



Minutes of The Alliance Meeting held Tuesday, October 13th 2015, 10:00 am to 11:30 am, Star Institute, 514 North Zenith

- I. Call to Order - Cathy Pope called the meeting to order.
- II. Minutes of August 3, 2015 – with no corrections being made, the Minutes of August 3, 2015, were unanimously approved.
- III. Public Comment (Limit to 2 minutes each total 6) – no one asked for public comment.
- IV. Claudia Bustos named HAW Hispana Inspiradora – Claudia Bustos was recognized for her recent recognition as Hispana Inspiradora at the Hispanic Association of Women’s Banquet and Scholarship event on October 1st.
- V. Engagement Report
 - A. Introduction of New Members - Shannon Spencer asked if anyone in the audience joined during August to present date to please stand up . Mr. Steve Uryosz stood up and was recognized. He is Vice President of Business Development at First United Bank.
 - B. Membership Report - Shannon Spencer reported that as of last night (October 12), The Alliance has 544 members, with 1,329 total “Page Likes” (6% increase) on Facebook, 2,803 Facebook posts, with active engagement of 430. The new Facebook pages are down. At the 1st Birthday celebration, a total of 41 people signed up for membership. Every one of those members has been contacted via email or text.
 - C. Membership Drive and Activities
 - (a) East Lubbock Community Alliance (1194 -1327)
 - (b) East Lubbock Community Alliance Information (110-121)
 - (c) East Lubbock Community Alliance Children/Youth (75-131)
- VI. Guest Speakers
 - A. Consultation on Substance Abuse, Mental Illness and the Criminal Justice System – Ms. Pope introduced Cody Dickson to the group. Mr. Dickson is employed by Lubbock County Adult Probation and is trained in substance abuse and criminal justice. He currently is in a doctoral program in counselor education. At Dr. Marbley’s recommendation, he is offering his services to anyone who needs it as far as consultations or services for mental health for children. Lubbock County Adult Probation intends to join The Alliance today, and Mr. Dickson will be their representative.
- VII. Past Alliance Events
 - A. August 4 National Night Out at Mae Simmons Park – Shannon Spencer reported for Tiger Pratt on National Night Out. There were about 200 people in attendance, with a good turnout from the community: police officers, fire department personnel, City Council members, My Brother’s Keepers and Girl Scouts to name a few. East Lubbock Community Alliance was the sponsor of this event at Mae Simmons Park.
 - B. August 6 Texas Tech Back to School Fiesta -
 - C. August 6 East Side Arts Camp Family Mural Painting – Jared Strange reported on the first annual East Side Arts Camp held at The Bridge. Some 50 students

attended from Harwell, Ervin and Alderson schools. There were classes in music, visual arts, theater and dance. The students did a mural on the north side wall of The Bridge, assisted by John Martinez, a locally known artist. He was a good mentor to the students, discussing how he got into mural painting to cover up graffiti.

