



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

Wednesday October 28, 2020

The meeting began at 5:05 p.m. via Zoom call with Introductions

Commission Members: Gloria Howell, Lily Kleinlein, Treon McClendon, James Sanders, Dianne Shewmaker

Guests: Liz Isaacs (public)

Staff: Michael Shermis, Carla Flores (CFRD Intern)

Approval of Minutes: Gloria moved to approve the September 23 minutes as written, Lily seconded. All approved.

Staff Liaison Report: All updates in business items below.

Old Business:

A. MLK Celebration Planning: Michael shared that the event will be virtual this year.

Keynote speaker: is now signed and discussions are beginning about a theme and the cost and logistics of a virtual version of the traveling museum. Michael asked the commission about potentially having a Q+A with the speaker after the keynote, and all agreed that a moderated Q+A with screened questions (no zoom bombers!) would be a real value-add. We discussed various formats (moderator reads the question, audience member reads, pre or live submitted questions).

Funding and Platform: A fundraising letter will go out to potential donors and we have already received confirmation of \$2,000 from IU and \$1,000 from CFRD. Carla presented her research of the various platforms and webinar services available to use for the event. They took into consideration cost, large attendance size, interaction with the audience (Q+A,etc), easy to use, and ease of shared hosting/presenting from different areas. It was determined that Vimeo would be a good fit for our event, in that it is similar to Zoom but has more applicable features and can directly be streamed to social media platforms. After meeting with the city IT department, however, Michael said it looks as though Zoom will be the platform they recommend. James and Gloria both thanked Carla for her thorough vetting of the different online platforms.

Legacy Award: Michael said that his interns will be setting up the nomination form this week. He floated the idea of using City Council Chambers to do a live award presentation from the Mayor, with all commissioners (or those who feel comfortable being in the room) live-streamed from there during the event. James asked that we make sure all know they are able to abstain if they don't feel it is appropriate to be there in person.

Event Participants: Michael shared the news that Fairview will not be able to participate this year due to challenges from Covid. The AACE agreed to share a video for \$200 but not sure what that video includes. Michael said that Jacobs School of Music is very interested in creating two pieces, a pre-recorded song where the singers perform in different "boxes" onscreen and a live dance piece from their studio (cost TBD). James loved the idea but asked that they record earlier to prevent snafus, all agreed. Lily suggested checking with Lotus Festival about how they managed a large online event with a mix of live and pre-recorded. Next time Michael hopes to present a budget and a more organized line-up so we can work on a script.

New Business:

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

City Hall · 401 N. Morton St., Suite 260, Bloomington, IN 47404 · www.bloomington.in.gov/mlk
Hrs: 8am-5pm MON-FRI · ph. 812-349-3471 · fax 812-349-3483 · mlk@bloomington.in.gov



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- A. Fall Event Roundtable Discussion Event Critique:** Michael was pleased with how the event went last weekend. Gloria said that she received good feedback from people who attended and it served as a meet and greet for a few people who were new to the community. As moderator, she thought the table conversations went well and several people said it was their first time attending a city event. Several commissioners noted that the video was a little hard to hear and for next time we should use closed captions. Michael said the city is working on making all events available with cc. Michael said that he heard great feedback from Peter at Ryder Films, who is eager to work with us again soon. We now own the film to show at a future date if desired. Liz (guest) said it would have been nice to have more time in the discussion groups at the end. Lily said it was disappointing that the weather was so cold, because several people left due to it not being an open-air event.
- B. Service Project Funding:** Carla shared that the application for service projects just came in on Friday. The application is similar to last year and our previous forms can be updated to meet this year's need. We have to submit a 2-part grant proposal (how much \$ we will provide so they can match 3 to 1, and then information on projects). To get \$5,000 we would need to fundraise \$15,000 (including in-kind) and Michael said that last year he was thrilled when we ended up with \$31,000. If we raise more money they will match up to \$10,000. Michael said that he is hesitant to do this since this is later than we would normally start, and Lily suggested not going for the extra funds in light of this being a difficult year for projects with the Covid restrictions and IU being off campus in January. Michael agreed and said we may need to push the December meeting back to allow for the organizations to submit their project proposals for our December review.

Public Comments (non-MLK Commissioners): None

NAACP Update: Gloria shared that they elected new officers for the coming year and she will be the Secretary for 2021. They have been working toward partnership with the IU NAACP chapter who are hosting an "Africa is Bleeding" candlelight vigil in light of civil unrest in several African nations.

Commission on the Status of Black Males Update: James said that the CSBM is planning a Youth Summit for the spring and they have a discussion group in the works.

Announcements:

-James thanked Gloria for all of her hard work on the movie event and he also thanked Lily and Michael for background organizational efforts as well as Carla and Annie for their recent input.

Adjournment: Meeting adjourned at 5:56pm.

Upcoming Meetings:

November 18, 5:00-6:00 p.m. (Zoom)

December 2, 5:00-6:00 p.m. (Zoom)

January 27, 5:00-6:00 p.m. (Zoom)

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