



**CITY OF BLOOMINGTON**  
**DR. MARTIN LUTHER KING, JR. BIRTHDAY CELEBRATION COMMISSION**

**Wednesday August 24, 2016**

The meeting began at 5:04pm

**Commission Members:** Marcus Debro, Barbara Fuqua, Nicole Griffin, Lily Kleinlein, Dianne Shewmaker, Mary Stephenson

**Staff:** Michael Shermis

**Associates:** Dan Enslow, David Hummons

**Approval of Minutes:** David pointed out a typo in the July Minutes (in Old Business, B). Michael will correct the typo. Marcus made a motion to approve the July minutes as amended, Barbara seconded, all approved.

**Staff Liaison Report:** Michael said it is time to select a theme for our event. The theme is used in our marketing and is usually related to our keynote speaker. Our speaker will most likely discuss the justice system (transformative vs. punitive), so Michael gave the example of "And Justice for All." Commission members should email theme ideas to Michael in the next few weeks. He will discuss the ideas with Adam Foss and we can make a decision at our September meeting, in time for the program and marketing design to begin in October.

Last year we bought a full page ad in the NAACP Freedom Fund Banquet program/booklet. CFRD is already sponsoring the event, but we could still take out an ad to support NAACP and advertise our January event. Mary made a motion to purchase a full-page ad for the NAACP Freedom Fund Banquet program/booklet for \$135. Marcus seconded, all approved.

**Old Business:**

**A. Video Updates:** Michael met with Haley Sinn and Dan Kennedy from the two Bloomington High Schools. He presented a proposal with details and a timeline to the Commission based on their discussions. The students will photograph and take video of projects during the weekend and the morning of MLK Day and then compile and edit the footage to be turned in by 3 p.m. so that it can be added to our evening presentation. The students will prepare for this work by connecting with the service project coordinator and making a detailed schedule and plan prior to the events. Michael noted that this is one way we will increase our youth involvement during this year's event. Commissioners were excited about this partnership and thanked Michael for his work in coordinating it. We will need to make sure the students and their families are invited to the event. Michael asked us to review the proposal and send him feedback.

**B. MLK 2017 Speaker and Fund Development Progress:** Michael said that the contract is still in negotiation. The contract is for Adam Foss to arrive Sunday evening, speak briefly at the IU Breakfast, have unscheduled time during the day on Monday, and then speak at our evening celebration. One of the sticking points in the contract right now is agreeing to what happens in case of cancellation. Michael said that so far fundraising has been very successful and he and Nicole thanked the commissioners who helped with follow up to the donation requests. He shared an excel sheet with the confirmed and potential donors, and we have enough right now to pay the half-payment for Foss, due by October 1. We will still need around \$5,000 by December which Michael said could be the more challenging half to meet. He did receive permission to approach individual IU departments as donors/partners. We discussed several of

**City of Bloomington Dr. Martin Luther King, Jr. Birthday Celebration Commission**

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the potential donors and how they might be able to contribute financially or with in-kind donation for our event. Any ideas for donors, especially those that commission members know and can help follow up with, should go to Michael ASAP.

**New Business:**

**A. Marketing:** Mary asked if we could add a discussion about marketing to the agenda next month, so we can develop a more cohesive plan on how to market our event. Nicole agreed and said we might want to make a bigger effort in publicizing via social media.

**Bethel AME Collaboration Event:** David and Dan have been in discussions with clerics at the Islamic Center and Beth Shalom about how to bring faiths together to talk about visions of peace—a focus on commonalities instead of differences. Both the Islamic and Jewish communities in Bloomington have already been discussing these concepts and together with other faiths in Bloomington. They are likely to come together in January and February for interfaith celebration, for panel discussions, and to plan future collaborations to talk about peace. David and Dan agreed that their vision for this project is a much deeper discussion than simply celebrating different faiths. They aren't prepared to present a proposal yet, but hope that any events they plan might be something our group could support.

**Liaison Reports:**

**A. Commission on the Status of Black Males (quarterly):** David said that a group from the Commission met outside Fairview to welcome the students to their first day of school. They are hopeful that the momentum of recent school progress will continue with the school's new administration. The commission is also putting together a Keeping the Peace brochure, and has been in regular communication with local law enforcement. David asked about the voter education event we were invited to participate in last spring. Lily said she went to a meeting in May but wasn't emailed about any other meetings after that. The plan was a voter education event, geared to the Latino community, in the fall.

**B. Monroe Country Branch of NAACP:** Dianne said that the Freedom Fund Banquet tickets are on sale now through November 4 and the event takes place on November 12.

**Announcements:**

None

**Adjournment:**

Meeting adjourned at 5:53pm.