- D. August 7 East Side Arts Camp First Friday Gallery and Performance – Mr. Stange and the students took a field trip to First Friday Arts Trail at LHUCA. The student's visual art was displayed in a room set aside at LHUCA, and the students were able to show off some dances they had learned during the week.
- E. August 18 Community Forum Follow-up on Belonging (PTA, Neighborhood Watch, Scouts) – Ms. Pope reported there was very good discussion at the Community Forum held on August 18th at Talkington mostly around PTAs. We are in the process of putting together the information from the other forums to see how we can best use it.
- F. August 22 Lubbock Community Hoops Community Involvement Day Part II and Back to School Bash – Ms. Pope reported that she attended Leditt Butler's event on August 22nd at Butler Park, and it was a very successful event. She stated Mr. Butler had a knack for drawing the kids to events, especially Butler Park.
- G. August 22 VOICES Back to School Bash – Andrea Miller reported they gave out about 800 backpacks. The Youth Coalition did presentations that day. This coalition consists of four students who have been consistent in attendance and participation. Keep Things Alive is the name of the group, and they have been trained in media awareness. The group is working to go to Washington through fundraisers. They meet every other Monday from 6:30 to 7:30pm at Sunrise Baptist Church.
- H. August 23 My Brother's Keeper Back to School Bash – Ms. Pope attended this event which also was very successful.
- I. September 15 Birthday Bash and Paint the E-side Blue (Ervin Teachers Win \$200) – Margaret Randle reported that one of the goals of the Membership Committee is to increase membership. At the Birthday Bash, the Committee decided to challenge each school to attend, and if they had members of their staff join between September 15 and that Friday by 5:00 pm, the school that had the largest percentage of their staff to join would receive a \$200 gift card to be used for the staff at the principal's discretion. Ervin had the largest percentage to join, and Cathy Pope, Shannon Spencer and Margaret Randle presented the gift card to the principal. The Birthday event got a lot of people from Estacado out and was very well attended. Paint the East Side Blue was started at the Birthday Bash with the release of blue balloons. For homecoming, we put blue streamers around Estacado and down MLK. Painting "E"s is the next project. Many people contributed to the Birthday Bash, specifically the Chamber of Commerce who was a \$1,000 sponsor, and LHUCA who furnished the golf cart and driver for transportation.

VIII. Upcoming Events

- A. October 18 Hub Theatre Group's Broadway and Gourmet on Ave J (LHUCA Patio) – this is a free event out in the patio area of LHUCA and should be a good event for kids.
- B. October 20 East Lubbock Community Alliance Forum (Self-Esteem Accomplishments, Mastery, Recognition) – to be held at Talkington School for Young Women, discussing how do people get praises in East Lubbock? Does this

come soon enough? How can we work to make that better? Margaret Randle will take the lead on this forum.

- C. October 22 Building Strong Families Conference
- D. October 23 Parkway Fall Festival – has possibly been moved to Guadalupe on the 30th.
- E. October 30 Trunk or Treat at Phea and No Shave November Kickoff at Phea Boy and Girl Club – A. J. McCleod reported that StarCare is partnering with the Phea Boys and Girls Club in this event. There will be a trunk-or-treat, tables inside with prizes, candy and games. 100 Collegiate and Ready to Read will participate. The Police Department will be giving out stickers. We will also kick off No Shave November by giving out information. This is a cancer-awareness program wherein we want our kids to connect to adult men and learn to give back to the community. The men who enter will hopefully put together teams of kids who will go out and collect money to give to a local cancer program. There will be a table for kids to make beards and to wear around for No Shave November. Candy donations and volunteers are needed.
- F. October 31 Trunk or Treat at United by La diferencia Car Club and Others including the Alliance – this event will take place at United Supermarket on Parkway Drive, who has partnered in this event. They will furnish and cook 250 hotdogs. This is a trunk-or-treat with four to five car clubs coming out. There will be a bouncer and face painting. StarCare will furnish some games and prizes. They also have partnered with a local rapper who is very good to get the word out to east side families that might not get it any other way. Dr. Shine is donating 50 lightweight books.
- G. November 21 Teen Straight Talk – Lindsay Penrose stated the last Teen Straight Talk was in the Spring at The Bridge with about 45 children and parents attending. Teen Straight Talk is a community based organization that provides educational topics that are important to teenagers (ages 8 to 18) which includes a comprehensive sex education course taught by professionals. The goal is to give families a level playing field to go home and discuss these difficult topics. The next event is November 21st at TTUHSC Academic Classroom Building. They are currently taking reservations for tables and donations for door prizes. The event is free with registration at 9:30am, Talks at 10:00am, Wrap-up at 12:45 with free lunch and door prizes. Child care is provided for ages 2 to 8. Their goal is to give out 5,000 cards this year to invite 5,000 families to come to the talks. They should be able to give out cards at both the Oct. 30th and 31st events above.
- H. November 28 No Shave November Finals – Adrian Lewis reported he is meeting with Nancy Norton to see about using the High Cotton building at 19th and Avenue A for the No Shave November final event. Beards will be measured and teams will be recognized. We are hoping to partner with the car clubs, possibly having one participant. At the end of the event, maybe some of the car clubs could drive in the participants for measurements, etc. This would help build a stronger bridge between Hispanics, African Americans and Anglos living in East Lubbock.
- I. January 8 Gents Who Give: Community Matters Charity Ball – Adrian Lewis has formed the Gents Who Give organization and is having a Community Matters Charity Ball on January 8 at the Spirit Ranch. Gents Who Give is a year-long course beginning with Estacado seniors so they will know how to live life after graduation. They will be doing charity work in the community going to elderly homes and

