



City of Dallas

Dr. Martin Luther King, Jr. Community Center Advisory Board



2021 Annual Report

(January 1, 2021- December 31, 2021)

Martin Luther King Jr. Community Center Advisory Board
2922 Martin Luther King Jr. Blvd. Building A, Suite 147
Dallas, Texas 75215

December 22, 2021

Honorable Mayor Eric Johnson and Members of the Dallas City Council
City of Dallas
1500 Marilla Street
Dallas, Texas 75201

Dear Mayor Eric Johnson and Members of the Dallas City Council,

On behalf of the Martin Luther King, Jr. Community Center (MLKJCC) Advisory Board, we are pleased to submit, Pursuant to Sec. 8-1-1 of the City of Dallas Code, the 2021 Annual Report of the Advisory Board's activities for the year January 1, 2021 through December 31, 2021.

The Advisory Board has continued to review and give advice regarding the services and programs that the center offers to ensure that the needs of its clients are met. The Advisory Board supported and attended the center's 18 events:

Dr. Martin Luther King, Jr. Birthday Celebration Week, Black History Month Celebration, AIDS Walk South Dallas, Remembrance Ceremony, Spring Extravaganza, Cinco de Mayo, A Magnificent Mom's Day Experience, Beat the Heat, Juneteenth Festival, A Dad's Day Experience, Back to School Festival, Day of Dignity, Hispanic Heritage Ceremony, Treat the Bldg./CCG, Harambee Festival, Thanksgiving Basket, Winter Warm Up, Spring into Action and Comfort for College.

The Martin Luther King, Jr. Community Center continues to strive toward fulfilling its Mission to "promote and provide direct health human services and programming to help citizens become economically self-sufficient and maximize their quality of life."

Some highlights of our Mission being fulfilled during calendar year January 1, 2021 through December 31, 2021, are:

1. Assisting over 4,500 clients through the Social Services program
2. Serving a combined total of over 600 plus seniors and families through Special Events in November 2021; and
3. The appointment of a new Chair, Rev. Dr. Jerry Christian, November, 2019 to August 2021; the appointment of a new Vice Chair Ms. Candace E. Wicks, December 2020, reappointed October 2021; the appointment of five (5) new Advisory Board members by Dallas City Council; and, a New Chair, Mrs. Clara Brown Trimble, appointed by the Mayor, District 15.

As the MLKJCC approaches its 52nd year of operation, our Advisory Board will: 1) continue to support the master plan for the center; 2) initiate new and future service recommendations; 3) review programming for enhancement to better assist citizens; 4) carefully streamlining the funding of events; 5) increase Advisory Board Fundraising and In-Kind donations; and, 7) find immediate resolutions on “critical” issues. It is the request of the Advisory Board that the Mayor and Dallas City Council approve increased funding of the Martin Luther King, Jr. Community Center. It has been noted that \$100,000 or more funds are needed. For questions or more information, please contact the center at 214-670-8418.

Sincerely



Clara Brown Trimble, District 10
Chair - Martin Luther King, Jr. Community Center Advisory Board
Appointed- October 2021

CC: T.C. Broadnax, City Manager
Biliera Johnson, City Secretary
Miroslava Martinez, Assistant City Secretary
Kimberly Bizer Tolbert, Chief of Staff
Jessica Galleshaw, Director - Office of Community Care
Dr. Jamel Slaughter, Program Administrator
Pamela R. Jones, Division Manager III
MLKJCC Board Members

Ms. Eddie Elaine Sacks, District 1
Ms. Zandra Mendenhall, District 2
Ms. Candace E. Wicks, District 3
Ms. Ann Williams, District 4
Rev. Donna Slater, District 5
Vacant, District 6
Vacant, District 7

Vacant, District 8
Mr. Kelly Don Drake, District 9
Mrs. Clara Brown Trimble, District 10
Dr. Jose Dela Cruz, District 11
Mr. Trent Hughes, District 12
Vacant, District 13
Mr. Cannon Brown, District 14

Ms. Betty Carter Hooey
District 15

MLK Advisory Board 2021 Annual Report

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Mission & Guiding Principles

Mission Statement

To promote and provide direct health and human services and programming to help citizens become economically self-sufficient and maximize their quality of life.

Guiding Principles

Recognizing, honoring, preserving and celebrating the life and legacy of Dr. Martin Luther King, Jr. through service, campus programming and events.

Delivering services and programs that address the needs of individuals as well as the community.

Operating in the role as an extension of city government that works with the people of the community.

Ensuring that not only the means of helping citizens become self-sufficient but also make sure that just as Dr. King fought for equality of people is our number one goal.

