



**DUNCANVILLE SPORTS LEGACY COMMISSION  
REGULAR MEETING  
CONFERENCE ROOM 2  
DUNCANVILLE CITY HALL  
203 E. WHEATLAND RD.  
THURSDAY, JULY 16, 2015 @ 7:00 P.M.**

**AGENDA**

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**ITEM  
NO.**

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1. CONSIDER APPROVAL OF MINUTES FOR THE REGULAR MEETING HELD JUNE 11, 2015.
2. CONSIDER APPROVAL OF MINUTES FOR THE WORKSHOP MEETING HELD JUNE 20, 2015.
3. CONSIDER APPROVAL OF MINUTES FOR THE REGULAR MEETING HELD JUNE 23, 2015.
4. DISCUSS AND CONSIDER SECOND MEMORABILIA CONCEPT TO BE DISPLAYED IN AVAILABLE DISPLAY CASE AT THE DUNCANVILLE FIELDHOUSE.
5. DISCUSS AND CONSIDER GENERAL ARTICLE FORMAT FOR SPORTS LEGACY COMMISSION FEATURE ARTICLE FOR SEPTEMBER 2015 CHAMPIONS NEWSLETTER.
6. DISCUSS AND CONSIDER SPORTS LEGACY COMMISSION QUARTERLY REPORT AND UPDATE.

**POSTED FRIDAY, JULY 10, 2015 BY 5:00 P.M.**

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**BRUNSWICK O. MORTON, RECORDING STAFF LIASON**

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MEETING OF THE DUNCANVILLE  
SPORTS LEGACY COMMISSION  
THURSDAY, JUNE 11, 2015  
MINUTES

DRAFT

A meeting of the Duncanville Sports Legacy Commission was held on Thursday, June 11, 2015 at 7:02 p.m. in the City Council Briefing Room located at City Hall with a quorum present, to-wit: Tammi Abney, Sports Legacy Commission Member and Chairperson; Miranda Lee, Sports Legacy Commission Member; James W. Powers, III, Sports Legacy Commission Member, and Grady Smithey, Sports Legacy Commission Member. Stan Smith, Sports Legacy Commission Member was absent.

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

**Item No. 1 *CONSIDER APPROVAL OF MINUTES FOR THE REGULAR MEETING HELD MAY 7, 2015.***

Commission member Smithey made a motion, seconded by Commission member Powers, to approve the minutes for the regular meeting held May 7, 2015. The vote cast was 4 for, 0 against.

**Item No. 2 *DISCUSS AND CONSIDER FY2015-2016 WORKPLAN.***

Following discussion, no action taken.

**Item No. 3 *DISCUSS AND CONSIDER SECOND MEMORABILIA CONCEPT TO BE DISPLAYED IN AVAILABLE DISPLAY CASE AT THE DUNCANVILLE FIELDHOUSE.***

Detailed discussion was held on seeking second memorabilia display at the Duncanville Fieldhouse. Following discussion, no action taken.

**Item No. 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.***

Detailed discussion was held on seeking Media Outreach initiatives for Sports Legacy display features, including researching outlets such as NOW Magazine and the City's Champion Newsletter. Following discussion, no action taken.

The Sports Legacy Commission members agreed to meet in a Workshop Session on Saturday, June 20, 2015 at 10:00 a.m.

The meeting adjourned at 8:10 p.m.

Approved:

\_\_\_\_\_  
Chairperson

Attest:

\_\_\_\_\_  
Recording Secretary

DRAFT

WORKSHOP MEETING OF THE DUNCANVILLE  
SPORTS LEGACY COMMISSION  
SATURDAY, JUNE 20, 2015  
MINUTES

DRAFT

A workshop meeting of the Duncanville Sports Legacy Commission was held on Saturday, June 20, 2015 at 10: 15 a.m. in the City Hall Lobby located at City Hall with a quorum present, to-wit: and Chairperson; Miranda Lee, Sports Legacy Commission Member; James W. Powers, III, Sports Legacy Commission Member, and Stan Smith, Sports Legacy Commission Member and Grady Smithey, Sports Legacy Commission Member. Tammi Abney, Sports Legacy Commission Member was absent.

