



Duncanville Community Engagement Advisory Board
Regular Meeting Agenda
203 East Wheatland Road
Briefing Room
Duncanville, Texas 75116

Thursday, December 11, 2025
6:30 PM

1. Call to Order
2. Receive Public Comments, limit 2-minutes per individual speaker.

To submit a comment via email and for your comments to be read, the following information is required:

Submit a comment by 4:00 PM on Thursday, December 11, 2025
Email francisco.ramos@duncanvilletx.gov
Email title: Public Comment – December 11, 2025
First and Last Name; and address.

3. Items for Individual Consideration
 - A. Consider the November 11, 2025, Regular Meeting Minutes
4. Prioritization and Focus
 - A. Board Members to Identify 2 Potential Community Engagement Advisory Board Initiatives (limit 5 minutes each)
 - B. Board Members to Prioritize Cohorts
 - C. Board Members to Identify 3 Qualities to Increase Community Engagement
 - D. Board Members to Rank City Social Media Platforms for Increased Engagement
 - E. Board Members to Identify Activity Centers for Focused Outreach Activities
5. Adjournment

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located outside the entrance to the City of Duncanville City Hall, next to the entryway doors, a place convenient and readily accessible to the general public, as well as to the City's website www.duncanvilletx.gov and said Notice was posted by the following date and time: Thursday, December 4, 2025, by 5:00 PM and remained posted for at least two hours after said meeting was convened.

Francisco Ramos, Communications and Marketing Specialist



Community Engagement Advisory Board Regular Meeting Minutes

A meeting of the Duncanville Community Engagement Advisory Board was called to order at 6:14 PM on Tuesday, November 11, 2025, in the Briefing Room at City Hall (203 E. Wheatland Rd., Duncanville, TX 75116) with a quorum to wit:

- Thomas “Toby” Lackey, Chair
- Melonie Graves Davis, Vice-Chair
- Ron Thompson
- Lynn McGinley

The following member(s) were absent:

- Ruben Medina
- Amy Ruiz
- Morgan Michelle Moore

Staff Liaison

- Alex Hamby, Communications and Marketing Administrator
- Francisco Ramos, Communications and Marketing Specialist
- DeMonica Gooden, Council Liaison, Mayor Pro Tem

1. Swearing In

City Secretary Chiquita Taylor swore in new and reappointed members

2. Introductions

- Each member of the Community Engagement Advisory Board was given up to 4 minutes to introduce themselves.

3. Members of the Public:

- Angela Thorpe-Harris, Chair of the Duncanville Arts Commission, stated that she looks forward to working with and collaborating with the Community Engagement Advisory Board.

Receive Public Comments, limit 2 minutes per individual speaker.

- No public comments were received ahead of the 4:00 PM cutoff.

4. Elections

- A. The Community Engagement Advisory Board to select a Chair to serve a one-year term ending September 2026.

Ron Thompson made a motion to nominate Thomas “Toby” Lackey as Chair. Melonie Graves Davis seconded the motion. All voted in favor of electing Thomas “Toby” Lackey as Chair. 3 were absent. The motion passed.

- B. The Community Engagement Advisory Board to select a Vice Chair to serve a one-year term ending September 2026.

Ron Thompson made a motion to nominate Melonie Graves Davis as Vice Chair. Thomas “Toby” Lackey Chair seconded the motion. All voted in favor of electing Melonie Graves Davis as Vice Chair. 3 were absent. The motion passed.

5. Items for Upcoming Meeting Agendas

- A. Communications and Marketing Projects

Alex Hamby provided statistics and data points for the City of Duncanville. He spoke about upcoming Communications and Marketing department projects.

A new website will be developed this year, with the intent to launch it on October 1, 2026. The company that has been contracted to build and host the new site is Civic Plus and will be more ADA (Americans with Disabilities Act) compliant. The Just Department has issued a deadline for municipal websites, social media, and online communications to be compliant.

Alex Hamby also stated that help will be needed from the Community Engagement Advisory Board and City departments to review the website and help direct the creation of a new site.

Council Liaison, Mayor Pro Tem Gooden, stated she would use her Town Hall Meeting held on December 2, 2025, to engage citizens who attend and get the word out about the city events calendar. She also stated that she makes short videos on the NextDoor app to share the information.

Thomas “Toby” Lackey Chair stated there has got to be some outreach to the younger generation and the elderly. He stated that in next month's meeting, he would like to set aside about 30 to 45 minutes for a prioritization exercise to concentrate on who wants to do the primary focus on outreach.

