



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

Wednesday October 26, 2016

The meeting began at 5:15 without quorum. Quorum met at 5:30.

Commission Members: Marcus Debro, Nicole Griffin, Lily Kleinlein, Dianne Shewmaker

Staff: Michael Shermis

Associates: David Hummons

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

Staff Liaison Report: Michael shared information from Theater South Atlanta, a traveling theater group that puts on civil rights historical performances. They travel to cities when a group agrees to sponsor/raise the initial performance fee (which starts at \$8500), and they contacted Michael to ask if the MLK Commission could raise the funds to bring them to Bloomington. We discussed whether this would be appropriate for a future MLK Celebration in place of a keynote speaker, but ultimately agreed that it is out of our price range, and our city already has many other valuable opportunities for residents to go to performing arts events.

Old Business:

A. Play Updates: The play is finished and they are still open to commission members attending one of the rehearsals. Stages will send us the script in the next week for review.

B. MLK 2017 Speaker Logistics: Michael shared that negotiations for our speaker's activities all came through. He is going to speak at the IU breakfast, he is going to attend various volunteer events during the day, he is going to go on the radio show (Bring it On), he is going to attend the celebration and reception, and he is open to a dinner the night before and potentially afterward on Monday. Commission members agreed that dividing up for the two dinners works well. Marcus and Dianne will do dinner Sunday, Lily and Nicole Monday.

C. Fund Development Efforts: We have \$7400 promised, but we need more than \$10,000 to cover all of our event expenses (speaker fees, travel and lodging, event costs). Most of this needs to be in by December when our final payment is due for keynote. Michael is concerned about making that final push, as there has been a lack of response from many of our past donors despite follow ups. Michael presented a new idea to offer targeted advertising in our program. WTIU is going to be airing a documentary about MLK this winter, and we could possibly do an insert in the program advertising it. They would pay for the printing the inserts, and we could charge \$250 for the ad. Michael will continue to pursue this opportunity, but commission members should email him with more names/groups who we might be able to reach out to for additional funding support.

New Business:

A. Event Marketing Plan Review: Mary sent a plan to Michael for review. It includes a timeline and channels for marketing (Facebook, Twitter, Instagram, Snapchat, Hootsuite), designed to encourage Bloomington residents and IU students to attend the MLK Celebration. Several expressed concerns that we don't have enough followers, especially in

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some of the newer media channels, so that any efforts put into those would not have an audience. One issue is that younger people (IU Students) may not use Facebook anymore, which we use for our commission more than other social media platforms. Nicole suggested asking other associates and groups to share our content on their sites to meet more people- especially on Facebook, Instagram and Twitter. David asked how often we submit to community calendars. Lily said she thinks the flyers/posters at local establishments make a big difference in public awareness. Michael said he is going to go to Spirit95 and Ivy Tech since both have community boards that are open to anyone to post on. Nicole, Marcus, and Dianne volunteered to read the statements on air at Spirit95 in the weeks leading up to the event. WTIU/WFIU are media sponsors, WFHB broadcasts the event, and some of the other stations might present if we send out a press release. Lily suggested ¼ sheets advertising our event on the tables at the IU Breakfast, Michael will check with IU to see if this is a possibility.

B. Mini-Grant Update: Michael has had an increasing number of calls about projects in the recent weeks. He's also been happy with some large collaborations between nonprofits and a few large projects. We are still waiting to hear back about some of our funding sources. We did receive grant funds from Service for Peace and Community Foundation, but Serve Indiana won't be determined until December. We will have \$7,000 less to distribute this year than last.

C. Grant Review Meeting Process: A grant review process will take place November 14. We should only have 2 commissioners involved with the review process, preferably members who are not connected to any of the applying projects, and the rest of the members for the review should be community members, including preferably a few past grant/award recipients. The final funding amount is likely to be TBD after we have to make award decisions. Michael shared a form that we can use to make funding determinations, it includes slots for adjusting funds due to the late decision from Serve Indiana. One issue will be that some projects may not be able to work without full funding, while others are not as dependent on a certain funding level. Marcus and Lily volunteered to serve on the committee because neither has close ties to any projects.

Liaison Reports:

A. Commission on the Status of Black Males (quarterly): David said that they are still trying to reach out to youth in the community and their latest idea is to coordinate an employment readiness event at Banneker Center.

B. Monroe Country Branch of NAACP: Dianne reminded us that the Freedom Fund Banquet will take place on Nov. 14. Tickets can be purchased at the BCT before Nov. 4.

Announcements: None

Adjournment: Meeting adjourned at 6:07 pm.