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2021 NOV-11 AM 8:00

CITY SECRETARY
DALLAS, TEXAS



City of Dallas

MARTIN LUTHER KING, JR. COMMUNITY CENTER
ADVISORY BOARD MEETING
City Hall | 1500 Marilla Street | Dallas, TX 75201
Meeting Location: CR City Hall 6ES
Monday, November 15, 2021, 6:30P.M.

The MLK Advisory Board meeting will be held in-person at City Hall and online via WebEx. The public is encouraged to attend the Advisory Board meeting, and if you wish to speak or attend, please contact the Martin Luther King, Jr. Community Center @ 214-670-8419 by 5:00 p.m. of the Friday preceding the meeting.

The WebEx Meeting Online Address is:

<https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e4c6e3af6f42f2246f1edddab32d5f916>

If you are unable to join online, please join by phone: 1-408-418-9388; Access code: 2487 037 7042

Agenda

- | | |
|----------------------------------------------------------|--------------------------------------------|
| 1. Call to Order/Welcome | Mrs. Clara Brown-Trimble, Board Chair |
| 2. Invocation/Opening Statement | MLK Advisory Board Member |
| 3. Advisory Board Member Roll Call | Mrs. LaRhonda Bacon, Coordinator II |
| 4. Approval of Minutes | Mrs. Clara Brown-Trimble, Board Chair |
| A. Approval of October Meeting Minutes | |
| 5. 2022 MLK Celebration Week Sub-Committee Update | Ms. Elaine Sacks, Sub-Committee Chair |
| 6. 2022 MLK Celebration Week Update & Tentative Schedule | Dr. Jamel Slaughter, Program Administrator |
| Celebration Week Update: | |
| A. Tentative Schedule | |
| B. Keynote Speaker/Virtual Parade Marshall | |
| C. Venue/Virtual Platform | |
| D. Logo | |
| E. Sponsorship Packet (Condensed) | |
| F. Ticket Levels | |

Tentative Schedule:

- | | |
|-------------------------------|---------|
| A. T, Wreath Laying Ceremony, | 1.11.22 |
| B. W, Job Fair, | 1.12.22 |
| C. Th, Youth Summit, | 1.13.22 |

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

- D. F, Equity Symposium, 1.14.22
 - E. Sa, Scholarship & Awards Gala 1.15.22
 - F. Sa, Candle Lighting Ceremony 1.15.22
 - G. Su, Day of Prayer & Reflection, 1.16.22
 - H. M, MLK Day, Virtual Parade, 1.17.22
 - I. M, MLK Fest, 1.17.22
7. Discussion & Vote – Ticket Pricing and Levels Dr. Jamel Slaughter, Program Administrator
- A. Gold, a \$75 donation to our scholarship fund
 - 1. Golden Ticket
 - 2. Delivered Treat
 - 3. Commemorative Gift
 - B. Silver, a \$40 donation to our scholarship fund
 - 1. Silver Ticket
 - 2. Commemorative Gift
 - C. General Admission, Free
8. Discussion & Vote - Gala Entertainment Dr. Jamel Slaughter, Program Administrator
- 1. [TBAAL Civil Rights Concert](#)
 - 2. [Candy West \(Gospel Singer\)](#)
 - 3. [Booker T. Choir](#)
 - 4. [Dallas Black Dance Theatre](#)
 - 5. [Saxophonist](#)
9. Discussion & Vote - Commemorative Gift Dr. Jamel Slaughter, Program Administrator
- 1. [Pen](#)
 - 2. [Gold Coin](#)
 - 3. [Key Chain](#)
 - 4. [Misc.](#)
 - 5. [Candles & Candle Holders](#)
 - 6. Suggestions?
10. Discussion & Vote – Diane Ragsdale, Trail Blazer Award MLK Advisory Board
11. Discussion: 2021 Boards & Commissions MLK Annual Report of Board Activities Due 2.1.22 Ms. Candace E. Wicks, Vice Chair
12. 2021 Center Cultural Events Ms. Pamela R. Jones, MLK Center Manager
- A. Fresh Produce Distribution
 - B. Volunteer Opportunities
 - C. Events
13. Public Comments Public Speakers
14. Adjournment



City of Dallas

MARTIN LUTHER KING, JR. COMMUNITY CENTER
ADVISORY BOARD MEETING
City Hall | 1500 Marilla Street | Dallas, TX 75201
Meeting Location: City Hall Council Chambers
Monday, October 18, 2021, 6:30p.m.

