

**HUMAN AND SOCIAL NEEDS**  
DALLAS CITY COUNCIL COMMITTEE AGENDA

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CITY SECRETARY  
DALLAS, TEXAS

MONDAY, DECEMBER 3, 2018  
CITY HALL  
COUNCIL BRIEFING ROOM, 6ES  
1500 MARILLA STREET  
DALLAS, TEXAS 75201  
11:00 A.M.

**Chair, Mayor Pro Tem Casey Thomas, II**  
**Vice Chair, LGBT Task Force Chair, Deputy Mayor Pro Tem Adam Medrano**  
**Senior Citizen Task Force Chair, Youth Commission Chair, Council Member Omar Narvaez**  
**Education Task Force, Poverty Task Force, Dallas Area Partnership Co Chair, Council Member Mark Clayton**  
Council Member B. Adam McGough

Call to Order

1. Approval of October 15, 2018 Minutes
2. Approval of November 5, 2018 Minutes

**BRIEFINGS**

3. Youth Commission  
Council Member Omar Narvaez  
Youth Commission Chair  
  
Brett Wilkinson, Director  
Office of Strategic Partnerships & Government Affairs
4. MLK 2019  
Jessica Galleshaw, Managing Director  
Office of Community Care
5. Upcoming Agenda Item(s)

**December 12, 2018**

- A. *File ID #18-1300: A resolution authorizing the City Manager to support the Annual Dr. Martin Luther King Jr. Celebration Week and parade for the public purpose of unifying the Dallas community and raising awareness to racial justice and equality by commemorating Dr. King's great dream of a vibrant, multi-racial nation united in justice, peace and reconciliation - Financing: Subject to annual appropriation unless paid or reimbursed by private sponsorships, ticket and table sales, and silent auction*
- B. *File ID #18-1325: Authorize the acceptance of a donation in the amount of \$50,000.00 from TXU Energy to provide temporary financial assistance through the West Dallas Multipurpose Center to individuals and families who are experiencing a temporary financial crisis - Not to exceed \$50,000.00 - Financing: WDMPC Energy Emergency Assistance Fund*

6. Committee Forecast

Adjourn



Casey Thomas, II, Chair  
Human and Social Needs Committee

A quorum of the City Council may attend this Council Committee meeting

## EXECUTIVE SESSION NOTICE

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex. Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex. Govt. Code §551.089]

## HANDGUN PROHIBITION NOTICE FOR MEETING OF GOVERNMENTAL ENTITIES

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

*"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."*

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

*"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."*

# Human and Social Needs Committee Meeting Record

**Meeting Date:** Monday, October 15, 2018

**Convened:** 11:09 A.M. **Adjourned:** 12:03 P.M.

**Committee Members Present:**

Mayor Pro Tem Casey Thomas, II, Chair  
Deputy Mayor Pro Tem Adam Medrano, Vice Chair  
Council Member Omar Narvaez  
Council Member Mark Clayton

**Committee Members Absent:**

Council Member B. Adam McGough

**Other Council Members Present:**

**Staff Present:**

Zenae Palmer  
Jessica Galleshaw  
Monica Hardman  
Beverly Davis  
Barbara Martinez  
Arnelle Woods  
Sireesha Chirala

Dianne Gibson  
Charletra Sharp  
Guadalupe Rios  
Latrisce Johnson  
Ericka Johnson  
Candy Coblyn

**AGENDA:**

**Call to Order**

**1. Approval of Minutes from the September 17, 2018 Human and Social Needs Committee Meeting**

**Presenter(s):** Mayor Pro Tem Casey Thomas, II, Chair

**Information Only:**

**Action Taken/Committee Recommendation(s):**

A motion was made to approve the September 17, 2018 minutes.

**Motion made by:** CM Clayton

**Item passed unanimously:**

**Item failed unanimously:**

**Motion Seconded by:** CM Narvaez

**Item passed on a divided vote:**

**Item failed on a divided vote:**

**2. Homeless Workforce Sustainability Program**

**Presenter(s):** Monica Hardman, Office of Homeless Solutions, Managing Director

**Information Only:**

**Action Taken/Committee Recommendation(s):**

CM Narvaez would like more individuals, maybe 50 or 60, to participate in the program. He also would like staff to track ROI (return on investment) and for the committee to receive updates throughout the program then maybe Council will push for more money. CM Narvaez suggests working with Community Courts and the individuals in those programs.

MPT Thomas is in support of the funding at this level in terms of it being a pilot program. He wants staff to provide the committee with a specific timeline on when the program will get started. He wants to attend the 1<sup>st</sup> training session, have an opportunity to speak to the participants about it being a pilot program and how important their success is by taking personal ownership. MPT Thomas suggests reaching out to the members of the faith-based community.

