



**PASADENA SISTER CITIES COMMITTEE**

GERMANY · JAPAN · FINLAND · ARMENIA · CHINA  
1948            1957            1983            1991            1999



August 1, 2018

The Honorable Terry Tornek, Mayor  
City of Pasadena  
100 North Garfield Avenue  
Pasadena California 91109

Dear Mayor Tornek,

The Pasadena Sister Cities Committee (PSCC) is honored to submit the report and recommendation of its Ad Hoc Committee on Africa regarding results of a search for our newest sister-city.

The report outlines the Ad Hoc Committee's three-year investigation and research, highlights its criteria for finding a suitable sister-city, and presents its rationale for the proposed affiliation with Dakar Plateau, Senegal.

On May 10, 2018 a copy of the report was mailed by PSCC President Fred Alcantar to all of the members of the Pasadena Sister Cities Committee. Subsequently, at a Special Session on June 14, 2018, an oral presentation of the report with slides, was made by Ad Hoc Committee Chair Boualem Bouseloub to PSCC members.

The presentation, followed by questions from the membership, concluded in a vote. The Ad Committee on Africa's recommendation to accept Dakar Plateau as our next sister city was 26 to accept, one to reject and one abstention.

With our deep appreciation for bringing the report before the City Council at its August 27 session, we thank you for your interest in and support of our project and hope that we will receive unanimous votes.

Sincerely

Fred Alcantar  
President  
Pasadena Sister Cities Committee

Boualem Bouseloub  
Chair Ad Hoc Committee on Africa  
Pasadena Sister Cities Committee

**08/27/2018**  
**Item 24**

## **EXECUTIVE SUMMARY**

On behalf of the Pasadena Sister Cities Committee (PSCC), this Proposal of Affiliation (PA) is the outcome of the Ad Hoc Committee on Africa's three year effort to establish a sister-city in Africa. It outlines the committee's selection approach, highlights its work to select a suitable sister-city, and presents a rationale for a proposed affiliation with Dakar Plateau, Senegal.

This Proposal of Affiliation meets all the criteria listed and defined in the PSCC's Sister City Affiliation Policy (SCAP). A copy is attached.

The committee's first move was to take stock of Pasadena, focus on an overall scope of our city and highlight what it provides to our community, to visitors and to potential Sister City partners.

The second move was to scout for an African sister city that will benefit Pasadena.

For our selection of a country we decided that the following were qualifying factors:

- English-speaking population (Preferably) & No war or no epidemics
- A democratic political system & Human-rights consideration.

Our research and discussions led us to first select South Africa and the City of Cape Town.

Contact was established with Cape Town City Hall which, several months later, responded it was not interested in "a formal relationship."

We then contacted the South African cities of Durban and Port Elizabeth. Both cities expressed their interest and promised a Letter of Intent, which we had requested as an unstated form of serious interest. We are still waiting for these Letters of Intent from Durban and Port Elizabeth.

Then in June 2017, an unexpected opportunity revealed itself in the form of a phone call from the Honorary Consul of Senegal, Ms. Mame Toucouleur Mbaye.

Planning a trip to Senegal and fully aware of our African sister city project, Ms. Mbaye offered to take a letter to the Mayor of Dakar Plateau, Mr. Alioune Ndoye. She was entrusted with such a missive. A month later, Consul Mbaye returned with a warm letter from the Mayor that invited a delegation from Pasadena to visit and discuss the topic of twinning our cities.

A copy of the letter is attached.

As a result a delegation of five members (Jennipha Nielsen, Talin Hindoyan, Raequel London and Mame Toucouleur Mbaye) led by the Chair of the Ad Hoc Committee on Africa, Boualem Bouseloub, visited Dakar Plateau from March 23 to April 1, 2018.

### **Part One: VISIT TO DAKAR PLATEAU**

Senegal is located halfway between the Equator and the Tropic of Cancer on the western coast of Africa. With the Sahara at its back, the African nation of Senegal is Atlantic in essence and

Western in its outlook. Dakar, the westernmost point of Africa, juts into the Atlantic Ocean as a hand extended to North America.

One of 19 cities of the Greater Dakar, Dakar Plateau covers an area of 1.93 square miles with a population of 36,900. Although small in appearance, it is nonetheless the giant component of the capital as its political, financial and economic center. At the southern tip of the capital, Dakar Plateau seems to be probing the maritime future of Senegal.

The fact-finding mission to Dakar, Senegal took place in a respectful, thoughtful and supportive environment. Mr. Alioune Ndoye, Mayor of Dakar Plateau, personally welcomed the delegation at the brand-new Blaise Diagne airport, which had been inaugurated in December 2017. The next day we were driven to meet the officials of City Hall. To our great surprise and excitement, we were welcomed by a traditional Lebou dance ensemble in the Senegalese drums rhythm.

We met with the members of the Dakar Plateau Committee for sisterhood, officials and members of the community that came to greet us. A delightful ceremony was followed by a welcome dinner at our hotel banquet hall where close to 400 guests greeted us.

Daily activities from 9:00 am to 6:00 pm had been scheduled prior to our arrival. Our host, Mayor Alioune Ndoye made himself fully available to our delegation every day. Several members of the sister city committee accompanied us throughout the visit. One of the most watched national TV station in Senegal, **2sTV**, documented and aired our visit daily.

Everywhere we went, we were received with great interest and warmth by officials as well as the citizens of Dakar Plateau, the heart of the city where the Presidential Palace is located. From educational providers to financial and commercial institutions leaders, cultural promoters and foreign business traders, we received ample knowledge about Dakar Plateau and what it has to offer to the rest of the world.

The day before departure, we visited an ancient district in Dakar Plateau. This is the original village of the Lebou tribe, where Dakar was founded in 1857. We were greeted by drumming and dancing kids, boys and girls, as well as women and men of all ages who wanted to talk and shake hands with us.

The last day, after arranging the assistance of the airport authorities to facilitate our exit formalities, the Mayor Ndoye and his vice Mayor remained with us until we boarded the plane; past midnight.

## **Part Two: Four (4) Areas of Interest**

### **1. Arts & Culture**

A museum bus transported us on our visit to the Museum of Armed Forces; the historical museum IFAN, where we learned about Senegalese ancient culture and practices; and the Musee de la Femme. At the Museum of Armed Forces, we were particularly impressed with the exhibit that highlighted the role the Senegalese army played in supporting French forces in World War II and is now being recognized by the world.

We intend to organize on an annual basis at the Rose Bowl a Pan African Festival and Market by inviting all the African Diaspora in the Southland to join and recreate the heartbeat of Africa

## **2. Education**

In Dakar Plateau, we visited many schools with Mayor Alioune Ndoye and we were received by groups of smiling, excited school children throughout our visit. There are 13 elementary schools in Dakar Plateau, 5 public high schools, and 7 private high schools.

A batch of letters from fifth graders of the Odyssey School in Pasadena was delivered to fifth graders in Berthe Maubert Elementary School in Dakar Plateau when we visited it

## **3. Business**

As one of the most stable countries in West Africa with relatively well developed infrastructure and ambitious plans for private investment, Senegal is a hub for all businesses from abroad and Dakar Plateau, the port of entry because of its geographical location, offers growing trade and investment opportunities for U.S. firms and an attractive location for companies that serve the West African regional market. We toured the port of Dakar, met the President of the Chamber of Commerce and attended a presentation by the department of Planning.

We also visited the weaving shop of Ms. Aissa Dione, a Senegalese fabric designer and weaver of international renown who incorporates the manual weaving of her fabrics into her general operation, so that people with relevant skills could be employed. Having a connection with such a designer and manufacturer would be a great asset to Pasadena. It would open doors high fashion houses like Hermes and Louboutin.

## **4. Tourism**

Tourism is a major economic activity in Dakar Plateau with the Island of Gorée being a particular attraction and pilgrimage destination for the African Diaspora. According to UNESCO it is *"a foyer for contact between the West and Africa, and a space for exchange and dialogue between cultures through the confrontation of ideals of reconciliation and forgiveness."*

The island of Gorée is a pleasant respite from the bustle of the city as well as a UNESCO monument to the slave trade. It is regularly visited by dignitaries and heads of state as well as school children from all over the country. Gorée island has been a Senegal national heritage list since 1975 and on UNESCO's **World Heritage** List since 1978.



## CONCLUSION

Mayor Ndoye's hospitality and the gracious way he ensured that all our needs for a fruitful exploratory visit were met daily were truly remarkable. As representatives of Pasadena, we received no less than red carpet treatment everywhere we visited , which really speaks to the soul of the people.

