

**DUNCANVILLE MULTICULTURAL SOCIAL ENGAGEMENT PARTNERSHIP REGULAR MEETING
CITY HALL BRIEFING ROOM
203 E WHEATLAND RD, DUNCANVILLE, TX
SEPTEMBER 21, 2017 @ 7 PM**

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

Tammi Abney	Commissioner	Present
Patricia Becker	Commissioner	Present
Amy Mecum-Durant	Commissioner	Present
Dr. Lavern Holyfield	Commissioner	Present
Romell K. Jackson	Commissioner	Absent
Thomas Reyna	Commissioner	Present
Luis Salazar	Commissioner	Absent
Zebulon Williams	Commissioner	Present

The meeting convened in the Briefing Room at City Hall and was called to order at 7:07 pm by staff liaison Cody Ann Bainter.

Citizen Public Forum

The public was not present.

Introductions

Commissioners who were present went around the room and introduced themselves and gave a brief background history.

Approval of Minutes:

Minutes from the last meeting, which was held on July 20, 2017, (no quorum present for the August 17 meeting so meeting was cancelled) had no corrections or additions.

- Commissioner Thomas Reyna made a motion to approve the minutes
- Commissioner Patricia Becker seconded the motion.
 - Unanimous approval

Discussion of Social Media Platforms

Staff liaison Cody Ann Bainter informed the group the City had launched a Twitter account, as well as letting the group know what social media platforms the City has been using – Facebook, Youtube and Nextdoor.

Commissioner Thomas Reyna said people go out of Duncanville to shop and for entertainment, and he said there needs to be a way to focus on businesses in Duncanville – keep Duncanville in Duncanville.

Commissioner Zebulon Williams said Instagram is a great tool for highlighting Duncanville because you can focus on little nuggets of Duncanville and receive more of a draw.

Commissioner Patricia Becker agreed with Commissioner's Reyna and Williams but posed the question, "How do we get there?"

Commissioner Patricia Becker asked about the Parks and Recreation Trailer in regard to when it would be available and ready to go. Staff liaison Cody Ann Bainter said she would check with the Director of Parks and Recreation.

Commissioner Zebulon Williams brought up the Christmas Parade and said the commission had a trailer in last year's event. He said Pat did a great job with the handouts.

Commissioner Thomas Reyna asked about how the commission could get involved in the 2017 Christmas Parade, as well as getting information out to the citizens. He said the lights and trailer were provided in 2016 for a Lego Theme. The float was interactive for citizens.

Commissioner Thomas Reyna brought up the idea of a community-wide talent show, as well as stating the commission had a previous presence for National Night Out.

Commissioner Zebulon Williams asked about the City's branding initiative. Staff liaison Cody Ann Bainter updated the commission that the Council is moving forward with that project, and a presentation on two companies was presented during the briefing session at the September 5, 2017, City Council Meeting. She also let the commission know what the next steps are with the branding initiative. Commissioner Tammi Abney brought up the tagline, 'City of Champions,' and said the Sports Legacy Commission had requested a new motto, but there were some legalities to go along with that. She also wanted to know if the current tagline has anything to do with recruiting – is it attracting people? Do they know what it means? Staff liaison Cody Ann Bainter said she would pass on the information to the parties involved with the brand initiative.

Discuss 'Text-To' Platform

Staff liaison Cody Ann Bainter discussed with the commission that after talking with the IT Department, a text-to platform would need a service provider for the City, and at this point, options for the City does require funding. However, she also let the commission know the City is working to see if there is something that can be incorporated in the programs the City already utilizes.

Discuss Future Meeting Dates, Times and Locations

The next Multicultural Social Engagement Partnership meeting is set for Thursday, October 19 at 7 pm and will be held at the D.L. Hopkins, Jr. Senior Center. Staff liaison Cody Bainter will reserve a room and get information out to the commissioners.

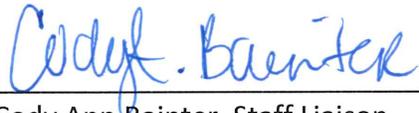
Committee Updates

There were not committee updates at this time.

Commissioner Dr. Lavern Holyfield said she would like to see more on the agenda with multicultural events and ideas. She also wanted to know how an item could be put on the agenda. Staff liaison Cody Ann Bainter said she would check, but she thought it would have to be sent to City Hall for approval. Additionally, staff liaison Cody Ann Bainter told the group this was the first meeting of the newly formed Multicultural Social Engagement Partnership so the meeting was for introductions and to start brainstorming as a commission. She also said the next meeting would be when the commission will elect a president and vice-president.

Commissioner Thomas Reyna talked about finding an avenue to get positive things out to the citizens.

Being no further business, the meeting was adjourned at 7:49 pm.



Cody Ann Bainter, Staff Liaison

