



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

Wednesday September 28, 2016

The meeting began at 5:02pm

Commission Members: Marcus Debro, Nicole Griffin, Lily Kleinlein, Dianne Shewmaker, Mary Stephenson , Dennis Laffoon

Staff: Michael Shermis

Associates: Dan Enslow, David Hummons. Debra Vance

Approval of Minutes: Dennis made a motion to approve the August minutes, Marcus seconded, all approved.

Staff Liaison Report: Michael and the CFRD Intern are working on the Service for Peace and Serve Indiana grant applications, which are both due soon.

Old Business:

A. Video and Play Updates: The video project with both North and South is still on track and both schools are excited. The Stages play audition was at the same time as several other events for children of the same age group, so the turnout was low. They did end up with a dozen children, with limited diversity. We discussed the importance of intentional recruiting when trying to reach a diverse, and sometimes underserved, population. Mary said that next year she thinks we should spend more time helping with individual outreach. Marcus said that he thinks it is still possible to have a great presentation if the group is passionate about what they are sharing.

Stacey from Stages felt that it would not be appropriate to create a play about racial diversity with a primarily Caucasian and female cast. She suggested using shapes and symbols to talk about differences and discrimination. Several commissioners had concerns that the play might not get the right point across and thought it should still relate to race, should include Dr. King, and should be something that all audience members (kids through older adults) can easily follow. Michael went back to Stacey with our concerns, who said that the children spent their first development meeting trying out a variety of concepts, and were most excited about the shapes/symbols and working a parable about discrimination/fairness. All agreed that the children should work on the project they are most passionate about. We are invited to future development sessions and dress rehearsals to help ensure the play is appropriate for our event. Michael is also working on logistics and how to do audio for a group of 12 kids.

B. MLK 2017 Speaker and Theme: The speaker is all lined up, but Michael is still waiting to talk to him about the theme before we move forward with "And Justice for All." Our materials can't be created until we have the theme. Michael also wants to let him know that we don't simply want him to recite his TED speech but to create something tied in to Martin Luther King.

C. Fund Development Efforts: Michael gave an update on the confirmed donors and those who did not reply yet. Commissioners confirmed whether they did follow up. Our first payment is due October 3. Several of the potential donors wanted more distinction between the levels of sponsorship (250, 500, 1000) and most were disappointed that

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they didn't get more benefit with the higher sponsorship levels. This year we will provide reserved seating for the \$500-1000 sponsors. Suggestions for adding more perks to higher sponsors for next year include: dinner the night before, private reception. We still have nearly \$5,000 more to raise before the end of the year. Michael is open to any and all ideas for how to raise more money. Soon the city will make a public notice that Adam Foss is the keynote speaker, and that sponsorship opportunities are available.

New Business:

A. Event Marketing: Mary suggested we create a publicity strategy this year, which would include more on social media and would identify key influencers in the community to help share our flyer. Other suggestions included: a radio story about our keynote speaker, adding our event to the computer feeds and home pages at IU and Ivy Tech, and sending personal invitations to special guests (donors, key influencers, families of the kids in Stages, etc...). She will work on a strategy and timeline to present at the next meeting.

B. Commissioner Assistance with Planning Meetings: Michael said that one new piece to the service project component this year is that there will be mandatory planning meetings for the grant recipients. Michael and Bet will discuss reporting requirements and how to use the BVN to market their project. Commission members volunteered to attend each of these meetings to thank the recipients for applying for grant funding and to congratulate them on being awarded.

Liaison Reports:

A. Commission on the Status of Black Males (quarterly): No updates.

B. Monroe Country Branch of NAACP: Dianne reminded that the Freedom Fund Banquet will take place on Nov. 12. Tickets can be purchased at the BCT before Nov. 4.

Announcements:

David and Dan gave a brief update about the interfaith project they are working on. They've had several productive meetings and hope that the event will be a series of discussions about tolerance, religious leadership, and peaceful understanding. They plan for it to coincide with the 40 Days of Peace.

Adjournment: Meeting adjourned at 6:10 pm.