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DALLAS, TEXAS



City of Dallas

MARTIN LUTHER KING, JR. COMMUNITY CENTER
ADVISORY BOARD MEETING
VIRTUAL MEETING
MONDAY, MAY 17, 2021, 6:30P.M.

Public Notice

210457

POSTED CITY SECRETARY
DALLAS, TX

WebEx Meeting Address:

<https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e77bc19e26cb0ce17eba6325ce4303d69>

Join by phone: 1-408-418-9388

Access code: 187 914 1191

Agenda

- 1. Call to Order/Welcome Dr. Jerry Christian, Board Chair
- 2. Invocation/Opening Statement Dr. Jerry Christian, Board Chair
- 3. Roll Call Mrs. LaRhonda Bacon, Coordinator II
- 4. Approval of Minutes Dr. Jerry Christian, Board Chair
 - A. Approval of April 19, 2021 Minutes
- 5. 2022 40th Annual Dr. Martin Luther King, Jr. Celebration Dr. Jerry Christian, Board Chair
Mr. Asa Woodberry, Committee Chair
 - A. Gala Dr. Jerry Christian, Board Chair
 - 1. Celebration Week Events & Dates
 - 2. Event Involvement & Leadership
 - 3. Theme, Logo, and Speaker
 - 4. Fundraising Goals
 - B. Parade Dr. Jamel Slaughter, Program Administrator
- 6. 2021 Center Cultural Events Ms. Pamela R. Jones, Center Manager
 - A. Fresh Produce Distribution
 - B. Volunteer Opportunities
 - C. Events Ms. Pamela R. Jones, Center Manager
 - 1. A Magnificent Mom’s Day Experience -LIRA Group
 - 2. Phlebotomy Graduation-Empowering the Masses
 - 3. Spring into Action – Walk Up LIRA Group
 - 4. Comfort for College-LIRA Group
 - 5. Juneteenth Celebration – Drive Thru
 - D. Center COVID Pre-cautions
- 7. Public Comments Speakers
- 8. Adjournment

MLK Advisory Board Mission Statement

The mission of this board is to advise and advocate for the needs of the community center by ensuring that the education and necessary tools are available to improve the economic and social well-being of the community by providing world class services to all that need them. It is our mission to be a board that is a catalyst for positive change through educating, informing, and transforming the lives of each person that comes to the center.



City of Dallas

MARTIN LUTHER KING, JR. COMMUNITY CENTER
ADVISORY BOARD MEETING
VIRTUAL MEETING
MONDAY, APRIL 19, 2021, 6:30P.M.

WebEx Meeting Address:

<https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e298171e3169b2c36a05b2b0d4ffd4f29>

Join by phone: 1-408-418-9388

Access code: 187 463 8330

MINUTES

PRESENT

Ms. Elaine Sacks
Mr. Asa Woodberry
Mrs. Michelle Espinal-Embler
Dr. Jerry Christian
Rev. Donna Slater
Mrs. Zandra Mendenhall
Mrs. Clara Brown-Trimble
Mr. Trent Hughes
Mr. Kelly Drake
Dr. Jose Dela Cruz

ABSENT

Mrs. LaSheryl L. Walker

VACANT POSITIONS

3
4
8
13

MARTIN LUTHER KING JR. COMMUNITY CENTER STAFF PRESENT

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

CITY OF DALLAS PRESENT

Dr. Jamel Slaughter, Program Administrator
Jessica Galleshaw, Director
Barbara Martinez, Assistant City Attorney

CALL TO ORDER/WELCOME

Chair Christian called the meeting to order at 6:36pm.

INVOCATION/OPENING STATEMENT

Chair Christian prayed for everyone, the community and the decorum of the meeting.

ROLL CALL

Roll call was completed by LaRhonda Bacon.

APPROVAL OF MINUTES

Chair Christian called for a motion to approve the minutes. Board Member Sacks made the motion to approve minutes and Board Member Trimble seconded the motion. Board Member Dela Cruz abstained from the vote and the board approved.

