



**Minutes of The Alliance Meeting held Monday, July 11<sup>th</sup> , 11:30 am to 1:00 pm, George Woods Star Institute, 517 North Zenith**

- I. Call to Order –Cathy Pope called the meeting to order.
- II. Minutes of April 12, 2016 – were approved and have been placed on the web page.
- III. Public Comment (limit to 2 minutes each, total 6) – no one asked for public comment.
- IV. New Members – Shannon Spencer reported we have 445 members as of May, 2016
- V. Additional Agenda Items – there were no additions to the agenda.
- VI. Guest Speakers
  - A. Canyon Lakes Project of Imagine Lubbock – Ms. Pope introduced Chad Davis, Chair of the Imagine Lubbock Canyon Lakes Project. He gave a little background around the Canyon Lakes and how it was developed. Canyon Lakes is a man-made lake as a result of the 1970 tornado, wherein the City took the opportunity to develop and clean up that area. The Canyon Lakes will be 50 years old in 2020. When you look at the surrounding land around this area, it is all public land with water running through it on a continuous basis. One of the things that came out of the Chamber effort of Imagine Lubbock Together was that the Canyon Lakes Area is the largest under-utilized, under-appreciated, under-maintained areas in the City. It is amazing the events that take place in that area. Mr. Davis feels we need a strong voice from all the users who can go forth and advocate to the community on what an asset it is. The best organized groups get bonds pushed through and get the money. His group has been looking at what people are using the lakes and how to bring those people together. Their next step is to put together a public awareness campaign (tours, videos, twitter,) as a start to gathering those voices and identify the strongest needs. There is a lot of educational and historical opportunity, as well. Businesses want to see traffic in order to establish in an area. By using food trucks and social media, a lot of traffic could be generated in a short period of time. This needs to be a City initiative and not just one or two districts.
  - B. Department of TTUHSC Public Health Practicum Opportunities Dr. Jackie Chavez spoke briefly regarding practicum opportunities, paid or otherwise, for her students in public health. She is looking for sites where her students can go locally and do their learning experience – anything that has to do with public health, i.e. nutrition, management policies, get fit programs. If any of our organizations have an internship opportunity, let Dr. Chavez know ([Jackie.chavez@ttuhsc.edu](mailto:Jackie.chavez@ttuhsc.edu); (806)743-4042).
  - C. Winning Tradition – Coach Marcus Shaver could not make the meeting, so this was deferred until next meeting.
- VII. Upcoming Events:
  - A. July 11<sup>th</sup> – Booster Club and Fundraiser – Kevin McConic is the new President of the new Estacado Booster Club. There have already been several meetings with 60 members already. Due to less monetary support for our athletes, booster clubs come in to help out where the district leaves off. Estacado Booster Club hopes to build up the club and engage support from the community and businesses to help

support the athletes. The club has already had a big fundraiser this year and raised about \$10,000. He reviewed the vision and mission of the Booster Club, which is basically to support the athletes and coaches/staff in the educational opportunities for students to get where they need to get. Kids are really engaged more than has been seen in a long time – 40 to 50 kids every day at summer workout. There is a meeting tonight at 7:30pm at the Estacado gym and anyone can come, support, join for \$10 and get a t-shirt. This is a booster club for all sports and hope to have an all-sports banquet. One of the projects is working in concession stands. At the first Estacado scrimmage game August 12, at 5:30pm, we are planning a Matador Madness night with DJ's, speakers, and fun for the kids. Contact [Estacadoboosters@gmail.com](mailto:Estacadoboosters@gmail.com) to join and volunteer to help. The Booster Club would like to partner with the PTA. The Alliance can participate by attending as many games as possible (Alliance Section). StarCare is the pregame food sponsor for the football athletes this fall. Ms. Pope stated we need a banner that says "East Lubbock Alliance Supports Estacado" that we could put up at the Alliance Section of the games. Also, t-shirts can be purchased at Cardinal Sports. Blue megaphones would be nice.

