



Duncanville Community Engagement Advisory Board Special Meeting Agenda

203 East Wheatland Road
Briefing Room
Duncanville, Texas 75116

Thursday, January 8, 2026
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, January 8, 2026
Email francisco.ramos@duncanvilletx.gov
Email title: Public Comment – January 8, 2026
First and Last Name; and address.

3. Items for Individual Consideration
 - A. Consider the December 11, 2025, Regular Meeting Minutes
 - B. Consider a new regular meeting schedule.
4. Discussion Items
 - A. FIFA Discussion
 - B. Prioritization and Focus Discussion Continued
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: Monday, January 5, 2026, by 5:00 P.M. and remained posted for at least two hours after said meeting was convened.

Francisco Ramos
Communications and Marketing Specialist



STAFF REPORT

MEETING: Community Engagement Advisory Board - January 8, 2026

TITLE:

Consider the December 11, 2025, Regular Meeting Minutes

Vision Statement:

“Duncanville, a City of Champions, is a safe, vibrant, diverse community committed to excellence in education, business, and good governance.”

Pillar:

STAFF RESPONSIBLE:

Francisco Ramos

BACKGROUND/HISTORY:

POLICY EXPLANATION:

FUNDING SOURCE:

ORG and Object Number

N/A

Available Budget

N/A

Purchase Amount

N/A

After Encumber

N/A

ACTION ALTERNATIVES:

1. Approve.
2. Disapprove
3. Other actions as directed by Council.

ATTACHMENTS:

2025-12-11 - Community Engagement Advisory Board - Minutes



Community Engagement Advisory Board Regular Meeting Minutes

A meeting of the Duncanville Community Engagement Advisory Board was held on Thursday, December 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
- Amy Ruiz
- Morgan Michelle Moore

The following member(s) were absent:

- Ruben Medina
- Lynn McGinley

Staff liaison

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

1. **Call to Order**

The meeting was called to order 6:33 PM.

2. **Receive Public Comments, limit 2-minutes per individual speaker.**

Mae Del la Rosa spoke about her email regarding FIFA watch parties and to connect with Duncanville High School sports, clubs, and the marching band with city-sponsored events. Her email is as follows:

1. FIFA Watch Parties - For community engagement from local citizens and to get local businesses promoted and engaged, organize watch parties for all of the FIFA soccer matches. Can be held at the band shell in the park, in the rec center, the senior center, the Annex, and/or the Chamber of Commerce. Since staff resources are limited, a suggestion to seek a volunteer/s who are local soccer enthusiasts and who are willing to organize watch parties sponsored by the city. This advisory board to be liaison with this volunteer task force for accountability and organization. This board to engage local restaurants and businesses for sponsorship to cover expenses and sell food and soccer "swag".
2. Find ways to connect Duncanville High School sports, clubs, and the marching band with city-sponsored events. Showcase team rosters in local businesses. The purpose is to foster our "team



spirit" and get local citizens more connected and engaged with city-sponsored events and local businesses, as well as promote the school's activities, events, and team spirit.

I will be at tonight's meeting to speak on these thoughts. Please call me if you have any questions. Thank you for this opportunity to share my thoughts.

3. Items for Individual Consideration

A. Consider the November 11, 2025, Regular Meeting Minutes

Ron Thompson made a motion to approve the minutes, and Morgan Michelle Moore seconded the motion. All present voted in favor. Ruben Medina and Lynn McGinley were absent. None opposed. The motion passed.

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.

The Board engaged in a prioritization and focus exercise to guide future Community Engagement Advisory Board efforts. Board members identified potential initiatives, discussed and prioritized target cohorts, identified key qualities to increase community engagement, ranked City social media platforms for increased engagement, and identified activity centers for focused outreach activities.

5. Adjournment

The meeting was adjourned at 8:23 PM

Toby Lackey, Chair

Francisco Ramos, Staff Liaison



Prioritization Preliminary Analysis

I - New Initiatives

Supply two ideas for initiatives fostering Community Engagement, then rank the supplied ideas. Highest to Lowest.

Idea	Prioritization Score
Yoga @ The Park	0
Business Highlight Promotion	3
Leaflet or Welcome Newsletter to New Residents of Duncanville	2
Fostering Connection Between The Youth and The Elderly Through Service Activities and Mentoring	0
Neighbor connect forums, host meetings in different neighborhoods at one of our public parks - allows residents to voice concern (traffic, safety, codes, etc.) Share upcoming projects.	3
Develop two new ways to outreach to the h\Hispanic community, devise unique channels of access for disabled and Spanish speaking communities	3
Devise a system to enhance internal communication regarding Policy and Collaboration between Boards/Community/Staff/City Council	4
New Systems to communicate last minute change notification throughout the city.	4
Monthly or quarterly listening session where residents can talk about health issues in general and certain priorities such as Mental Health resources, chronic disease support for Seniors, cover topics such as caregivers for persons with dementia.	4

II – Communication Best Practices Ideas

Supply your thoughts about how best to communicate between peer boards, communities at large, and city representatives.

Ideas list:

1. Identify shared goals between boards.

2. Facilitate open conversations.
3. Foster camaraderie between boards by hosting Board member mixers.
4. Focus on Pre-town hall or Post-town hall events.
5. Devise templates for our board to communicate with City Hall, Council, and other boards.
6. Devise a text distribution list comprising informal networks of Duncanville residents.
7. Set up a schedule of CEAB board members to attend, in person peer board meetings.
8. Meet with people who we have identified as people who can "move the needle". Solicit input from these people.
9. Develop a biweekly or monthly email digest to every chair/vice chair of all boards. What's happening, featured member spotlight, metrics or event/initiative success.

III – Communication Platforms or Methods

Asked each member to prioritize current communication platforms for CEAB focus, lowest being most important. Physical locations and additional thoughts were also supplied.

Platform	Morgan	Melonie	Ron	Amy	Toby	Rank Totals
Nextdoor	5	2	1	1	1	10
Facebook	7	1	3	2	3	16
Instagram	6	3	4	3	2	18
YouTube	4	6	2	4	4	20
Threads	2	4	6	7	5	24
LinkedIn	1	5	5	7	7	25
X	3	7	7	7	6	30

Additional thoughts or physical locations.

1. All communication must be bilingual.
2. Bingo@Senior Center
3. Armstrong Park

- 4. Fieldhouse
- 5. Libaray/Rec Center
- 6. Church

IV – Cohort Prioritization

Rate which cohort you think should be prioritized for Community Engagement, based on our skill sets and priorities.
Smallest to Largest

Identified Cohort	Prioritization Focus
Not Online	10
Elderly	14
Disabled	17
Young Adults	17
Non-English Speaking	19

V – List of Outreach Orgs & Methods

What	Contact Name	Engagement Strategy	Board Member
Grocery Stores			
Armstrong Splash Pad			
Churches			
Cox Farms			
Costco			
Rec Center			

Armstrong B-Ball Courts			
Armstrong Park Generally			
Electronic Sign			
Fieldhouse			
Pelican House Restaurant			