We came to Dakar Plateau, we saw a vibrant city, we experienced its cultural, social and economic life and we felt an earnest and warm desire on the part of the officials and the community to enter into a sister city relationship with Pasadena.

This relationship would be an opportunity to create in Pasadena a magnificent "garden" of cultural and social beauty, culminating into an annual Pasadena Pan African Festival and Market, that would benefit both of our cities and communities. As it is the practice of the current five sister city committees, the whole project will be handled by volunteers without any cost to the city budget.

And as Candide said, "Let's cultivate our garden."

This Proposal of Affiliation is in direct line to President Eisenhower's intent to promote world peace by "establishing people to people relations in addition to government to government relations. It was also prepared in the spirit of total inclusion under the motto " May we enrich each other from our differences."

On 14 June 2018, this proposal was accepted at a Special Session by a vote of:

**\*\*26 YES,**

**\*\*1 (one) NO and**

**\*\*1 (one) Abstention.**

It is therefore, without any reservation that the Ad Hoc Committee on Africa and the five cities of the Pasadena Sister Cities Committee respectfully recommend that the City Council accepts this Proposal of Affiliation and pursues, at no cost to the city budget, the creation of an African sister city in Dakar Plateau.

**10 REASONS TO  
SELECT DAKAR PLATEAU**

- 1. TERANGA, the hospitality of Senegal*
- 2. The "incredible tolerance of Senegal" (Anthony Bourdain in conversation with Anderson Cooper)*
- 3. Gorée Island and its "Door of no Return" (UNESCO World Heritage since 1978)*
- 4. The Lebou village, the original Dakar*
- 5. The daily fashion show of its citizens*
- 6. The seafood seduction*
- 7. The Kermel Market*
- 8. The IFAN Museum of African Art*
- 9. The Center of Pan African history, art, film and music*
- 10. The Lac Rose (Pink Lake)*

**Pasadena Sister Cities Committee**

**PROPOSAL of AFFILIATION**

**Pasadena, CA**  
**and**  
**Dakar Plateau, Senegal**

**Presented by the Ad Hoc Committee on Africa**

*Committee Chair:* Boualem Bouseloub

*Committee Members:* Jim Barry, Taicyanna Butler, Nia Bailey, Leslie Caldwell, Ann Faison, Gerda Govine, Nova Hindoyan, Taleen Hindoyan, Elena Mindry King, Raequel London, Mame Mbaye, Deborah Mindry, Gary Moody, Jennipha-Lauren Nielsen, Susana Porras, Treasure Sheppard, Noreen Viljoen, Horace Williams.

## INTRODUCTION

On behalf of the Pasadena Sister Cities Committee (PSCC), this Proposal of Affiliation (PA) is the outcome of the Ad Hoc Committee on Africa's efforts to establish a sister-city in Africa. It outlines the Ad Hoc Committee's selection approach, highlights its work to select a suitable sister-city, and presents a rationale for a proposed affiliation with Dakar Plateau, Senegal.

This Proposal of Affiliation meets all the criteria listed and defined in the PSCC's Sister City Affiliation Policy (SCAP)o. A copy is attached.

Each time one of these criteria is met - not necessarily in an ordinal order - it will be identified as follows: (SCAP X.X.)

In that respect, this document shows "*evidence of the desire for a Proposal of Affiliation (PA) by both parties, including correspondence*" (**SCAP 2.1.**). A copy of the invitation from the Mayor of Dakar Plateau is attached. In late 2015, a member of PSCC, Boualem Bousselob, was appointed Chair of the Ad Hoc Committee on Africa (**SCAP 2.5**). He ensured that he had "*a clear understanding of sister city relationships and purpose of affiliations*" (**SCAP 2.5.1**) and "*generated at least 10 new PSCC members*" (**SCAP 2.5.2**) with whom he shared this understanding. Thus, a dynamic committee of 13 people began meeting in March 2016. Still in growth phase, the committee at this point has increased by six (6) new members, "*showing an acceptance of the PA, indicated by people joining or expressing an interest.*" (**SCAP 2.3**).

It is in direct line with and in full spirit of President Eisenhower's intent to promote world peace by "establishing people to people relations, in addition to government to government relations. Furthermore, we made ours the motto " May we enrich each other from our differences."

This Proposal of affiliation was accepted at a 14 June 2018 Special Session by a vote of 26 yes, 1 (one) no and 1 (one) abstention.

It is presented in three parts:

### Part I. General Context,

- A. The Selection Approach
- B. The visit to Dakar Plateau, Senegal

### Part II. A Closer Look

- A. Dakar Plateau Geography and History
- B. Dakar Plateau Social and Cultural Environment

### PART III. Focal Points

- A. Arts & Culture
- B. Education
- C. Business
- D. Tourism

**PART I.**  
**GENERAL CONTEXT**

**A. The Selection Approach**

On the basis of the “know thyself in order to know others,” the committee's first move was to take stock of Pasadena, focus on an overall scope of our city and highlight what it provides to our community and to potential Sister City partners. The second move was to scout for an African sister city.

*1. Taking stock of Pasadena*

Though a small city of 140,000 inhabitants on 22 square miles, Pasadena counts in its boundaries, among other things:

- Four (4) Museums
  - Norton Simon
  - USC Pacifica Asia Museum
  - The Pasadena Historical Museum
  - Pasadena Museum of California Art (NOTE: Closing end of July 2018)
- The unrivaled Jet Propulsion Laboratory (JPL), builder and manager of NASA’s unmanned spacecraft program.
- The world respected California Institute of Technology (Caltech), ranked 1st in the world by The Times Higher Education's World University Ranking 2015-16.
- The Art Center College of Design, leader in Industrial Design (ranked number 1 by Design Intelligence) and Media Design, and also ranked in the top 25 global film schools by the Hollywood Reporter.
- The Rose Bowl, the granddaddy of all bowls. Pasadena is also the site of the dazzling annual Rose Parade, which every January 1 focuses the eyes of the world on our city. The event is always followed by a championship football game at the Rose Bowl.

Without any doubt Pasadena can stand shoulder to shoulder with many world class cities.

*2. Scouting Africa for a sister-city*

For our selection of a country we decided that the following were qualifying factors:

- Preferably English-speaking population
- No war or no epidemics
- A democratic political system
- Human-rights consideration



After two rounds of lively discussions about the 54 countries in Africa, we selected three finalists:

- Ethiopia,
- Ghana and
- South Africa.

Our first selection was South Africa. The committee turned its attention to a city. A similar process led to the selection of the City of Cape Town, which was approached by email in early 2016. Around the same time, we contacted the Consulate General of South Africa to inform them of our plans and to request their assistance. The Consul General Ms. Danielle De Bruyn-Grady, and her Deputy Consul Mbelengwa, provided professional and warm support by inviting us to several social and economic events they held locally.

After several months of waiting, the city of Cape Town responded it was not interested in a “formal relationship.” Although disappointing, this answer was not a total surprise. A few weeks earlier, a conversation had taken place between Ms. Patricia De Lille, Mayor of Cape Town, and Boualem Bouseloub, Chair of The PSCC's Ad Hoc Committee on Africa, at a reception given by the Consul General of South Africa to honor the Mayor of Cape Town and her city's economic delegation as they toured the USA. It was understood then that the City of Cape Town was primarily interested in investors.

Next, we contacted the South African cities of Durban and Port Elizabeth. Both cities expressed their interest and promised a Letter of Intent, which we had requested as an unstated form of serious interest. In early March 2018, during the busy preparation for the trip to Dakar, an email came from Port Elizabeth advising that the city “would start the process of entering into an Arrangement of Cooperation and Friendship” and that it was drafting a letter of Intent. We are still waiting for these Letters of Intent from Durban and Port Elizabeth.

In no way did this close doors to possibilities in other countries. In June 2017, an unexpected opportunity revealed itself in the form of a phone call from the Honorary Consul of Senegal, Ms. Mame Toucouleur Mbaye. Planning a trip to Senegal and fully aware of our African sister city project, Ms. Mbaye offered to take a letter to the Mayor of Dakar Plateau, Mr. Alioune Ndoye. She was entrusted with such a missive. A month later, Consul Mbaye returned with a warm letter from the Mayor that invited a delegation from Pasadena to visit and discuss the topic of twinning our cities. A copy of the letter is attached.

## **B. VISIT TO DAKAR PLATEAU (SCAP 2.2)**

As a result, under the official auspices of Vice-Mayor John Kennedy, a delegation of five members led by the Chair of the Ad Hoc Committee on Africa, visited Dakar Plateau from March 23 to April 1, 2018. The delegation included members of the Ad Hoc Committee on Africa:

- Boualem Bouseloub, Chair,
- Taleen Hindoyan
- Jennipha Nielsen
- Raequel London
- Mame Toucouleur Mbaye

The delegation was reinforced by the participation of Taleen Hindoyan, Chair of the Vanadzor Sister City in Armenia. Consul Mbaye, who had earlier joined the Ad Hoc Committee on Africa, skillfully served as a cultural guide in Senegal.