The WebEx Meeting Online Address is:

<https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=ea6223fd76264793b45ea69eb4b1efc1f>

If you are unable to join online, please join by phone: 1-408-418-9388; Access code: 2492 315 9395

MINUTES

PRESENT

Ms. Elaine Sacks
Ms. Candace E. Wicks
Mr. Trent Hughes
Mr. Kelly Drake
Rev. Donna Slater
Mrs. Zandra Mendenhall
Mr. Cannon Brown
Dr. Jose Dela Cruz
Mrs. Clara Brown-Trimble
Mr. Venton Hill-Jones

ABSENT

VACANT POSITIONS

4
7
8
10
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

CALL TO ORDER/WELCOME

Chair Brown-Trimble called the meeting to order at 6:42pm.

INVOCATION/OPENING STATEMENT

Chair Brown-Trimble prayed for everyone, the community, and the decorum of the meeting.

ADVISORY BOARD UPDATE & ROLL CALL

Roll call was completed by LaRhonda Bacon.

APPROVAL OF MINUTES

Chair Brown-Trimble called for a motion to approve the minutes. Board Member Rev. Slater made a request to correct the typo in paragraph 3 on page 2 of the theme. Then Board Member Sacks made mention that it was corrected in the next sentence. Board Member Sacks made the motion to approve minutes and Board Member Wicks seconded the motion. The board approved.

DISCUSSION & VOTE: 2022 MLK CELEBRATION LOGO

Chair Brown-Trimble turned it over to Dr. Slaughter regarding the 2022 MLK Celebration Week. There was discussion during the sub-committee in which Board Member Rev. Slater stated that the sub-committee made recommendations. The updated logo was not received until slightly before the meeting. The recommendation of the gold background and more pronounced 40 years in white. Board Member Wicks made a motion to approve the logo MLK Design 5 that included the sub-committee updated recommendations. Board Member Cannon seconded the motion and the board approved. Dr. Slaughter stated that the board will need to discuss the possibility to cancel, reschedule or adjust events for the week as well as the keynote speaker Dr. Eddie Glaude, Jr. After much discussion, regarding the in-person and hybrid celebration impact and capacity. Board Member Sacks made a motion for the 2022 MLK Celebration Event take place as a Virtual Event. Board Member Rev. Slater seconded the motion. The board approved.

Board Member Dr. Dela Cruz called for discussion regarding the keynote speaker and the effect of the move of the speaker to virtual. Dr. Slaughter stated that the contract for the keynote speaker had the clause built in for in-person or virtual event. Board Member Dr. Dela Cruz made a motion for the 2022 MLK Gala Keynote Speaker to be Dr. Eddie Glaude, Jr. Board Member Sacks second the motion. After more discussion, Board Member Wicks requested a roll call vote of keeping Dr. Eddie Glaude, Jr. as the keynote speaker for 2022. The vote was 8 For (Sacks, Mendenhall, Hill-Jones, Drake, Dela Cruz, Hughes, Brown and Brown-Trimble) and 2 Against (Wicks and Slater). The motion was carried, and the board approved. Chair Brown-Trimble appointed Board Member Sacks as the new 2022 MLK Celebration Sub-committee chair.

PARADE DISCUSSION & VOTE

Chair Brown-Trimble turned it over to Ms. Jones. Ms. Jones presented that the City of Dallas submitted an RFP proposal for a community organization to produce the parade. Currently, contracts are in negotiation with that community organization. Meanwhile MLK Staff would like to offer a plan B for a Virtual MLK Day Parade. This virtual parade would include the board's chosen theme, past parade images, board members and city officials, as well as the Trailblazer Award Recipient. This will also give the City of Dallas the opportunity to introduce the community organization for the 2023 year. Board Member Slater made a motion to accept the Virtual MLK Day Parade. Board Member Hughes second the motion and the board approved. Board Member Rev. Slater asked the question to Dr. Slaughter regarding the selection of the MLK Day Parade Grand Marshal. After much discussion, the list of Grand Marshal names will be submitted for the next meeting.