UPDATE /DISCUSSION – MISSION STATEMENT

Chair Christian turned it over to Committee Chair Board Member Rev. Slater. Rev. Slater stated that the committee met and included Board Members Woodberry, Espinal, Walker and Sacks. During this meeting they established key points about equality, justice and peace. The thought is to advocate on behalf of the community so that their voice may not be lost, educate and inform, respect, inclusion for all, the center objectives, empower, and much more. The discussion was taken further to evaluate the City of Dallas online mission in comparison to the center's mission. After much discussion and brainstorming, two (2) mission statements were presented.

#1 The mission of this core group of committed individuals is to be the catalyst and consistent advocate for the community and to empower the people through education with necessary tools to improve the economic and social well-being causing a transformation of lives for the better.

#2 The mission of this board is to advise and advocate for the needs of the community center by ensuring that the education and necessary tools are available to improve the economic and social well-being of the community by providing world class services to all that need them. It is our mission to be a board that is a catalyst for positive change through educating, informing, and transforming the lives of each person that comes to the center.

Also, during this meeting a vision was created. Our Board Vision ... Building a strong, robust, and inclusive community where all people are accepted and empowered to reach the highest quality of life.

With more discussion during the meeting Dr. Christian called for a vote. The vote for mission statement #1 was Board Members Trimble, Rev. Slater, Drake, and Woodberry. Mission statement #2 was Board Members Espinal, Mendenhall, Christian, Hughes, Sacks and Dela Cruz.

The board voted and approved that mission statement #2 will be the MLK Advisory Board mission.

UPDATE /DISCUSSION – BY-LAWS

Chair Christian turned it over to Committee Chair Board Member Sacks. The committee met and discussed the many city charters and resolutions that are published for the MLK board and other city boards. After much discussion the committee which includes Board Members Trimble, Rev. Slater, Espinal, and Hughes are concerned as to how or why the MLK Advisory Board would need to have bylaws set. The concern should be that they develop Standard Operating Practices for the board. After much discussion, Ms. Martinez stated that the board may need to look at code amendments to some of the articles for the board.

REPORT & DISCUSSION: REVENUE AND EXPENDITURES FOR 2021 AND PRIOR YEARS

Chair Christian turned it over to Dr. Slaughter for the report. Dr. Slaughter reported the overview of each year with the breakdown of fund balances. In the CFT fund, there is a current balance of \$85,221.77 with the City of Dallas contributing \$50,000.00 the planning for the 2022 40th MLK Celebration will start with \$135,221.77. After much discussion, the board is requesting that the financial reports look and reflect more as a financial statement.

2022 40TH ANNUAL CELEBRATION

Dr. Christian turned it over to Board Member Woodberry who stated that the committee meeting is set for Monday, April 26, 2021 and at the next board meeting they will be ready to report.

2021 CENTER CULTURAL EVENTS

MLK Fresh Produce Distribution served 1,020 families during the month of March. The distribution is still taking place every Saturday at 9:30am at the Park South YMCA during the Covid-19 pandemic. For the month of March there were no events. For the month of April, we had two (2) events, the Spring Extravaganza which was an outdoor event for the MLK ChildCareGroup (144) , and we served the homeless/community (200) for a total of 344. The Remembrance Ceremony was a Virtual event that was well received by the public. During the month of May, A Magnificent Mom’s Day Experience, Phlebotomy Graduation, and Spring into Action events. And during the month of June, our Juneteenth Celebration. Please let us know which events you would like to chair and be a part of. Board Member Embler requested a calendar of the MLK Center events.

PUBLIC COMMENT

None

ADJOURNMENT

Board Member Dr. Dela Cruz made a motion to adjourn the meeting. Board Member Sacks seconded. The meeting adjourned at 7:59pm.

