

**DUNCANVILLE MULTICULTURAL SOCIAL ENGAGEMENT PARTNERSHIP REGULAR MEETING
 CITY HALL BRIEFING ROOM, 203 E WHEATLAND RD, DUNCANVILLE, TX
 FEBRUARY 15, 2018 @ 7 PM**

A meeting of the Duncanville Multicultural Social Engagement Commission was held on Thursday, February 18, 2018, 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	Present
Mary Fae Kamm	Commissioner	Present
Thomas Reyna	Commissioner	Absent
Luis Salazar	Commissioner	Present
Zebulon Williams	Commissioner	Present

The meeting convened in the Briefing Room at City Hall and was called to order at 7:01 pm by Vice Chair Zebulon Williams. Assistant City Manager Paul Frederiksen and Recreation Superintendent Veronica Williams (Ms. Williams was a guest speaker) 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 February 15, 2018, had one correction per Commissioner Dr. Holyfield pertaining to the Commission having a multicultural focus – the minutes should have read Commissioner Dr. Holyfield made the comment not Commissioner Abney.

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

Juneteenth Celebration Update

Staff liaison Cody Bainter introduced Recreation Superintendent Veronica Williams to speak about the Juneteenth Celebration. Ms. Williams spoke about:

- Date of event: June 16, 2018, from 5 pm to 9 pm held at Armstrong Park
- Best Southwest Cities involved in sponsoring the event
- History of the event
- Acts/guests who are performing
- What happens at the Juneteenth Celebration and the process of the night, to include:
 - VIP tent
 - Songs
 - Spoken Word
 - Potential art area for viewing

Ms. Williams then explained the areas of the event the Commission could help:

- Marketing the event with social media
- Volunteering the day of the event to help in needed areas (such as the VIP tent)
 - Ms. Williams mentioned volunteer packets are available for Commissioners to fill out and submit
 - Ms. Williams mentioned the MC is going to be Ms. Lady Jade from K104, who was born and raised in Dallas.

Commissioner Jackson inquired about the lost children procedure because there had been incidents from the July Fourth Celebration, and he was wondering if there was a better way to facilitate. Ms. Williams said it will be like the protocol set for July Fourth. She said there will be a control center designated for lost children and first aid, and the City partners with CERT to handle the station(s).

Commissioner Jackson inquired about how the crowd could be cooled off – would misters be available? Ms. Williams said misters are being considered and with the area of the park, they are looking at logistics.

Commissioner Jackson asked if this event would require tickets or if the event was gated. Ms. Williams explained this event is open to all and does not require a ticket – the event will also not be gated.

Commissioner Salazar asked how the parking lots would be utilized – parking? Vendors? Shuttles? Ms. Williams explained a shuttle service like the July Fourth event will be available from Costco and the High School.

Commissioner Abney asked about the process of how to become a vendor. Ms. Williams explained there is a continual application process where she receives vendor information year-round, and that information is kept in a database. Additionally, Ms. Williams stated advertising would begin March 1 promoting a call for vendors.

Commissioner Abney asked if consideration had been done for just a food truck area. Ms. Williams said at past celebrations there was minimal food truck attendance and there was a lack of interest. She stated there were 11 food trucks at the Fourth, and there are different rules for vendor type.

Commissioner Abney asked if the City had considered using carts with umbrellas for refreshments such as water or Gatorade. Ms. Williams stated vendors will be placed in the identified vendor areas, but the City is considering having water stations throughout the park.

Commissioner Abney asked if volunteers/staff will have a shirt for the event. Ms. Williams stated the volunteers/staff will be wearing something identifiable that they are staff/volunteers.

Commissioner Dr. Holyfield spoke about a history booklet available at past events and asked about the possibility of a Kiosk. Ms. Williams stated a rolling video is being considered to play on the screen with a satellite LED screen being utilized, and time will be utilized to showcase the history during set transitions, as well as loading the history presentation to social media.

Commissioner Dr. Holyfield said the agenda/acts sounded like it was already set and inquired about the process of how they were chosen or notified. Ms. Williams explained relationships had been built over the years with acts/entertainers and their dependability at past events. She stated they were also selected based on if they were a fit for the target audience during the different events and the quality of their act. For spoken word, Ms. Williams stated local artists were considered first.

Commissioner Abney asked if help was needed to identify acts or plan the event. Commissioner Dr. Holyfield inquired why Ms. Williams was doing herself. Ms. Williams stated she had been working with the representatives from the Best Southwest Cities because this is a group event, as well as with certain laws and acquisitions/rules, City employees did have to handle those things.

Commissioner Salazar inquired about the faith components. Ms. Williams stated different faith organizations are vendors at the events.

Commissioner Jackson inquired about how many churches participated and which ones. Ms. Williams said she was not aware of how many were involved.

Commissioner Dr. Holyfield suggested looking at/making a tasks list to determine what and how the Multicultural Social Engagement Partnership commission could do to help.

Commissioner Abney suggested a committee meeting with the other Cities, or if this was already an idea, when the meeting was. Ms. Williams explained the other Cities were already involved in the planning process and committee meetings with the other Cities had already taken place.