DISCUSSION: 2021 BOARDS & COMMISSIONS MLK ANNUAL REPORT OF BOARD ACTIVITIES

Chair Brown-Trimble appointed Board Member Wicks to serve as the committee chair for the Annual Report. Board Member Wicks did accept the position. Also included on this sub-committee will be Rev. Slater and Mr. Drake. Chair Brown-Trimble requested that the draft be ready for review by December 1, 2021.

2021 CENTER CULTURAL EVENTS

MLK Fresh Produce Distribution served 1,075 families during the month of August. And, during the month of September we served 1,050 families. The distribution is still taking place every Saturday at 9:30am at the Park South YMCA during the Covid-19 pandemic. All board members are encouraged to volunteer and help plan the many cultural events. For the month of October, Day of Dignity will take place Saturday, October 23, 2021 at

10:00am. The Annual Treat the Building will take place Thursday, October 28, 2021 at 11:00am with our ChildCare Group students. The annual Harambee Festival takes place Saturday, October 30, 2021 at 10:00am.

PUBLIC COMMENT

None

ADJOURNMENT

Board Member Trimble made a motion to adjourn the meeting. Board Member Dela Cruz seconded. The meeting adjourned at 8:31pm.

Signature

Printed name

Date

40 YEARS STRONG

A LOOK TOWARD THE FUTURE

DR. MARTIN LUTHER KING

MLK^{JR.}

CELEBRATION WEEK

JANUARY 10-17, 2022

In January 2022, the City of Dallas will host its 40th annual celebration of the legacy of Dr. Martin Luther King, Jr. with a weeks' worth of events highlighting issues of equity, diversity, and opportunity. The week will include a Day of Prayer, a Day of Service, a Wreath Laying Ceremony, Job Fair, Equity Symposium, Youth Summit, and Scholarship & Awards Gala. Celebration week will culminate with the annual Dr. Martin Luther King, Jr. Day Virtual Parade.

SPONSORSHIP LEVELS

Presenting: \$15,000

Platinum: \$10,000+

Gold: \$5,000

Silver: \$2,500

Bronze \$1,000

Supporter: \$250+ (Before December 31, 2021)



City of Dallas



City of Dallas

40 YEARS STRONG

A LOOK TOWARD THE FUTURE

DR. MARTIN LUTHER KING

MLK JR.

CELEBRATION WEEK

JANUARY 10-17, 2022

Sponsorship Levels

PRESENTING: \$15,000+ (2 available)

1. Spotlight on Virtual Celebration Week Web-page
2. Spotlight recognition in Gala Virtual Platform
3. Spotlight recognition at each Virtual Event
4. Inclusion in Celebration Week press release
5. Speaking opportunity to be featured in virtual gala (introduce speaker or another feature)

PLUS

- Three Virtual “tables” at Gala
- 4 Gold Gala Tickets
- Exclusive volunteer opportunity for up to 20 and recognition on Center social media site

PLATINUM: \$10,000+ (5 available; 1 per Event/ First Prize Scholarship)

1. Spotlight recognition at selected Virtual Event:
 - a. MLK Celebration Week Opportunity Job Fair
 - b. MLK Celebration Week Youth Summit Event
 - c. MLK Celebration Week Equity Symposium
- OR
2. Opportunity to present 2 First Place Scholarships
 - a. Priority logo recognition at Virtual Gala
 - b. Introduce Keynote Speaker for the virtual gala

PLUS:

- Three Virtual “tables” at Gala
- 4 Gold Gala Tickets
- Exclusive volunteer opportunity for up to 20 and recognition on Center social media site

GOLD: \$5,000+

- Logo recognition on Virtual Celebration Week Platform
- One (1) virtual “Table” with 10 Gold Tickets

SILVER: \$2,500+

- Logo recognition on Virtual Celebration Week Platform
- One (1) virtual “Table” with 10 Silver Tickets

BRONZE: \$1,000+

- Name recognition on Virtual Celebration Week Platform
- One (1) Virtual “Table” with 10 General Admission Tickets
- One (1) Silver Gala Ticket

SUPPORTERS: \$250+

- Acknowledgment as contributor to MLK Scholarship Fund (posted to Center Website post event)
- One (1) Silver Gala Ticket

Additional Opportunities

- In-Kind Donations to support event execution will be recognized at agreed upon level based on value of donated items

Note: Funding raised exceeding programming costs will be utilized to support additional scholarships in 2022 and/or 2023, or to support future Celebration Week events.