Through programming and events, we will continue to preserve our center and services for the underserved citizens.

The expectancy of services and increased diversity in the demographics to those that attend our events. All while serving and improving the quality of life for our clients.

Collaborating with the staff of the center that develops, implements, administers, and promotes programs or events that support the mission of

the center and Dr. King's legacy; and that reflects the City's core values of integrity, leadership, innovation, commitment, sensitivity and teamwork.

Calling upon community leaders and citizens to advise the board, the city, and the Martin Luther King, Jr. Community Center in the refinement of the mission and in the execution of its policies, programs, and events.

Ensuring excellence by providing capital and operating resources for the events that is equal to or better than those provided by other Martin Luther King, Jr. Centers in other leading cities in the nation.

Integrating the life and legacy of Dr. Martin Luther King, Jr.'s principles into the partnerships formed with other corporate and nonprofit organizations.

Recognizing and rewarding those persons and organizations that demonstrate a commitment to the mission.

Each board member is to serve as liaison to the community, steering committees, and staff for each event implemented at the center.

Objectives, Programs and Indicators

Objectives

The MLK Advisory Board is an advisory board to the City Council in accordance to Section 2-126 of the City of Dallas Code.

The Board is composed of 15 members appointed by the Mayor and City Council, with a common interest in the development and success of the Martin Luther King, Jr. Community Center. During 2020 the Board was chaired by Dr. Jerry Christian until May 2021, with Candace Wicks serving as Vice Chair. In October 2021, Clara Brown-Trimble was appointed Chair and Candace Wicks was reappointed Vice-Chair. The Board is actively engaged in the implementation of the Martin Luther King, Jr. Community Center goals to promote, provide and address the health, social and recreational needs of the citizens, while helping them to become economically self-sufficient and maximize their quality of life.

The main objectives of the Board's work are as follows:

- Making recommendations regarding the establishment and implementation of the center's events;
- Serve as a liaison on community steering committee events;
- Make recommendations concerning the expenditure of city funds on center programs and facilities;
- Make recommendations to create opportunities for all citizens of the city to have access to the events and the means of social service programs.

The Board works with the City of Dallas Martin Luther King, Jr. Community Center, a city department, in the implementation of its events, programs, and services.

Programs

Social Services Program: The purpose of the social services program is to address the needs of individuals living within Dallas City limits who are faced with a temporary financial crisis. These needs are defined as emergencies in nature, i.e. utility assistance for electric, gas, water and rental payments in relation to other needs. Each household may receive emergency assistance once within a 12-month period (unless clients are eligible for ESG, HOPWA, or Energy Aid); which will be evaluated on a case-by-case basis depending on need and clients' circumstances from the date of last visit. Each household is eligible for assistance depending on their circumstances and the availability of funds. Some clients may be required to make a partial payment depending on the Caseworkers' assessment of financial capability. If funding is not available, clients will be referred to other programs for services. All persons in need of assistance must call to schedule an appointment to be seen by a Caseworker. During the interview/assessment, the Caseworker will assess the applicant's needs, abilities, resources, and goals. Caseworkers assist clients with a plan to work towards resolving situations that adversely affect the individual's daily life and family environment.

The Bernice Simmons' Showers of Blessings Program: Bernice Simmons' Showers of Blessings Program, sponsored by New Hope Baptist Church, offers a food pantry to City of Dallas residents each Tuesday and Thursday from 9:30 am to 11:00 am at the Martin Luther King Community Center in the Social Services area. The purpose of the food pantry is to

address the needs of individuals/families residing within Dallas who are faced with a temporary crisis who need food assistance. The Homeless Citizens are provided a snack bag. Groceries are provided to citizens who have a food shortage. Identification, proof of address and proof of income are required. Showers of Blessings provides a log and application form for all citizens who receive a service. Food assistance is provided once every 3 months or 4 times per year. Food from the pantry cannot be sold. All food items are locked up and only provided to the citizens during business hours. Showers of Blessings provide a monthly report to the social services program.

Cultural Events: The Martin Luther King, Jr. Community Center normally coordinates at least eighteen (18) events annually during the year to address health, employment, education, economic, social and wellness issues. The events address the needs of citizens in Dallas and are often co-sponsored with corporate/community partners. Due the continued Covid pandemic, most events were rearranged as drive through.

The Annual Dr. Martin Luther King, Jr. Birthday Celebration is our flagship event and fundraiser. The Dr. Martin Luther King, Jr. Birthday Celebration week long event consists of several events which commemorate the life and legacy of Dr. King, including the MLK Celebration Fair, a Candle Lighting Ceremony, formal Scholarship & Awards Gala, Day of Prayer and a Parade. Due to the Covid pandemic, it remained necessary to conduct some activities virtually.

