Secretary

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DUNCANVILLE

The Perfect Blend of Family, Community and Business.

SPORTS LEGACY COMMISSION WORKPLAN FY 2015 - 2016

GOALS

- 1. Memorializing, promoting and leveraging the basketball history of Duncanville, Texas, past and present.*
- 2. To officially brand the City of Duncanville as the "Basketball Capital of Texas".*
- 3. To leverage this brand to enhance sports tourism.*

GOAL 1: Memorializing, promoting and leveraging the basketball history of Duncanville, Texas, past and present.

Objective 1.1	To develop a memorabilia display system – Pre 1965 and Post 1965.
Responsible Party	
Quarters	2015: 3-4
Funding Source	General Fund
Actionable Items	Make contact with memorabilia sponsors/owners; research display cabinet costs; seek quotes on display cabinets; develop memorabilia location(s); and purchase display case.
“Quick Wins”	Purchase, installation and setup of first memorabilia display case.

Objective 1.2	
Responsible Party	
Quarters	
Funding Source	
Actionable Items	
“Quick Wins”	

GOAL 2: To officially brand the City of Duncanville as the “Basketball Capital of Texas”.

Objective 2.1	To develop Duncanville Sports Legacy virtual museum and marketing outreach plan.
Responsible Party	
Quarters	2015:3-4
Funding Source	General Fund
Actionable Items	Research virtual museum concept and provide a report; research available marketing outlets for use; develop marketing outreach plan; research use of KNON 89.3 for marketing and outreach; research use of social media for outreach; and research other alternative media outlets such as Dallas Observer, D Magazine, etc.
“Quick Wins”	Feature and or ad on Duncanville Sports Legacy in some alternative media outlet.

Objective 2.2	
Responsible Party	
Quarters	
Funding Source	
Actionable Items	
“Quick Wins”	

GOAL 3: *To leverage this brand to enhance sports tourism.*

Objective 3.1	To develop sports branding and or licensing program featuring the Duncanville Sports Legacy.
Responsible Party	
Quarters	2016 1-2
Funding Source	Economic Development Fund
Actionable Items	Research possibility of branding and licensing availability;
“Quick Wins”	

Objective 3.2	
Responsible Party	
Quarters	
Funding Source	
Actionable Items	
“Quick Wins”	