
African American Cultural Center Community Advisory Committee Meeting #8

MEETING NOTES

September 24, 2019
5:30pm – 7:30pm

Long Beach Museum of Art (LBMA)
2300 E Ocean Blvd
Long Beach, CA 90803

Attendance:

Co-Chairs: Erroll Parker, Program Director, Success in Challenges, Inc.; Max Viltz, Owner, Village Treasures

Working Group Members: Monte B. Beard, Sr., Long Beach NAACP Executive Committee; Darcelle Bradley; Charles Brown, Vice President, Non-Profit Sector, Lyde Enterprises; Gerald Burford, Member, 100 Black Men of Long Beach, Inc.; Valenda Dennard, Analyst, City of Long Beach; Angelo Dickens, Realtor, ReMax; Dr. Minnie Douglas, Community Volunteer; Gregory Johnson, Managing Director, DreamKreator Studio; Renee Quarles, CEO, Shades of Afrika; Ahmed Saafir, Chair, Long Beach Community Improvement League; Sakkara Thomas, Founding President, Queens Historical Society, Inc.; Dr. Leon Wood Jr., President, Success in Challenges, Inc.

Community Advisors: Dr. Melanie Curtis Andrews, Artistic Director, Inner City Shakespeare Ensemble;

Staff members: Tasha W. Hunter, Wiggins Hunter Consulting; Alvin Teng, Community Engagement Specialist, City of Long Beach

1. Welcome and Introductions

Co-chairs Erroll Parker and Max Viltz called the meeting to order at 5:45pm. They invited and encouraged people to participate and give public comment. They also noted that this is a historic process that needed as much collaboration as possible with the entire community.

2. Conversation with Ron Nelson, Executive Director of LBMA



Ron Nelson presented on the history and current operations of MOLAA and responded to questions from Committee members.

3. Fund Development Subcommittee Update

Co-Chair Max Viltz informed the Committee that the Memorandum of Understanding with the Long Beach Education Foundation has been executed. She noted that the Committee is now able to fundraise and receive funds using Long Beach Education Fund as a fiscal agent.

Co-Chair Erroll Parker thanked Dr. Felton Williams, Sharon McLucas, and the Fund Development Subcommittee for working hard on this Memorandum of Understanding.

4. Bylaws Subcommittee

Dr. Minnie Douglas gave a brief update on the work of the Bylaws Subcommittee. She noted that, in order to establish a 501c3 organization, the Committee would need to adopt organizational bylaws. Co-Chair Max Viltz noted that the Bylaws Subcommittee is also establishing a process for selecting a Board of Directors. Co-Chair Erroll Parker noted that the process of establishing the Cultural Center would require a diverse skillset and encouraged people to volunteer to help.

Dr. Minnie Douglas referred to a Board of Directors Recruitment Recommendation document, distributed at the meeting, and noted that the Bylaws Subcommittee would be compiling a list of skillsets and information of potential Board members.

An attendee asked if there would be a document describing the fundraising process and how to donate. Co-Chair Viltz noted that all funds will go through the Long Beach Education Foundation. Dr. Melanie Curtis Andrews recommended using online platforms such as GoFundMe. Gregory Johnson recommended the organization of a capital campaign. He noted that he was involved in a similar campaign for the West Angeles Cathedral. Co-Chair Viltz invited all interested parties to join the Fund Development Subcommittee or submit ideas to the Co-Chairs.

Ahmed Saafir suggested that a business person or someone experienced with processing payroll be a member of the Board of Directors. Angelo Dickens recommended John Howard be approached.

5. Public Comment

An attendee asked how long the timeline would be before building an African American Cultural Center. Co-Chair Erroll Parker noted a projected timeline of 3-5 years.

6. Committee Comment



Ahmed Saafir recommended that the Committee create a transparent process to select the Board of Directors. He recommended a selection committee made up of individuals not interested in being members of the Board.

Valenda Dennard recommended that "Event Planning" be added to the Board Skills Inventory.

Ahmed Saafir recommended that the Committee develop a strategic plan. Co-Chair Erroll Parker agreed and noted that it should be a high priority to create a strategic plan. Dr. Douglas noted that the Institutional Business Plan from Lord Cultural Resources has a general timeline and recommended that the Committee work to create a more specific Strategic Plan based on the recommendations from the Institutional Business Plan and Community Engagement.

The Co-Chairs entertained a motion to organize an AACCLB Retreat with the intention of creating a Strategic Plan, moved by Gregory Johnson and seconded by Dr. Minnie Douglas. Discussion ensued. Co-Chair Erroll Parker suggested that the Committee employ a facilitator. Dr. Leon Wood suggested a professor at Cal State Dominguez Hills. Gregory Johnson suggested that the Committee utilize the Nonprofit Partnership to facilitate. Dr. Minnie Douglas suggested that the organization of the proposed AACCLB Retreat be housed under the Fund Development Subcommittee, creating a Retreat Committee. Dr. Leon Wood suggested that the Co-Chairs facilitate the retreat. Co-Chair Viltz noted that the common practice is to bring in an outside facilitator. The motion passed unanimously.

An attendee suggested that the Board of Directors receive training on parliamentary procedures and Robert's Rules of Order. Dr. Melanie Curtis Andrews recommended using the Grantsmanship Center in Los Angeles as a resource. Gregory Johnson noted that the Nonprofit Partnership would likely also serve as a resource.

An attendee suggested that the Committee conduct a SWOT Analysis to analyze potential strengths and weaknesses.

Dr. Curtis Andrews suggested that the Committee begin advertising. An attendee suggested the development of branding and logos, which would be necessary before advertising or marketing.

Co-Chair Viltz noted that there is a need for a website and encouraged individuals who have experience to support on the development of marketing materials.

An attendee suggested that the Committee get more youth involved by inviting millennials on the Advisory Committee. Gregory Johnson agreed, noting that millennials make up the



largest portion of charitable giving. An attendee suggested creating an outreach committee to incorporate more youth. Angelo Dickens recommended that the Committee establish a digital platform, which is needed for reaching younger community members. Gerald Burford recommended creating a Facebook page and using other social media platforms. An attendee emphasized the need for an online identity. She recommended that the Committee finalize a name and identity as soon as possible, perhaps including the community at large. Co-Chair Max Viltz noted that a Community Engagement process had already occurred.

Dr. Leon Wood recommended that the focus should be on millionaires in order to build a financial base.

Renee Quarles noted that she is working with a web designer and brander, and could leverage that relationship to develop a website, logo, and brand.

An attendee recommended that it is too early to start branding without an established name. She recommended that the Committee narrow down the name to a few options and have the community vote. Another attendee, who identified as a marketing professional, agreed that a name should be finalized before any branding is developed.

Dr. Minnie Douglas noted that the African American Cultural Center is the name on the Memorandum of Understanding. Darcelle Bradley noted that over the past meetings, there has been disagreement on the best name for the proposed Center by members of the Committee, with strong feelings on many sides. She emphasized that it would be important to have a larger conversation before it is finalized.

Meeting adjourned at 7:15pm.