The fact-finding mission to Dakar, Senegal took place in a respectful, thoughtful and supportive environment. Mr. Alioune Ndoye, Mayor of Dakar Plateau, personally welcomed the delegation at the brand-new Blaise Diagne airport, which had been inaugurated in December 2017. Shortly afterwards, we headed to a restaurant in town which the mayor requested to stay open late into the night to feed our tired and hungry group. We were then driven to Hotel Pullman, a five star hotel, nearby. We woke up the next day to a wonderful breakfast spread on the feet-in-the-ocean restaurant deck. A light lunch followed and a limousine took us to meet the officials of City Hall. To our great surprise and excitement, we were welcomed by a traditional Lebou dance ensemble in the Senegalese drums rhythm.



Lebou dance ensemble



We met with the Dakar Plateau Committee members, officials and members of the community that came to greet us. A delightful ceremony was followed by a welcome dinner at the Hotel banquet hall where additional dignitaries joined us, a band played music and close to 400 guests greeted us.

Members of the Dakar Plateau Committee (**SCAP2.1**) to explore a Sister City relationship with Pasadena included:

- Alioune Ndoye, Mayor
- Marie Pèrre Paye, 1st Deputy Mayor and Member of the National Parliament (Assemblée Nationale)
- Anta Sarr, 2nd Deputy Mayor
- Ousmane Diop, Mayor's Chief of Staff
- Bintou Niang, Municipal Secretary
- Maimouna Mbengue, President of International Affairs
- Abdoulaye Aw
- Cherif Soumare

Daily activities from 9:00 am to 6:00 pm had been scheduled prior to our arrival. Our host, Mayor Alioune Ndoye made himself fully available to our delegation every day. Several members of the sister city committee accompanied us throughout the visit. One of the most watched national TV station in Senegal, **2sTV**, documented and aired our visit daily. Our itinerary included visits to schools, one in session and one under construction; a renovated youth center ready to be inaugurated; and a four story integrated career school that will host professional studies such as Engineering, Technology, Law, and Business. We visited the Chamber of Commerce where we had a mini "table ronde" with the President of the Chamber. We toured the 110-year old Kermel Market, which is a large farmers market where daily produce, meat and fish are sold.

We toured the Port of Dakar in a boat viewing moored alongside the piers many container vessels and a large fleet of Chinese-owned fishing boats. Another day a ferry took us to the infamous House of Slavery on Gorée Island with its "Door of No Return" that threw us centuries back in history. That was a deeply moving visit which made some of us very quiet and had us ponder in a soul-searching state the histories that connect our peoples. On the Island, we were pleased to meet Mrs. Catherine Sarr, Principal of the School of Excellence Mariama Ba (named for a world-renowned writer), that has a 100% graduation rate.

We visited museums such as the Museum of Armed Forces and the historical museum IFAN where we learned about Senegalese ancient culture and practices moving with a mobile museum tour bus.

On a personal note, Mayor Ndoye surprised us by celebrating his birthday with us at a restaurant where he took us to eat hamburgers. He led us to a wake of a recently deceased former city official, which was attended by a large and quiet crowd in a small house.



We visited the US Embassy and had a meeting with Marie Blanchard, Information Officer and Nadia Shairzay Ahmed, Cultural Affairs Officer of the Embassy of the United States of America. They welcomed us warmly and were interested in our project of selecting Dakar-Plateau as our sister city. They offered to help in obtaining any information we needed and to support our endeavor within their capabilities. It was particularly notable that they personally enjoyed living in Senegal and felt safe and comfortable. We touched on the subject of the LGBTQ community's status and were informed that it is not any different from other conservative cultures, yet there were no active persecutions that were evident. It was noteworthy that Ms. Blanchard's teenage children, who have traveled the world on assignment with their parents, actually prefer Senegal and have requested to live there in the long term. We were happily impressed, and joked that for a teenager to communicate this desire, it means that there is much value for the youth growing up in Dakar.

We also learned that there were many student exchange programs offered through the Embassy. One in particular is the Pan-African Youth Leadership Program (PAYLP) which provides participants with a unique educational exchange experience in the United States. PAYLP works to promote mutual understanding and strengthen the connections between the people of the United States and Sub-Saharan Africa. This program created an impressive alumni base of young African leaders who continue to impact their communities. PAYLP provides three weeks of leadership training, cultural excursions, and classroom instruction to talented and dedicated high school students. Participants have the opportunity to engage in academic studies, service learning, field trips, site visits, community service, leadership training, conflict resolution training, and cultural exchanges. Senegal began working with the PAYLP in 2014. Below is a link to the YES program whose purpose and goal is to expand communication between the people of the United States and Senegal in order to promote mutual understanding and respect: [https://sn.usembassy.gov/investing-brighter-future-senegal/?\\_ga=2.34558754.243403491.1525457129-910071182.1522121826](https://sn.usembassy.gov/investing-brighter-future-senegal/?_ga=2.34558754.243403491.1525457129-910071182.1522121826)

The staff of APIX (the department of commerce in Senegal) held a conference with us to talk about the investment and business opportunities locally and internationally. Walking around the local communities helped us learn how people live harmoniously together and we could not help but notice how hospitable and sociable they are. While we were touring, we got the chance to visit one of the biggest churches in town (Saint Anne Cathedral) and a few members of the delegation returned to the church on Easter Sunday for the morning service.

Everywhere we went, we were received with great interest and warmth by officials as well as the citizens of Dakar Plateau, the heart of the city where the Presidential Palace is located. From educational providers to financial and commercial institutions leaders, cultural promoters and foreign business traders, we received ample knowledge about Dakar Plateau and what it has to offer to the rest of the world.

In the noble tradition of high Senegalese hospitality, the mayor had every delegation member measured for an elegant Senegalese embroidered traditional outfit which was gifted to us at the end of the trip to take home. We were also granted an audience with the President of the National Assembly Moustapha Niasse, who diligently hosted us with utmost hospitality and also gifted each of us with another outfit.

The day before departure, we visited an ancient district in Dakar Plateau. This is the original village of the Lebou tribe, where Dakar was founded in 1857 and happened also to be the birthplace of the Mayor, a Lebou himself. We were greeted by drumming and dancing kids, boys and girls, as well as women and men of all ages who wanted to talk and shake hands with us.

The last day, after arranging the assistance of the airport authorities to facilitate our exit formalities, the Mayor Ndoye and his vice Mayor remained with us until we boarded the plane. It was past midnight.



## PART II.

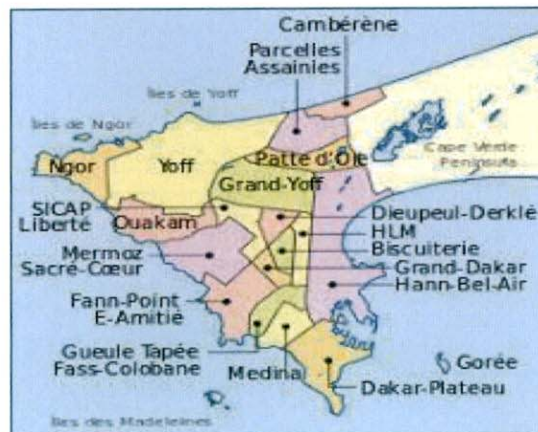
### A CLOSER LOOK

#### A. Dakar Plateau Geography and History

*“Long considered one of Africa's model democracies, the western African nation of Senegal has a tradition of stable governments and civilian rule.”*

*(BBC, Senegal Country Profile, 24 December 2017)*

#### Geographical Location and Significance



Senegal is located halfway between the Equator and the Tropic of Cancer on the western coast of Africa. With the Sahara at its back, the African nation of Senegal is Atlantic in essence and Western in its outlook. The climate varies greatly from north to south, but rains fall throughout the country from December to April. Hot, dry winds blow from the Sahara Desert during the summer.

Dakar, the westernmost point of Africa, juts into the Atlantic Ocean as a hand extended to North America.

One of 19 cities of the Greater Dakar, Dakar Plateau covers an area of 1.93 square miles with a population of 36,900. Although small in appearance, it is nonetheless the giant component of the capital as its political, financial and economic center. At the southern tip of the capital, Dakar Plateau seems to be probing the maritime future of Senegal.



