



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

Wednesday November 16, 2016

The meeting began at 5:08pm.

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

Associates: Debra Vance

Staff: Michael Shermis

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

Staff Liaison Report: Michael received a proposal from BHSN which did not align with our understanding of the video project. It includes a compilation of historical information about the I Have a Dream speech and service projects that North does in the community. Michael is going to get back with the school to go over what we actually need.

Old Business:

A. Play Review: Michael shared a script over email for commissioners to review. Logistics, sound system, and other minor details are still being worked out. Nicole asked how much time the kids will have to practice on the stage, since we are working with younger kids who may benefit from that experience and prep.

B. Fund Development Efforts: Michael shared a list of confirmed donors. We are still a couple thousand short, and that is just to cover the speaking fee (doesn't include hotel, airfare, reception and other event costs). We usually receive a few extra donations in December and early January, but we are still in need of support and would benefit greatly from another \$1,000 level sponsor. Nicole gave additional ideas and she has a meeting with potential sponsors later this week. We have already raised more than any other recent years!

C. Event Marketing Plan: Michael provided a schedule of when our social media postings are going to be released. IU, United Way, City of Bloomington already agreed to share our materials online. Commissioners and associates are encouraged to share our social media with their circles. Debra is going to make sure we are advertised at Ivy Tech.

D. Grant Review Results: The grant review committee met on Monday and made funding decisions. Marcus and Lily were on the committee and had to make tough decisions due to a smaller pool of grant funding. The committee decided not to support any grant requests that were kit-based (giving kits of purchased materials to organizations), to fundraisers, and did not support large financial requests for shelves and general supplies for an organization. The reason kits are problematic is that a lot goes to waste because clients only want or need one item from the kit and throw the rest away. The committee supported the majority of requests (some with partial funding, others fully funded), and there were many new and creative projects this year. Projects came from a mix of community organizations, IU, and a locally owned business. Funding of projects may go down slightly if we do not receive the Serve Indiana grant. There are a few projects that will receive the same support regardless of Serve Indiana, and those were large collaborative

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

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projects between multiple organizations. Michael and Bet thought that this was the best group of projects we have had in many years. They believed it was due to the extra work we did on the criteria in the Spring/early Summer.

New Business:

A. Program and Emcee Script Review: We reviewed the script and program. It was suggested that we do not ask the county to read the formal proclamation. All agreed. We will ask Dexter Griffin, Outstanding Male Black Leader of Tomorrow, to recite the 40 Days of Peace Pledge. We need to decide who will speak from IU (Lauren Robel?), introduce keynote speaker, and closing words. Michael is going to check with one of 4 women in ministry who were suggested for the closing words. Mary said that she has connections at IU who might be able to introduce Adam Foss. Lily suggested that we ask whoever is introducing Foss to come to dinner the night before so they can get to know him. Dennis volunteered to be the emcee. Marcus was nominated to recognize the volunteers. The additional WTIU advertising insert will not be included. Lily will check with May's Greenhouse about borrowing plants for the stage again.

B. PSAs: Michael wrote up several PSAs, and he hopes to have 5 by the end of the month: 3 service-based, 1 keynote-based, 1 on the Stages play. Dianne, Nicole, Marcus, Mary, Barbara all agreed to record PSAs at Spirit95.

Liaison Reports:

A. Commission on the Status of Black Males (quarterly): N/A

B. Monroe Country Branch of NAACP: N/A

Announcements:

-The dates for the awardee meetings had to be changed. BVN will be there to talk about how to get volunteers for projects. New dates are: Dec. 14 12-1pm (Mary will attend), Dec. 15 4:30-5:30pm (Nicole and Lily will attend), Dec. 16 9-10am (Dennis and Barbara will attend).

-Legacy Award Announcement will go out tomorrow. Commissioners are encouraged to help get the word out that we need nominees.

Adjournment: Meeting adjourned at 5:58 pm.