



LEE'S SUMMIT MISSOURI

City of Lee's Summit, MO Human Relations Commission

Summary of the October 28, 2019 Meeting

Members Present:

Dale Beasley
Vanessa Workcuff
Karen Schuler
Tony Meyer
Anne Wallace
Evonne Medrano

City Staff:

Anita Dickey
Colene Roberts
Kelli Welch
Glenda Masters

1. Call to order

Mr. Beasley suggested rearranging agenda items while waiting for a quorum and to allow guests to address their topics first. The meeting was called to order at 6:47 p.m.

2. Public Comments

None.

3. Take Time to Be Kind promotion

Ms. Schuler said that the committee has been meeting and working on plans for the event to take place the week of Valentine's Day. The Mayor, City Staff and LS Cares have all been involved in the project. Kelli Welch from Creative Services introduced herself. She shared draft posters and buttons which use yellow, the color of friendship and kindness, and the image of a bee. She also shared a draft webpage and noted that the event will utilize the hashtag: LSkindness. The committee has discussed putting together a video for use on the City's cable channel and in schools. In addition to posters and buttons, postcard-size flyers are suggested to help spread the word. Digital billboards can likely be used, as well. There will be no charge for the billboards. Postcard flyers will have a cost of about \$200. The buttons will be \$435 for 2,500. The posters can be printed by the City. The Mayor will make the announcement in January and that will give only a couple of weeks to get information out. Community groups and schools should be targeted first. Funds for promotion will have to come from whatever is leftover from the MLK budget. Ms. Workcuff asked if the t-shirts for MLK could be yellow this year. Ms. Welch suggested adding the #LSkindness hashtag to the t-shirts. Ms. Schuler will send Commissioners an email with event information so that everyone is sharing the same message with their contacts. Ms. Medrano and Ms. Little have already spoken to schools about the event.

4. MLK 2020

Mr. Beasley said the committee has been meeting, and planning is underway. High school students will be the speakers this year. They are all from different ethnic backgrounds and are being asked to talk about what they see in Lee's Summit. The theme is "Purpose Demands Pursuit." There will be a jazz band for the pre-show. Choirs from the different schools are participating again. The committee



would like a color guard again too. They would like to ask the Police Department to fill that role. Volunteers will be needed to act as greeters at the front table and to manage the stage. Promotion will include a message on water bills, digital billboards, a press release, social media, etc. The committee's meetings are open to anyone who would like to attend. T-shirts are planned for the event. They were a big success last year. Three hundred t-shirts were ordered and there were none left. Last year's event also ran out of seats. An additional 50 to 100 chairs had to be added to the 320 chairs that were already set up. There were over 400 attendees.

5. International festival

Glenda Masters, Cultural Arts Manager, joined the meeting to discuss plans for the festival. Mr. Beasley said that Ms. Coffman sent an email stating that she is moving and will be resigning her position on HRC. Ms. Masters shared a quick overview of her involvement with the planning, so far. She stated that as an HRC event, the festival would have lots of staff support but those resources aren't available right now. As a new event, the festival will require a lot of coordination, particularly with vendors and performers. It will require a lot of staff time to organize. Getting sponsorships to cover festival expenses will require more coordination. Ms. Workcuff asked if postponing the event to 2021 would make it feasible. Ms. Masters said that would allow time for budgeting, both staff time and funds. She said that everyone involved in the planning discussions so far, believe that it is a worthwhile event and needed. Commissioners need to discuss their commitment to the festival and determine who will take the lead if it is to move forward. By January, a decision will be needed so that budgeting can begin. Ms. Masters said that the festival could start small and be held on the City Hall plaza on a Saturday morning to capitalize on the crowd at the Farmers Market.

6. Roundtable

Ms. Medrano is starting chemotherapy and will be gone to the Mayo Clinic on MLK Day. Ms. Workcuff will share information via email on adopting a family or single person from Hillcrest for the holidays. Ms. Schuler serves on the Board of the Truman Heartland Community Foundation. They have a new partnership with UCM, Joe Herndon Career Center, and the libraries to focus on job skills training. They are looking to provide funding for certification programs, etc. Mr. Beasley is working with partners to create a citywide men's event. They hope to attract men from all walks of life to discuss "the brokenness."

7. Approval of the July 22, 2019 meeting summary

The summary of the July meeting was approved.

8. Adjournment

The meeting was adjourned at 7:26 p.m.

Minutes submitted by Colene Roberts