

**DUNCANVILLE SOCIAL ENGAGEMENT PARTNERSHIP REGULAR MEETING  
DUNCANVILLE FIELDHOUSE, ROOM: KID ZONE  
1700 S MAIN STREET, DUNCANVILLE, TX  
JULY 20, 2017 @ 7 PM**

A meeting of the Duncanville Social Engagement Commission was held on Thursday, July 21, 2017, at 7 pm with a quorum present:

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

The meeting convened in the Duncanville Fieldhouse’s Kid Zone meeting room and was called to order at 7:12 pm by Chair Romell Jackson.

**Approval of Minutes:**

Minutes from the last meeting, which was held on May 18 (no quorum present for the June 15 meeting so meeting was cancelled) had no corrections or additions.

- Commissioner Chad Jackson made a motion to approve the minutes
- Commissioner Zebulon Williams seconded the motion.
  - Unanimous approval

**Citizen Public Forum**

The public was not present.

**Discussion of Social Media Platforms**

Commissioner Chad Jackson reported he has been speaking with a videographer and the recipients of the Keep Duncanville Beautiful Property Winners for the purpose of creating a short video. He stated Timothy Hamilton had reached out to him saying the KBD property winners would be willing to do an interview. With the time of year (summer – vacations, schedules, etc.), he said he has had scheduling issues with all parties and has not planned anything.

Commissioner Patricia Becker asked about the purpose of the videos. Commissioner Chad Jackson stated he is trying to find different elements of Duncanville to be highlighted encouraging residents to be more involved and aware what the City has to offer.

Commissioner Romell Jackson said it might be a good idea to invite award winners to year-end banquets to be recognized.

Commissioner Zebulon Williams stated DBU is only two exits from Duncanville, and they might be a good resource to use for graphic design, marketing outreach strategies and communication efforts. Staff liaison Cody Bainter mentioned with it being a Duncanville board, they would need to advise City Council first before meeting with outside resources. She also mentioned the City has worked with the ISD on other projects, and it might be an idea to utilize their resources and students for videos and other outreach strategies, as well as invite Tiara Richards to a meeting to discuss some possibilities.

Commissioner Romell Jackson said it might be good to check with Jorge Ruiz and get his input about other marketing ideas.

Commissioner Patricia Becker reported she had spoken to Rashidah Madyun since the May meeting, but the Senior Center was in the middle of doing some remodeling projects so they rescheduled for Wednesday, July 26. She also brought two different magazines as an example of how other cities events are advertised. These were private publications and did not have an affiliation with each municipal. She wondered the possibility of partnering with another city such as Cedar Hill in producing a magazine potentially quarterly that lists city-wide events, happenings and attractions. She also wondered the possibility of the City of Duncanville partnering with the Chamber on producing a magazine.

Commissioner Zebulon Williams stated it would be a good idea to work with the ISD on distribution of sports/events schedules. He also stated students could create the content.

Commissioner Chad Jackson reiterated his support of an events publication for Duncanville, and Commissioner Romell Jackson stated it would bring more awareness for the City.

Commissioner Chad Jackson inquired about changing/shortening the City's Facebook Page. The current name is: City of Duncanville, Texas Municipal Government. A suggested name change is: City of Duncanville. Texas Municipal Government is redundant as all cities are a municipal, and that would be included in the description. Staff liaison Cody Bainter said she would talk to City Manager Hugman about the name change.

**Discuss City Council’s Decision on Resolution NO. 2015-020327**

Staff Liaison Cody Bainter talked about the updates and the Council’s decision to not sunset the Social Engagement Partnership on August 30.

- She let the board know the Council approved the Social Engagement Partnership to be a permanent board with additions and updates to include:
  - New name to: Multicultural Social Engagement Partnership
  - Nine board members instead of seven
    - Five two-year terms and four one-year terms with staggered terms thereafter
    - The board will elect a President and Vice President
    - No more than three meetings without a valid reason is acceptable and may require removal from board
    - The mission now incorporates goals from the Duncanville Community Multicultural Commission to include:
      - ***...promote citizen participation and engagement in government; and to foster cooperative relationships among diverse citizens in order to fulfill the needs and desires and Duncanville’s diverse community.***

Commissioner Romell Jackson inquired when the changes would be effective. Staff liaison Cody Bainter said she would check with City Manager Kevin Hugman with that.

The commissioners did not have discussion about the changes.

**Community Talent Show Proposal**

Commissioner Chad Jackson said he had put together a proposal for doing a community-wide talent show. He said he thought it would be a good idea to work with Wounded Warriors and other people with disabilities to be all inclusive. He said it may have to be a separate event.

Commissioner Zebulon Williams said he had spoken to some people who were from Duncanville, and no one could think of an event that Duncanville is known for. He stated Governor Abbott is from Duncanville and is disabled. He stated an idea would be to have Governor Abbott participate/speak at an event. He said Duncanville could host an event called, “DunCan Fest” and include a 5K and other activities showcasing what individuals with disabilities can do and to support veterans and the disabled. He said the City could partner with the High School for the event to possibly use their facilities and resources. This event could also include food vendors and trucks. Commissioner Chad Jackson was in favor and thought it would be a good idea to create an outline and present to the Council.