**Motion made by:**

**Item passed unanimously:**

**Item failed unanimously:**

**Motion Seconded by:**

**Item passed on a divided vote:**

**Item failed on a divided vote:**

**3. FreshStart**

**Presenter(s):** Jessica Galleshaw, Office of Community Care, Managing Director

**Information Only:**

**Action Taken/Committee Recommendation(s):**

MPT Thomas requests a memo on details and when a timeframe of implementation is more specific.

**Motion made by:**

**Item passed unanimously:**

**Item failed unanimously:**

**Motion Seconded by:**

**Item passed on a divided vote:**

**Item failed on a divided vote:**

**4. Red, White and You Veteran's Event – November 8, 2018**

**Presenter(s):** Brett Wilkinson, Office of Strategic Partnerships & Government Affairs, Director

**Information Only:**

**Action Taken/Committee Recommendation(s):**

**Motion made by:**

**Item passed unanimously:**

**Item failed unanimously:**

**Motion Seconded by:**

**Item passed on a divided vote:**

**Item failed on a divided vote:**

**5. Upcoming Agenda Item(s)**

**Presenter(s):** Deputy Mayor Pro Tem Adam Medrano, Vice Chair

**Information Only:**

**Action Taken/Committee Recommendation(s):**

CM Clayton motioned to move the item forward to full council. DMPT Medrano seconded. All in favor. Motion passes.

**Motion made by:** CM Clayton

**Item passed unanimously:**

**Item failed unanimously:**

**Motion Seconded by:** DMPT Medrano

**Item passed on a divided vote:**

**Item failed on a divided vote:**

**6. Committee Forecast**

**Presenter(s):**

**Information Only:**

**Action Taken/Committee Recommendation(s):**

**Motion made by:**

**Item passed unanimously:**

**Item failed unanimously:**

**Motion Seconded by:**

**Item passed on a divided vote:**

**Item failed on a divided vote:**

**APPROVED BY:**

**ATTEST:**

\_\_\_\_\_  
Casey Thomas, II, Chair  
Human and Social Needs Committee

\_\_\_\_\_  
Zena Palmer, Coordinator  
Human and Social Needs Committee

# Human and Social Needs Committee Meeting Record

**Meeting Date:** Monday, November 5, 2018

**Convened:** 11:00 A.M. **Adjourned:** 11:57 A.M.

**Committee Members Present:**

Mayor Pro Tem Casey Thomas, II, Chair  
Deputy Mayor Pro Tem Adam Medrano, Vice Chair  
Council Member Omar Narvaez  
Council Member Mark Clayton  
Council Member B. Adam McGough

**Committee Members Absent:**

**Other Council Members Present:**

**Staff Present:**

Zenae Palmer  
Nadia Chandler-Hardy  
Jessica Galleshaw  
Monica Hardman  
Beverly Davis  
Barbara Martinez  
Marichelle Samples

Guadalupe Rios  
Sireesha Chirala  
Dianne Gibson  
Duncan Brown Jr.  
Charletra Sharp  
Heather Silver

**AGENDA:**

**Call to Order**

**1. Approval of Minutes from the October 15, 2018 Human and Social Needs Committee Meeting**

**Presenter(s):** Mayor Pro Tem Casey Thomas, II, Chair

**Information Only:**

**Action Taken/Committee Recommendation(s):**

**Motion made by:**

**Item passed unanimously:**

**Item failed unanimously:**

**Motion Seconded by:**

**Item passed on a divided vote:**

**Item failed on a divided vote:**

**2. FY2017-2018 ESG/HOPWA Facility Development Funding Presentation**

**Presenter(s):** Monica Hardman, Office of Homeless Solutions, Managing Director

**Information Only:**

**Action Taken/Committee Recommendation(s):**

MPT Thomas suggests staff determine what they feel should be priority based on the feedback received. DMPT Medrano would like to roll the remaining ESG funds into the various RFPs described.

**Motion made by:**

**Item passed unanimously:**

**Item failed unanimously:**

**Motion Seconded by:**

**Item passed on a divided vote:**

**Item failed on a divided vote:**

**3. FY2018-2019 Continuum of Care Program Update**

**Presenter(s):** Monica Hardman, Office of Homeless Solutions, Managing Director

**Information Only:**

**Action Taken/Committee Recommendation(s):**

**Motion made by:**  
**Item passed unanimously:**   
**Item failed unanimously:**

**Motion Seconded by:**  
**Item passed on a divided vote:**   
**Item failed on a divided vote:**

**4. Office of Equity & Human Rights**

**Presenter(s):** Nadia Chandler-Hardy, Assistant City Manager and Chief Resilience Officer/Beverly Davis, Office of Equity and Human Rights, Director

**Information Only:**

**Action Taken/Committee Recommendation(s):**

CM Clayton encourages staff to ramp up and focus on a win or two. He also wants non-negotiables and practices from the best cities included. DMPT Medrano suggests staff come to the LGBT Task Force and present.

