

**DUNCANVILLE MULTICULTURAL SOCIAL ENGAGEMENT PARTNERSHIP REGULAR MEETING
CITY HALL BRIEFING ROOM, 203 E WHEATLAND RD, DUNCANVILLE, TX
MAY 17, 2018 @ 7 PM**

A meeting of the Duncanville Multicultural Social Engagement Commission was held on Thursday, May 17, 2018, at 7 pm with a quorum present:

Tammi Abney	Commissioner	Present
Patricia Becker	Commissioner	Present
Amy Mecum-Durant	Commissioner	Absent
Dr. Lavern J. Holyfield	Commissioner	Present
Romell K. Jackson	Commissioner	Absent
Mary Fae Kamm	Commissioner	Present
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 7:05 pm by Chair Tommy Reyna. Assistant Fire Chief Greg Chase was present to serve as the mediator for the strategic planning session. Chair Tommy Reyna went over the items on the agenda and gave a brief overview of the strategic planning session and how it was an opportunity for the commission.

Citizen Public Forum

The public was not present.

Approval of Minutes:

Commissioner Dr. Holyfield moved to amend the agenda to add approving the minutes of the February 15, 2018, meeting.

- Commissioner Abney seconded the motion to add the minutes to the agenda.
 - Unanimous approval
- Commissioner Becker made a motion to approve the minutes from the February 15, 2018, meeting.
 - Commissioner Dr. Holyfield seconded the motion to approve the minutes.
 - Unanimous approval.

Strategic Planning Session

Chair Tommy Reyna asked everyone to go around the room and introduce themselves to Assistant Fire Chief Chase.

Chair Tommy Reyna explained the purpose of the strategic planning session. He then read section two of Resolution No. 2017-059 to the commission. He explained what the original Social Engagement group had done with social media, as well as other traditional communication strategies such as one-on-one engagement at City sponsored/partnered events.

Commissioner Abney posed the question of how social engagement meant social media when she understood social engagement to be getting the community involved socially.

Chair Tommy Reyna explained social media was one strategy used to engage the community.

Commissioner Abney asked what community events the commission had previously attended. Chair Tommy Reyna stated the commission had participated in National Night Out (NNO) and participated at the Christmas parade giving out peppermint candy canes with information attached to the canes. Commissioner Abney asked if the commission had created a specific event, and Chair Tommy Reyna stated the commission had not.

Commissioner Abney posed the idea of exploring existing events that highlight diversity and helping create awareness.

Chair Tommy Reyna stated there was a time he was not aware of City events, but he became aware of the events when they were pushed out through social media outlets. He stated Juneteenth is one great event to engage and educate the citizens.

Commissioner Dr. Holyfield stated she had signed up with the intent to be a part of the Duncanville Community Multicultural Commission and thought the DCMC and the Social Engagement Partnership had been combined.

Commissioner Kamm stated she was part of the DCMC and had not been informed of the commission being dissolved.

Commissioner Dr. Holyfield stated she was disappointed in the commission and time had been wasted, as well as disappointment the resolution as it did not specify activities/specific purpose.

Commissioner Abney stated she had been a part of other commissions, and those commissions started the year with a strategic session to plan and outline goals.

Commissioner Becker stated the commission was told not to do so because the commission would have to go to City Council.

Commissioner Abney stated the Sports Legacy Commission did go to City Council, and the commission came up with action items.

Commissioner Kamm stated a focus should not be on one single issue – be accepting and inclusive to all cultures and not interested in being segmented. Commissioner Dr. Holyfield asked Commissioner Kamm to explain being segmented. Commissioner Kamm explained a focus should not just be on one thing such as basketball but all other events, too.

Commissioner Abney suggested looking at the City calendar to see events throughout the year and see where the commission could be of assistance.

Commissioner Dr. Holyfield stated something could be done each month.

Commissioner Kamm asked if the DCMC's budget was the Multicultural Social Engagement Partnership's to use. Staff liaison Cody Ann Bainter said that money had not been budgeted for the commission.

Commissioner Abney said it would be good to engage the community with free events, as well as have commissioners represent the commission at some City Council meetings to recognize various cultures.

Chair Tommy Reyna suggested working with the City on events and getting enough time to help with planning.

Assistant Fire Chief Chase said City Council would like to have more engagement by more people.

Commissioner Dr. Holyfield stated there are free ways to celebrate cultures – i.e., social media blasts such as sending out a message celebrating/recognizing a day such as Cinco De Mayo. She also stated a Culture Fest once a year would be an event idea – cultures could exhibit/showcase native costumes, food and celebrate differences.

