



**People. Principles.  
Purpose. Partnerships.**

# MEMO

To: Mayor and City Council Members  
From: Yalondra M. Valderrama Santana, Heritage & Tourism Manager  
Date: February 19, 2025  
RE: **Community Development Department January Report**

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## **JANUARY EVENTS**

### **MLK Day Ceremony**

Monday, January 20, 2025 from 9:00am to 11:00am

\*Original Venue: Jennie Lane Park, 102 E Rector St, Manor, TX

*New Venue: Manor New Tech High School Gymnasium, 10323 US Highway 290 E, Manor, TX 78653*

*Description: The City of Manor honors Martin Luther King Jr. Day with a meaningful ceremony that includes a march from City Hall to Jennie Lane Park. The event celebrates Dr. King's legacy of equality, justice, and nonviolence, featuring speeches, performances, and community reflections. Local leaders and residents come together to commemorate his values of unity and service*

*\*Freedom Walk was cancelled, and moved from Jennie Lane to MNTHS due to weather*

Number of attendees = 88

*See MLK Day Ceremony After-Action Report for more details*

## **UPCOMING EVENTS**

### **EmpoweManor: Central Texas Learning Festival**

Saturday, March 8, 2025 from 9:00am to 1:00pm

Location: Manor Senior High School, 14832 N FM 973 Manor TX, 78653

*Description: CTX Learning Festival is a region-wide event aims to celebrate and promote learning in all its forms, strengthening communities across Central Texas. Over 50 organizations will participate, offering more than 260 learning experiences that highlight education, empowerment, and engagement for all ages.*

Manor is excited to participate on March 8th which we will host a day full of free educational workshops at a central location, running from 9 AM to 1 PM. This is an excellent



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opportunity for community leaders, organizations, and local partners to come together and provide valuable learning experiences for Manor residents.

## **East Egg-Heli-Drop**

Saturday, April 19, 2025 from 11:00am to 3:00pm

Location: East Manor Development No. 1, 15317 Us Hwy 290 E., Manor TX 78653

*Description:* Easter Egg-Heli-Drop is a fun, family-friendly, and free event hosted by the City of Manor. Enjoy an exciting helicopter egg drop, where candy-filled eggs will be dropped for each age division. In addition to the egg drop, there will be games, crafts, delicious food trucks, live music, local vendors, and the chance for photos with the Easter Bunny. This event is open to children of all ages and promises a memorable day of fun and celebration for the entire family!

## **COMMUNITY COLLABORATION**

- Virtual Central Texas Learning Festival's Promo Launch Meeting – January 14<sup>th</sup>
- Virtual Central Texas Learning Festival's Marketing Meeting – January 21<sup>st</sup>
- Virtual Central Texas Learning Festival's Social Media Meeting – January 23<sup>rd</sup>
- Virtual Central Texas Learning Festival's Social Media Meeting – January 28<sup>rd</sup>
- Community Collaboration Board Meeting – January 28<sup>th</sup>
- Virtual Central Texas Learning Festival's Meeting – January 30<sup>th</sup>

## **TRAINING, EDUCATION, SEMINARS, WORKSHOPS, WEBINARS, ETC.**

- Go Vocal/Impact Manor (community engagement platform) part 1 training – January 13<sup>th</sup>
- Go Vocal/Impact Manor (community engagement platform) part 2 training – January 16<sup>th</sup>
- Webinar: How to Be a Winter Warrior, not a Winter Worrier through TML – January 29<sup>th</sup>
- TML Youth Summit 2025 at Beaumont TX (Jan. 31<sup>st</sup> to Feb.) – 2<sup>nd</sup>
  - Adult workshops:
    - Informational Session: How to Start and Grow Your Youth Council – February 1<sup>st</sup>
    - TBRI Foundations for Supporting Youth – February 1<sup>st</sup>
    - TBRI Techniques for Building Resilience – February 1<sup>st</sup>
    - Mentorship with TBRI Principles – February 2<sup>nd</sup>

## **COUNCIL & COMMITTEE MEETINGS**



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- City Council Special Meeting – January 7<sup>th</sup>
- City Council Meeting – January 15<sup>th</sup>