MPT Thomas requests the LGBT Task Force to provide history on where it started and where it is now when presenting to the Human and Social Needs Committee. He also wants the Office of Equity and Human Rights to create a one sentence mission statement on what they are going to do. MPT Thomas wants staff to provide an update on how the department will specifically address the internal goals mentioned on slide 10.

**Motion made by:**  
**Item passed unanimously:**   
**Item failed unanimously:**

**Motion Seconded by:**  
**Item passed on a divided vote:**   
**Item failed on a divided vote:**

**5. Upcoming Agenda Item(s)**

**Presenter(s):** Mayor Pro Tem Casey Thomas, II, Chair

**Information Only:**

**Action Taken/Committee Recommendation(s):**

CM Narvaez made a motion to move forward and recommend Items D, E, and N. Items A, B, C, F, G, H, I, J, K, L and M move forward as well. CM Clayton seconded. All in favor. Motion passes.

**Motion made by:** CM Narvaez  
**Item passed unanimously:**   
**Item failed unanimously:**

**Motion Seconded by:** CM Clayton  
**Item passed on a divided vote:**   
**Item failed on a divided vote:**

**6. Committee Forecast**

**Presenter(s):**

**Information Only:**

**Action Taken/Committee Recommendation(s):**

**Motion made by:**  
**Item passed unanimously:**   
**Item failed unanimously:**

**Motion Seconded by:**  
**Item passed on a divided vote:**   
**Item failed on a divided vote:**

**APPROVED BY:**

**ATTEST:**

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Casey Thomas, II, Chair  
Human and Social Needs Committee

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Zenae Palmer, Coordinator  
Human and Social Needs Committee

# Memorandum



DATE November 30, 2018

CITY OF DALLAS

Honorable Mayor and Members of the City Council:  
TO Mayor Pro Tem Casey Thomas, II (Chair), Deputy Mayor Pro Tem Adam Medrano  
(Vice Chair), Councilmember Omar Narvaez, Councilmember Mark Clayton,  
Councilmember B. Adam McGough

SUBJECT **Youth Commission**

## Summary

On Monday, December 3<sup>rd</sup> the Chair of the Dallas Youth Commission Joseph Contreras and Celese Gierhart, who represents District 15, will address the Human and Social Needs Committee regarding their goals for the new year.

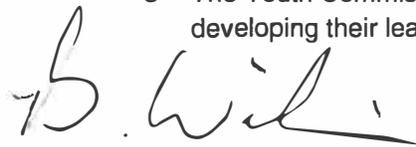
## Background

The Dallas Youth Commission is a group of civically engaged and diverse youth located in the City of Dallas. The Youth Commission is governed by a talented fifteen-member board consisting of high school students (grade 9-12) and aims to serve their community while gaining the tools necessary to become effective and dedicated leaders in the future.

## Upcoming Action

Below are some of the Youth Commission's goals for the upcoming year

- City-wide Publication
  - The Youth Commission will circulate a quarterly publication that will be distributed via throughout the City of Dallas.
- District Specific Events with City Council
  - The Youth Commission will work with their respective Council Member to identify specific issues as it relates to youth in their respective districts
- Consortium of Metroplex Youth Leaders
  - The Youth Commission will collaborate with regional youth innovators, creators, builders and leaders among the cities of the Dallas area.
- Support of City of Dallas Initiatives
  - The Youth Commission hopes to be a vital resource for City of Dallas departments to aid in raising awareness and involvement for department specific initiatives.
- Youth Skill Development Seminars & Workshops
  - The Youth Commission will encourage civic engagement amongst youth, as well as aid in developing their leadership skills



Brett Wilkinson

Managing Director, Office of Strategic Partnerships and Government Affairs

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney Interim  
Carol A. Smith, City Auditor Interim  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Nadia Chandler-Hardy, Assistant City Manager and Chief Resilience Officer  
M. Elizabeth Reich, Chief Financial Officer  
Directors and Assistant Directors



DALLAS YOUTH COMMISSION

# STRATEGIC PLAN 2019

Presented by: **Joseph Contreras, Youth  
Commission Chair, District 2**  
**Celese Gierhart, District 15**