View of Dakar from the Atlantic

### **Historical Overview**

The lands now comprising Senegal were once part of three empires: Ghana, Mali (which brought Islam to the area), and the Songhai. Senegalese culture strongly reflects influences from these Islamic rulers and conquerors.

In 1444, Portuguese sailors became the first Europeans to visit the Senegalese coast. The French later founded the Senegal colony in 1637, making it the oldest and longest-lasting French colony in Africa. The slave trade, which flourished from the 1600s until 1848, devastated this area. Today one sees remnants of this tragic period in the island fortress of Gorée off the coast from the capital, Dakar. Gorée was a key transit point for the slave trade in West Africa.

As the French advanced their colonial claims eastward, areas occupied by the Wolof ethnic group resisted them in the 1880s. Eventually, however, they yielded to superior military force and Dakar became an important city when the French made it the capital of their West African territories in 1902. Under Léopold Senghor who was a French parliamentarian, Senegal declared its independence in 1960 on April 4. That day is now celebrated as Independence Day.



Partial view of Dakar



## Some historical dates

- 25 May, 1857 Official foundation of Dakar by the French on a Lebou village.
- 1871 Dakar becomes a French commune and its inhabitants, French citizens.
- 1872 The Gorée commune is created.
- 1929 Inauguration of the Catholic Cathedral.
- 1958 Dakar was selected as the capital of the Republic of Senegal led by Léopold Senghor, a politician and a leader of the independence movement. He served as the first president of Senegal (1960–80). He is one of the most important African intellectuals of the 20th century.
- 1964 Construction of the Great Mosque.
- 1996 With 2,500,000 residents, Dakar is reorganized into 19 cities. Dakar Plateau, with a population of 36,900 residents, is one of these communes.

Politically, Senegal is a republic with a strong presidency, a unicameral legislature and an independent judiciary. Abdoulaye Wade, a strong proponent of the democratic constitutional system, was elected president in March of 2000. His election was widely hailed as a triumph for the constitutional system. In Wade's campaign, he emphasized physical infrastructure, education, and the fight against corruption as his main development priorities.

Wade was succeeded by Macky Sall, the current President, whose term runs until 2019.

## **B. Dakar Plateau Social and Cultural Environment**

In 2016, estimates placed Senegal's population at 15.41 million (World Bank). Young people, those under the age of 18, make up half of the population. Senegalese are members of more than twenty ethnic groups, of which the largest is Wolof (about 40 percent), followed by Fulani (17 percent). Large numbers of Lebanese traders live in the cities as well.

French is the official language, but most people speak Wolof. Besides French and Wolof, people speak the language of their ethnic group, such as Pulaar, Serer, and thirty-eight other African languages.

In Senegalese society, there are professional storytellers, known as *griots*. They are historians, poets, musicians, and entertainers all-in-one. Griots use props, flutes, harps, and break into song as they perform. No ceremony or celebration of importance is held without them.

Senegal has one of the richest bodies of written literature and film in all of Africa. Notable works of literature include the tales of Birago Diop, Mariama Bâ's powerful womanist novel *Une si longue lettre* (*So Long a Letter*), and Ken Bugul's *Le Baobab fou*.

Bâ's novel is of particular interest to educators as it tells the story of a woman teacher's life and relationships. Léopold Senghor, the first President of the Republic, was a leading poet and philosopher. Another notable writer Cheikh Anta Diop (after whom the University of Senegal in Dakar is named), who died in 1986, was a modern champion of African identity and African unity. Senegalese filmmakers such as pioneer African filmmaker Ousmane Sembene, and Safi Faye are internationally famous. ( For more details:

<https://theculturetrip.com/africa/senegal/articles/magic-in-the-service-of-dreams-the-founding-fathers-of-senegalese-cinema/>)

The title of Senegal's national anthem offers a clue to Senegalese musical culture: "Pluck your *Koras*, strike the *Balafons*." The traditional *kora*, a stringed calabash (gourd) instrument, symbolizes the singing poet tradition in the country. A unique percussion sound is made with a small drum held under the arm. It can be pressed against the body to produce different pitches when the goatskin drumhead is hit with a curved ended wooden stick.

Senegalese musicians have adapted traditional music to contemporary music by using electric and acoustic guitars, keyboards, and a variety of drums. More than a dozen Senegalese rap groups in Dakar have evolved from the special blend of Western and African musical traditions. Griots (storytellers) perform traditional Senegalese rap songs that tell stories about society much like ancient griots narrated the lives of ancient kings.

The social and cultural life of Senegal is strongly influenced by traditional religious values. In this the *Marabouts*, or traditional religious leaders, play a key role at all levels, both spiritual and temporal. Senegal is predominantly a rural, Islamic, polygamous, traditional and ethnically diverse society.

Senegal is 96% Muslim (most are members of four Sufi brotherhoods), with 3.6% Christians, mostly Roman Catholic, and 0.3% animists. Muslims celebrate the end of the holy month of Ramadan by feasting for three days. Catholics celebrate Easter and Christmas.

Senegal has a longstanding record of religious tolerance. Every year, Mayor Alioune Ndoye gathers the leaders of the Mosques and Christian places of worship and provides them with an annual stipend. He pays for the Hajj (pilgrimage) of 40 Muslims to Mecca and 10 Christians to Lourdes, Rome and the Holy Land each year. Although a small Jewish community exists in Dakar Plateau, there are no synagogues.

Two Christian members of our delegation decided to attend Easter Mass on Sunday April 1, 2018. With a third member joining, they walked early morning at a leisurely pace about a mile or so to the Catholic Cathedral, which filled up very quickly with parishioners dressed in their finery. All three returned to the hotel by a new route of discovery afterwards. During the week it seemed that everyone celebrated one another's customs. When we drove the countryside during Easter Holy week we saw the Stations of the Cross being enacted. It was the whole community coming together.



Surprisingly, Easter Monday is a national holiday in Senegal, when it is not in some Christian countries. These facts lead us to believe the reports that Senegal is the most tolerant Muslim country in Africa.

Although women have equal rights under the law, they have little decision-making power at the higher levels of economic and social life; this is in spite of the fact that women are highly active in the lower levels of economic life. Women's illiteracy and lack of access to the information system represent a serious obstacle to family wellbeing. Their rate of literacy is lower (46.6%) than men (67%) and their rate of unemployment for the 15-24 age bracket is higher (19% v 8.3%). However, women's life expectancy is longer (64.3 years) than men's (60 years).

Children are highly valued and represent a woman's social worth and status. Contraceptive use is low, and most families are said to desire more than the average 6.4 children (Cain and Schuman 1994). (<http://education.stateuniversity.com/pages/1309/Senegal-HISTORY-BACKGROUND.html#ixzz5DXfPIBsa>)

Some positive recent developments that impact the status of women in Senegal include:

- The appointment of women to decision-making positions, in particular within the legal profession. However, women remain widely under-represented in public and political affairs.
- The adoption of a law amending the Criminal Code and introducing tougher penalties for crimes of violence against women in 1999. The law defines and punishes previously unrecognized crimes – incest, rape, sexual harassment, female circumcision and domestic violence.
- The National Strategy for Gender Equality adopted in 2005 for the period until 2015 focused on increasing women's social standing, enhancing their potential, raising their economic status in rural and urban areas and setting up workshops to exchange and raise awareness of these issues. (<https://www.wikigender.org/wiki/africa-for-womens-rights-senegal/>)

Heterosexual orientation is still considered normative in Senegal and laws in Senegal still do not address the needs of LGBTQ who are compelled in social life to hide their sexual orientation as in many places in the world. However, Senegalese continue to debate the status of LGBTQ and leaders have recognized the need for change but much remains to be done to facilitate social acceptance and to remove discriminatory laws to protect the rights of people regardless of sexual orientation. A college student on our committee, who studied abroad in Dakar in Winter 2016 with students from all over the USA, of which four were LGBTQ, experienced no difficulties. She also informed us about two LGBTQ organizations operating in Senegal and Dakar; the Association Prudence (<https://www.associationprudence.org/>) is a gay rights organization operating in Dakar using HIV/AIDS prevention and awareness as a means of reaching out to the community. Prudence is also affiliated with a national LGBTQ network called RENAPOC (<https://sites.google.com/site/prudenceplussenegal/renapoc>).