Commissioner Romell Jackson said he attended the Fourth of July event in Duncanville, and he thought it would be a good idea to utilize the big screen in Armstrong Park to list upcoming/past events to keep citizens engaged on what is happening in the community.

Commissioner Chad Jackson went through the proposal (**See Attachment 1 for Proposal**).

- Explained he thought an October was a great time because other cities host lots of events in October, as well as the weather is good during that time.
- He proposed an application process and fee for the talent show
- He stated in order to do the event correctly, it would not happen until 2018

Commissioner Romell Jackson inquired about the City having a number to send out text messages to individuals who sign up for the service. Staff liaison Cody Bainter said she has been looking into that type of communication outreach, but there are some certain legality procedures the City needs to make sure they are in align with, as well as picking the correct app because some have a fee while others are free but do have certain requirements. She is working with the IT Department for input and will then work with the attorney to make sure the legal aspect is covered.

Commissioner Zebulon Williams inquired about doing a billboard on Highway 67 and asking City Council for a small advertising budget. City Manager Hugman explained there is a possibility if it is included in the budget and it would go through the PIO and City Manager. With the proposed date of the event as 2018, there is a possibility to include it in the next fiscal budget.

Commissioner Zebulon Williams explained his idea about “DunCan Fest” again so City Manager Hugman could be included. City Manager Hugman advised that the board’s purpose is as an advisory board so before any contacts or information is released the City is hosting an event, the City Council needs to be updated and presented with an outline/information on doing an event(s). He also let the commissioners know the City is working on a branding initiative that will be included in the briefing session for the City Council meeting on August 1 and could take six to nine months for completion. Commission Romell Jackson stated there would need to be an adequate amount of time to gather input from residents. He also inquired about doing a “positive page” for residents/nonresidents to read instead of always just seeing negative news in regard to Duncanville. Staff liaison Cody Bainter made the commissioners aware of the weekly updates now made public on the Website, Facebook and e-blasts, and she said she would look into incorporating a “positive page” to be archived.

#### **Discuss Future Meeting Dates, Times and Locations**

The next Social Engagement Partnership meeting is set for Thursday, August 17 at 7 pm and will be held at City Hall. Staff liaison Cody Bainter will reserve a room and get information out to the commissioners.

#### **Committee Updates**

There were not committee updates at this time.

City Manager Hugman stated he had talked to the Duncanville Community Multicultural Commission about sun setting. That committee stressed emphasis on the diverse citizens and multicultural backgrounds in Duncanville and how the SEP needs to incorporate that.

Commissioner Chad Jackson said the purpose of the SEP is to engage all citizens with the community.

Being no further business, the meeting was adjourned at 8:23 pm.



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Cody Ann Bainter, Staff Liaison

# “The Duncanville Annual Community Talent Show”

## A PROPOSITION

For the purpose of engaging the Citizens of the City of Duncanville in a fashion that perpetuates our commitment to being a family-friendly Community, we, the members of The Duncanville Social Engagement Partnership, advise the Council to support a “Community Talent Show” to be held annually at either the Duncanville Community Theater, to the Armstrong Park Amphitheater.

- **Where:** Option 1. Armstrong Park Amphitheater  
Option 2. Duncanville Community Theater

- **When:** During the Month of October.

### Description:

1. Event will be a “weekend event”; spanning from Friday to Saturday. Participants will be sought after via Middle School, High School and sport game announcements, Duncanville information/media avenues, and flyers posted at surrounding colleges and supportive local businesses, as well as social media. Participants will be charged a \$10.00 application fee (which will all go toward funding the event), and will have to participate in an audition which will weed out profane and vulgar performances.

2. If event is to be held at the Amphitheater, food trucks will be invited to come and serve. We will also have activities for children taking place.

3. A representative from the City Council or the City Staff will be encouraged to use an allotted time to promote other events, council meetings, town halls etc., as well as to Articulate a positive update of what the City is up to.

4. The Talent show will consist of five categories: Art; Quilting & Knitting; Music; Comedy (Family-Friendly); and Dance.

- **Prizes/Sponsors:** Local businesses desiring to participate will have an opportunity to become Sponsors; their sponsorship will help – in part – to fund the event, as well as to Prizes to the winners of the Talent Show.

- **Promoting:** The event will be promoted via Middle School, High School and sport game announcements, Duncanville information/media avenues, and flyers posted at surrounding colleges and supportive local businesses, as well as social media.

- **Conclusion:** As a Committee, we understand that one of the things that keeps a small Community vibrant are those anticipated annual unique events that people travel from neighboring towns to attend. Our purpose as a committee is to find ways to encourage citizen engagement, and we believe that this Event has the potential to do just that.

Whether it’s the high school student who wants to showcase her art and have it appreciated by her community; the woman who wants to show off her quilt, designed by materials from Ben Franklin; or one of the local churches who has a song to sing that would bless the community – We believe that this event has the Perfect ingredients for a citizen engagement.