## **OTHER MEETINGS**

- Staff weekly meetings
- City Website launched – January 2<sup>nd</sup>
- Meeting with Marcos from El Bandido Suelto food truck – January 7<sup>th</sup>
- Placer.ai Kick-Off meeting with Ashley Stroud – January 7<sup>th</sup>
- Recap and discussion meeting with Mayor Christopher Harvey regarding the CTX Learning Festival and Mayor’s Ball – January 7<sup>th</sup>
- Consultation with Robert Stroud from TextMyGov – January 14<sup>th</sup>
- Consultation with Islah (Teen DJ) for ManorPaloosa – January 16<sup>th</sup>
- Consultation with Phillis from The Train Quest – January 24<sup>th</sup>
- Consultation with Michelle Clarke from STQRY – January 27<sup>th</sup>
- Consultation with Phillip Ihewuokwu from Caminot – January 27<sup>th</sup>
- Sponsorship Marketing Campaign meeting with Shelly from Townsquare Media – January 28<sup>th</sup>
- Placer.ai Workshop meeting with Ashley Stroud – January 30<sup>th</sup>

## **MANOR YOUTH ADVISORY COMMISSION (MYAC) – COMMUNITY PROGRAMS AND ENGAGEMENT**

- Past Meetings, Events, Workshops, Training, & Initiatives
  - Manor YAC Official Regular Meeting – January 22<sup>nd</sup>
  - Recording Video for TML Youth Summit Presentation – January 27<sup>th</sup>
- TML Youth Summit 2025 at Beaumont TX (Jan. 31<sup>st</sup> to Feb.) – 2<sup>nd</sup>
  - Youth program, activities & workshops:
    - January 31<sup>st</sup>
      - Lamar University Tour
      - Mix and Mingle Reception
    - February 1<sup>st</sup>
      - Opening Keynote Session: Building Your Future
      - Inspiration Session: Planning and Supporting Your Path
      - Budget Simulation Challenge: Real-Life Financial Literacy



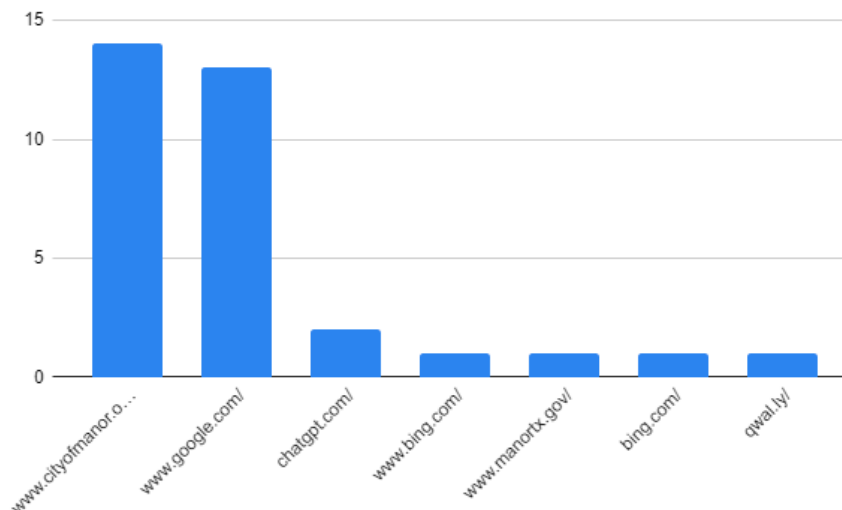
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- Teen Entrepreneurship: Start Your Own Business
- Interactive Team Challenge: The Problem-Solvers Lab
- Navigating College Social Life
- Career Pathways: Exploring Your Options
- Evening Social Event: Team Reports and YAC Showcase
- February 2<sup>nd</sup>
  - Roundtable Discussion: Technology and AI
  - Closing Keynote Session with SaulPaul
- January Membership Numbers = 14
  - 8<sup>th</sup> – 7
  - 9<sup>th</sup> – 1
  - 10<sup>th</sup> – 5
  - 11<sup>th</sup> – 1
  - 12<sup>th</sup> – 0
- Upcoming Meetings, Events, Workshops, Training, & Initiatives
  - Manor YAC Official Regular Meeting – February 11<sup>th</sup>
  - EmpoweManor: Central Texas Learning Festival – March 8<sup>th</sup>