## PART III.

### FOCAL POINTS

#### A. ARTS AND CULTURE



IFAN Museum exhibit

Dakar Plateau has four (4) cultural institutions

- Théâtre National Daniel-Sorano, home to national and international cultural events.
- IFAN (Institut Fondamental d'Afrique Noire or Black African Institute of Basic Research) is a cultural and scientific institute in many of the nations of the former French West Africa. Founded in Dakar, Senegal in 1938 it was headquartered in what is now the building of the IFAN Museum of African Arts. Its charge is to study the language, history, and culture of the peoples ruled by French colonialism in Africa.
- Institut Français de Dakar is a cultural organization for the diffusion of French culture in Senegal. Its secondary purpose is to promote the culture of Senegal and, more generally, cultural diversity. Léopold Sédar Senghor called this intercultural cooperation *le dialogue des cultures* (the dialogue of cultures).



- Musee de la Femme Henriette Bathily is a powerful display of the women's movement and the strong women who made a great impact on Senegalese society. Artifacts include those from daily life, the culture of teaching brides about married life, and ceremonial pieces from different religions that coexist in Senegal.

Dakar hosts many international arts and cultural events including among others:

- Dak'Art Biennale; a colorful festival takes place once every other May. The festival attracts contemporary artists from throughout Africa, who display their paintings, sculptures, and other masterpieces in galleries and venues across Senegal's capital.
- International film festival (Festival International du Film de Quartier); takes place each December with screenings at restaurants, museums, and other centers of culture throughout Dakar. Includes filmmakers from across Senegal.
- Gorée Diaspora Festival; this artistic festival was established to promote links between Senegal and the descendants of the slaves forced to leave Africa from Gorée Island. Conferences and meetings filled with debates and discussions are held alongside lively dancing and musical performances. Held annually between November and December
- Kaay Fecc; this dance festival runs in the late spring and celebrates both traditional and contemporary dancing from around the world. It focuses on African choreographic expression.

The mobile museum bus transported us on our visits to the Museum of Armed Forces; the historical museum IFAN where we learned about Senegalese ancient culture and practices; and the Musee de la Femme. At the Museum of Armed Forces, we were particularly impressed with the exhibit that highlighting the role the Senegalese army played in supporting French forces in World War II and is now being recognized by the world.

### **Our assessment of the potential relationship between our two cities:**

#### *1. Main objectives for Pasadena*

We plan to facilitate the exchange of artists and educators and encourage the engagement of audiences (art aficionados and collectors) in the appreciation of African arts and the diffusion of ideas and techniques.

#### *2. Current plans for collaboration (over 1-5 years)*

More specifically over the next five years, we intend to exchange artists, actors, dancers, musicians, painters, poets, playwrights, photographers and singers individually or in groups to exhibit or perform as well as delegations of arts teachers to discuss arts in their local expression and their impact on the community.

Ultimately we want to organize on an annual basis at the Rose Bowl an African Festival and Market by inviting all the African Diaspora in the Southland to join and recreate the heartbeat of Africa.

### *3. Benefits to Pasadena*

These exchanges will support the multicultural nature of our city. It will enrich and promote the artistic assets in our city and provide opportunities for educational and arts collaborations.

### *4. Possible challenges to the collaboration between our cities.*

The people and artists we encountered in Dakar were all ready to go. Hopefully that eagerness will echo among our artistic community to smooth the process. We plan to reach out to educational and arts institutions in Pasadena to encourage collaboration with our Sister City in Dakar Plateau. One possible challenge is language (see discussion in education section, below).

## **B. EDUCATION**



*Pasadena Ad Hoc Committee with class in Dakar Plateau*

In Dakar Plateau, we visited many schools with Mayor Alioune Ndoye and we were received by groups of smiling, excited school children throughout our visit.

There are 13 elementary schools in Dakar Plateau, 5 public high schools, and 7 private high schools.



The high schools include:

Public

Lamine Gueye High school  
Abbé Pierre Sock High school (Christian)  
Kléber High School  
Ahmed Malick Sy  
Bibi Ndiaye (soon to be opened)  
Papa Gueye

Private

Saint Michel  
Immaculée Conception.  
Cathedral High School  
Notre Dame High School  
Simon Fall  
Jeanne D'arc

The first school we visited was Berthe Maubert Elementary school that also has a child development program on campus. We have established an ongoing pen pal project from Pasadena to Dakar with fifth graders from both cities. On arrival to Berthe Maubert Elementary School, we were able to deliver written pen pal letters from fifth graders within our City to the fifth grade students in Dakar Plateau. The fifth grade class also led a school-wide effort at Odyssey Charter School in Altadena to collect school supplies that were given as gifts from our community to our school friends at Berth Maubert Elementary School.



*Northwest Altadena Pen Pals, Ms. Coates' fifth grade class, Odyssey Charter School.*



*Berthe Maubert Elementary School, fifth grade.*

Mariama Ba School of Excellence, located on Gorée Island was another school we toured under the guidance of its Principal Mrs. Catherine Sarr. The all girls High School has a graduation success rate of 100%. We met an Alumna of the Mariama Ba School who is currently attending college on Gorée Island and studying International Trade.

We visited the Bibi Ndiaye school campus currently under construction. This school site will house three independent schools, one on each floor, for primary education. This campus will be a state of the art hub for Technology, Business, Law and International Studies. It will benefit several surrounding schools by giving students a wide range of career choices, support and resources to achieve their educational goals and to secure bright futures. It will also provide opportunities for families and communities both socially and economically.

The children at each school and site around the city we visited were excited about school and their education. Their eager dedication to learn, contribute and succeed is what stood out the most as we spoke with young people during our trip. Two young boys and one girl expressed their desire to be President of Senegal. The energy of the young people of the great city of Dakar Plateau was evident and strongly felt across the city from elementary school through college.



*Preschoolers on a class trip to Gorée Island*

### **Our assessment of the potential relationship between our two cities:**

#### *1. Collaboration Plans over the next one to five years*

- Pen pal project between students at all levels of Pasadena and Dakar Plateau.
- Participate in and arrange ongoing educational, arts and cultural exchange and events.
- Youth Ambassador Exchange Program



- Encourage research collaborations in arts, culture, environment and education.
- Participate in Gorée Island history of slavery projects.
- Develop internship and/or study abroad programs for High School and College students.

## *2. The social and cultural life impact*

The United State Department of Education's Mission Statement declares:

"Our mission is to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access." An alliance between Pasadena and Dakar Plateau would serve to facilitate opportunities for broadening Pasadena students' knowledge of Africa. It would reinforce the historical and cultural connections between West Africans (and Senegalese, in particular) and the USA. It would promote awareness of the history of slavery in truly meaningful ways. This alliance would also provide opportunities for Senegalese students to learn more about our history and culture and the diversity of our city. It would create a future of ongoing hope and prosperity for children in Pasadena and Dakar Plateau in mutual respect and understanding.

## *3. Positive outcomes*

We plan to build a broad awareness by discussions and action-oriented educational events for children to receive a quality education in both Pasadena and Dakar Plateau. Mayor Ndoye expressed a particular interest in developing youth leadership and promoting educational excellence to ensure equal access for all including adult learners in both cities. The great interest of Mayor Ndoye for education and youth stems in large part from the Forum World Education held in Dakar in 2000, which launched the Education for All (EFA) movement that 164 governments pledged to incorporate in their national programs.

Senegal has been a partner of the Global Partnership for Education since 2006. This led to a call to invest in Education for All in Senegal in February 2018, co-hosted by President Macky Sall, French President Emmanuel Macron, and American singer Rihanna (Global Partnership for Education Ambassador).

According to the U.S. Dept. of Education website:

*"Raising the next generation is a shared responsibility. When families, communities and schools work together, students are more successful and the entire community benefits."*

For schools and districts across the U.S., family engagement is becoming an integral part of education reform. Here in our community of Pasadena, Strategies for Closing the Achievement Gaps include among others:

- Enhanced Cultural Competence
- Extended Learning Opportunities

The alliance envisioned between both our cities highlights the importance and ongoing steps taken to ensure all children are receiving a high quality education in both Pasadena and Dakar Plateau. This alliance includes strong youth initiatives that support, uplift and to provide opportunities to ensure bright futures filled with opportunity and choices for our youth as they move forward in their college pathways and careers.

#### *4. Potential challenges*

One possible challenge is language. French and Wolof are the official languages spoken in Dakar Plateau, Senegal. However, English is taught in schools and spoken around Dakar Plateau by many.

During our stay we were all able to communicate with the people around us most of the time. Since many Senegalese people are travelers to neighboring and European countries who are adventurous learners of other languages, Spanish, Italian and Arabic are also spoken in Senegal.

Any and all challenges will be addressed with a solution mindset and an opportunity for growth and development learning together with respect between our two cities. Establishing ongoing educational and cultural events that include French language exchange activities will be encouraged. Altadena Elementary School's Dual Language French Immersion program could benefit from this alliance; as would the International School of Los Angeles based in Pasadena, and private and public high schools that offer French language instruction. It will be beneficial to the Alliance Française de Pasadena, one of the oldest chapters in the United States. It is a cultural and educational association whose mission is to promote knowledge and appreciation of the French Language and Francophone cultures, and to encourage friendship and collaboration with the French speaking world. Pasadena Community College offers free French language instruction to their students and classes at a low fee for the wider community.

