

Mayor's Southern Dallas Area I Pleasant Grove Task Force

The Honorable Vonciel Jones Hills, Dist 5- Task Force Liaison Minutes of January 8th Meeting

Present: Javier Olquin, Keith Brown, Ralph Castro, Shirley W. King, Brenda Cotton, Anthony Washington

City Staff: Ron Patterson, Corey Morgan, Brian Haywood and Bhavin Parekh

The meeting was called to order at 6:10pm by the chair. Expressions of appreciation were extended to Kevin Payne for allowing the group to meet at his home. Thanks were also expressed to Ron Patterson and the City for providing refreshments. Participants were asked to review the committee list for corrections and to sign in. The agenda was reviewed and adopted with no noted changes. The chair reminded the participants of its charge given by the Mayor and general chairperson, Councilman Tennell Atkins.

It was established by the chair and affirmed by City staff that all Task Forces were charged to meet their mandate within an 18 month time frame. The group was also reminded that: (1) there are ten geographical task forces, (2) three specialty fundraising task groups and (3) each geographical task force has a scribe provided by the City as well as staff support that can provide technical assistance to insure that information needed to carry out the Task Forces' work is provided by the City staff.

The chair reported that Councilwoman Vonciel Hill had had her office to call and notify us that she would not be able to make that meeting. Councilwoman Hill called just before the meeting started to let us know that her not being there was unavoidable but she remains interested and committed to helping to facilitate positive change in Pleasant Grove. She asked that we keep her informed and let us know about the meeting calendar.

A copy of the January agenda is attached and all members were directed to go to the website developed just for this Initiative to learn about the mission of this effort. The website is posted on the Agenda but can be accessed by going to <http://www.southerndallas.org>.

Participants were invited to introduce themselves individually by stating their names, whether they lived or worked in Pleasant Grove and what was their interest in this Task Force.

Although there were very few members present, the chair facilitated a discussion with those present that led to the following suggestions:

* The Task Force should establish some near term and intermediate goals to accomplish within the 18 month timeframe

* Several ideas surfaced from the group, but the collective opinion of this group was that we needed to come up with a slogan or campaign that would highlight or spotlight the 'Pleasant' in the Grove.

Based on the above recommendations, the group was charged with the task of coming up with a slogan or campaign that would capture the essence of Pleasant Grove while at the same time market what is positive and great about Pleasant Grove. Task Force members are to bring these ideas with them to the next meeting.

It was also noted that Pleasant Grove has a problem in the area of community collaboration, so the group was encouraged to think about ways to help build relationships in the community. The chair noted that Pleasant Grove has a variety of groups and organizations operating in it, but there is a lack of coordinated communication, and service collaboration. Consequently, there is a great deal of duplication of efforts.

Finally, the group suggested that efforts should be directed at creating a central calendar that might serve to build a sense of community. Ultimately, a community newsletter or newspaper might be developed.

The meeting ended at 7:50pm

In the absence of the scribe, notes were taken by Dr. King.

Respectfully submitted:

Shirley Wesley King

1/30/2009

Name

Date