## MANOR BIZ 101

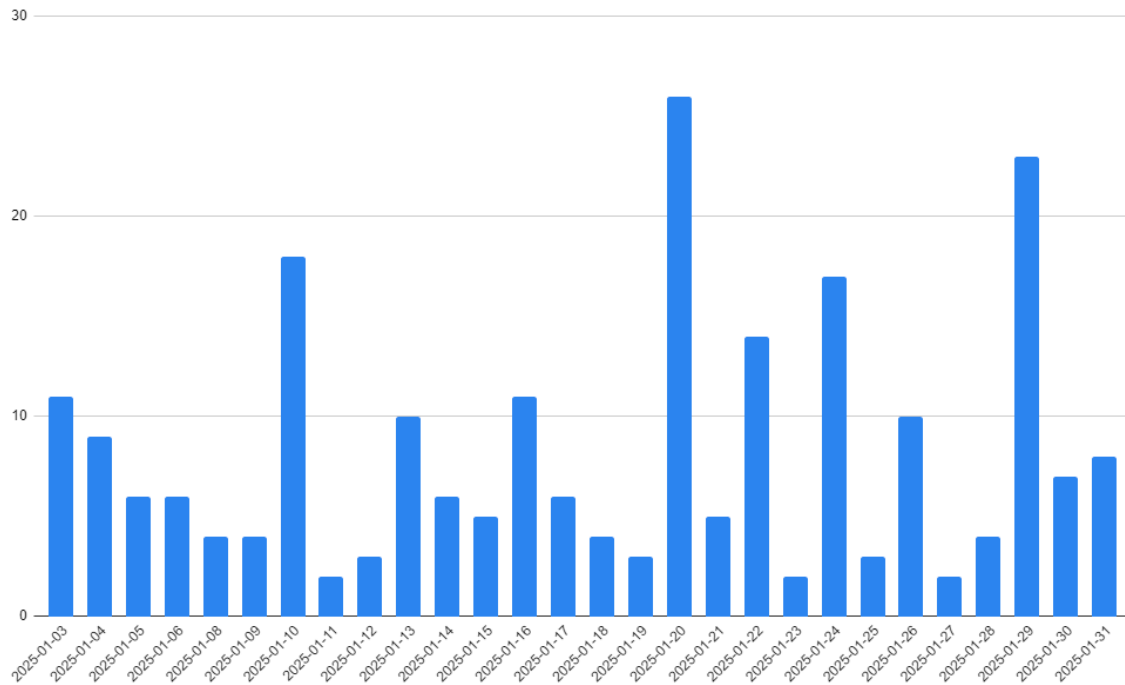
- December Report
  - Number of Unique Users = 229
  - Number of Page Views = 94
  - Total Accounts = 8
  - Completed Applications Received = 0





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## OTHER

- Create alerts/announcements regarding the weather conditions to be distributed through all our community engagement platforms
- Weekly city social media maintenance
- Create marketing materials for social media posts for the city
- Weekly content scheduling for:
  - ManorApp (GoGov)
  - Nextdoor
  - Facebook
  - Instagram
  - All Events websites
- Processing and management of Manor Biz101 Platform
- Weekly city website updates
- Managing and updating all city's community engagement platforms
- Create content for the city's multiple public engagement platforms



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- Work with Development Services to review the permit software and other online platforms in updating and building content
- Coordinate, plan, and organize the following upcoming events:
  - Martin Luther King Jr. Ceremony – January 20<sup>th</sup>
  - Spring Movie Night Out – March 14<sup>th</sup> & April 4<sup>th</sup>
  - Easter Egg-Heli-Drop – April 19<sup>th</sup>
  - 5<sup>th</sup> Annual ManorPalooza – May 2<sup>nd</sup> & 3<sup>rd</sup>
  - Juneteenth Celebration – June 19<sup>th</sup>
  - 4<sup>th</sup> of July – July 4<sup>th</sup>
- Processing Park rental applications and managing the park rental schedule
- Processing Special Event applications
- Daily duties as the Heritage & Tourism Manager



## Martin Luther King Jr. Day Ceremony

Monday, January 20, 2025 from 9:00am to 11:00am

Manor New Tech High School Gymnasium, 10323 US Highway 290 E, Manor, TX 78653

**MANOR**  
EST. TEXAS 1872


# MARTIN LUTHER KING JR. DAY

**MON** **JAN**  
**20**

**JOIN US**  
AS WE HONOR DR.  
KING'S LEGACY AND  
CONTINUE WORKING  
TOWARD A MORE  
INCLUSIVE  
COMMUNITY.

**MANOR NEW TECH H.S GYM**  
10323 US HWY 290 E.  
MANOR TX 78653

**9AM-11AM**

 **Freedom Walk CANCELED** due to weather

For more information visit [www.manortx.gov](http://www.manortx.gov)