# OUTLINE

**Youth Commission's Goals for the upcoming year.**

Introduction & Plan of Action

City-wide Publication

District Specific Events with City Council

Consortium of Metroplex Youth Leaders

Plan for City of Dallas Initiatives

Youth Skill Development Seminars & Workshops

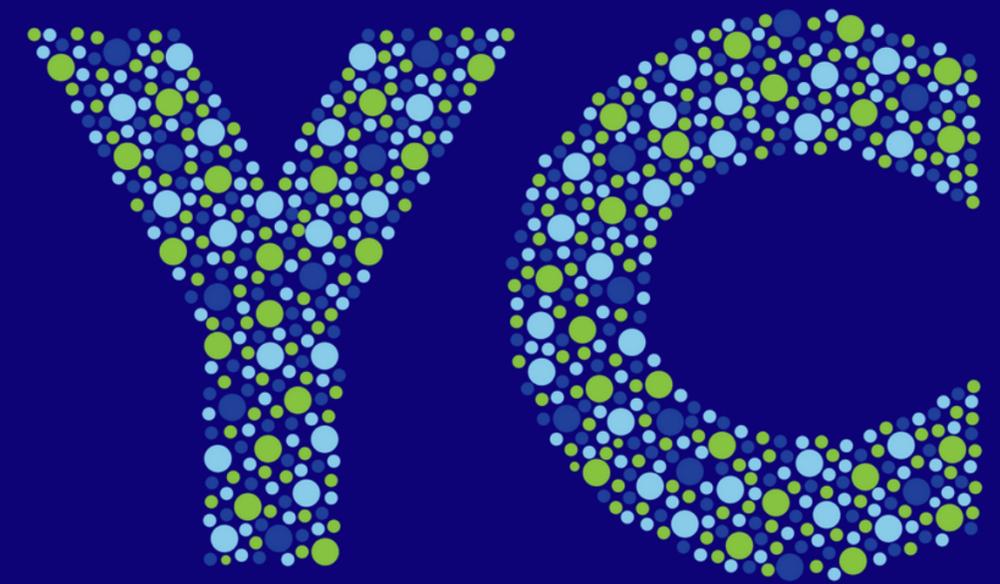


# INTRODUCTION

## WHO WE ARE

The Dallas Youth Commission is a group of civically engaged and diverse youth located in the City of Dallas. Originally founded in 1994, the Youth Commission provides a much needed voice for students here in Dallas with a purpose to address and advocate for issues and bring impactful change to the community.

The Youth Commission is governed by a talented fifteen member board consisting of high school students (grade 9-12) and aims to serve their community while gaining the tools necessary to become effective and dedicated leaders in the future.



THE YOUTH COMMISSION  
City of Dallas



# DALLAS YOUTH COMMISSION

*Plan of Action for 2019*



Raise Awareness & Civic  
Engagement

Be a Positive Resource



**City of Dallas**

Advocate for Dallas Youth

# CITY-WIDE PUBLICATION

## What is our goal?

The Youth Commission will circulate a quarterly publication that will be distributed to all area high schools via print, online and social media channels. The Youth Commission will also leverage their relationships with other regional Youth Commissions and Teen boards for outreach to engage and raise awareness about events and issues of concern to the City of Dallas, its Mayor and City Council Members

## The publication will:

- Feature interviews with each Council Member
- Inform students and their parents about issues affecting their districts
- A look-ahead: highlighting events in each district and opportunities for youth leadership and development.
- A look-back: offering a recap of events that have happened in each district.
- Serve as a catalyst for students to become more involved with Youth Commission initiatives.





In an effort to foster greater relationship building and engagement in each district represented, the Youth Commission:

# DISTRICT SPECIFIC EVENTS WITH CITY COUNCIL

- Will work with their respective Council Member to identify specific issues as it relates to youth in their respective districts.
- Develop and coordinate targeted events in partnership with their respective Council Member that engages and benefits students and their parents.

# CONSORTIUM OF METROPLEX YOUTH LEADERS

**The Youth Commission will collaborate with regional youth innovators, creators, builders and leaders among the cities of the Dallas area.**

- These leaders will come together to address opportunities and best practices for youth to promote economic prosperity and development.
- Today's youth understand and care more about development of their cities than ever before, and this consortium seeks to drive meaningful change and prosperity by bringing together students who are eager to use their skills to better their communities and help those in greatest need.
- The consortium will convene at major youth focused events held around the region. One of those events will include the North Texas Regional Youth Forum, hosted annually by the Youth Commission.



