

# Legacy Keepers of Old East McKinney™

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McKinney Community Development Corporation

Promotional Grant Presentation

December 17, 2020

# What is the purpose of *Legacy Keepers?*

- We will use the strength of our unique identities in a collective framework to document, honor and promote the historic legacies of McKinney's Black and Mexican communities, ensuring that all cultures are natural parts of the community's experiences.

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## Strategic Goals and Objectives:

- We will identify **CURRENT RESOURCES** that are available. (e.g., People, Ross Cemetery, Mexican Cemetery, Holy Family School/ES Doty site, Churches, Story Maps, MPAC, Collin County History Museum, Texas Historic Commission, photographs, film, artifacts, financial grants, business ideas, etc.)
  - We will identify **CURRENT OPPORTUNITIES** (up to 6 months). (formalize committee, walking/trolley/online/food tours, document the process via press, product development, product showcase, etc.)
  - We will identify **GAPS OF DISCOVERY**. (capturing film/oral stories/documented history, addressing development opportunities/challenges as the Black and Brown communities are redeveloped, field trips, social media presence, art, cultural/museum site, etc.)
  - We will set ongoing and **LONG-TERM GOALS**. (research, historic sites/landmarks, cemeteries, etc.)
  - We will **WORK WITH THE COMMUNITY** to identify ultimate goals. (free standing sites; artifacts within City Hall; events across the community, etc.)
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Why was  
*Legacy*  
*Keepers*  
Formed?

# Who are current participants/consulted parties?

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| 1. <b>*Rev. Larry Jagours</b> – Original McKinney 9 to integrate McKinney High School; Civic Engagement              | 7. <b>*Deborah McGowen</b> – History Proponent; Civic Engagement  | 13. <b>King Hollis</b> - Film Director – <i>Black History of McKinney</i>        |
| 2. <b>*Betty Petkovsek</b> – Collin County History Museum; Civic Engagement  | 8. <b>*Jennifer Wilson Davis</b> – Collin County History Museum; Civic Engagement                             | 14. <b>J. Eric Schulze</b> – Cultural and Monuments Protection; Civic Engagement |
| 3. <b>*Jason Hernandez</b> – Mexican Cemetery Innovator & Proponent  | 9. <b>*Barney Flores</b> – Barney & Me Boxing; Civic Engagement   | 15. <b>Ronnie Davis</b> – History Proponent                                      |
| 4. <b>*Rev. Charles Wattle</b> – Tenured Pastor of historic St. Mark Baptist Church; Son of Legacy; Civic Engagement | 10. <b>*Beth Bentley</b> – Taskforce Organizer; Creative Visionary Producer – Black History of McKinney       | 16. <b>Kerry Madison</b> – History Proponent                                     |
| 5. <b>*Leonard Gonzales</b> – Holy Family School; Civic Engagement   | 11. <b>Molly Brewer</b> – McKinney Film Producer ( <i>History of McKinney and Black History of McKinney</i> ) | 17. <b>Tonya Fallis</b> – City of McKinney Black History Month ArcGIS Story Maps |
| 6. <b>*DeLana Cofield</b> – History Proponent; Civic Engagement  | 12. <b>Ana Gonzalez</b> – Associate Producer Public Relations – <i>Black History of McKinney</i>              | 18. <b>Jenifer Abbott</b> – History Proponent                                    |

\*McKinney roots

February  
2021  
Promotional  
Event  
Opportunity

•The **inaugural promotional event** for the *Legacy Keepers of Old East McKinney* will begin on January 1, 2021. The inaugural event will take place during Black History Month (February 2021). It will include, at a minimum, a **walking tour of Ross Cemetery, including Veterans/Buffalo Soldiers highlights. Storytelling and family legacies will be shared.** The exact dates will be determined.

•This **promotional material** will also highlight collaborative opportunities to promote additional historic events/sites, including, at a minimum:

- Walking tours of the Mexican Cemetery
- Collin County History Museum exhibits
- Mothers Day
- Memorial Day recognition
- Fathers Day

# The Request:



Print 2000 tri-fold brochures to highlight the historic framework, walking tours and future events - \$1150



2 - 4'x10' banners - \$450



Print 500 flyers - \$200



Print design - \$200

**TOTAL - \$2,000**

### **RECENT COMMUNITY OPPORTUNITIES:**

- **FEBRUARY 2019** - Black History of McKinney Weekend Celebration: Commemorative portraits unveiled, historic walkthrough and documentary/film released
- **AUGUST 2019** - Mexican Cemetery restoration initiated
- **OCTOBER 2019** – Juneteenth Festival committee initiated
- **JANUARY 2020** – City of McKinney launched McKinney Black History Story Maps
- **FEBRUARY 2020** – McKinney Public Library & Flourish Community-based Initiatives Launched community-wide reading of Dr. King’s *Where Do We Go from Here: Chaos of Community?*
- **JUNE 2020**
  - Provided initiative update to District 1 Councilman and received input
  - City of McKinney launched Juneteenth Story Maps
  - Flourish CBI and MPAC Cultural District - Juneteenth Community Collaborative Artwork initiated with hundreds of canvas pieces – to be placed in MPAC
  - Kanyi Rags Photograph/Art weekend showcase
- **JULY 2020** - Identified persons interested in continued cultural initiatives, including identifying stories of veterans buried in Ross Cemetery
- **AUGUST 2020** - MCDC funding approval of monument/statue for Mexican Cemetery
- **SEPTEMBER 2020**
  - Provided initiative update to Mayor and received input
  - Hosted initial Black and Brown Cultural Heritage Initiative meeting

# Previous community opportunities:

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