

**MULTICULTURAL SOCIAL ENGAGEMENT PARTNERSHIP (MSEP)
REGULAR MEETING
VIRTUAL MEETING HELD VIA ZOOM
AUGUST 20, 2020 @ 6:30 P.M.**

A meeting of the Multicultural Social Engagement Partnership (MSEP) was held on Thursday, August 20, 2020 at 6:30 P.M. with a quorum present to wit:

Zebulon Williams	Commissioner	Present
Dr. Lavern Holyfield	Commissioner	Present
Takiyah Poellnitz	Commissioner	Present
Tammi Abney	Commissioner	Present
Kaelon McLemore	Commissioner	Present
LaTrena Barrett	Commissioner	Present
Maria Gonzalez	Commissioner	Absent
Michael Dodwell	Commissioner	Absent
Kathy Miller-Jonbert	Commissioner	Absent

The meeting was convened via Zoom and was called to order at 6:30 PM by Board President, Zebulon Williams.

Item No. 1 – Discuss and take appropriate action regarding July 16, 2020 Minutes:

Dr. Holyfield made a motion to adopt the minutes with Zeb Williams seconding. All voted in favor and the minutes were accepted.

Item No. 2 – Receive Public Comments:

No public comments were received.

Item No. 3 – Review Strategic Plan, discuss and take any appropriate actions:

The Strategic Plan was reviewed by the group and discussed. It was asked that any person associated with *Festival en Duncanville* (Noel Garcia) could attend the September meeting.

September and October articles were discussed with Kaelon McLemore taking on Americans with National Disability Employment Awareness Month.

Item No. 4 – Discuss and take appropriate action regarding commission meeting attendance and member engagement:

Discussion was had about member attendance, member engagement, meeting invites and notification of accepting those invites.

City Council has approved new members of the MSEP who will start their terms in September 2020.

Item No. 5 – Discuss “Get to Know Our City” with Kaelon McLemore:

Kaelon McLemore presented his idea for creating a blog that would introduce viewers to the City of Duncanville.

It was decided he would create a pilot blog to present during an upcoming meeting. He was also provided the PAFR as a source for more information.

Item 6: Discuss items for the September agenda:

The topic of a virtual citywide event was discussed.

See the attached minutes for other agenda items that were added.

Being no further business, the meeting was adjourned at 7:27 PM.



Alex Hamby, Public Information Officer



Zebulon Williams, President



Engaging Duncanville's Rich Diversity

Multicultural Social Engagement Commission (MSEC) Strategic Plan June 2, 2018

Goal 1. Engage citizens in cultural awareness activities

- a. Increase communication to the citizens
 - MSEC Webpage
 - Display information via multiple venues/communiqués – field House, Senior Center, Main & Wheatland LED screen, water bills, the Spotlight, Recreation Center, Library, City Cable Chanel, promotional flyers*
 - Enhance social media activity
 - i. Analyze analytics monthly
 - ii. Increase contacts by 25% through FB posts/FB Live, tweets, YouTube, NextDoor, Instagram (Police Station)
- b. Promote cultural recognition campaign within schools
- c. Partner with/explore rebranding of *Festival en of Duncanville*
- d. Request photos and stories from citizens to generate content for the webpage via social media, newsletter, etc. with prescribed, detailed information during *National Night Out*.

Goal 2. Recognize cultures within the community on a monthly basis

- a. Plan campaign out by up to 6 months in advance
- b. Request photos and stories from citizens to generate content
- c. Develop Content for the pages

MSEC Timeline

Period	Action Items
June	<ol style="list-style-type: none"> 1. Develop Promotional flyer – Who we are, Cultural Kick Off (announce the monthly culture recognition; explain how residents can get engage/details about requested photos/stories; sample monthly recognition) 2. Investigate use/adaptation of original Multicultural Commission Logo 3. Explore existing plans for <i>Festival en of Duncanville in Fall 2018</i>
July	<ol style="list-style-type: none"> 1. Review draft of promotional flyer 2. Strategize to discuss partnership with Recreation Center (??<u>planning agency</u>) and possibility of rebranding of festival (change to Duncanville Celebrates Culture, Duncanville Culture Fest, or other more transparent name) 3. Develop criteria for including schools in monthly cultural recognition campaign
August	<ol style="list-style-type: none"> 1. Approve final draft of promotional flyer; submit for printing 2. Submit cultural recognition campaign information to /discuss with school personnel
September	<ol style="list-style-type: none"> 1. Finalize plans for National Night Out
October	<ol style="list-style-type: none"> 1. National Night Out – 10/2: MSEC BOOTH <ul style="list-style-type: none"> - Handout candies - Take photos - Social media promotion: information about city services and events, MSEC activities - Take pictures and post or tweet - Distribute flyers with the above upcoming activities 2. Begin planning webpages, social media and displays for cultural recognition campaign for the months of (should be December – May)

November	<ol style="list-style-type: none"> 1. Submit photos/stories and other visuals for professional webpage development 2. Receive and plan display of campaign entries from schools 3. Continue to promote community engagement in cultural activities via social media, newsletter, etc. 4. Select photos and stories from citizens to generate content for the webpage for January – June 5. Review webpage proposals for monthly cultural recognition for the months of (should be December – May) 6. Celebrate veterans
December	<ol style="list-style-type: none"> 1. Launch monthly recognition: Christmas, Hannakuh, Kwanzaa (webpage/City Foyer) 2. Participate in/ support Christmas parade
January	<ol style="list-style-type: none"> 1. Launch multicultural awareness web display featuring cultures in Duncanville 2. Plan monthly cultural recognition campaigns for June – December (2019)
February	African American Heritage Month - Launch recognition campaign
March	<p>Launch monthly recognition campaign:</p> <ol style="list-style-type: none"> 1. National Women’s History Month – launch recognition campaign 2. Irish-American Heritage Month
April	Launch monthly recognition campaign: National Deaf History Month (March 13 to April 15)
May	<p>Launch monthly recognition campaign:</p> <ol style="list-style-type: none"> 1. Asian Pacific American Heritage Mont 2. Older Americans Month 3. Jewish American Heritage Month
June	Launch monthly recognition campaign: Gay Lesbian Pride Month
July	Launch monthly recognition campaign: TBD
August	Launch monthly recognition campaign: TBD
September	Launch monthly recognition campaign: National Hispanic-Latino Heritage Month (Sept. 15-Oct. 15)
October	<p>Launch monthly recognition campaign:</p> <ol style="list-style-type: none"> 1. National Disability Employment Awareness Month 2. National Italian American Heritage Month
November	Launch monthly recognition campaign: National American Indian Heritage Month campaign