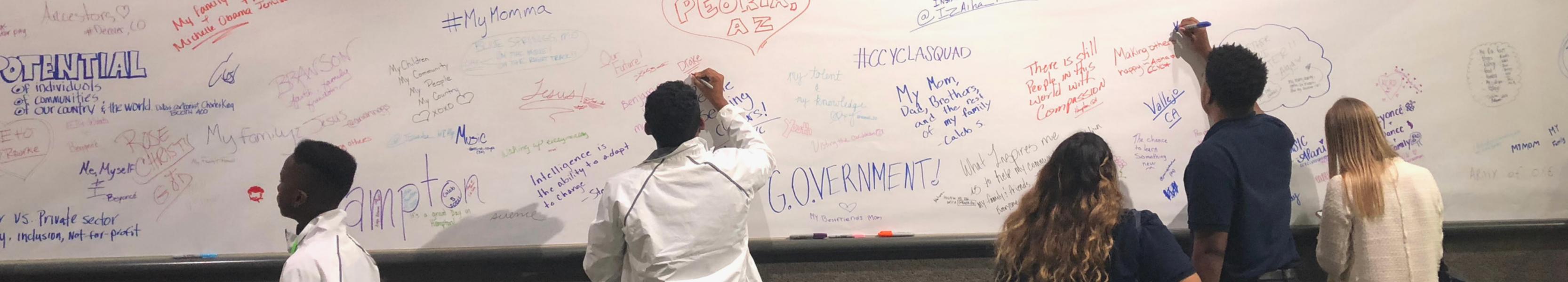


# PLAN FOR CITY OF DALLAS INITIATIVES

The Youth Commission hopes to be a vital resource for City of Dallas departments to aid in raising awareness and involvement for department specific initiatives

Just last month, we helped maximize the awareness of the new 311 Mobile App at the YMCA Turkey Trot

*Estimated 30,000 attendees*



# YOUTH SKILL DEVELOPMENT SEMINARS & WORKSHOPS

The Youth Commission will encourage civic engagement amongst youth, as well as aid in developing their leadership skills:

- Help Council Offices identify youth in their district who may be ideal candidates to participate in young leadership seminars, as well as potential nominees for the Youth Commission.
- By creating long lasting empowerment and training for working age students, the Youth Commission hopes to reduce the racial and economic gaps in the City of Dallas.
- Providing youth in Dallas with employability and job opportunities will repel youth from crime and anti-community activities and boost overall community growth.

# THANK YOU



**Email Address**

[DALLASYOCO@DALLASCITYHALL.COM](mailto:DALLASYOCO@DALLASCITYHALL.COM)



# Memorandum



CITY OF DALLAS

DATE November 30, 2018

Honorable Mayor and Members of the City Council:

TO Mayor Pro Tem Casey Thomas, II (Chair), Deputy Mayor Pro Tem Adam Medrano (Vice Chair), Councilmember Omar Narvaez, Councilmember Mark Clayton, Councilmember B. Adam McGough

SUBJECT **MLK 2019**

## Summary

On December 3, 2018, staff will brief the Human and Social Needs Committee on the planned events for the 2019 Dr. Martin Luther King, Jr. Celebration Week and will provide additional information on past celebrations. Staff is requesting that City Council authorize the City Manager to support the Annual Dr. Martin Luther King Jr. Celebration Week events, including the Gala, and parade for the public purpose of unifying the Dallas community and raising awareness to racial justice and equality by commemorating Dr. King's great dream of a vibrant, multiracial nation united in justice, peace and reconciliation.

## Background

For more than three decades, the City of Dallas' Martin Luther King, Jr. Community Center has hosted an annual banquet and parade to honor Dr. King's legacy. The 2018 Celebration included the Celebration Fair (Job and Education Fair), Candle Lighting Ceremony, Annual MLK Banquet and Annual MLK March/Parade over the course of one weekend. This model has been implemented in recent years, and information on revenue, sponsorships, expenses and participation is included below.

## Financial and Participation Trends

Year	Revenue	Sponsorships	Total Expenses	Attendance/Participation
2018	\$35,270	\$99,500	\$118,117	201,665
2017	\$14,602	\$62,500	\$181,500	151,420
2016	\$17,726	\$58,600	\$165,342	126,570

The MLK Celebration has long been intended as a fundraiser for the Martin Luther King, Jr. Community Center. In recent years and for various reasons, the City has struggled to raise sufficient funding for the events. Financial and participation data is incomplete in prior years due to issues with sub-contractors and non-profit partners.

## Operational Issues

Several operational issues have been identified related to prior year's events execution. These include inconsistent procurement practices, insufficient contracts and oversight,

DATE November 30, 2018  
SUBJECT **MLK 2019**

and missing documentation. Additionally, in during a February 2018 briefing, staff informed City Council that members of the community had expressed concern regarding the City's commitment to the MLK events.

In response to these issues, the City Manager appointed additional members to the MLK Celebration Planning Committee, the body of MLK Advisory Board members, community members and staff that supports the planning and execution of the MLK Celebration. Additionally, there has been an increase in staff support provided to the Planning Committee, including representatives from departments with responsibilities and expertise related to the planning and execution of the events. The Office of Community Care is coordinating with the Mayor's Office, City Manager's Office, Office of Business Diversity, Office of Equity and Human Rights, Office of Welcoming Communities and Immigrant Affairs, Office of Strategic Partnerships, Office of Public Affairs, Office of Special Events, Transportation Department, Building Services Department and Code Compliance Department. Staff has also worked to improve documentation of activities related to Celebration planning and has worked to ensure that proper procurement and contracting practices are being followed.