- B. July 31<sup>st</sup> – 100 Black Men Fishing Derby
- C. August 2<sup>nd</sup> – National Night Out – Brandi Ivey presented the activities for National Night Out. The Alliance will be participating at one of the kick-off locations in town which is Chapman Hill at Booker T. Washington Park. We are working with the Chapman Hill Neighborhood Association. StarCare is furnishing the meat for this event, and everyone will bring a side dish. Kevin McConic volunteered United to furnish the water for this event. North & East Lubbock CDC will provide and man the games for the night. Athletes from all schools will be there. Community police will be there. There will be a very short program and Sheila Patterson will do a Proclamation. The Neighborhood Association as energy-efficient light bulbs they will distribute in the neighborhoods to encourage to put in their porch light and encourage safety and support. We are working on tables to have available. Possibly will have a drive-in for the kids with boxes as their cars and will watch a movie. We are hoping for 200 people this year as opposed to 100 last year.
- D. August 13<sup>th</sup> – Vamos a Pescar – everything is ready to go.
- E. August 20<sup>th</sup> – Back to School – StarCare Voices Program is very involved in the back-to-school events and forming a coalition to have just one event, but plans are already made for this year but the group is very excited to work with us next year to "expand" to more than just back packs.
- F. August 26<sup>th</sup> – First EHS Football Game – Mr. McConic said this is the first Friday night game.
- G. September 15<sup>th</sup> – Volunteer Center's Igniting Creativity – deferred to next meeting.
- H. September 20<sup>th</sup> – 2<sup>nd</sup> Birthday Bash and Paint the E-Side Blue – Ms. Ivey asked for members to be on the 2<sup>nd</sup> Birthday Bash Committee. Volunteers were: Margaret Randle, Kevin McConic, Shannon Spencer, Baby Wallace and Tibia Todd. We are planning a picnic time at 6:00p (hope to have music and food trucks available) with the program starting at 7:00p at the Amphitheatre. We will have booths, balloons, athletes, cupcakes. We are working on parking.
- I. September 23<sup>rd</sup> – EHS Homecoming – try to build the parade back up, homecoming reception, etc.
- J. October 28<sup>th</sup> – TEDxLubbockWomen (YWCA) – deferred to next meeting.

- VIII. Past Events:
  - A. Juneteenth - Brandi Ivey reported that approximately 1,500 people attended this year as opposed to 2,500 last year. The bridge being out probably contributed to the lower number. We had a great turnout of vendors and activities.
  - B. Voter Registration & Election Results – deferred to next meeting.
- IX. Projects of the Alliance and Alliance Partners:
  - A. Family Academy and Vocabulary Camp – Stephanie Shine reported on the 2-week Pre-K Camp of Irvin and Alderson students where breakfast and lunch were served and students took books home, along with a parent-child time before leaving for the day. The parents were very receptive to the activities and the books. We will continue to follow these students. There will be a Family Academy in the fall at five locations, as well as Ready-to-Read on Saturdays to encourage parents to read to their kids.
  - B. Texas Tech Performing Arts Internship – Jared Strange reported on activities planned for the Texas Tech Performing Arts this summer. They will have a 2<sup>nd</sup> annual East Side Arts Camp the first week of August. This will consist of 45 first through fifth grade students from Alderson, Ervin, Harwell and Hodges Elementary Schools. Everything will be at Louise Hopkins Underwood Center for the Arts (LHUCA) this year, inside. Art will be displayed at the Ice House on First Friday Art Trail on August 5<sup>th</sup>.
  - C. School Uniforms – deferred to next meeting.
  - D. West Texas Tornado Track Club – young group of kids fundraising in order to go to the State meet this summer and would appreciate our support.
  - E. Draft Strategic Plan – Ms. Pope stated we were where we were a couple of months ago and will be picking up speed.
- X. Other Events and Projects:
  - A. Early University at EHS – still taking applications, call LISD.
  - B. Chamber Youth Entrepreneur Academy (YEA) – for students 11 through 18 years and is a partnership of the Chamber, LISD and Cooper, which is about teaching kids to be entrepreneurs. Scholarships are available.
  - C. Black Lives Matter Demonstration for Lubbock – Mr. Strange stated that a meeting will be held Wednesday, July 13, at the Unitarian Universalist Church at 2801 42<sup>nd</sup> Street at 6:00p in light of recent events.
- XI. Other
  - A. StarCare \$1,000 Reward – StarCare’s property at 3315 E. Broadway was vandalized recently which will cost about \$30,000 to replace and repair the damage. StarCare is offering a \$1,000 reward to anyone who knows anything about this.
- XII. Next Meeting will be June 6<sup>th</sup>.