East Lubbock Community Alliance

Minutes of The Alliance Meeting held Tuesday, January 12th, 10:00 am to 11:30 am, Star Institute, 517 North Zenith

I. Call to Order - Cathy Pope called the meeting to order.

II. Minutes of November 10, 2015

III. Public Comment (Limit to 2 minutes each total 6) – no one asked for public comment.

IV. Upcoming Events – Cathy Pope mentioned three upcoming events: (1) MLK Individuals of Distinction Award Banquet on Friday, January 15th, at the MCM Elegante, at 6:30 pm, tickets are still available for $30 each; (2) Minister's Voter Registration Luncheon on Saturday, January 16th, at Star Institute, wherein minister's have been asked to send two or three members of their church to be deputized to perform voter registration in their church; and (3) 100 Black Men of West Texas Gala on Saturday, January 23rd, at the Overton Hotel, at 6:30 pm (StarCare is a Platinum sponsor).

V. Next Steps for 2016 – Cathy Pope feels it is time to become more structured and know who's taking the lead on certain projects so we can get further faster. She proposed that The Alliance become a 501c3 non-profit organization so donations can be accepted for future projects. Last year, StarCare was the underwriter of many Alliance projects to the tune of about $7,000. A 501c3 will give The Alliance some structure and legitimacy. With everyone present agreeing, Ms. Pope stated she would have Kaye Sprague, an attorney and Alliance member, draw up the 501c3 papers. Beth Lawson volunteered to draft some Bylaws by the next meeting. Ms. Pope is working on the Strategic Plan derived from the forums based on Maslow's hierarchy and will have a draft of this plan at the next meeting as well. This will be East Lubbock's plan that ELCA will help support based on Maslow's basic needs. Cathy Pope will send a chart of Maslow's Hierarchy to ELCA members to review prior to the draft being presented. Committees will need to be appointed for each strategy of the Plan, possibly meeting monthly, and have The Alliance meetings quarterly.

Ms. Pope suggested a two-fold media plan: (1) marketing The Alliance to people in East Lubbock; and (2) marketing to the community what is going on in East Lubbock. We are looking at doing two-to-three-minute videos of members of The Alliance stating why The Alliance is important to them, as well as stories from community members. Everyone has a story to tell and this would reveal the hope and belief in the community, where you are today and where you want to be moving forward.

We have several Alliance members running for office: Sheila Harris and Chris Moore for District 2 on the City Council; and Bubba Sedeño for County Commissioner.

As an update, Ms. Pope reported that StarCare continues in conversation with LISD related to acquisition of Iles for a community center in Chapman Hill for people who live and work in East Lubbock, with a major emphasis on kids and art. We are busy pulling together facts for StarCare's Board and should hopefully have a decision within the next 45 to 60 days. We see partnerships with Louise Hopkins Underwood Center for the Arts

(LHUCA), Roots Historical Society and with Buddy Holly Center and being a part of a larger group. This would be a place where more people have an opportunity to display and sell their artwork. Iles is a historical monument in East Lubbock, being the oldest school built in West Texas for African Americans. If we move forward with this, an Advisory Board will be appointed that will be working to gather information from the community, and the community will have ownership of what goes on inside. We see Iles as a forum for the community to come in and create. There are many ideas of what to do at the community center. StarCare is interested in helping build supports around the services but would not run or oversee the day-to-day operations. Beth Lawson, StarCare Associate CEO – Administration, interjected that StarCare cannot assume the liability of ownership, operation and maintenance of the facility. What we can do is assume ownership with the understanding that there would be community support to run the building and also with the understanding that there might be, for example, facility use charges. We are looking at regular donations much like when you support your church missionaries where you have a level of support drafted out of your checking account. StarCare is interested in this because there is a lot of research around social determinates of mental health, poverty being the number one impactor of mental health treatment and services. We want to help improve and enhance the overall health of the community by these community partnerships. We are willing to take a step of faith if we have some real hard-core support in our basket moving forward. It takes between $8,000 to $10,000 a month to operate the buildings. We might be able to offset that some by putting some of our programs in it, so then the community might only need $4,000 or $5,000 a month to support the building. We have to move forward with the understanding of partnerships and real tangible commitments. Ms. Pope stated people have to invest either their time and/or money for them to have ownership.

Because there is so much duplication of services, we need to build into our strategic plan an information referral system, as well as address transportation across town.

VI. Meeting February 9, 2016 at 11:30a -1:00p