### **2019 Planning and Goals**

The Planning Committee has selected *Reconciliation: Moving the Dream Forward* as the theme for the year. Goals for 2019 include maintaining traditions from the City's long history of annual Dr. Martin Luther King, Jr. Celebrations, including the continued implementation of the banquet/gala, parade/march, Celebration Fair, and Candle Lighting Ceremony. Staff will work with Planning Committee members to ensure that traditions are maintained and to increase reach and impact of the Celebration. Additionally, staff and Planning Committee members will work to increase coordination with local partner organizations that are holding MLK events and to establish a City-wide calendar of events.

The MLK Celebration Planning Committee is a committee of individuals that are working together to support the planning and execution of the 2019 Dr. Martin Luther King, Jr. Celebration Week. The Planning Committee began meeting to plan for 2019 events shortly after the completion of the 2018 Celebration Week. The Planning Committee met monthly beginning in March 2018.

In August 2018, City Manager T.C. Broadnax appointed additional members to the Planning Committee to support the expanded goals and increased number of events for the 2019 Celebration and increased the frequency of Planning Committees via a memo dated August 24, 2018. These additional appointments serve provide increased support and diversity to support efforts to align the events of the MLK Celebration with strategic

DATE November 30, 2018  
SUBJECT **MLK 2019**

priorities identified by City Council, including 1) Human and Social Needs as a Strategic Priority, 2) the City's "Dallas Resilience" report 3) Mayor Rawlings Poverty Taskforce Report, and, 4) the establishment of the City's Welcoming Communities and Immigrant Affairs and the Office of Equity and Human Rights.

**Recommendation**

Staff recommends that the Human and Social Needs Committee forward to City Council with support the request to authorize the City Manager to support the Annual Dr. Martin Luther King, Jr. Celebration week events, including the Gala, and parade for the public purpose of unifying the Dallas community and raising awareness to racial justice and equality by commemorating Dr. King's great dream of a vibrant, multiracial nation united in justice, peace and reconciliation.

Additionally, staff recommends that Human and Social Needs provide guidance on how to manage planning for the 2020 event and beyond, including consideration of models for nonprofit partnerships that may support fundraising and event execution and reduce fundraising burden on staff and consideration of the role of the Martin Luther King, Jr. Community Center Board.

Should you have any questions or concerns, please contact myself or Jessica Galleshaw, Director of Office of Community Care.



Nadia Chandler- Hardy  
Assistant City Manager and Chief Resilience Officer

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney Interim  
Carol A. Smith, City Auditor Interim  
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Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Directors and Assistant Directors

# MLK 2019

## Human & Social Needs Committee December 3, 2018

**Jessica Galleshaw, Director  
Office of Community Care**

**Pamela Jones, Manager III  
Office of Community Care**



# Overview

- Background
- Historical data (recent past years)
- 2019 Planning and Goals
- MLK Week 2019
  - Planning Committee
  - Overview of Events
- Recommendation

# Background

37<sup>th</sup> annual Dr. Martin Luther King, Jr. Celebration hosted by City of Dallas to:

- Promote racial harmony through the awareness of oneness and common values
- Ensure all programming and social events reflect the life and legacy of Dr. King
- Emphasize multicultural diversity through community events
- Raise awareness of commonalities by unifying the community to racial justice and equality
- Commemorate Dr. King's great dream of a vibrant, multiracial nation united in justice, peace and reconciliation

# 2018 Overview

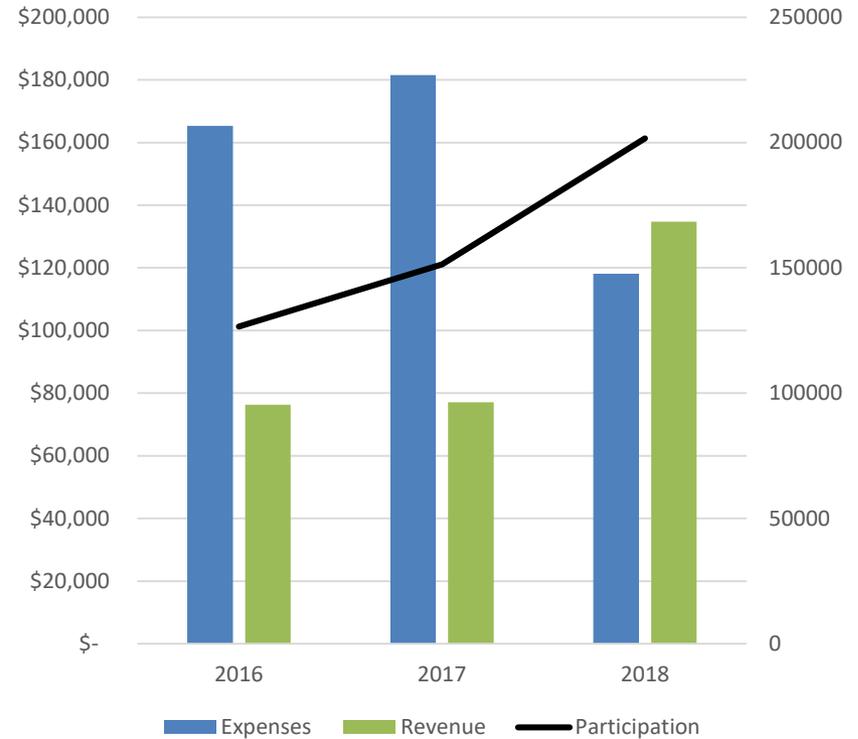
- Celebration Fair (Friday) – continue and enhance for 2019
  - Civil Rights Museum Expo
- Candle Lighting Ceremony – continue for 2019
- Awards Banquet (Saturday) – continue for 2019
- March/Parade (Monday) – continue for 2019



