DUNCANVILLE MULTICULTURAL SOCIAL ENGAGEMENT PARTNERSHIP REGULAR MEETING
CITY HALL BRIEFING ROOM, 203 E WHEATLAND RD, DUNCANVILLE, TX
NOVEMBER 16, 2017 @ 7 PM

A meeting of the Duncanville Multicultural Social Engagement Commission was held on Thursday, November 16, 2017, at 7 pm with a quorum present:

Tammi Abney	Commissioner	Present
Patricia Becker	**Commissioner**	**Absent**
Amy Mecum-Durant	**Commissioner**	**Absent**
Dr. Lavern J. Holyfield	Commissioner	Present
Romell K. Jackson	**Commissioner**	**Absent**
Mary Fae Kamm	**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 7:20 pm by Chair Tommy Reyna. Assistant City Manager Paul Frederiksen sat in on the meeting.

Citizen Public Forum
The public was not present.

Approval of Minutes:
Minutes from the last meeting, which was held on October 19, 2017, had one correction pertaining to members term expiration date questioned by commissioner Tammi Abney.

- Commissioner Tammi Abney made a motion to approve the minutes with the correction added of the term date.
  - Commissioner Dr. Lavern Holyfield seconded the motion.
    - Unanimous approval

Facebook Analytics
Staff liaison Cody Bainter brought copies of Facebook analytics from December 2016 to November 2017 to see trends in page activity. Commissioner Zeb Williams mentioned he noticed an influx in activity around events, and he inquired about software to break down the analytics by age, demographics, geography, etc.

Chair Tommy Reyna mentioned critical mentions and google analytics and its uses. He mentioned that looking at the dates of the analytics, free giveaways seemed to get more people involved. He also mentioned he likes seeing the upward trend in the Facebook analytics and that people are routinely involved. He pointed out two dates had 7,000+ reaches and wondered if it had to do with the topics on those posts.

Commissioner Zeb Williams wondered about engaging with more social media outlets such as Instagram, and it will do analytics for you.

Chair Tommy Reyna said Instagram is used constantly and there are opportunities to add videos to Facebook. He mentioned videos would be beneficial for live streaming for citizens who could not attend events.

Commissioner Tammi Abney asked how many staff are currently involved with the City's social media. Staff liaison Cody Bainter said she handles the City's Nextdoor, Twitter and Facebook page; however, certain departments have departmental pages and handle their posts.

Commissioner Dr. Holyfield mentioned she activated her Twitter account.

Upcoming Events

Duncanville Whoville Christmas Parade & Tree Lighting

Chair Tommy Reyna asked when and where the event will occur. Staff liaison Cody Bainter said the event is scheduled for Friday, Dec. 1 starting at 7 pm with the parade. She also mentioned following the parade would be the tree lighting ceremony, student concert, pictures with Santa and other events down main street.

Commissioner Zeb Williams said if the commission wanted to participate in the parade they could use his pickup. Chair Tommy Reyna and commissioner Tammi Abney said it would be a good idea to participate in the parade. Commissioner Tammi Abney asked when the commission met the previous year to decorate, and Chair Tommy Reyna said they had met the night before the parade to decorate. Commissioner Zeb Williams said they could meet at 4 pm to decorate the day of and have enough time to decorate his pickup.

Commissioner Tammi Abney asked about texting/e-mailing each other to make plans/decisions before the event. Assistant City Manager Paul Frederiksen said it is ok to communicate about the setting up of the event and preparing the float amongst each other, and he mentioned staff liaison Cody Bainter could disseminate a message to the group about the meeting time, location and any other important information in preparation for the parade.

Commissioner Tammi Abney mentioned it would be nice if all commissioners had the same shirt to wear. Commissioner Dr. Holyfield asked what color would be best to go with the City logo. Staff liaison Cody Bainter mentioned the City's colors are navy and maroon. Commissioner Dr. Holyfield mentioned it would be good to have the City logo on the shirt with the name of the commission – Multicultural Social Engagement Partnership. Commissioner Zeb Williams said it would be good to have the name of the commission on the back of the shirt and the logo on the front. Commissioner Tammi Abney mentioned she had used a printing place near Cedar Ridge for other items, and she said a navy shirt with white letters would look good. Staff liaison Cody Bainter said she would send out an e-mail to the whole group to get their t-shirt sizes so commissioner Tammi Abney could place the order.

Commissioner Zeb Williams said it would be good to get candy canes and attach the Facebook logo and handle to each and pass out to citizens.

Juneteenth Celebration

Staff liaison Cody Bainter reported the planning committee had not started planning the celebration at that point, but Recreation Superintendent Veronica Williams would be heading up the planning.

City Council Joint Meeting

Staff liaison mentioned to the group about having a joint meeting with City Council to get direction from Council for the commission, as well as the commission offering feedback and goals/objectives for the commission to the Council.

Commissioner Zeb Williams asked if all City Council would be present. Assistant City Manager Paul Frederiksen said there would need to be a quorum of City Council present.

Staff liaison Cody Ann Bainter talked about the Multicultural Social Engagement Partnership's mission from the resolution. Commissioner Dr. Holyfied stated she thinks it is important to have a multicultural focus, and stated she was appreciative of forums to recognize multicultural diversity. Commissioner Tammi Abney asked if staff liaison Cody Bainter could check the date in the resolution of the members term expiration date.

Future Meeting dates and times

The next meeting is scheduled for Thursday, January 18, 2018, at 7 pm at the City Hall Briefing room with coordination to have City Council attend.

Being no further business, commissioner Dr. Holyfield moved to adjourn the meeting. Commissioner Tammi Abney seconded the motion. Motion was unanimous, and the meeting was adjourned at 8:07 pm.

Cody A. Bainter

Cody Ann Bainter, Staff Liaison