

**DUNCANVILLE MULTICULTURAL SOCIAL ENGAGEMENT PARTNERSHIP SPECIAL MEETING
CITY HALL CONFERENCE ROOM B, 203 E WHEATLAND RD, DUNCANVILLE, TX
APRIL 18, 2019 @ 7 PM**

A regular meeting of the Duncanville Multicultural Social Engagement Commission was held on Thursday, April 18, 2019, at 7 pm with a quorum present:

Tammi Abney	Commissioner	Present
Patricia (Pat) Becker	Commissioner	Absent
Takiyah Poellnitz	Commissioner	Present
Dr. Lavern J. Holyfield	Commissioner	Present
Maria Gonzalez	Commissioner	Present
Mary Fae Kamm	Commissioner	Absent
Zebulon (Zeb) Williams	Commissioner	Present

The meeting convened in the Briefing Room at City Hall and was called to order at 6:59 pm by Vice-Chair Zebulon Williams.

Citizen Public Forum

The public was not present.

Welcome and Introductions

Public Information Officer (PIO) April Reiling introduced herself as the new PIO (since December 10, 2018) and shared her background. Commissioners Abney, Poellnitz, Dr. Holyfield, Gonzales and Williams also introduced themselves to the group.

Commissioner Dr. Holyfield expressed her thanks and admiration for the other Commissioners using their time to serve the community and give back.

Election of MSEP Officers

Commissioner Abney made a motion to nominate Commissioner Williams to serve as Chair of the Commission. The motion was second by Commissioner Dr. Holyfield. The motion passed unanimously.

Commissioners Dr. Holyfield made a motion to nominate Commissioner Abney as Vice-Chair of the Commission. The motion was seconded by Commissioner Williams. The motion passed unanimously.

Logo and General Marketing Communications Update

PIO Reiling updated the Commission on various marketing communication activities at the City and provided background on the logo project. MSEP was presented the newly adopted logo design for review and questions.

A marketing communications update for the Commission included an overview of 'The Champion' monthly newsletter redesign and distribution, and the phasing out of 'The Spotlight' quarterly newsletter. Commissioner Williams asked about the use of QR codes to drive traffic to the Facebook page. PIO Reiling indicated she would look into incorporating QR codes in marketing materials.

Commissioner Dr. Holyfield asked about the strategies the Commission worked in in 2018 and the MSEP logo. PIO Reiling advised she had examined historical documents generated by the Commission and suggested the Commission add a future agenda item to discuss previous strategic planning documentation.

PIO Reiling updated the Commission on the development of the Marketing Communications Plan, which includes the website, newsletter, news stories/press releases, social media, LED Sign, marketing collateral, video, public access television and special projects (Annual Report, New Resident Guide).

Commissioner Dr. Holyfield asked what MSEP can do to help with the Marketing Communications Plan. PIO Reiling advised that the Commission Members are a great asset to help tell the City's story and educate the public about city marketing activities, such as how the new logo came to fruition. Commissioner Abney asked how the multicultural aspect ties into the Marketing plan. PIO Reiling indicated the upcoming cultural calendar item on the agenda, referenced the City's efforts to translate more materials into Spanish and requested the Commission look at possible opportunities to bring forward to the MSEP.

PIO Reiling also discussed the formation of the Marketing Committee, which is the City's integrated marketing, communications and brand strategy team comprised of key staff from each department, as well as the larger divisions.

Commissioner Williams asked if the City receives negative feedback on social media posts about the city working on certain streets and not others. PIO Reiling indicated that the primary social media channel for complaints is on Nextdoor and those are contained to the site and generally do not affect the City-sponsored platforms.

PIO Reiling shared a FY18-19 marketing goal was to start developing videos to tell the City's story. The PIO updated the Commission on various pressing projects, including the Annual Report, logo launch and bond tracker website and New Resident Guide.

Commissioner Dr. Holyfield asked how the Annual Report will be disseminated. PIO Reiling indicated the City is printing 300 copies and it will be available in a digital magazine format on the website. Commissioner Williams asked if there had been any thought to putting City Council meetings online or live stream. PIO Reiling advised the City Council meetings are housed on YouTube and that City Council had recently discussed live streaming possibilities for future meetings.

Commissioner Dr. Holyfield commented that she was trying to wrap her head around how the City is incorporating diversity in these projects. PIO Reiling shared that the City's diverse make up is one of its greatest strengths and efforts will be made to include aspects of the various cultures in Duncanville through the marketing efforts.

Review of Social Media Metrics

PIO Reiling provided an update regarding the City's social media pages, including Facebook, Twitter and Nextdoor. Worthy to note is that 62% State of the City video views came from Nextdoor and the City's YouTube channel now has over 100 subscribers and a unique URL.

Commissioners asked various questions regarding social media usage, analytics and interactions.

Cultural Calendar Update

PIO Reiling shared the following update from Commissioner Kamm:

- The International Museum of Cultures has a new exhibit opening tonight--THE SUPPER quilt created by Dr. Don Locke.
- I would like to encourage the MSEP Commissioners to visit the display. It will only be up on Thursday and Friday.
- Also, the 4th Sat. Community Dinner will focus on Israel with a panel of experts representing a cross section of the religious community speaking to the support of that area. Addressing inclusion and diversity.

PIO Reiling updated the Commission on the upcoming May 4, 2019 Cinco de Mayo Senior Center event at Armstrong Park, and the upcoming International Cultures event at the Duncanville Public Library.

Items of Future Agendas

The Commission added the following item to Future Agendas:

1. Review previous MSEP strategic planning documents

The next regular meeting is scheduled for May 16, 2019, at 7 pm at the City Hall Briefing room.

Having no further business, Commissioner Abney moved to adjourn the meeting. Commissioner Dr. Holyfield seconded the motion. The motion passed unanimously. The meeting adjourned at 8:17 pm.



April Reiling, Public Information Officer
Staff Liaison



Zebulon Williams, Chair