Commissioner Kamm inquired if the signs would be placed throughout the park specific to how Juneteenth came about. Ms. Williams stated she had not seen any of those signs, but the signs may be archived somewhere with another City.

Commissioner Kamm said for many years gospel choirs had performed and were popular.

Commissioner Abney inquired about the solicitation of the talent, such as spoken word. Ms. Williams stated that is done through advertisements and an open call process.

Commissioner Dr. Holyfield asked if the program was set. Ms. Williams said the program was not set until acts were contractually bound, and there is room for spoken word, miming and other similar acts. Ms. Williams stated she has a database of area talent and has reached out to those individuals.

Commissioner Abney stated she understand having a headline act, but she stated showcasing the local multicultural talent in Duncanville is important. She stated there is an opportunity here in Duncanville.

Commissioner Dr. Holyfield stated new people may not know about the event and the opportunities to perform.

Commissioner Abney stated she has not seen a packet produced or sent out, and she experience planning events and sees an opportunity to bring people in to help plan the event and showcase the community talent, while supporting the local artists.

Commissioner Jackson stated he thought the agenda seemed full and there may not be room for more. He also stated to keep track of time to get as many performers as possible it may be a good idea to give them a specific time slot to adhere to.

Commissioner Dr. Holyfield stated this celebration sounds set, but it would be a good idea to plan differently in four years and include outside organizations to help plan the event, as well as start the planning sooner.

Commissioner Williams asked if social media was going to be utilized and using different outlets targets different audiences. Ms. Williams said different social media and communication outlets are utilized to target the African American families, but she stated she wants all families to be included.

Commissioner Kamm asked if there was thought about an African American art show. Ms. Williams stated they are working on this targeting sponsors, as well as an area for the art show could be placed in a tent or the Recreation Center.

Commissioner Kamm mentioned the Lakeside Art Fest, and there were great artists represented.

Commissioner Jackson asked if vendors/artists have been contacted. Ms. Williams said they have been sent communication to coordinate the event. She also stated vendors are contacted six months in advance.

Commissioner Abney asked if there is a time frame where acts/talent are polled. Ms. Williams said she accepts information year-round and is constantly adding to her contact list.

Commissioner Williams inquired about charging a premium price to food truck/vendors for a premium spot. Ms. Williams stated the vendors do pay a fee to be at the event; however, due to some regulations, vendors can only be placed in certain areas.

Commissioner Jackson inquired about using the text system to notify residents of events. Staff liaison Cody Bainter said the City is still working on that as the City has been looking at different technology/programs.

Commissioner Abney inquired on how the process is to sign up as a volunteer. Ms. Williams stated depending how much time it takes a volunteer to turn in all the proper paperwork, it could take two hours up to two weeks.

Commissioner Salazar inquired if there are perimeters entertainers have to follow, such as specific to content/language. Ms. Williams stated there are perimeters, and they are stated in the contract.

City Council Joint Meeting

Assistant City Manager Paul Frederiksen spoke about the joint meeting idea with City Council – was this something the Commission still wanted to do? Needs a quorum, and he suggested the Commission look at the resolution to make suggestions for strategic planning for objections, vision, etc. Commissioner Williams asked if the Commission had a Council liaison, and ACM Frederiksen said yes, Councilmember LeBlanc was the Council Liaison.

Commissioner Williams asked for clarification of the strategic session of what the Commission should be discussing because there is some confusion from the Commission on what the mission, objectives, vision, etc. is for the Commission. ACM Frederiksen said the strategic planning session would be an internal discussion with the Commission to look at what the resolution states, and then discuss/offer ideas if the resolution should be updated with more specific objectives, goals, mission, etc. Then, the Commission could present to Council the ideas/visions the Commission discusses.

Commissioner Williams moved to go ahead with having a planning session and then having a joint meeting to present to Council any new ideas. Commissioner Jackson seconded the motion. The motion passed unanimously. Commissioner Abney stated she liked having the opportunity to have a joint meeting with Council to get guidance/clarification, but also to present ideas.

Commissioner Williams said it would be good for the Commission members to read through the Resolution and bring back ideas to the next meeting.

Staff Liaison Cody Bainter said she will send out the Resolution again to the members via e-mail.

Commissioner Abney stated there had been a wait to speak about Juneteenth, as well as the opportunity to assist in the planning and it seemed the planning had been done without outside input. She then asked about having the Commission utilized for other events. Ms. Williams said she would gladly let the Commission know of upcoming events where help is needed.

Future Meeting dates and times

The next meeting is scheduled for Thursday, March 15, 2018, at 7 pm at the City Hall Briefing room. Staff Liaison Cody Bainter mentioned this date is during Spring Break, as well as the Taste of Duncanville event that is scheduled for the night of March 15 at the High School. Commissioner Williams stated it would be better to reschedule the meeting for the next week, March 22, and he made a motion to reschedule the meeting for that date. Commissioner Salazar seconded the motion. The motion passed unanimously.

Having no further business, commissioner Williams moved to adjourn the meeting. Commissioner Abney seconded the motion. Motion was unanimous, and the meeting was adjourned at 8:26 pm.


Cody Ann Bainter, Staff Liaison

5/18/18