### **C. BUSINESS**

In this country of 15,410,000 people, the median age is 18 ( $\frac{1}{2}$  of the population is below and  $\frac{1}{2}$  above 18), which creates challenges in employment creation. The majority of the population is rural (about 64 percent), but this is rapidly changing with migration to the cities and environmental changes in the countryside. With its tall and shiny buildings and its wide boulevards, Dakar is a busy city with a modern outlook.

There has been tremendous change in the region as has been noted by Elizabeth Littlefield of the U.S. Overseas Private Investment Corporate:

*"When I lived in West Africa nearly 25 years ago, my town had no consistent piped water, no paved roads, only intermittent power and, of course, no land lines for telephones much less cell phones and computers. Foreign aid, rather than foreign direct investment, was a dominant feature of the economies. And now 25 years later, foreign direct investment into Africa has grown by 800 percent. African nations are now regularly topping the lists of countries making*



*investor-friendly reforms. Over the past two years, Africa has ranked first in the world in the number of reforms enacted. African economies are now forecasted to grow 30 percent faster than the rest of the world."* (Investing in a brighter Future in Senegal, 02/24/2016, U.S Development Finance Agency)



*Port of Dakar*

As one of the most stable countries in West Africa with relatively well developed infrastructure and ambitious plans for private investment, Senegal is a hub for all businesses from abroad and Dakar Plateau, the port of entry because of its geographical location, offers growing trade and investment opportunities for U.S. firms and an attractive location for companies that serve the West African regional market.

*"Under its Emerging Senegal Plan, the government of Senegal is pursuing ambitious plans for economic reforms and a series of investments intended to double economic growth. The plan calls for concerted efforts to promote private sector investment in agri-business, mining, tourism, housing and infrastructure. The government has made progress in several reforms to facilitate private investment, including business climate improvements, a new law on public-private partnerships and land tenure reforms."*

(U.S. Dept. of Commerce, *Doing Business in Senegal*, Country Commercial Guide for U.S. Companies)

Senegal is in a strong development phase, emphasized in part by the following:

- A. The new Blaise Diagne International Airport located about an hour away from Dakar. Inaugurated in December 2017, the airport continues to expand its facilities and services.
- B. The creation of a new city to relieve Dakar from overcrowding. This city is probably the future capital of Senegal, similar to the way Brasilia became the capital in Brazil. It happened in 1960 when the Brazilian capital was moved from Rio de Janeiro on the Atlantic coast to Brasilia, a more central location in the Central-West Region.
- C. In the wake of the recent offshore discovery of oil and gas, Senegal has already signed agreements for shipping companies to export Liquid Natural Gas (LNG)

- D. Its membership in the eight-country West African Economic and Monetary Union (WAEMU) established in 1994.
- E. The Central Bank of West Africa (WAEMU) is headquartered in Dakar Plateau.

Residents of Pasadena would greatly benefit by having the opportunity to participate and experience a wide variety of cultural, educational and economic development activities, which help to foster a bond with the residents of Dakar Plateau. Within its economic agenda, Senegal is working on TRADE, not AID, as the Honorary Consul Mbaye emphasizes.

Like the Pasadena Chamber of Commerce (established in 1888), the Dakar Chamber of Commerce (established in 1883) is a civic association that plays a major role in the development of the city. Supporting the prosperity of its members and contributing to the enhancement of the business climate remains the basic functions of these institutions. Particularly remarkable during our meeting with the Dakar Chamber of Commerce meeting was the focus on opportunities for women entrepreneurs to be funded through microloans. The emphasis now is on aiding women in microenterprise, providing formal education training and business networking to facilitate the success rates of women owned businesses.

### **Our assessment of the potential relationship between our two cities:**

#### *1. Main objectives for Pasadena*

The main objective is, in a first phase, to facilitate business between the two cities. In a second phase, after a period of good cooperation, possibilities of investments in a Dakar-on-the-move may develop.

#### *2. Current plans for collaboration (over 1-5 years)*

Through exchange of businessmen and women delegations we hope to create cooperation between Pasadena and the Dakar Chambers of Commerce, which would include the sharing of best practices. The exchange would be an opportunity to foster positive relations, especially through the networking among the two Chambers of Commerce. We plan to involve the Pasadena Junior Chamber of Commerce (Pasadena Jaycees), made up of “young professionals between the ages of 21-39, who want to improve the lives of those in the Pasadena area through community service.” This would directly address Mayor Ndoye’s interest in promoting Youth Development for Leadership especially in business and entrepreneurship.

#### *3. Benefits to Pasadena*



Trade of goods and services may flourish between the two cities and investment may appear attractive to our business community. Through their involvement in the Dakar Plateau project the Jaycees have an opportunity to expand their vision of improving life in the Pasadena area. It may also be a chance for the Jaycees' Foundation to reach more contributors who would be attracted by this new international dimension added to their local effort.

We visited the weaving shop of Ms. Aissa Dione, a Senegalese fabric designer and weaver of international renown. Ms. Dione worked with stylists of the White House during the Obama Administration, which showcased her as an artist with an incredible business acumen and sense of social responsibility. Ms. Dione incorporated the manual weaving of her fabrics into her general operation, so that people with relevant skills could be employed.

By using the more modern factory machines she mass-produces other products. By rehauling equipment abandoned by a previous French owner, she employs 100 weavers, some for the last 20 years. She is dedicated to the "Made in Senegal" brand of which she is a shining example.

Having a connection with such a designer and manufacturer would be a great asset to Pasadena. Featuring Aissa Dione's products at our hotels or corporate offices would mean affiliating with a brand that is associated with high quality and high fashion houses like Hermes and Louboutin.

#### *4. Potential obstacles to collaboration*

The potential concern may rest in the approaches to business for culturally different communities. We would plan engagements during visits to our respective cities to discuss mutual interests and benefits. We will plan a series of workshops to inform and train our community about business opportunities and the culturally-different approaches. Honorary Consul Mbaye, an Ad Hoc Committee member, will be an invaluable resource in helping us bridge the gap.

#### *5. Potential environmental impacts*

With both societies already sensitive to impact on the natural environment, we will encourage business leaders in Pasadena and Dakar Plateau to share knowledge and experiences to reduce environmental impacts. Dakar has issues with traffic and sewage water pollution. We hope that there may be interest among relevant departments in the City of Pasadena and Dakar Plateau in sharing information and experience in dealing with these challenges.

As part of "Senegal Emergent" the concept of energy self-sufficiency is a key program for the Ministry of Energy and Oil. Its objective is making energy available at low cost and having universal access to modern services, while respecting social and environmental standards. It puts emphasis also on diversification of sources of electricity production that includes coal, natural gas, hydroelectricity and renewable ones. In Dakar and its suburbs, a large project involves the development of solar energy for individuals in multi-occupancy or individual

housing. The aim is to study the initial deployment of these solutions to 11,000 households. The main focus will be on the manufacturing of photovoltaic solar panels for electricity generation and that of solar water-heaters for hot water generating.

#### 6. Potential impact on social and cultural life and institutions

Since cultural exchanges have strong potential impacts, the positive aspect will be in the process of learning to work together. In spite of many challenges, people in Dakar Plateau are truly optimistic about creating opportunities for employment, and improvement of infrastructure. They intend to celebrate their rich history and continue in their leadership position as an exemplary African nation.



*Fresh fruits in Kermel Market, Dakar*

### **D. TOURISM**

Tourism is a major economic activity in Dakar Plateau with the Island of Gorée being a particular attraction and pilgrimage destination for the African Diaspora. According to UNESCO it is *"a foyer for contact between the West and Africa, and a space for exchange and dialogue between cultures through the confrontation of ideals of reconciliation and forgiveness."*

Senegal has a variety of tourism destinations along with a welcoming population. Dakar itself is accessible by regular international air travel by a variety of major airlines. A diversity of hotels exists for travelers - some garner five stars. There is a series of hotels just north of the city that take advantage of the Atlantic beaches and offer easy access to the capital. In the city one can shop for fabrics, antique statues, and crafts from across West Africa - from the coast to the interior.



The island of Gorée is a pleasant respite from the bustle of the city as well as a UNESCO monument to the slave trade. It is regularly visited by dignitaries and heads of state as well as school children from all over the country. Gorée island has been a Senegal national heritage list since 1975 and on UNESCO's **World Heritage** List since 1978.



