

**MLK Commission Meeting**  
**Governor's Office of Economic Development Board Room**  
**July 22, 2014**

**Attendees:** Winston Wilkinson, Shirlee Silversmith, Dr. Forrest Crawford, Dr. Rob Harter, Gary Oliver, Jasen Lee, Ed Napia, Mac McCullough, Brian Somers, Geoffrey Fattah, Stanford Kekauoha, Jenny Hor, Sattia Chozo

**Excused:** Dr. Roderic Land, Dr. Freddie Cooper, Joseph Nicholas, Julie Fisher, Claudia Nakano

**Unexcused:**

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**Welcome-** *Winston Wilkinson*

- Winston welcomed all the attendees to the MLK Commission meeting.
- The minutes were moved to be approved by Jasen Lee and second by Gary Oliver

**Plan for 2015 MLK Celebration - Commission Discussion**

- Dr. Rob Harter and Jasen Lee suggested having a national speaker that could introduce a local speaker such as Dr. Crawford or someone from the commission. They also suggested partnering up with a university in order to have the costs shared.
- Dr. Crawford mentioned that bringing someone from the region will be more beneficial and would make coordination and expenses more affordable for the commission. He also mentioned that partnering up with another entity could not be a good idea since they tend to lock the speakers' time.
- Jasen Lee will contact an agency that could find a keynote speaker within the commission's budget.
- Potential dates for the 2015 MLK Commission Celebration are Thursday, January 15<sup>th</sup> or Friday, January 16<sup>th</sup>.
- Potential Entrance fee: \$10 donation or canned food to be donated to Utah Food Bank.
- A subcommittee chaired by Dr. Crawford was created to find a keynote speaker for the 2015 MLK Commission Celebration.

**MLK Website - Commission Discussion**

- Winston met with Rick about the old MLK Commission website and he mentioned Rick is willing to update the content.
- Geoffrey explained the first step from the communications' point of view is to start branding the MLK Commission by setting a logo, which will help with brand recognition.

- Brian suggested to have only one MLK Commission website that would be through the Department of Heritage & Arts (dha.utah.gov). He mentioned that more than one customized url could be created for the commission, as long as the url is not already in use. DHA and MCA administration would be in charge of updating the MLK Commission website content and the transfer of any of the old website content the commission would like to keep in the new website.

### **Ideas for Outreach – Commission Discussion**

- Dr. Crawford suggested that going to different organizations/entities to offer help and holding meeting all over the State of Utah would benefit the Commission and help with brand recognition.
- Mac mentioned that holding the meetings in different locations outside the Wasatch front by dedicating a full day to go to places the commission haven't reached out to, this will show the community the MLK Commission cares about their input and would help the community to identify with the commission.
- Dr. Crawford explained that around '90 to '96 the MLK Commission used to be invited to the opening legislature session. He suggested rebuilding the relationship between the Legislators and the MLK commission.

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### **Action Items:**

- **Next MLK Meeting-**  
The next MLK Commission meeting is scheduled to be held on September 23<sup>rd</sup>, 2014 at 10:00 a.m. in the Zephyr Board Room.