Signature

Printed name

Date

Attachments

2022 MLK Parade Planning

Purpose

Services Sought: Event planning and production for parade

Need: Reduce staff time commitment to parade planning and execution while continuing production of a high-quality community event

Date: January 2022

Event: Annual MLK Day Parade

Route: MLK Blvd from Holmes to Fair Park

Contractors Requirements:

Proposers should demonstrate cultural competency relevant to the meaning and significance of MLK Day and should demonstrate knowledge of historical local implementation of MLK Day Parade events and/or Dr. Martin Luther King, Jr. Celebration Week events. Proposers with requisite experience and capacity but lacking local experience and historical knowledge should demonstrate a willingness to partner with local entities to support outreach, event planning, volunteer recruitment and other critical components.

Required Components:

1. In consultation with OCC, develop an application for Parade entrants/participation to ensure the appropriateness for the Dr. Martin Luther King Jr. parade, including such items as entry limitations, prohibitions, restrictions, and entry fees.
2. Develop a staffing plan for the event set up, break down, and event production
3. Ensure adequate staffing for event production, including set up and break down. This can be a combination of Contractor staff and volunteers with limited City staff support
4. Collect and manage all Parade Entry applications and Parade Entry Fees. Parade entry applications should be made available no later than October of the proceeding year and all participants should be notified no later than December of the proceeding year.
5. Develop a Safety Plan and designate a Safety Leader(s), inclusive of:
 - a. Safety protocols, oversight and compliance of Parade Participants
 - b. Safety protocols, oversight and compliance of Parade Spectators
 - c. Safety protocols, oversight and compliance of Parade Volunteers and Staff
 - d. Safety protocols, oversight and compliance for vehicle/tow entrants, including vehicle/tow specifications, mechanical requirements, and float dimensions/regulations.
 - e. A plan for equestrian Parade entrants, including a plan for their waste removal
6. Hold a Safety Meeting, ideally between 1 and 2 weeks in advance of the event. The Office of Special Events, Fire Department, Risk Management, Police Department, etc. should all be invited to this meeting. The meeting agenda will be developed in conjunction with a representative from OCC.
7. Develop a detailed Parade Production plan that outlines:
 - a. All relevant personnel and roles
 - b. Parade staging
 - c. Parade route,
 - d. Parade Participant/Entrant positioning within the parade
 - e. Communication to Participants including necessary information on arrival times, start & end times

Martin Luther King, Jr. Community Center
Advisory Board Meeting Agenda

- f. Float specifications
- g. Request for city resources, etc.
- h. Engagement plans for parade participants and partners, and stakeholders
8. Adhere to all permitting requirements set forth by Office of Special Events, including:
 - a. Coordination of availability of a predetermined number of portable toilets along parade route or determined area(s)
 - b. Coordination of appropriate security, including Dallas Police Department
 - c. Placement and servicing of trash receptacles along parade route
 - d. Establishment of appropriate barriers along parade route, street closures, etc (Note: City has a limited number of barriers that can be made available for this purpose, but Contractor will need to provide enough to ensure OSE requirements are met)
9. Supply a limited number of golf carts or four-wheel-drive utility vehicles to facilitate inspections, maintain a presence, aid in emergencies, etc. The vehicles should be easily identifiable and marked with signage demonstrating them as belonging to Parade planners.
10. With support from OCC and City of Dallas, coordinate with Fair Park to serve as end point for parade, parking for participants, and other needed requirements.
11. Coordinate a parking location for parade participants, whether near the parade start or the parade end, and coordinate transportation for participants between parade and vehicle as needed.

Planning Requirements:

- Will work closely and under the direction of Center staff
- Consult with board/planning committee (I think we put something in there about this)
- Parade registration must be available by November 1
- Must hold volunteer training
- Must hold safety meeting

Time Frame:

- Release solicitation – late May 2021
- Proposals accepted – June 2021
- Selection and contract negotiations – July 2021
- Contract authorization – August 2021
- Planning – August 2021 – December 2021