Thomas “Toby” Lackey Chair asked to move the next meeting to Thursday. Alex Hamby stated he would go through the meeting times on the website and get back with the board members.

6. Adjournment

The meeting was adjourned at 7:46 PM

Thomas “Toby” Lackey, Chair

Francisco Ramos, Staff Liaison

Prioritization and Focus Exercise Outline

Supplies Needed – Post It Notes, Pens

1. Pass out blank notes. Ask each board member to list 2 potential initiatives they would like to see the board undertake. Give 5 minutes. Post this to the agenda so board members have time to think about this.
2. Collect these notes. Attach to wall, check for overlaps or duplications, and remove any. Ask everyone to prioritize these initiatives numerically 1-5 with 5 being highest priority. 10 minutes.
3. Collect ranked votes. Will collate after the meeting.
4. Ask everyone to prioritize cohorts that we think we should focus on. Again, using ranking system on the wall. 3 minutes. Numerically 1-6 with 6 being highest. These were co-horts Alex identified in his outreach reports.
 - Consider two things:
 1. Which cohorts do you think are most important to reach in Duncanville.
 2. Which cohorts do you think we are best equipped to focus on.
 1. Non-English speakers. (Cohort Challenge Clarification: Residents who require language access other than printed English.)
 2. Disabled. (Cohort Challenge Clarification: Residents needing accessible engagement formats.)
 3. Elderly (65+) (Cohort Challenge Clarification: Residents who may use different communication and networking formats other than those currently being offered.)
 4. Not online. (Cohort Challenge Clarification: Residents who depend on non-digital communication.)
 5. Younger adults 18-30. (Cohort Challenge Clarification: Residents who may use different communication and networking formats other than those currently being offered.)
 6. Under 18. (Cohort Challenge Clarification: Residents who may use different communication and networking formats other than those currently being offered.)

5. Pass out blank notes again. Ask each board member to list 3 descriptions of personal qualities that will help us increase community engagement. Put your name on each of your notes, along with a short description of your skill and how you might leverage the skill in our initiatives. Will collate after the meeting. 10 minutes.
 - Some examples:
 1. Bilingual – Fluent in Spanish and able to support outreach at events.
 2. Connected to seniors – Active in older adult networks
 3. Facilitator – Experience leading sessions for target groups.
6. Ask everyone to prioritize which tool we would like to see have increased engagement. Prioritize 1-7 with 7 being highest. 5 minutes. Will collate after the meeting. Rank these not according to your personal preferences, but rank these platforms based on where CEAB should invest time to build visibility, two-way dialogue, and resident engagement.
7.
 - Facebook
 - Instagram
 - Threads
 - X
 - Linked In
 - You Tube
 - Nextdoor
8. Ask everyone to list places specific to Duncanville or generally common places in cities that we should focus some of our outreach activities on. Include as much specific information as possible, such as contact names, meeting cadences, or social media handles as you can quickly supply. Could be either a physical place or a network in town that we should outreach. 10 minutes.
 - Examples:
 1. Physical: Rec Center, Library, Hopkins Senior Center, Commercial Establishments around town
 2. Networks: Faith communities, sports leagues (youth or adult), parent groups, business corridors or professional associations.
9. Please list (one per post it page) how, in your experience, internal communication works best with the following (5 minutes):
 - Peer boards in Duncanville
 - How do you currently elevate items you prioritize to city hall
 - How do you maintain your current community networks or volunteer organizations with which you are connected.

- Member to member communications within the CEAB. Remember that we have to respect open meeting rules.

10. Hot Items. Time sensitive community or government initiatives for which we need information repositories, (contacts, purposes, deadlines, etc). Here's some currently in the queue. We need to work toward establishing CEAB Subject Matter Experts on each of these, if possible.

- ADA compliance on city website(s)
- Accessibility standards
- Translation and interpretation plans for sanctioned events
- Duncanville 2040 – comprehensive plan –
- Arts Grant program
- DCEDC Design grants and other incentive programs
- Current evolving special projects
 1. Armstrong Park Cultural District
 2. Charles F. Ladd Nature Preserve
 3. Rotary Park Dog Park
- Election cycle procedures and deadlines
- Councilmember initiatives such as town halls
- Spend a few minutes listing other “hot items” we should add to our Open Items/Hot Items ongoing list. (One per post-it page).