Yalondra Valderrama Santana,  
*Heritage & Tourism Manager*

## I. Overview

- *Description:* The MLK Day event honors the legacy of Dr. Martin Luther King Jr. through a Freedom Walk from Manor City Hall to Jennie Lane Park, where a ceremony takes place. This event serves as a reminder of Dr. King's vision for equality, unity, and justice, bringing the community together for reflection and celebration of progress and hope.
- *Target Audience:* Families in the Manor Community & surrounding areas
- *Estimated Expected Attendees:* 75-100

## II. Timeline & Program

Day	Time	Details	Areas	POC/Speaker
20-Jan	7:30am	Set-Up	MNTHS Gym	Yalondra & Timmy
	8:30am	Arrival of Performances		Yalondra
	8:45am	FINAL Walkthrough		Yalondra
	9:00am	Event Start	City Hall Parking Lot	
		Welcoming Remarks		Mayor Dr. Christopher Harvey, Mayor of the City of Manor
		Opening Invocation		Pastor DeChard Freeman, Abundant Life Church
		National Anthem		Tavian McGee
		Lift Ev'ry Voice and Sing Anthem		Abundant Life Church
		Choir		Abundant Life Church
		Proclamation		Mayor Dr. Christopher Harvey
		MLK's "I Have a Dream" Speech		Solomon J. Bolden
		Alpha Phi Alpha's Dedication to MLK JR.		Keylan G. Morgan Sr., President of Alpha Phi Alpha Austin Chapter
		Closing Remarks		Mayor Dr. Christopher Harvey
		11:00am-1:00pm	Teardown	All

## III. Planning

<b>Contingency Plan</b>	Event moved indoors to the Manor New Tech High School Gymnasium (10323 US Highway 290 E, Manor, TX 78653) Freedom Walk is CANCELLED
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Planning Areas	Tasks	Done/Confirm By	POC	Details
Marketing & Attendees	Detail Flier	1/3/2025	Yalondra	<b>DONE</b> _1.3.2024 Sent the UPDATED venue information due to weather_1.16.2025 <b>DONE</b>



	Social Media			<b>DONE</b> _1.3.2024 Sent the UPDATED venue information due to weather_1.16.2025 <b>DONE</b>
	Post on Event Websites			<b>DONE</b> _1.3.2024 Sent the UPDATED venue information due to weather_1.16.2025 <b>DONE</b>
	Printed Marketing			<b>DONE</b> _1.3.2024 Sent the UPDATED venue information due to weather_1.16.2025 <b>DONE</b>
	Newspaper - Manor Journal			<b>DONE</b> _1.6.2024 Sent the UPDATED venue information due to weather_1.16.2025 <b>DONE</b>
	VIP Invitations	1/3/2025		<b>DONE</b> _1.6.2024 Sent the UPDATED venue information due to weather_1.16.2025 <b>DONE</b>
	Photographer & Videographer	1/3/2025		<b>CONFIRMED</b> _1.14.2025
Ceremony	Podium	1/16/2025	Timmy	City Hall <b>DONE</b>
	DJ/Sound System/Stage	1/13/2025	Yalondra	<b>CONFIRMED</b> with Lance Stacey
	Refreshments	1/16/2025		Donuts & cupcakes, coffee & juice Full refreshment table at city hall & coffee table at Jennie Lane <b>DONE</b>
	Ceremony MC	1/3/2025		Mayor Dr. Christopher Harvey
	National Anthem			<b>CONFIRMED</b> with Tavian for \$100_1.14.2025
	Lift Ev'ry Voice and Sing Anthem			<b>CONFIRMED</b> with Abundant Life Church Sent the UPDATED venue information due to weather_1.16.2025
	Opening Invocation			<b>CONFIRMED</b> with Abundant Life Church Sent the UPDATED venue information due to weather_1.16.2025
	Proclamation			Requested the proclamation on 12.18.2024 <b>DONE</b>