helping with repairs and lawn care. There will be classes on how to conduct yourself in an interview, answering interview questions, how to properly dress for different occasions, and just raising up young men getting ready to go to college. City Bank and Wells Fargo will give financial advice for those who might want to start their own business.

- J. E-side Thanksgiving Dinner (Difference Maker's, Bridge) – Ms. Pope stated her vision is to have Thanksgiving Dinner for all of the east side of Lubbock. So far, there are no takers to lead this event. In lieu of that, Difference Maker's Ministry would like The Alliance to help them again this year to be held on November 21st. Let them know if you would like to participate (reading, voter registration, sickle cell testing, etc). There is also a Thanksgiving Dinner at The Bridge, and Chris Moore will let us know if they need our help.
- IX. Projects of the Alliance and Alliance Partners
 - A. Colo-rectal screenings Accion for Rural West Texas here at TTUHSC_Public Health
 - B. Voter Registration Workgroup – several groups would like to do voter registration in East Lubbock: AKA, Delta Sigma Theta, TTU Black Student Association, West Texas Organizing Strategy and the Democratic Party. A meeting is planned to develop strategies of who is going to be where when. City Council and School Board positions in East Lubbock are coming up and east side folks need to get out and vote.
 - C. Paint the E-side Blue Workgroup – We are working with Estacado to set up this workgroup to bring together the administrators, teachers, current students, coaches and alumni to look at what can be done to enhance the traditions of Estacado and how can the community get more involved. Advise Ms. Pope if you would like to serve on this committee. Estacado art teachers are making stencils of a big "E" to be painted on different places in East Lubbock. We will be asking businesses, property owners, etc. if we can spray paint a blue "E" on their parking lot or driveway. This workgroup will be looking at where to begin, the color, type of paint, permanent or temporary, what the "E" will look like (names of surrounding elementary and middle schools spelled out in the letter), etc.
 - D. 2016 Back to School Bash Coordination Workgroup – this group will look at coordinating one large event instead of several groups doing the same thing.
 - E. Early Learning Centers Champions for Children Banquet and Nominations – Lena Scott reported the Early Learning Centers of Lubbock Champions for Children Awards Luncheon will be held April 13, 2016, at Lubbock Country Club. There are four categories of nominations, and she encouraged everyone to complete the nomination form that was passed out. Nominations are due by December 4, 2015.
 - F. ELPN Report on Ervin PBIS 1st six weeks – deferred.
 - G. ELPN Report on Ervin PBIS 1st six weeks – deferred.
 - H. Ervin Student Recognition Program (Appoint Coordinator) – deferred.
 - I. West Texas Dancing Raiderettes – Ms. Pope stated the West Texas Dancing Raiderettes have moved to the gym at StarCare's StarQuest facility located at Guava and Broadway.
 - J. Ballet Lubbock – deferred.
 - K. W.K. Kellogg Foundation Scholarship Award – East Lubbock Promise Neighborhood is a finalist for this scholarship. Jared Strange wrote the words for the video presentation. We should know the winner by November 19th.
- X. Meeting (November 10 at 11:30 -1:30)