*Gorée Island, partial view*

Our trip to Gorée Island took place on Thursday, March . Eloi Coly, curator of the House of Slaves located on the island, spoke about the importance of teaching the history of Gorée Island. It was built by the Dutch in 1776, and is the last slave house remaining on the island. UNESCO states, *"The Island of Gorée is an exceptional testimony to one of the greatest tragedies in the history of human societies: the slave trade. The various elements of this memory island – fortresses, buildings, streets, squares, etc. – recount, each in its own way, the history of Gorée which, from the 15th to the 19th century, was the largest slave-trading center of the African coast."* Coly has painstakingly preserved its history along with the Government of Senegal, for people to see the brutal history of the slave trade. He told us: *"What is important is preserving the memory of the victims. To absolutely teach this story and to consider that what has happened in the 16th and 19th century Slave Trade is about the story of human beings, not only the story of Africans, blacks or whites but to consider the story of human beings. That's why I know it is a necessity for all to keep this house, to remind us of the fragility of liberty!"*



*Statue outside La Maison des Esclaves*

Pasadena has the extraordinary opportunity to establish a groundbreaking Sister City relationship with Dakar Plateau that includes Gorée Island. It is a site of pilgrimage for our African American community and an invaluable opportunity for all our citizens to learn, experience and teach our students about our histories as we bridge divides, build relationships and fostering unity among our people. The UN has a program to help Africans in the slave Diaspora trace their roots back to Africa.



*President Obama in the door of no return at La Madison des Enclaves*

Former Presidents and several dignitaries of the United States have visited this site, their pictures can be found on the office wall.

North of Dakar, one can visit Lac Rose (Pink Lake) to view flocks of migratory birds, and even further north, visit the small historic colonial port of Saint Louis at the edge of the Sahara, another UNESCO monument.

South of Dakar, along La Petite Côte, there are a series of beaches and cities including Toubab Dialaw , Saly, M'Bour, Pointe-Sarene, Joal-Fadiouth and Palmarin. Each has its own character



created by its history and hospitality. New tourist hotels and long established ones speak to the continued vibrancy of the tourism both for the Senegalese and for the international traveler.

Further south the Sine Salaam delta area gives way to the Casamance River and the old colonial buildings of Ziguinchor. East are the Niokolo-Koba wildlife preserve and the city of Tambacounda.

### **Our assessment of the potential relationship between our two cities:**

#### *1. Main objectives*

Senegal prides itself on being the country of Teranga (hospitality). As a result of its proactive policy and political vision, it was committed early on to develop tourism. Their vision is to have sound, responsible and profitable value-added tourism.

Senegal offers seaside tourism (700km of coastline), business tourism, ecotourism (8 national parks and wild reserves) and cultural tourism.

Like Pasadena, Dakar Plateau is a regional hub, especially for business tourism. It offers facilities for meetings, seminars, conferences, forums, trade shows and fairs. It has been a location for the African Development Bank Annual Conference. During our stay, there was a meeting of international finance ministers.

Dakar is known as the "Paris of Africa." The rich support of the Arts and importation of major art exhibitions fostered the "flowering of modern art in Africa" in the 70s. The governmental support of painting, dance, and theater engendered and carried a strong appreciation of culture in the population. The calendar is loaded with recurring cultural events, such as:

- *Music Festivals:* Saint Louis Jazz Festival, Africa Star, Riti Festival, Kora Art.
- *Dance Festivals:* Kaay Fecc Festival, International Dance Festival, Djembe Dance Festival, Thies Sacred Dance Festival.
- *Visual Arts:* Dak'Art Biennale, Contemporary Galleries and Centre Cultural Français.
- *Film Festivals:* Festival International du Film de Quartier, DAKAR VERT Environmental Film Festival.
- *Other Festivals:* Festival de la Culture Pulaar.

Listed UNESCO Heritage sites besides the Island of Gorée in Dakar include the Cathedral, and outside of Dakar, San Louis and Podor's Fort.

#### *2. Current plans for tourism collaborations*

In a sort of premonition phase, a past tourism exchange included a 14 student group from Pasadena Polytechnic High School which included four days in Dakar, a home stay of a week in

the village of Palmarin, and four days of tourism in a successful trip led by Laura Marion and organized by Jim Barry, a member of the Ad Hoc Committee on Africa. Such student trips could be replicated with other schools. Small short term student exchanges can be managed as well.

Several colleges have exchange programs with the University of Cheikh Anta Diop in Dakar. These programs could be extended to involve PCC and Pacific Oaks College.

We hope to create collaborations between the leaders of the tourism industry in both cities as well as the leaders of the four main museums in Pasadena and the four in Dakar Plateau to discuss (1) their very different experiences, and (2) the creation of study groups to increase tourism in reasonable cost-effective ways.

We plan to create working relationships between the respective hospitality industries, including hotels, restaurants and cabdriver associations, to compare notes and offer solutions without taxing local resources.

### *3. Potential obstacles to collaboration*

Although the language (French and Wolof) could be considered an obstacle to collaboration it is in fact easily handled in Senegal due to the prevalence of English as a primary tourism language worldwide. Maps and tourism internet sites are common.

Visitors to Pasadena from Senegal will experience some difficulties with French as it is not as common here, though not rare. There is a network of French speakers through the Alliance Francaise, the International School and the Altadena Elementary School's French immersion program that will be facilitative. Informal internet communication is easily accomplished with the aid of Google Translate or other translation programs. One member's email experience over the years has been for each person communicating to do so in their own language with the resident person translating at home rather than unknowingly sending the sometimes garbled translation.

## CONCLUSION

Mayor Ndoye's hospitality and the gracious way he ensured that all our needs for a fruitful exploratory visit were met daily were truly remarkable. As representatives of Pasadena we received no less than red carpet treatment everywhere we visited , which really speaks to the soul of the people.

We came to Dakar Plateau, we saw a vibrant city, we experienced its cultural, social and economic life and we felt an intense and warm desire on the part of the officials and the community to enter into a sister city relationship with Pasadena.

This relationship would be an opportunity to create in Pasadena a magnificent "garden" of cultural and social beauty, culminating into an annual Pasadena African Festival and Market, that would benefit both of our cities and communities.

And as Candide said, "Let's cultivate our garden."

It is therefore, without any reservation that the Ad Hoc Committee on Africa and the five cities of the Pasadena Sister Cities Committee respectfully recommend that the City Council accepts the offer of Mayor Alioune Ndoye and pursues the creation of an African sister city in Dakar Plateau.

# **PASADENA SISTER CITIES COMMITTEE**

## **SISTER CITY AFFILIATION POLICY**

### **1. POLICY**

It is the policy of PSCC that any group wanting to form an affiliation with a foreign city must register first with Sister Cities International and then follow the procedures set forth below.

### **2. PROCEDURES**

- 2.1 There shall be evidence of the desire for a Proposed Affiliation (PA) by both parties including correspondence from the proposed city to the effect of wanting to join with Pasadena as a sister city and an indication of official and/or citizen support for the PA.
- 2.2 There shall be visits between cities followed by continuous contacts, both unofficial and official.
- 2.3 Acceptance for the PA shall be indicated by people joining or expressing interest in joining PSCC.
- 2.4 Strong commitment shall be shown to the development and maintenance of a successful affiliation including corporate and/or cultural support.
- 2.5 A member of PSCC shall be appointed subcommittee chair and given responsibility for all matters dealing with a PA. This person should be an active member of PSCC. The newly formed subcommittee members shall have:
  1. A clear understanding of sister city relationships and purpose of affiliations (see attached Sister Cities International affiliations policy and procedure statements).
  2. The ability to generate at least ten new members to the PSCC.
  3. Several experienced members who can assist the endeavors of the subcommittee.
  4. Preliminary commitments, where possible, for support in hosting, cultural and business exchanges, fund raising, student exchanges, etc.
- 2.6 The subcommittee shall take the lead role presenting the PA to the community.
  1. Both parties must bear in mind the SCI ideals of people-to-people associations.
  2. The subcommittee should attempt to gain media coverage to promote the affiliation.