	MLK's "I Have a Dream" Speech			Student Solomon J. Bolden Bridget Bolden (student's mom), bridget.bolden@yahoo.com - Sent email on 1.2.2024 <b>CONFIRMED</b> Sent the UPDATED venue information due to weather_1.16.2025
	Choir			Reached out to: St. Mary Magdalene Episcopal Church Manor United Methodist Church Eternal Faith Baptists Church St Joseph Catholic Church Manor Church of Christ Abundant Life Church - Kayla Freeman, (512) 373-5326 <b>CONFIRMED</b> with Abundant Life Church Sent the UPDATED venue information due to weather_1.16.2025
	Welcoming & Closer Remarks			Mayor Dr. Christopher Harvey
Safety Plan	First Aid Station	1/13/2025	ESD 12	Sent request_1.6.2024 Sent the UPDATED venue information due to weather_1.16.2025 <b>DONE</b>
	Lost Child			
	Traffic Control	1/13/2025	PD	Sent request_1.6.2024 Sent the UPDATED venue information due to weather_1.16.2025 <b>DONE</b>
	Security			
Venue & Location	Venue	1/3/2025	Yalondra	Jennie Lane Park- <b>CANCELLED</b> Relocated to MNTHS due to weather conditions <b>CONFIRMED</b> new location
	March Map	1/13/2025		Start at City Hall and ends at Jennie Lane Park <b>CANCELLED_ due to weather</b>
	Full Event Map	1/13/2025		Layout for new lacion_ <b>DONE</b>
Miscellaneous	Restrooms	1/13/2025	Timmy	Park restroom <b>DONE</b>
	Trash Cans and Bags			<b>DONE</b>
	Chairs			60 chairs - <b>CONFIRMED</b> with Noble Party Rental
	Water Trough & Water for the Public			<b>DONE</b>
	Generator			<b>DONE</b>

	Supplies	1/16/2025	Timmy	<ul style="list-style-type: none"> <li>• Reg. Tables = 3</li> <li>• Tablecloths = 3 (City Hall)</li> <li>• Cooler with ice</li> <li>• Trash Cans #: 5-8 (maybe)</li> <li>• Trash Bags = 1-2 boxes (maybe)</li> <li>• Podium = 1 (City Hall)</li> <li>• Flags (City Hall)</li> <li>• Generator</li> </ul>
	Event Timeline & Program	1/16/2025	Yalondra	Drafted_12.10.2024 Final with UPDATES_1.16.2025 <b>DONE</b>

**IV. Marketing**

- Flyers
- Social Media
- Ad in the Manor Journal
- Austin/Manor Area Event Websites
- City Website

**V. Event Data**

- Attendees Report:
  - Total Estimated Attendees = 88
- Weather:
  - Temperature: 34/25
  - Cold and windy
    - Freedom Walk – **CANCELLED** due to weather conditions
    - Event MOVED from Jannie Lane Park to the MNTHS Gymnasium – due to weather conditions

Mon 20 | Day

34° 

 Record High 82°
  Average High 61°


 Sunrise 7:27 am
  Sunset 5:57 pm

Mon 20 | Night

25°

 Record Low 20°
  Average Low 39°

 Moonrise --
  Moonset 11:13 am

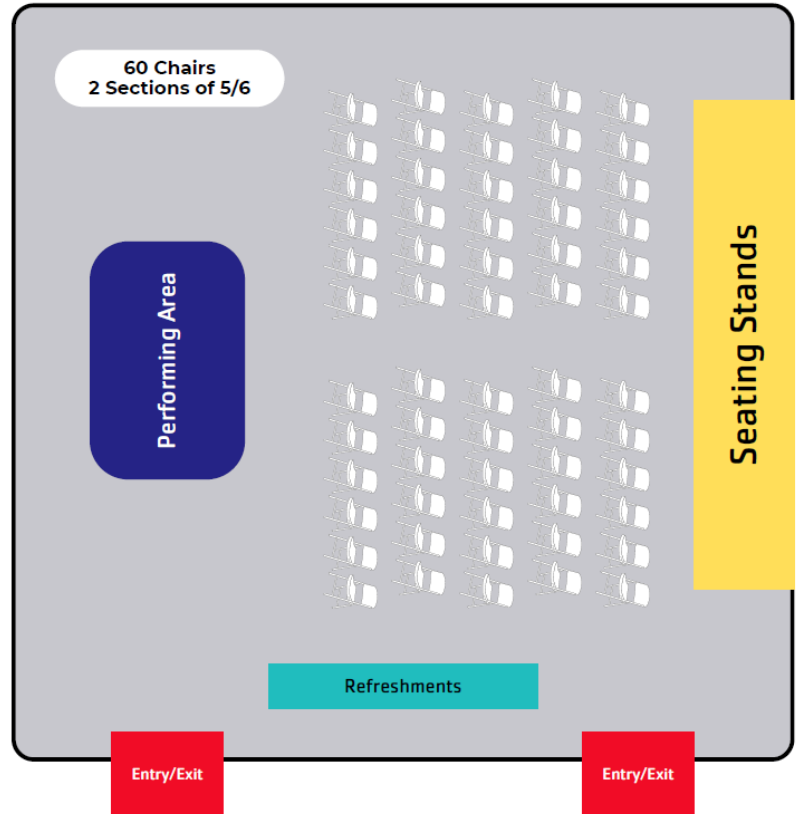
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**VI. Staff**

