



Youth Commission Meeting

TUESDAY, FEBRUARY 12, 2020
BRIEFING ROOM
CITY HALL
1500 MARILLA ST.
DALLAS, TEXAS 75201
6:00 P.M.

1. **Approval of January Minutes**
2. **National League of Cities – Washington D.C.** **Taylor Moody**
3. **Workforce, Education, and Equity Committee Update** **Zander Feinstein**
4. **MLK Youth Summit Recap**
5. **Final Discussion & Consideration of Official Name for Youth Grant Initiative**
6. **TEDX Briefing & Planning Meeting Update** **Ashley Shan**
7. **Youth Grant Initiative Action Plan Discussion**
 - a) **Application Structure**
 - b) **Marketing Plan**
 - c) **Next Steps**
8. **Announcements**
9. **Adjournment**



**Youth Commission Minutes
Thursday, February 12, 2020
6 P.M.**

**Meeting Chamber
Dallas City Hall
1500 Marilla St.
Dallas, TX 75201**

Members Present: Chair Zander Feinstein, Vice Chair Fernanda Aguerro, Secretary Aiden Ross, Nia Cole, Ashley Shan, Alexa Lacy, Semaj Johnson, Elisha Burrell, Franchesca Jennings, Brianna Johnson

Members Not Present: Judith Gonzalez, Jack Minigutti, Timothy Chapa, Jesus Moreno

Call to Order at 6:16 P.M.

1. Approval of Minutes from January 14, 2020

- ◆ **Motion:** To approve minutes from December 10, 2019 and January 11, 2020
- ◆ **For:** Chair Zander Feinstein, Vice Chair Fernanda Aguerro, Secretary Aiden Ross, Nia Cole, Ashley Shan, Alexa Lacy, Semaj Johnson, Elisha Burrell, Franchesca Jennings, Brianna Johnson
- ◆ **Against:** 0
- ◆ **Result:** Carried, 10-0

2. National League of Cities – Washington D.C.

- ❖ Youth Commission Coordinator Taylor informed the youth commission about NLC Washington, and informed them of what forms they needed signed. She asked who all was going and about allergies. She asked what representatives the commission would like to meet. She said we will have polos and button downs by NLC.
- ❖ Youth Commission Secretary Aiden Ross wants to meet Colin Alred or any other politician
- ❖ Youth Commissioner Semaj Johnson wants to see Eddie Bernice Johnson
- ❖ Youth Commissioner Nia Cole wants to go to the African American Museum
- ❖ Youth Commissioner Alexa Lacy wants to the African American Museum and she asked about college tours
- ❖ Youth Commission Coordinator Taylor Moody said we could visit
- ❖ Youth Commissioner Alexa Lacy wants to go to GW and Howard
- ❖ Youth Commissioner Ashley Shan wants to go to the portrait gallery
- ❖ Youth Commission Secretary Aiden Ross wants to go to the Aerospace museum

- ❖ Youth Commission Vice-Chair Fernanda Aguerro wants to go the national science museum

3. Workforce, Education and Equity Committee Update

- ❖ Youth Commission Chair Zander Feinstein postponed this until next meeting

4. MLK Youth Summit Recap

- ❖ Youth Commission Coordinator Taylor Moody asks how we can improve the summit. She said we need to figure out how we can increase attendance
- ❖ Youth Commission Chair Zander Feinstein says that while people were interested, we need more people
- ❖ Youth Commissioner Semaj Johnson thanks Nia Cole for the speaker and said he had an impact on everyone who was there
- ❖ Youth Commissioner Elisha Burrell thought the speakers were engaging
- ❖ Youth Commissioner Franchesca Jennings liked when the students discussed the issues
- ❖ Youth Commissioner Nia Cole thinks we should strategize how we advertise
- ❖ Youth Commission Chair Zander Feinstein thinks doing it during the school day would be more effective
- ❖ Youth Commissioner Franchesca Jennings thinks we should advertise to organizations that are involved in community
- ❖ Youth Commission Coordinator Taylor Moody asks why we didn't have as many people as we wanted.
- ❖ Youth Commission Chair Zander Feinstein thinks doing it during the school day would be more effective
- ❖ Youth Commissioner Nia Cole agrees
- ❖ Youth Commission Secretary Aiden Ross agrees
- ❖ Youth Commission Coordinator Taylor Moody said we may be leaving people out
- ❖ Youth Commissioner Nia Cole asked about transportation on school days
- ❖ Youth Commission Coordinator Taylor Moody asked how we can make our program enticing
- ❖ Youth Commission Chair Zander Feinstein says that we should talk to TedX SMU about getting people during the school day
- ❖ Youth Commissioner Celese Gierhart thinks that we should do it on school days
- ❖ Youth Commissioner Ashley Shan says we should reach out to middle schoolers
- ❖ Youth Commissioner Semaj Johnson we should be more vocal about our events.
- ❖ Youth Commission Coordinator Taylor Moody says that we should be more creative about enticing people to attend. How do we make our events worth going to?
- ❖ Youth Commissioner Nia Cole says that we should emphasize the free stuff
- ❖ Youth Commissioner Franchesca Jennings says that we should talk to people at our school and give out merch