1. Gold Ticket – Includes all access to Networking Reception (pre-Gala), Gala, Gala Wind-Down, a gold ticket, a commemorative gift, and a delivered treat to your home
2. Silver Ticket – Includes access to Networking Reception (pre-Gala) and Gala, a silver ticket, and a commemorative gift
3. General Admission Ticket – Access to Gala only
4. Group Tickets and “Table” Purchasing Available



40 YEARS STRONG

A LOOK TOWARD THE FUTURE

DR. MARTIN LUTHER KING

MLK JR.

CELEBRATION WEEK

JANUARY 10-17, 2022

Sponsorship Form

Contact Person _____

Phone _____

Organization Name (as you would like it listed) _____

Address _____

City/State/Zip _____

Email _____ Website _____

I/we would like to sponsor MLK Week 2021 at this level:

- Presenting: \$15,000+
- Platinum: \$10,000+
- Gold: \$5,000+
- Silver: \$2,500+
- Bronze: \$1,000+
- Sponsor Table: \$1,500 *for those that otherwise may not attend*
- Supporter: \$250+ (before December 1, 2021)
- Other: _____

In-kind donations:

- Please contact me about making an in-kind contribution to the Gala, parade, or events.
- Contact me about supporting the scholarship fund or sponsoring a child for educational program participation

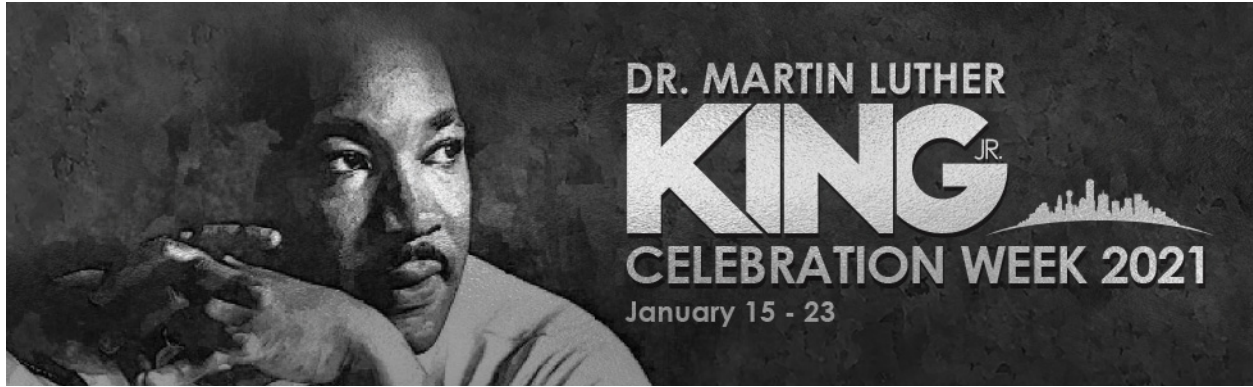
Your tax-deductible contribution can be made by check to Communities Foundation of Texas with "City of Dallas Office of Community Care Fund" in the memo line, Tax ID 75-0964565, or donations can be made on-line at bit.ly/DonateDallasMLK2022.

Note: Funding is being used to support expenses related to MLK Week 2022 and associated events. Funding raised beyond the costs of these events will be used to support scholarships for local youth.

Please submit your logo for inclusion in event materials and collateral to Natashia.Cooper@dallascityhall.com by December 24, 2021.







DR. MARTIN LUTHER
KING[®]
CELEBRATION WEEK

Saturday, January 23 • 5:15 p.m.

This event will be virtual RSVP at bit.ly/2021MLKGala

39th Annual **MLK Scholarship
& Awards Gala**

Join us at the 39th annual
Dr. Martin Luther King, Jr.
Awards & Scholarship Gala.



City of Dallas

Keynote Speaker: Cynt Marshall, CEO, Dallas Mavericks

Master of Ceremony: Demond Fernandez, WFAA

Mistress of Ceremony: Tashara Parker, WFAA