# Expenses, Revenue and Participation



Updated as of February 5, 2018  
(presentation)



Updated as of February 16, 2018  
(response memo)

Revenue includes sponsorships, ticket sales, parade entry fees, and silent auction revenue.  
Expenses only includes expenditures, excludes expenses that were offset by in-kind contributions.

# Operational Concerns

## Issues:

- Inconsistent tracking of expenses and revenue
- Incomplete information/documentation from prior years
- Non-profit partners
  - Lack of proper contracts
  - Inconsistent procurement procedures
- Issues with sub-contractors

## Response:

- Increase staff support for planning and execution
- Improve documentation
- Leadership review of contracts
- Focus on relationship management with donors and partners

# 2019 Goals

- Theme – Reconciliation: Moving the Dream Forward
- Ensure alignment of all components with legacy of Dr. King
- Maintain traditions – banquet/gala, parade/march, Candle Lighting, Commemoration
- Expand reach and impact
  - Opportunities across the City
  - Engaging more community members
  - Promoting civic engagement
- Support with grants, donations and ticket sales/parade revenue
- Enhance coordination with partners that are holding MLK-themed events to partner and
- Establish a City-wide calendar of events

# Planning Process

- Planning committee – MLK advisory board members, community members, staff (open to all)
  - Monthly meetings from April through August (except July)
  - Bimonthly meetings beginning in September
- Sub-Committees for critical areas and planning for events
  - Fundraising, Marketing, Education/Youth, Celebration Fair, Millennial Outreach, Welcoming Communities, Health Fair
- City of Dallas support/staff liaisons

# MLK Week 2019 Signature Events

- **MLK Celebration Gala**

- Date: January 19, 2019
- Location: Hyatt Regency Dallas, 300 Reunion Blvd, Dallas, Texas 75207
- Description: The 37th Annual celebration event featuring keynote speaker Dr. Michael Eric Dyson, an invocation by Most Reverend Edward J. Burns, awards presentations, and performances.

- **MLK March/Parade**

- Date & Time: Monday, January 21, 2019 at 10am
- Location: Martin Luther King Blvd from Holmes to Fair Park
- Description: Floats, marching bands, dance troops, and vehicles participate in a march/parade down MLK Blvd for 200,000 spectators.

# MLK Week 2019 Events

- **Wreath Laying Ceremony & Council Resolution**
  - Date: January 9, 2019
  - Time: 12:00pm
- **Youth Summit**
  - Date: January 12, 2019
  - Location: TBD
- **MLK Library Showcase**
  - Date: January 16, 2019
  - Location: Dallas Public Libraries (city-wide)
- **From Entry-Level to Executive: A Millennial Networking Event**
  - Date: January 16, 2019
  - Location: Dallas Executive Airport, 5303 Challenger Dr., Dallas, Texas 75237
- **Workforce and Educational Opportunity Fair**
  - Date: January 17, 2019
  - Location: State Fair of Texas or J Erik Jonsson Central Library
- **Millennial Action Day**
  - Date: Saturday, January 19, 2019
  - Location: South Dallas neighborhoods

# MLK 2019 Partner Events

- **Faith Forward Dallas Interfaith Prayer Service**
  - Host: Faith Forward
  - Date: January 14, 2019
  - Location: TBD
- **Candle Lighting Ceremony**
  - Host: The Alpha Sigma Lambda Chapter of Alpha Phi Alpha, Inc.
  - Date: January 18, 2019
  - Location: MLK Community Center
- **Annual Emmy Award-Winner Black Music and the Civil Rights Movement Concert/ Black Academy of Arts and Letters**
  - Host: The Black Academy of Arts and Letters
  - Date: January 20, 2019
  - Location: Myerson Symphony Hall, 2301 Flora St., Dallas, Texas 75201
- **Realizing the Dream: Healthy Living Expo**
  - Host: Texas Metro News
  - Date: January 21, 2019
  - Location: African American Museum of Dallas, 3526 Grand Ave., Dallas, Texas 75210