Commissioner Abney said the commission could use the Taste of Duncanville.

Staff liaison explained the logistics for the strategic planning session – each commissioner was given a sticky note pad and pen. Commissioners use the sticky notes to write (as many in each category) note(s) specific to the commission for the following:

- Strengths
- Weaknesses
- Opportunities
- Threats

Assistant Fire Chief Chase explained each topic area and would compile each sticky note to the correct topic area. He explained to do one at a time and once each person was done with that specific topic, he would go over each sticky note for that topic.

Please see Attachment 1 for Strategic Planning Session Results

Commissioner Kamm stated the Museum of International Cultures has cultural events once a month and knows there are more events outside of Duncanville. She also stated it would be an idea to include other commissions and partner with a place such as the Senior Center for activities.

Commissioner Dr. Holyfield suggested setting a special meeting time before the commission's monthly meeting to go over the strategic planning session results and create goals and action items.

Commissioner Abney asked when other commissions were formed if City Council created specific roles for that commission. She stated when she was on the Library Advisory Board, the Board met with the Library Director, and it was the same for the Sign Board – both of those had a purpose and were actively doing something.

Commissioner Dr. Holyfield suggested looking at the Social Engagement's minutes from past meetings to review the strategies. She mentioned not reapplying to this commission. Chair Tommy Reyna said he wanted to be placed where he could help the most and was happy Dr. Holyfield was part of the team.

Commissioner Abney stated the Council retreat was a great idea, but the purpose for the commission was not made clear. Commissioner Kamm wanted clarification on items from the retreat.

Commissioner Abney said a purpose may be how to get people involved in each neighborhood.

Commissioner Dr. Holyfield questioned about section three of the Resolution in regard to preserving the character of the 1940's and 50's neighborhoods. Commissioner Abney said an example would be Avenue C as a historic district.

Commissioner Kamm stated the commission should blend with other groups to promote all events within the City.

Future Meeting dates and times

The next regular meeting is scheduled for Thursday, June 21, 2018, at 7 pm at the City Hall Briefing room.

Commissioner Dr. Holyfield suggested again a special meeting to summarize results and clarify some goals. She asked if Saturday, June 2, 2018, at 10 am would work for the commission.

- Commissioner Kamm made a motion to schedule a special meeting for June 2 at 10 am to be held in City Hall's Briefing Room.
- Commissioner Dr. Holyfield seconded the motion.
 - Motion passed unanimously.

Having no further business, commissioner Williams moved to adjourn the meeting. Commissioner Becker seconded the motion. Motion was unanimous, and the meeting was adjourned at 8:28 pm.

Codyl. Bainter 2 June 2018
Cody Ann Bainter, Staff Liaison

MULTICULTURAL SOCIAL ENGAGEMENT PARTNERSHIP

Strategic Planning Session • S.W.O.T. Analysis

Attachment 1

STRENGTHS

- Multicultural events in the City
- Willing workers
- Willing to give time to projects
- Talented communications people for media
- Energetic volunteers/commissioners
- Diversity
- Strong communication options
- Commission Chair's experience with Dallas
- Staff liaison's support & knowledge
- City Council's desire to move forward
- Different educational backgrounds
- Different districts
- Knowledge of different ways to engage

WEAKNESSES

- Lack of direction
- Only meeting monthly
- Committee losing interest without progression
- Poor attendance
- Unclear purpose
- Lack of progression in reaching the community
- No funding
- Identity/logo
- Pacing
- No plan
- Too segmented by committees & commission
- Not capturing opportunities with events
- City failing to promote events already provided by entities receiving City funds

OPPORTUNITIES

- City events to promote
- Technology to improve upon
- Events can be developed that are cost neutral
- Create awareness for the diversity in the City
- Senior Citizen Center
- Can work with other committees
- Many have lived in other environments/climates
- Different careers to reach out more
- Citizen recognition
- Celebrate cultural heritage months via media/social media
- Culture Fest - consider expanding Taste of Duncanville
- Use social media to tell the story of other cultures in Duncanville
- Strong veteran population with different backgrounds
- Develop pop-up military/veteran's museum

THREATS

- What is commission supposed to do?
- Time: To get citizens engaged in numbers (Fall, Spring)
- Proximity to other markets who "steal" people to events
- Not meeting a quorum
- Lack of commitment
- Members leaving commission

