

**DUNCANVILLE SOCIAL ENGAGEMENT PARTNERSHIP REGULAR MEETING
LIBRARY MEETING ROOM #3
201 JAMES COLLINS BLVD, DUNCANVILLE, TX
MAY 18, 2017 @ 6:30 P.M.**

A meeting of the Duncanville Social Engagement Commission was held on Thursday, May 18, 2017, at 6:30 p.m. with a quorum present:

Patricia Becker	Commissioner	Present
Chris Cyrek	Commissioner	Absent
Chad Jackson	Commissioner	Present
Romell K. Jackson	Chair	Present
Amy Mecum-Durant	Commissioner	Present
Thomas Reyna	Commissioner	Present
Zebulon Williams	Commissioner	Present

The meeting convened in the Library’s meeting room three and was called to order at 6:33 pm by Chair Romell Jackson.

Approval of Minutes:

Minutes from the last meeting, which was held on January 10, were not found so an overview of the meeting was presented by Romell Jackson. The January 10 meeting covered:

- Partnering with other Boards & Commissions to help with objectives and goals
- PSA and promotional videos
- Receive staff and commission reports
- Debriefed the Christmas parade
 - It was moved to have the meetings the third Thursday’s of the month at 6:30 pm at rotating locations
- Everyone was present except Chris Cyrek

It was mentioned the January 10 meeting notes could be approved with the notes from the May 18 meeting.

Introductions:

Each board and staff member introduced themselves and gave some background history.

Citizen Public Forum

The public was not present.

Discussion of Social Media Platforms

Commissioner Zebulon Williams reported on the social media platforms that there was a discussion of implementing/using other platforms in addition to Facebook. He asked staff liaison Cody Bainter what other platforms were being used. Staff liaison Cody Bainter said the

city had accounts on Youtube, Twitter and Facebook; furthermore, she stated other departments also had their own Facebook page that is linked to the city's so posts were shared.

Commissioner Zebulon Williams mentioned what other cities were doing such as using Snapchat to target a younger demographic.

Commissioner Thomas Reyna brought up using Next Door, and he stated he uses the platform and sees chatter within his and other neighborhoods where you can segment to specific neighborhoods. He mentioned Next Door offers analytics where one can see who is using the platform.

City Manager Kevin Hugman stated the city has a Next Door account, but the city's account does not have the same capabilities as a private account.

City Manager Kevin Hugman told the commission about the city's use of Everbridge and how it is used. It is kept to emergency situations so residents are not inundated and stop following the city.

Commissioner Thomas Reyna requested a review of the analytics from the city's social media platforms and website. This information will be available at the next meeting.

Commissioner Patricia Becker discussed that she met with Rashidah Madyun at the Senior Center, and she stated Rashidah was excited to get more information out about the center. Commissioner Patricia Becker stated she had a hard time finding the Senior Center on the website, and she would not have known it was under Parks and Recreation and wonders if other citizens are able to find it there. It was mentioned Rashida and Patricia would like to do a booster trip and take pamphlets to other centers. Commissioner Patricia Becker will follow-up with Rashida Madyun.

Commissioners Chad Jackson and Thomas Reyna had met and discussed how to promote events in Duncanville. They interviewed Duncanville Fieldhouse's General Manager, Craig Brasfield, to get information about the facility. They also toured the premises.

Commissioner Chad Jackson spoke with Parks Superintendent Timothy Hamilton about two businesses who are willing to be interviewed – these interviews could be done to promote the Keep Duncanville Beautiful campaign, as well as promote Duncanville. Videos could be posted on the website, social media platforms and the City's TV channel.

- Commissioner Zebulon Williams stated it would be nice if a photo was done with the businesses in front of their property for the Keep Duncanville Beautiful monthly award for citizens to see.
 - City Manager Kevin Hugman said there is a photo during the city council meeting and was not aware it was not posted to the TV channel.

Commissioners Chad Jackson and Thomas Reyna mentioned there were so many activities and services available through the fieldhouse that they had no idea about.

Commissioner Chad Jackson stated he has spoken to teachers at Duncanville High School and mentioned feedback from teachers was that students want to be able to get their artwork seen. At this time, Commissioner Chad Jackson mentioned doing a community wide talent event and utilizing the amphitheater at Armstrong Park. This would give a 'sense of community,' and could turn into a yearly community driven event.

Commissioner Thomas Reyna wondered what community wide events are being done on an annual basis. City Manager Kevin Hugman mentioned the Fourth of July celebration was not done for a few years, but it was brought back last year and on for 2017 and thinks it could turn into a well-known city event.

Commissioner Amy Durant mentioned the summer concert series how she was able to enjoy one, but there was not publicity about the event. She happened to see something about it 30 minutes before it started. Discussion was done about more exposure for all events because citizens are not aware of what is happening in Duncanville.

Chair Romell Jackson asked if the City could create a text communication group. City Manager Kevin Hugman said that was something that would be looked in to and have more information for the June meeting.

Discuss Resolution NO. 2015-020327, Sunset Revision Provision for Partnership

City Manager Kevin Hugman discussed the background, mission and goals of Resolution No. 2015-020327. He then asked if the commission should be continued.

Members of the commission all felt they are helping to promote, get information out, and feel their assistance is measurable in getting more people engaged (i.e. more Facebook likes, attendance at events, promoting and highlighting businesses).

City Manager presented the idea of joining the Social Engagement Partnership with the Duncanville Multicultural Commission. He passed out a paper to compare both commission's goals.

Discussion was done about the possible combining of commissions. There was a consensus with the group to do so, but the only objection was the question of how it will affect the quorum being attendance has not been good with the DCMC , and the SEP does not want it to affect them.

City Manager Kevin Hugman stated he will recommend to the board to keep the SEP, and he invited the SEP members to come to the next City Council Meeting.

Commissioner Chad Jackson wanted to table the discussion about the community talent show until the June meeting where he would have a proposal. He also said he wanted to listen to a Keep Duncanville Beautiful board meeting, as well as interview winners of the KDB awards. City Manager Kevin Hugman requested he stay in contact with staff liaison Cody Bainter before doing interviews and schedule with Cody Bainter to attend.

Discuss Future Meeting Dates, Times and Locations

Commissioner Zebulon Williams said they had chosen to have a rotating meeting location so they could learn about the different facilities.

Chad Jackson made a motion to keep the meetings the third Thursday of each month and change the meetings to 7 pm from 6:30 pm with meetings to be every other month at City Hall. During the other months, meetings will rotate to other facilities such as the fieldhouse, recreation center and senior center. Romell Jackson seconded the motion. Motion passed 6-0.

City Manager Kevin Hugman said Cody Bainter will start finding and reserving spots for meetings.

Being no further business, the meeting was adjourned at 8:10 pm.



Cody Ann Bainter, Staff Liaison