- ❖ Youth Commissioner Ashley Shan says that we need a speaker to draw people in and make them actually come
- ❖ Youth Commission Secretary Aiden Ross says that maybe we should do something gimmicky to draw more eyeballs and draw more people
- ❖ Youth Commission Coordinator Taylor Moody

5. Final Discussion & Consideration of Official Name for Youth Grant Initiative

- ❖ Youth Commission Coordinator Taylor Moody informed us that we were between Teens for Dallas and Teens Serving Dallas as our the names for our grant program.
- ❖ **Motion:** Adopt the name Teens Serving Dallas for grant name
 - Youth Commissioner Semaj Johnson said it was the better name
 - Youth Commissioner Franchesca Jennings think the Teens for Dallas will be better for the design
 - Youth Commissioner Ashley Shan said that using a “4” may not appeal to council
 - Youth Commissioner Celese Gierhart agrees with Franchesca, doesn’t know what we are serving
 - Youth Commissioner Ashley Shan asked if we could logo it with the “4”
 - Youth Commissioner Fernanda Aguerro points out that you don’t know who you are four
 - Youth Commissioner Nia Cole doesn’t like the word serve and thinks for leaves it up to interpretation
 - Youth Commissioner Alexa Lacy asks if we can change the word serve, and change it to dedicated
- ❖ **For:** Youth Commission Secretary Aiden Ross
- ❖ **Against:** Chair Zander Feinstein, Vice Chair Fernanda Aguerro, Nia Cole, Ashley Shan, Alexa Lacy, Semaj Johnson, Elisha Burrell, Franchesca Jennings, Brianna Johnson
- ❖ **Fail**
- ❖ Youth Commission Secretary Aiden Ross said that he liked dedicated but it had a lot of syllabols
- ❖ Youth Commissioner Ashley Shan said that if we are thinking about syllabols that we should use “for”
- ❖ **Motion:** Adopt the name Teens For Dallas for grant name
- ❖ **For:** Chair Zander Feinstein, Nia Cole, Ashley Shan, Alexa Lacy, Semaj Johnson, Elisha Burrell, Franchesca Jennings, Brianna Johnson
- ❖ **Against:** Youth Commission Secretary Aiden Ross, Vice Chair Fernanda Aguerro
- ❖ Final is Teens For Dallas

7. TEDX Briefing and Planning Update

- ❖ Youth Commissioner Ashley Shan will make a list of decisions and we will email the things we want

- ❖ Youth Commissioner Alexa Lacy asks how Youth Commissioner Ashley Shan will send it
- ❖ Youth Commissioner Ashley Shan says she will send email, she also told people to make suggestions

8. Youth Grant Initiative Action Plan Discussion

- ❖ Youth Commissioner Coordinator Taylor Moody asks for someone to make the application
- ❖ Youth Commission Secretary Aiden Ross will make the application
- ❖ Youth Commissioner Coordinator Taylor Moody says that we will meet with the council sometime in March
- ❖ Youth Commission Secretary Aiden Ross asked how he will make the application
- ❖ Youth Commissioner Coordinator Taylor Moody said that Youth Commission Secretary Aiden Ross will get the info and create the application on the website
- ❖ Youth Commission Coordinator Taylor Moody says that the commission needs a detailed marketing plan
- ❖ Youth Commissioner Nia Cole asks if we are going to do this on a school day
- ❖ Youth Commission Coordinator Taylor Moody says that this is for the entire program
- ❖ Youth Commissioner Ashley Shan asked about a marketing budget
- ❖ Youth Commission Coordinator Taylor Moody said the sky is the limit
- ❖ Youth Commissioner Nia Cole asked about the age limit for this
- ❖ Youth Commission Coordinator Taylor Moody says that it is for high schoolers
- ❖ Youth Commissioner Nia Cole said we need to give it to counselors
- ❖ Youth Commissioner Semaj Johnson said that we should put the grant on the DISD website
- ❖ Youth Commission Vice Chair Fernanda Aguerro said we should talk to boards of trustees
- ❖ Youth Commission Chair Zander Feinstein asked what are goal should be
- ❖ Youth Commission Vice Chair Fernanda Aguerro said that we need to increase involvemnt
- ❖ Youth Commission Chair Zander Feinstein said we should get 100 people to apply
- ❖ Youth Commissioner Ashley Shan said we should get at least 50 to apply
- ❖ Youth Commissioner Elisah Burell said should advertise the grant program on district TVs
- ❖ Youth Commissioner Franchesca Jennings said we should use three different marketing strategies
- ❖ Youth Commission Vice Chair Fernando Aguerro said we should try to give out all of our money
- ❖ Youth Commissioner Ashley Shan said we should get a diverse group of applicants
- ❖ Youth Commissioner Nia Cole said that we should try to get one high school and one middle school from each district
- ❖ Youth Commission Coordinantor Taylor Moody asked how we could make everything equitable