- 2.7 An "action plan" shall be developed setting forth each step toward a formal presentation for PSCC's executive committee and general membership, and should include such items as:
1. Similarities to Pasadena in light of cultural, physical and social aspects of the PA (i.e. size, location, population, educational and cultural facilities, aspects of economy, etc.).
  2. The potential for student and citizen exchanges.
  3. The potential funding sources.
- 2.8 A formal written report shall then be prepared for the Executive Committee of PSCC.  
The report will include:
1. Items 2.1 through 2.7, as applicable.
  2. Photographs and contact names from the PA.
  3. Any other non-PSCC local support for the PA.
  4. List of all cities reviewed for the PA.
- 2.9 After the EC has reviewed the report, it shall be distributed to the active general membership with the EC's recommendation. The distribution will take place 10 days before the general membership meeting date. The general membership will then discuss and vote on the proposed affiliation.
- 2.10 If the PA is approved by PSCC general membership, the proposal will then be presented to the city council.
- 2.11 If the PA is adopted, the selected city and Pasadena shall make arrangements for an exchange of official delegations for the purpose of acceptance and signing ceremonies in each city.
1. These official delegations shall include mayor, council members, city manager, PSCC President, and any other community members who wish to attend.
  2. The new affiliation shall have comparable city officials in their delegation.

June 18, 2018

Mr. Alioune Ndoye,  
Mayor of Dakar Plateau  
Dakar, Republic of Senegal,

Dear Mayor,

It's a great honor writing you to express the desire of the city of Pasadena to explore the possibility of becoming sister-city with your city.

We are aware that you are already twined with two cities in the US, our capital Washington DC and Ann Arbor in Michigan, but with none in California.

Our location on the west Coast , less than 20 km from Los Angeles, offers new options and perspectives for Dakar.

Among its jewels, Pasadena counts, in particular:

1. Caltech, California Institute of Technology, ranked 1st university in the world in 2016-17 by Times Higher Education (World University Rankings)
2. JPL, Jet Propulsion Laboratory, specialized branch of NASA in space research probes and unmanned spacecrafts.
3. ACCD, Art Center College of Design, renowned for its curriculum en Industrial Design, Design of transport Systems and Film

Furthermore, I am writing on the good advice of Mrs. Mame Toucouleur Mbaye, Honorary Consul of Senegal in Los Angeles, who is very familiar with Pasadena.

To pursue this dialog, feel free to contact me by:

\*\* E-mail: [malebou@sbcglobal.net](mailto:malebou@sbcglobal.net) and

\*\* Telephone: 00-1- 626/390-4632

Looking forward to your response.

Sincerely,

Boualem Bouseloub, President  
Ad Hoc Committee on Africa  
Pasadena Sister Cities Committee

18 Juin, 2017

Monsieur Alioune N'Doye  
Maire de Dakar Plateau,  
Dakar, République du Sénégal

Monsieur le Maire

J' ai le grand honneur de vous écrire pour exprimer le désir de la ville de Pasadena d' explorer avec votre bonne ville la possibilité de devenir villes jumelées.

Nos sommes conscients que vous êtes déjà jumelée avec deux villes aux USA, notre capitale Washington, DC et Ann Arbor dans le Michigan, mais avec aucune ville de Californie.

Notre situation sur la cote ouest, à moins de 20 km de Los Angeles, est à même d' offrir de nouvelles options et perspectives pour Dakar.

Parmi ses joyaux Pasadena compte, en particulier:

1. Caltech, California Institute of Technology, classée 1ere université au monde en 2016-16 par Times Higher Education (World University Rankings)



2. JPL, Jet Propulsion Laboratory, unique branche spécialisée de NASA en sondes et vaisseaux spatiaux de recherche

3. ACCD, Art Center College of Design, réputé pour son curriculum en Design Industriel, Design de Systemes de Transport et Film

De plus, j' ai le plaisir de vous écrire sur bonne recommandation de Madame Mame Toucouleur Mbaye, Consul Honoraire du Sénégal à Los Angeles, qui connait bien Pasadena.

Pour poursuivre ce dialogue, n' hésitez pas à me contacter par:

\*\* Courriel: [malebou@sbcglobal.net](mailto:malebou@sbcglobal.net) and

\*\* Telephone: 00-1- 626/390-4632

En espérant que cette lettre trouve un écho favorable chez vous, veuillez agréer, Monsieur le Maire, l' expression de ma cordiale considération.

*Boualem Bousseloub*

Boualem Bousseloub, President

Comite Ad Hoc Committee pour l' Afrique

Pasadena Sister Cities Committee



REPUBLIQUE DU SENEGAL

Un Peuple – Un But – Une Foi

.....  
**Commune de  
DAKAR-PLATEAU**



**Le Maire**

000.0146/MCDP/SM

Dakar, le 13 JUL. 2017

**Monsieur le Président du Comité Ad Hoc Committee pour l'Afrique,**

C'est avec un immense plaisir que nous avons reçu, par les bons soins de Madame Mame Toucouleur Mbaye, votre courrier daté du 18 juin 2017, et par lequel vous exprimez le désir de votre ville d'être jumelée à notre Commune.

Nous vous marquons notre franche adhésion à ce projet, conscients des extraordinaires opportunités d'échange et de collaboration de nos deux villes, et après un contact fort instructif avec Madame le Consul Honoraire du Sénégal à Los Angeles.

Nous sommes disposés pour ce faire, à accueillir à Dakar une délégation que vous voudrez bien constituer, et qui nous permettra de mettre en place de façon effective une coopération inclusive, fondée sur l'élaboration de plateformes d'échanges et de programmes de développement, en y insérant des matières et des projets concrets au bénéfice de toutes les parties prenantes.

Un des volets importants de cette coopération pourrait à votre convenance, concerner la culture, domaine dans lequel nos deux collectivités peuvent présenter la diversité de leurs patrimoines culturels et échanger des richesses culturelles. Cette coopération pourrait s'élargir au domaine de l'éducation et de la formation, domaine dans lequel nous avons tant à apprendre et tant à partager avec vous. Elle pourrait aussi porter sur le tourisme qui est un formidable levier pour la croissance de nos économies. Nos deux collectivités en ont les atouts et nous sommes persuadés que dans ce domaine le partage d'expériences nous apporterait des enrichissements indéniables. Il en est de même en ce qui concerne les politiques de développement durable et de gestion du cadre de vie, entre autres axes de coopération possibles.

Veillez agréer, **Monsieur le Président du Comité Ad Hoc Committee pour l'Afrique**, l'assurance de notre parfaite considération

**Alioune NDOYE**



**A/ Monsieur Boualem Bouseloub**

Président du Comité Ad Hoc Committee pour l'Afrique  
**Pasadena Sister Cities Committee**

**LETTER OF MR. ALIOUNE NDOYE, MAYOR OF DAKAR**

**Translation**

**The Mayor**

**000146/MCDP/SM**

**Dakar, 13 July 2017**

**Dear Chair of the Ad Hoc Committee on Africa ,**

**It is with an immense pleasure that we received - care of Mrs. Mame Toucouleur Mbaye - your letter of June 18 , 2017 in which you expressed the desire of your city to become a sister city with our.**

**Aware of the extraordinary exchange and collaboration opportunities between our two cities, and after a very instructive meeting with the Honorary Consul of Senegal in Los Angeles, we express our full support for this project.**

**To that effect, we are ready to welcome in Dakar a delegation that would allow us to efficiently establish an inclusive cooperation, based on exchange and development programs which include topics and concrete projects beneficial to the involved parties.**

**One important aspect of this cooperation could deal with culture, an area in which our two communities could present the diversity of their cultural heritage and trade cultural wealth.**

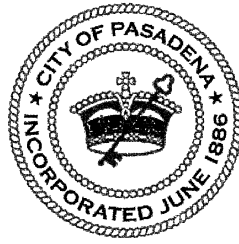
**This cooperation could expand to education and training, areas in which we have much to learn and much to share with you.**

**It could also deal with tourism which is a formidable lever of growth for our economies. Since our communities possess its major tools ("trump cards"), we are certain that sharing experiences in this area will result in undeniable enrichments.**

**The same applies to policies for sustainable development and management of the living environment, among other possible axes of cooperation**

**Alioune Ndoye**





OFFICE OF THE MAYOR  
December 4, 21017

Honorable Alioune Ndoye  
Mayor City of Dakar  
000146 / MCDP / SM  
Dakar, South Africa

Dear Mayor Ndoye,

We are delighted to send holiday wishes; care of Dr. Mindry and respond to your letter sent to the Chair of the Ad Hoc Committee on Africa, Boualem Bousselob. We have remained firm in our desire to pursue a potential Sister City relationship between Dakar and Pasadena. Your letter of full support of this project was appreciated and very good news.

Our Ad Hoc Committee on Africa under the direction of, Pasadena Sister Cities Committee, will be sending a small delegation of 5- 6 people by the end of March 2018. We will confirm the exact dates with you and provide information on the delegation before their departure.

I look forward to hearing about the visit between you and Dr. Mindry's and learning more about all the many ways we can learn and benefit from each other.

Sincerely,

TERRY TORNEK  
Mayor