# MLK 2019 Partner Events (cont'd)

- **Screening of *Selma***
  - Host: Dallas Holocaust Museum
  - Date & Time: January 20, 2019 at 4pm
  - Location: Texas Theater, 321 W. Jefferson Blvd, Dallas, Texas
- **2019 Martin Luther King, Jr. Symposium: Pursuing Racial Justice in 21st Century America**
  - Host: The Dallas Institute of Humanities and Culture
  - Date: January 21, 2019
  - Location: Moody Performance Hall, 2520 Flora St., Dallas, Texas 75201
- **City-wide Worship Service**
  - Date and Time: Monday, January 21, 2019 at 11am
  - Location: Friendship West Baptist Church, 2020 W. Wheatland Rd., Dallas 75232
- **Dallas Dinner Table**
  - Host: Dallas Dinner Table
  - Date: January 21, 2019
  - Location: Throughout Dallas area
- **National Day of Racial Healing**
  - Host: Dallas Truth, Racial Healing and Transformation
  - Date: January 22, 2019
  - Location: Nationwide

# Recommendation

- Staff recommends that the Human and Social Needs Committee advance resolution with support to full City Council for authorization
- Future Planning:
  - Staff recommends that Human and Social Needs Committee provide guidance on how to move forward with planning and execution for 2020, including consideration of:
    - Role of Martin Luther King Jr. Community Center Advisory Board in Celebration
    - Reducing fundraising burden on staff
    - Establishing or identifying a nonprofit partner for fundraising and event execution
  - Staff recommends that Human and Social Needs review and consider updating the description of the MLK Jr. Community Center Advisory Board
  - Staff recommends that Human and Social Needs Committee advocate for filling of vacant positions on the MLK Jr. Community Center Advisory Board

# MLK 2019

## Human & Social Needs Committee December 3, 2018

**Jessica Galleshaw, Director  
Office of Community Care**

**Pamela Jones, Manager III  
Office of Community Care**



Upcoming Agenda Item(s)

**December 12, 2018**

- A. *File ID #18-1300*: A resolution authorizing the City Manager to support the Annual Dr. Martin Luther King Jr. Celebration Week and parade for the public purpose of unifying the Dallas community and raising awareness to racial justice and equality by commemorating Dr. King's great dream of a vibrant, multi-racial nation united in justice, peace and reconciliation - Financing: This item has no cost consideration to the City (see Fiscal Information for potential future cost) **(city-wide)**
  
- B. *File ID #18-1325*: Authorize the acceptance of a donation in the amount of \$50,000.00 from TXU Energy to provide temporary financial assistance through the West Dallas Multipurpose Center to individuals and families who are experiencing a temporary financial crisis - Not to exceed \$50,000.00 - Financing: WDMPC Energy Emergency Assistance Fund **(city-wide)**

## Human & Social Needs Committee - FY2018 - 2019 Agenda Forecast

Date	Briefing(s)	Presenter
January 7, 2019	Senior Affairs Commission	Jessica Galleshaw, Managing Director Office of Community Care  Sharyn Fein, Chair Senior Affairs Commission
	Senior Citizen Task Force	Council Member Narvaez, District 6
	LGBTQ Task Force Briefing	Deputy Mayor Pro Tem Medrano, District 2
	Annual Point-In-Time Count	Monica Hardman Managing Director Office of Homeless Solutions
February 4, 2019	Office of Homeless Solutions Strategic Plan	Monica Hardman Managing Director Office of Homeless Solutions
	Community Centers Programming Update	Jessica Galleshaw Managing Director Office of Community Care
March 18, 2019	Education Task Force Briefing	Council Member Clayton, District 9
	Census 2020	Brett Wilkinson Director Office of Strategic Partnerships & Government Affairs
April 1, 2019	MayFair Celebration 2019	Jessica Galleshaw Managing Director Office of Community Care
	The Salvation Army	Blake Fetterman, Executive Director
April 15, 2019	Resilient Dallas Strategy	Nadia Chandler-Hardy Assistant City Manager and Chief Resilience Officer
	Dallas Area Partnership to End and Prevent Homelessness	Council Member Clayton, District 9
	Poverty Taskforce	Council Member Clayton, District 9
Future Agendas	Office of Homeless Solutions Audit Updates	Monica Hardman Managing Director Office of Homeless Solutions
	Reorganization: Office of Homeless Solutions & Office of Community Care	Monica Hardman & Jessica Galleshaw