The Annual Black History Month Celebration gives the center the opportunity to celebrate and educate citizens regarding those of the past and present who have helped to shape Black culture. The MLK Center, in partnership with the Dallas Civil Rights Museum of the MLK Center, works

to provide educational forums and exhibits of the Civil Rights Era for the month-long celebration.

In addition to our annual flagship events, the South Dallas AIDS Walk, Spring Extravaganza, Remembrance Ceremony, A Magnificent Mom's Day Experience, Spring into Action, Phlebotomy Graduation, A Dad's Day Experience, Juneteenth Festival, MLK Back to School Festival, Comfort for College, Hispanic Heritage, Day of Dignity, Harambee Festival, Treat the Building, Thanksgiving Baskets, and Winter Warm-Up allow the center to provide assistance and cultural-centered events each year.

Indicators

The success of the efforts of the Martin Luther King, Jr, Community Center is demonstrated by the following indicators:

Percentage of customer reporting satisfaction	99%
Number served at the MLK Fresh Produce Distribution	17,642
Number served for MLK & LIRA Feeding Program	6,511
Number served for Homeless Snack Packs	13,000
Number served for MLK Recovery Meals	2,100
Event customer satisfaction	99%
Number of events held during the year	18
Total number of event visitors served	6,034
Total number of people served for events and programs	45,287
Percentage of board meetings with quorum	85%

Summary of Accomplishments and Recommendations

Accomplishments

The Martin Luther King, Jr. Advisory Board has operated without a 100% filled board for several years, therefore, not having a member serve in the capacity of Vice Chair. This year the MLK Board was assigned a Vice Chair and is operating at $\frac{2}{3}$ full capacity with only five (5) open seats.

The Board has successfully navigated through another year adhering to Covid protocols and adjusting in accordance with Open Meeting requirements.

The Board was also successful in leading the charge through its Ad Hoc Committee in collectively notifying City Council of the many needs of the center.

Through these efforts the MLK Celebration communication between the board, staff and community was greatly improved, and the center received a small increase in budget to accommodate the celebration events.

Each month the board has worked closely with the center staff to assist with the implementation and success of the events and programs.

In January 2017, the Martin L. King, Jr. Community Center Advisory Board Scholarship for High School Students was established. And, we are excited that during the 40th Dr. Martin Luther King, Jr. Scholarship & Awards Gala we will be awarding eight (8) students with a total amount of \$26,000.

Recommendations

Encourage City Council members to fill vacant seats so that all constituents of the City of Dallas are represented.

During the fiscal year, the MLK Advisory Board made the following recommendations on cultural funding and cultural policy to the Dallas City Council:

Board Visibility and Access

The Board recommends that uniformly designed business cards be provided to board members as they engage with residents, civic groups, and other organizations while representing the MLK Center and promoting services/events. For ease of access it is suggested that members receive a parking decal and a name badge.

Funding

The MLK Advisory Board recommended that there be an increase in the budget for fiscal year 2021/2022 to allocate more funding towards programs and activities.

Planning for the next fiscal year, the MLK Advisory Board will recommend that the chairperson establish ad-hoc subcommittees to analyze the MLK Community Center budget to better understand fund distribution among the various community center programs and services. The goal will be to identify areas in need of additional funding and to ensure funds are disbursed equitably to maximize services and community outreach.

Events

The MLK Advisory Board recommend that the planning and creating benchmarks for the next MLK Birthday Celebration, i.e. Community Program, Alpha Phi Alpha Fraternity, Inc. Candle Lighting Ceremony, Parade, Day of Prayer and Gala continue to start immediately after the January event or early spring to secure sponsors and keynote speaker.

MLK Advisory Board Membership

Martin Luther King, Jr. Board Members

District	Board Member	
1	Ms. Elaine Sacks	
2	Dr. Zandra D. Mendenhall	
3	Ms. Candace E. Wicks	Vice Chair
4	Mrs. Ann M. Williams	
5	Pastor Donna Slater	
6	<i>Vacant</i>	
7	<i>Vacant</i>	
8	<i>Vacant</i>	
9	Mr. Kelly Don Drake	
10	Mrs. Clara Lee Brown-Trimble	Chair
11	Dr. Jose Dela Cruz	
12	Mr. Trent Hughes	
13	<i>Vacant</i>	
14	Mr. Cannon Brown	
15	Ms. Betty Carter Hooley	