- Number of Staff
  - Street/Parks = 6
  - Police Department = 2
    - In-Duty = 2
  - Fire Department = 3

- Community Development Departments = 1
- Staff Duties
  - Refreshment table
  - Set-Up & Teardown
  - First Aide Area
  - Safety

**VII. Map & Layout**



**VIII. Entertainment**

- Performance by Tavian McGee
- Performance by Abundant Life Church’s Choir
- Live Music
- “I Have a Dream” Speech performance by Solomon J. Bolden

**IX. Contracted Vendors**

Business	POC	Services
Lance Stacy Pro Sound	Lance Stacy	Sound Equipment/DJ/Music
Noble Party Rental		Tent, chairs, & tables
Adam Grumbo Films	Adam Grumbo	Photo/Videographer
Abundant Life Church	Kayla Freeman	Church Choir
Manor New Tech High School	Tavian Mghee	National Anthem Singer
Solomon J. Bolden - Bridget Bolden (student's mom)		MLK Speech

**X. Financial**

**Expenditures**

Account#	Vendor	Item	Price	Quantity	Total	Payment Method	Confirmed
10-5811-51-51010	Manor Journal	1/4 pg Ad on Jan 11th paper	\$268.00	2	\$536.00	Check	Yes
10-5811-51-51010	Adam Grumbo Films	Photographer	\$1,500.00	1	\$1,500.00	CC	Yes
10-5811-51-51043	Tavian McGee	Performance	\$100.00	1	\$100.00	Check	Yes
10-5811-51-51043	Noble Party Rental	60 Chairs	\$226.60	1	\$226.60	CC	Yes
10-5811-51-51043	Lance Stacy Pro Sound	DJ, Sound Equipment, Mics	\$750.00	1	\$750.00	Check	Yes
10-5811-51-51043	HEB	Cupcakes & Donuts	\$97.95	1	\$97.95	CC	Yes
10-5811-51-51043	Starbucks	Coffee	\$104.60	1	\$104.60	CC	Yes
					\$0.00		
					\$0.00		
			\$3,047.15	8	\$3,315.15		

**Summary**

Expense	\$3,315.15
Sponsorship	\$0.00
Revenue	\$0.00
Total	-\$3,315.15

**XI. What went well?**

- Planning process and timeline worked.
- Vendor area setup was well-managed and ran smoothly throughout the event.
- Groups performing did a great job
- Teardown went smoothly and everyone did a great job in their area
- Program works perfectly with the event and timeline
- Marketing was successful
- All staff and contracted vendors were on time
- Travis County ESD and Police Department had no incidents.
- Entertainment program was on time at all times and was well
- Social Media campaign was successful, and the followers were very interactive.
- Number of staff that worked the event work perfectly
- Last minute changed of venue work perfectly
- Staff managed to inform all the vendors, performances, VIP guests, and the public on time.
- Cancelling the Freedom Walk due to weather was a good idea for the public safety.

**XII.** What can be improved?

Areas to Improve	Recommendations
Seating Area	• Not enough chairs. Next year, rent at least 100 chairs
Refreshments	• Only a few guests enjoyed the refreshments. Next year, have healthier options

**XIII.** Recommendations for Next Year:

- Use the same event timeline and program
- Entertainment:
  - Keep the performances
  - Make sure to invite the Alpha Phi Alpha Austin Chapter
- Refreshments
  - Have healthier refreshment options
- Giveaways
  - T-shirts
- Use the same layout
- Use the same or similar marketing strategies

**XIV.** Next Year Event:

**MLK Day 2026**

Monday, January 19, 2026 from 9 AM to 11 AM

Jennie Lane Park, 102 E Rector St, Manor, TX 78653

*\*If weather permits – Contingency Plan: Manor New Tech High School Gymnasium*

