



**Board of Directors Meeting
Thursday, April 20, 2017
WeWork Uptown | 1920 McKinney Ave | Dallas, Texas 75201**

Board Members in attendance: John Armstrong, Robert Bagwell, Dick Brink, Albert Chapman, Phil Cobb, Kurt Day, Bob Edmonson, Judy Hearst, Kevin Hickman, Jon King, Yolanda Lawson, Noelle LeVeaux, Feargal McKinney, Tony Page, Paula Peters, Zach Porter, Phil Puckett, Brian Ratner, James Reeder, Ace Roman, Scott Sherwood, Katy Slade, Renaue Thompson, Mike Turner

Additional parties in attendance: Wick Allison guest speaker, Nolan Marshall staff, Anita Simmons staff, Peyton Shea staff, Michael Reeder staff, Bailey Sanders staff

Board members not in attendance: Joel Brehrens, Kelem Butts, Kevin Curley, Mark Dickenson, Thomas Glendenning, Benji Homsey, David Kunkle, Paula Lambert, Holt Lunsford, Scott Moore, Jud Pankey, Joseph Pitchford, Debbie Ryan, Neal Sleeper, Cheryl Thompson, Missy Woehr, Robert Wright

Call to Order

Katy Slade called the meeting to order at 8:40AM

Guest Speaker – Wick Allison

- Katy Slade introduced Wick Allison, an American magazine publisher and author. He currently is the owner of D Magazine, and the principal owner of People Newspapers.
- Wick Allison gave a moving speech about the history of Dallas, Texas.

Approval of February minutes

Tony Page motioned to approve the February meeting minutes. Reneau Thompson seconded the motion. Motion unanimously passed.

Treasurer's Report

Kevin noted UDI has still not collected all assessments. If this does not come, UDI has plenty of money to cover for it. UDI is under budget for Marketing. Public safety is under budget, mostly due to timing issues. Maintenance is under budget because of timing, as well. Capital Improvements have spent \$88,000 for Griggs Park, which is not in the budget for 2017. Carry over funds from 2016 will take care of that expense. In the April Executive Committee meeting, members agreed to move the timing up for MATA Trolley funds. The committee decided to move \$81,000 up to an earlier date. The Executive

Committee also agreed to reallocate \$60,000, that would go to Katy Trail, to upcoming PID renewal efforts.

- Audit Report – UDI conducts an audit every year for the purpose of forming an opinion. Auditors agreed UDI is in great shape. Paula Peters motioned to approve the audit. Al Chapman seconded the motion. Motion unanimously passed.

President's Report

Nolan reported on his meeting with T.C. Broadnax, Katy Slade, and Councilmember Kingston. T.C. Broadnax really appreciated the tour and the various styles of living that occur in Uptown. As a part of the tour, Nolan and Katy mentioned the Art Crosswalk on Lemmon Ave. Mr. Broadnax agreed to assist this project in moving forward. This meeting developed a wonderful relationship with the new City Manager.

Nolan was selected as an IDA Emerging Leaders Fellow.

Committee Reports

- Action Item: Reallocation of Katy Trail funds to be used towards upcoming PID renewal efforts– Katy Slade motioned to approve the reallocation. Phil Cobb seconded the motion. Motion unanimously passed.
- Marketing – Noelle reminded the committee of the Annual Meeting on June 1. Anita will be meeting with the Crescent today, so look forward to an update on that. Noelle promoted the Dallas Bike Ride event. This event is not a race, and more of a 20 mile free ride event for families. Uptown is coming in as a founding partner. Noelle addressed the initiative to build UDI's brand based from research with the community. The marketing committee would like to know what constituents think of Uptown and what changes they would like to see. With the renewal coming up, this initiative would give us insight about what the community needs. Noelle advised the board how beneficial it is to be engaging with the community through our events and PR efforts with influencers. Anita reminded the committee that Uptown Family Fest is on April 29th at West Village.
- Public Safety – Tony touched on the feedback recently about the crowds and the growing rate of nighttime traffic. During night hours foot traffic and crowd size is spilling over into new areas. This has been a challenge for our night time officers and rover crew. The base level of protection from these officers is also declining due to challenging times within the DPD. The Uptown Hospitality Association has given UDI \$50,000 to use towards safety efforts. Nolan stated that UDI has made efforts to research the crowd size based on alcohol sales in the Uptown area bars and restaurants. Kingston stated that while alcohol sales are important, monitoring social media and promotions needs to be done as well. Many bars are promoting special events which they cannot handle. Feargal stated that while alcohol sales are important, it doesn't necessarily tell the full story when it comes to crowd size and demographics. Nolan stated Detective Sanchez has been a great resource with proactive responses to our nightlife issues.

- Maintenance – John stated that most maintenance efforts are repeated costs that happen every year. Last month, Crescent Reality Group donated a few trees to Griggs Park. Block by Block is doing a great job with the new manager, William Black. Michael will be reaching out to the Dallas Hospitality Association to help with cleanup efforts on weekends.
- Public Art – Anita briefed the board on the new partnership between Mid America Apartments and Jon King with UDI for an art installation in the State Thomas neighborhood.
- Public Realm – Nolan reported that Joel, Katy, and him met with the City of Dallas' 360 team to determine connections to the surrounding districts when it comes to biking and walkability. This team also met with Tania Brooks about the 2-way conversion and UDI's next steps. UDI is still waiting for more information on the bond. Until then, the next step in the 2-way conversion will be developing designs to get the project ready to move forward as soon as we have more resources. The Public Realm Committee will be meeting to discuss Patrick Kennedy's scope of work for 2017.
- Governance – Nolan reported the committee has divided into sub-committees to work on revising Governing Documents, the new Strategic Plan, and Open Records Efforts. In an upcoming board meeting, the Governance committee will be bringing in an attorney to educate the board on this information.
- Renewal – At the April Executive Committee Meeting, UDI approved the motion to reallocate funds from the Katy Trail contribution to upcoming renewal efforts. Nolan stated that we will be using these funds for research and data collection to help UDI better serve the stakeholders. The funds will also help make an effort towards the Strategic Plan and helping UDI with marketing efforts for the 25th Anniversary of the PID.

Stakeholder Updates

- Katy Slade touched on the importance of constantly advocating for the core efforts of Dallas. She reminded the committee to keep this in mind when making contributions and showing up.
- Phil Cobb of MATA stated that the trolley car parked in front of McKinney and Olive was due to construction by Trammel Crow.
- Tara Green of Klyde Warren Park stated that there were around 10,000 people at the Easter Fellowship service at Klyde Warren Park. In the month of May, majority of the grass will be replaced. Good Morning America may be holding a live show at the park. Look out for more information about this via email. The Park and Palette fundraiser is coming up, and Tara will be reaching out with sponsorship information.
- Nolan Marshall congratulated Katy on being chosen as one of the DBJ 40 under 40 recipients.
- Councilmember Kingston stated we are about 400 DPD officers down. This summer is going to be one of the worst seasons within the city. We will probably lose around 100 more officers. McKinney Ave is one of the most policed areas due to the rover program and around 25 off duty officers. DPD has been offering so many off duty shifts, but unfortunately, they are not being filled. There will be many more issues coming up like the accidents that have been happening lately in Uptown. This will continue to grow until the police pension problem is fixed.

Councilmember Kingston recommends supporting the conference bill and providing our police with support from the citizens they protect.

Meeting was adjourned at 10:10AM.

Submitted by Bailey Sanders

A handwritten signature in black ink that reads "Kevin Hickman". The signature is written in a cursive style with a large, stylized initial "K".

Approved by Kevin Hickman
2017 UDI Treasurer