

RECEIVED

OFFICE OF COMMUNITY CARE  
MARTIN LUTHER KING JR. COMMUNITY CENTER  
ADVISORY BOARD MEETING  
1500 MARILLA STREET, 5ES  
DALLAS, TEXAS 75201  
MONDAY, MAY 20, 2019 - 6:30PM

2019 AUG 20 AM 11:48

CITY SECRETARY  
DALLAS, TEXAS

MINUTES

PRESENT

Ms. Elaine Sacks  
Ms. Candace E. Wicks  
Ms. Amanda Johnson  
Rev. Donna Slater  
Mrs. LaSheryl L. Walker  
Ms. Taylor Slovak  
Mrs. Clara Brown-Trimble  
Mr. Aaron Johnson  
Mrs. Nancy Latner  
Ms. Venester J. Haywood  
Mrs. Michelle Espinal-Embler  
Mrs. Shari Hicks

ABSENT

Ms. Johnnie Goins

VACANT POSITIONS

2  
6

MARTIN LUTHER KING JR. COMMUNITY CENTER STAFF PRESENT

LaRhonda Bacon, Coordinator II  
Pamela R. Jones, Division Manager

CITY OF DALLAS PRESENT

Jessica Galleshaw, Office of Community Care Director  
Zena Palmer, Manager

CALL TO ORDER/WELCOME

Chair Hicks called the meeting to order at 6:47pm. She also welcomed Amanda Johnson and allowed her to introduce herself.

INVOCATION

Board Member Wicks asked the heavenly father to bless everyone represented and the Lord to continue to touch everyone's heart and mind as they continue to be about the business of the Martin Luther King, Jr. Community Center. She also prayed that whoever is elected to lead the City and all of the other runoff positions, be revealed.

ATTENDANCE

Roll call was completed by Zena Palmer.

APPROVAL OF MINUTES

A motion was made by Board Member Wicks to approve the March 18, 2019 minutes. Board Member Brown-Trimble seconded.

**DISCUSSION: BOARD SUPPORT FOR UPCOMING EVENTS**

Center Manager, Pamela Jones, passed out handouts regarding the upcoming events. Spring Into Action was held today at the Center. This was an event to provide hygiene kits, snacks and water to the homeless. Over 100 kits were passed out. Vice Chair Haywood was in attendance. She stated it went very well and the event showed great morale.

The upcoming Juneteenth Celebration this year will be a two-fold ceremony held at the Center from 2-7pm. It will include a ribbon cutting ceremony for the council approved produce stand sponsored by Leadership Dallas. Council approved Leadership Dallas to give the Center up to \$70,000 to be a distribution point for fresh fruits and vegetables 2 days a week. The funds left over will go towards the Juneteenth Celebration. Ms. Jones suggested making staff aware if the board members knew anyone that would like to help sponsor or volunteer. Ms. Jones also suggested if anyone knew of any vendors that could sponsor the requested items at a cheaper price to have them reach out to Natasha Cooper at 214-670-8417.

The Back to School Festival will be held on August 16, 2019 at the Center from 11am-1pm. Currently, the needs are backpacks, school supplies, water, meals to feed the volunteers and ice. Usually, ¾ of the cost will be in-kind. Meals will probably be the only thing they will need to buy. Vendors are required to bring additional school supplies. This festival is in addition to the one the city does. It has grown from serving 300-500 students to now serving over 2,500. Board Member Walker mentioned having a contact for backpack donations. Board Member Aaron Johnson would like to see more healthy food options at the events.

**DISCUSSION: MARTIN LUTHER KING, JR.**

- Parade and Gala Costs – 2018 & 2019

A handout was provided to the board members of the financial breakdown for the parade and gala costs. There were concerns from numerous board members about the benefit of the gala, their role on the board and how they can help benefit the Center. Board Member Wicks mentioned how Vice Chair Haywood reached out to various entities to be apart of the celebration to show more diversity. Since the diversity of the board has changed, hopefully we can see more representation from the total community of Dallas, Texas. Chair Hicks recommended establishing a goal in order to have something to reach for and obtain. Board Member Latner proposed having a luncheon to cut back on the costs.