- ❖ Youth Commission Secretary Aiden Ross said that we should do target advertising on google
- ❖ Youth Commissioner Ashley Shan agrees with Nia Cole
- ❖ Youth Commission Vice Chair Fernanda Aguerro says that we should target less wealthy districts and helping the districts that really need it
- ❖ Youth Commission Coordinator Taylor Moody said that we need to cover our individual students in our district. She asked about timeline. She also asked how everyone gets a fair shot at these grants.
- ❖ Youth Commissioner Celese Gierhart says we should reach out to school papers or get on the news
- ❖ Youth Commissioner Alexa Lacy says that we should advertise at fast food places
- ❖ Youth Commission Secretary Aiden Ross says we should use google targetted advertising
- ❖ Youth Commissioner Ashley Shan said we should do targetted adds on social media.
- ❖ Youth Commissione Nia Cole likes the social media adds
- ❖ Youth Commission Vice Chair Fernanda Aguerro says we should talk to the DISD board of trustees
- ❖ Youth Commissioner Ashley Shan says we should use every news source possible to advertise
- ❖ Youth Commissioner Semaj Johnson said we should set up booths at events and things
- ❖ Youth Commissioner Ashley Shan says that we should do booths at college fairs
- ❖ Youth Commissioner Brianna Johnson says that we should do block walks to spread the word
- ❖ Youth Commission Coordiantor Taylor Moody says we should already be doing block walks in our district
- ❖ Youth Commissioner Franchesca Jennings says that older people get really interested and involve youth when you are involved in your neighborhood
- ❖ Youth Commission Coordiantor Taylor Moody asks what we need to do before this is launched
 - Meet with board of trustees
 - Make application (Aiden)
 - Press release (Ashley)
 - Make sure other organizations are updated
 - We need to do branding (logos, t-shirts)
 - Solid volunteer options
- ❖ Youth Commissioner Ashley Shan said we need to have the districts spread out
- ❖ Youth Commission Coordiantor Taylor Moody asked us our goals for each district
- ❖ Youth Commission Ashley Shan said we should have three volunteer options and a middle and high school in each district
- ❖ Youth Commission Secretary Aiden Ross asked where to find school counselors
- ❖ Youth Commission Coordiantor Taylor Moody said to ask a trustee. She said we will meet with the trustees. She asked who would make sure everybody markets.

- ❖ Youth Commissioner Ashley Shan says we should all hold each other accountable
- ❖ Youth Commissioner Celese Gierhart says that we should have one person to make sure everyone will do their part
- ❖ Youth Commission Chair Zander Feinstein will hold people accountable
- ❖ Youth Commission Coordinator Taylor Moody asked who the influencers in our demographic are
- ❖ Youth Commissioner Nia Cole says we should DM athletes
- ❖ Youth Commissioner Alexa Lacy suggests Emma Chamberlain
- ❖ Youth Commissioner Celese Gierhart suggest Much Love Sophie
- ❖ Youth Commissioner Semaj Johnson is an influencer
- ❖ Youth Commissioner Aiden Ross suggest Luka Doncic
- ❖ Youth Commissioner Ashley Shan says we could tap into famous parents at schools
- ❖ Youth Commissioner Franchesca Jennings suggest Yellow Beasy
- ❖ Youth Commissioner Nia Cole will reach out to Jack and Jill and Churches
- ❖ Youth Commissioner Celese Gierhart suggests boy and girl scouts
- ❖ Youth Commissioner Elisha Burell suggest Dez Bryant
- ❖ Youth Commissioner Franchesca Jennings suggest working with a homeless students organization and she will reach out to DISD people

9. Announcements

- ❖ Youth Commission Coordinator Taylor Moody will email us trip details. She says we need to be more proactive.

Adjourn at 7:32 P.M.