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

**Item No. 1 DISCUSS, GATHER AND INITIATE PREPARATION OF DUNCANVILLE HIGH SCHOOL GIRLS BASKETBALL TEAMS OF 1950-51 AND 1975-76 MEMORABILIA DISPLAY IN CITY HALL LOBBY.**

Commission members discussed, sorted, prepared and installed memorabilia from the 1950-51 and 1975-76 Duncanville High School Girls basketball teams in the display case at City Hall.

The meeting adjourned at 11: 45 a.m.

Approved:

\_\_\_\_\_  
Chairperson

Attest:

\_\_\_\_\_  
Recording Secretary

MEETING OF THE DUNCANVILLE  
SPORTS LEGACY COMMISSION  
TUESDAY, JUNE 23, 2015  
MINUTES

DRAFT

A meeting of the Duncanville Sports Legacy Commission was held on Tuesday, June 23, 2015 at 7:12 p.m. in the City Council Briefing Room located at City Hall with a quorum present, to-wit: Tammi Abney, Sports Legacy Commission Member and Chairperson; James W. Powers, III, Sports Legacy Commission Member; and Stan Smith, Sports Legacy Commission Member. Miranda Lee, Sports Legacy Commission Member and Grady Smithey, Sports Legacy Commission Member were absent.

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

**Item No. 1 DISCUSS AND CONSIDER APPROVAL OF AN ENTRY FROM DUNCANVILLE SPORTS LEGACY COMMISSION TO BE ENTERED IN THE DUNCANVILLE LIONS CLUB FOURTH OF JULY PARADE TO BE HELD SATURDAY, JULY 4<sup>th</sup>.**

Commission member Smith made a motion, seconded by Commission member Powers, to approve the entry from Duncanville Sports Legacy Commission to be entered in the Duncanville Lions Club Fourth of July Parade to be held Saturday, July 4<sup>th</sup>. The vote cast was 3 for, 0 against.

**Item No. 2 DISCUSS AND CONSIDER DUNCANVILLE SPORTS LEGACY COMMISSION ENTRY THEME TO BE ENTERED IN THE DUNCANVILLE LIONS CLUB FOURTH OF JULY PARADE TO BE HELD SATURDAY, JULY 4<sup>th</sup>.**

Following discussion on entry theme and its general contents, Commission member Smith made a motion, seconded by Commission member Powers, to approve the Duncanville Sports Legacy Commission entry theme to be entered in the Duncanville Lions Club Fourth of July Parade to be held Saturday, July 4<sup>th</sup>. The vote cast was 3 for, 0 against.

The meeting adjourned at 7:34 p.m.

Approved:

\_\_\_\_\_  
Chairperson

Attest:

\_\_\_\_\_  
Recording Secretary

# DUNCANVILLE

The Perfect Blend of Family, Community and Business.

## SPORTS LEGACY COMMISSION WORKPLAN FY 2015 – 2016 QUARTERLY UPDATE: APRIL - JUNE 2015

### 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.**

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

<b>Objective 1.2</b>	
<b>Responsible Party</b>	
<b>Quarters</b>	
<b>Funding Source</b>	
<b>Actionable Items</b>	
<b>“Quick Wins”</b>	
<b>Status/Update</b>	

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

<b>Objective 2.1</b>	<b>To develop Duncanville Sports Legacy virtual museum and marketing outreach plan.</b>
<b>Responsible Party</b>	
<b>Quarters</b>	2015:3-4
<b>Funding Source</b>	General Fund
<b>Actionable Items</b>	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.
<b>“Quick Wins”</b>	Feature and or ad on Duncanville Sports Legacy in some alternative media outlet.
<b>Status/Update</b>	

<b>Objective 2.2</b>	
<b>Responsible Party</b>	
<b>Quarters</b>	
<b>Funding Source</b>	
<b>Actionable Items</b>	
<b>“Quick Wins”</b>	
<b>Status/Update</b>	

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

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

<b>Objective 3.2</b>	
<b>Responsible Party</b>	
<b>Quarters</b>	
<b>Funding Source</b>	
<b>Actionable Items</b>	
<b>“Quick Wins”</b>	
<b>Status/Update</b>	