<b>Martin Luther King, Jr. Celebration Week 2019</b>						
	<b>Projected Costs</b>	<b>In Kind</b>	<b>Projected Expenditure</b>	<b>Expenditures to Date</b>	<b>2018 Expenditures</b>	
<b>Parade</b>	\$ 179,142.53	\$ 128,300.00	\$ 50,842.53	\$ 50,107.71	\$ 42,467.00	
<b>Gala</b>	\$ 102,235.25		\$ 102,235.25	\$ 106,472.38	\$ 75,500.00	
<b>Other Events</b>	\$ 17,194.70	\$ 14,950.00	\$ 2,244.70	\$ 1,036.78	\$ 150.00	
<b>TOTAL</b>	<b>\$ 298,572.48</b>	<b>\$ 143,250.00</b>	<b>\$ 155,322.48</b>	<b>\$ 157,616.87</b>	<b>\$ 118,117.00</b>	

- Celebration Week Revenue

	Revenue Received	Collectible	Projected Total Revenue	2018 Revenue Received
<b>Sponsorships</b>	\$ 92,500.00	\$ 17,500.00	\$ 110,000.00	\$ 99,500.00
<b>Table Sales</b>	\$ 21,221.00		\$ 21,221.00	\$ 8,775.00
<b>Ticket Sales</b>	\$ 6,100.00		\$ 6,100.00	\$ 6,905.00
<b>Parade Entries</b>	\$ 27,190.00	\$ 1,080.00	\$ 28,270.00	\$ 18,030.00
<b>Silent Auction</b>	-	-	-	\$ 1,560.00
<b>TOTAL</b>	\$ 147,011.00	\$ 18,580.00	\$ 165,591.00	\$ 134,770.00
			<b>*NET</b>	<b>7,974.13</b>
			<b>Fund Balance MLK18</b>	<b>14,353.00</b>
			<b>Total :</b>	<b>22,327.13</b>

\* Net Balance is subject to to change with additional expenditures that have not been invoiced/received to date.

- 2020 Planning
  - The 1<sup>st</sup> meeting will be held on June 3, 2019 at 6pm. More information will be sent out at a later date.
  - Last year there was a subcommittee for every event during the week. It took away the focus of the parade and gala. Extra support was added because different City departments were brought in to help align with what they already do in their work. This year the planning committee will focus around the gala and parade.
- Board Support
  - Volunteer
    - The board would like to be more strategic in their fundraising, so they will first come up with a strategic plan.
    - Board Member Walker suggested having the strategic planning meeting on June 3<sup>rd</sup> before the 1<sup>st</sup> MLK 2020 Planning Meeting.
    - Vice Chair Haywood clarified to Board Member Sacks the recommendation made by Council Member Clayton to work with an outside entity to do the fundraising for the Community Center for the parade and gala. She did not agree with outsourcing of fundraising.
  - Planning
  - Fundraising/Ticket Sales

### CENTER MANAGER'S REPORT

- Clients Served
 

The Center Manager provided an overview on social services and tenant programs for the months of March and April. For the month of March, the Social Services Program total number of clients assisted with financial, food, referrals and donations were 1,813. Financial assistance totaled approximately \$30,984. For April, the total number of clients assisted with food, referrals and donations were 2,120. Financial assistance from the Social Services Program served 72 clients at approximately \$34,849. For Property Management and Administration, Board Member Slovak suggested placing another indicator, instead of 0, if no report is turned in.

The April report included a recognition section for Special Organizational Achievements from Tenants. The recognition included the Black Chamber of Commerce, Family Care Connection, HG Consulting/Senior Year Production and Turner 12 Inc. Vice Chair Haywood commended everyone who was involved in the Special Organizational Achievements from the Tenants.

- 2019 Celebration Week Update
- Leadership Dallas Project
- Audit Update

Both Jessica and Chair Hicks heard from the City Auditor's Office and currently there is no timeline on when the audit will be conducted.

#### UPCOMING EVENTS

Ms. Jones mentioned the upcoming Can We Talk and Juneteenth events.

As of now, there is no update on the board retreat.

Board Member Wicks retired from DISD after 30 years. She invited everyone to her retirement event at Clara Oliver Elementary on May 28<sup>th</sup> at 4pm.

Vice Chair Haywood announced the Verna Melton H.E.L.P. Foundation invited the Board to come to their 5<sup>th</sup> Annual Prayer Brunch and Living Legend Awards on June 1, 2019 at the Royal Oaks Country Club.

Chair Hicks recognized Board Member Espinal-Embler for having her baby.

Board Member Brown-Trimble stated she retired in April from Dallas County.

#### PUBLIC COMMENT

None

#### ADJOURNMENT

Board Member Latner made a motion to adjourn the meeting. Board Member Sacks seconded. The meeting adjourned at 8:22pm.

Approval of Minutes:

Shari Hicks

Printed Name

Shari Hicks

Signature and Date