



**Board of Directors Meeting
Thursday, February 16, 2017
McKinney & Olive | 2021 McKinney Ave | Dallas, Texas 75201**

Members in attendance: John Armstrong, Robert Bagwell, Joel Brehrens, Dick Brink, Kelem Butts, Phil Cobb, Kevin Curley, Kurt Day, Bob Edmonson, Judy Hearst, Kevin Hickman, David Kunkle, Yolanda Lawson, Noelle LeVeaux, Feargal McKinney, Tony Page, Paula Peters, Joseph Pitchford, Zac Porter, Pat Priest, Boots Reeder, Dorcy Clark, Scott Sherwood, Katy Slade, Neal Sleeper, Cheryl Thompson, Renaue Thompson, Mike Turner, Missy Woehr

Additional parties: Nolan Marshall, Anita Simmons, Peyton Shea, Michael Reeder, Bailey Sanders, Patrick Kennedy

Members not in attendance: Al Chapman, Mark Dickenson, Kourtney Garrett, Thomas Glendenning, Tara Green, Benji Homsey, Jon King, Councilmember Phillip Kingston, Paula Lambert, Holt Lunsford, Scott Moore, Jud Pankey, Phil Puckett, Ace Roman, Debbie Ryan, Robert Wright

Call to Order

Katy Slade called the meeting to order at 8:37 AM

Approval of December Minutes

Yolanda Lawson motioned to approve the December minutes, Paula Peters seconded. Unanimously passes.

Transportation Update- Patrick Kennedy

- The purpose of cities is about social and economic exchange between people. The cities are the market for all things that make us human. We design and create cities to be efficient as a platform for exchange.
- When we start building highways, it develops a disconnect between cities. Highways do not improve economic growth.
- Dallas has the second longest average commute for the average person. We are effectively subsidizing people to live outside of Dallas. The average commuter will eventually say "why am I making this commute?"
- 50% of Dallas households are in poverty.
- The art of urban design is to produce tax space. A 5% increase of connectivity yields a 200%+ increase in property value. Access means land value and eventually expanded opportunity for people to have access. Increasing land value makes transportation cheaper because things are closer together or more readily available.
- How connected is the grid of Uptown? Density by demand. Uptown is economically diverse. People will alter their lifestyle to be able to be a part of Uptown. There is a lack of this style of

living (lack of Uptowns) which drives up our demand. The way development is going in Dallas, we are more likely to become like Los Angeles in how they have several dense areas that are spread out.

- Transportation choice leads to a lot of decisions about where to live. If we are asking half the city to have two cars we are effectively saying that you must spend half a paycheck to make the paycheck. Citizens are often unaware of the transportation cost when they move to suburbs for cheaper housing payments for the size they want.

Treasurer's Report- Kevin Hickman

- UDI will receive tax assessment payments during February and into March.
- Phil Cobb asked about the temporary restricted money.
 - Kevin stated this is money we received in 2016 for 2017 costs.
- Phil asked about the allocated funds.
 - Kevin stated about \$300,000 has already been budgeted for various programs and expenses.

Strategic Plan Update- Katy and Nolan

- Katy gave a brief history of the plan and how it has been developed and carried out.
- Nolan reviewed his initiative to work with the committees to develop the plan.
 - Marketing – UDI worked with the Richards Group in 2015 to create a plan. Anita Simmons works constantly to measure our marketing initiatives. Majority of our marketing plans are constantly happening such as getting our name, mission, and logo out to the public in every medium possible. Nolan has met with various other organizations to develop relationships and review their marketing plans. Anita has developed relationships with the media to detail their understanding of the borders. Anita is working on a media luncheon or meeting to build these relationships.
 - Safety – UDI has done a great job creating various programs to ensure more public safety within the district. Like marketing, much of this plan should be a constant effort. The Rover program is one example of the great initiatives to ensure the safety of Uptown. We do want to fine tune our relationships with DPD and what their responsibility is to Uptown.
 - Mobility – UDI is working with MATA to enhance their efforts and have appropriate assets to make Uptown truly a center for transportation. We account for ~25% of MATA's income. Nolan and the Public Realm committee have been working on a contract with MATA.
 - Urban Design/Neighborhood Development – We have a letter written to Katy Trail about helping them develop entrances on Cambric. Neal stated this is the main entrance they utilize for construction of the trail, so the development to make this a pedestrian entrance is on hold. Katy stated that, during the discussion with the Katy Trail on UDI's funding of their projects, this was the only project that was within our boundaries. Dorcy Clark stated that the City of Dallas also has \$100k towards the Cambric project, and it will be done upon completion of the construction. Zach Porter asked about the signage leading to the trail within the boundaries of Uptown and if this could be a potential project. Nolan stated that this could be an excellent way to incorporate the

public art initiatives. UDI is hoping that the bond issue moves forward so we can move forward with the two-way conversion.

- Admin Issues – Nolan wants to actively engage young professionals in Uptown to develop a voice within the board and organization of the future leaders of Dallas.
- Katy stated that the board will be hearing from Debbie Ryan on fine tuning this plan and incorporating everyone's recommendations.

President's Report – Nolan Marshall

- Nolan informed the board of his new plan to have staff update them on their daily efforts
- Anita – Marketing
 - The new website launched in December. The data shows that it is being viewed half mobile and half desktop. The old website would get around 12,000 views. Since launching the new website there have been over 40,000 views. The contact form on the website has received 131 contacts of people wanting information on how to get involved.
 - Anita is planning a historic showcase of Uptown for our coming 25th anniversary.
 - On social media, UDI's most "liked" posts have been the new Breadwinners patio and the photo of McKinney & Olive at night.
 - A new media policy and template is currently under review.
 - Anita has also been reviewing new marketing brochures.
 - Anita and the Public Art committee have been finalizing the public art plan with photos, ideas, locations, etc.
 - Anita has been submitting UDI and our recently completed projects for various awards to recognize the various things we have done for the district.
 - Tomorrow (2/17/17) is National Random Acts of Kindness Day. UDI will be out in the community passing out gift cards and items from local business to people. It will be covered by Fox 4.
- Peyton – Events
 - Peyton has developed an events calendar to help track the upcoming UDI events.
 - Peyton will be reaching out to Uptown businesses for sponsorships of certain events.
 - There is a Happy Hour at Idle Rich Pub next Wednesday (2/22/17).
 - The Griggs Park Playground Completion Celebration is on March 24. Invitations have been sent out.
 - The West Village Uptown Family Fest is on April 29th.
 - Make sure and mark your calendars for the 2017 UDI Annual Meeting. It will be held June 1st. More details to come.
- Michael –
 - The Public Safety Committee met on Monday (2/13). There are a few new members who will bring a lot of great insight to the group.
 - Albert updated the committee on the recent year crime reports.
 - Violent crime is down 16%.
 - Overall crime was up because of property theft.
 - January 2017 crime is up from previous statistics from January 2016.

- Homelessness and panhandling is up. Albert was recently informed that Downtown Dallas started an initiative to push their homeless population out to the surrounding district which has attributed to our growing numbers. UDI has been working with the City and DPD to handle this, but there are some restrictions with making arrests and citations. Nolan added that it also takes the officers off the street which leaves Uptown with one less officer for a few hours. We need to fine tune how to address this issue while better utilizing our resources. Neal added that there is normally a team of panhandlers at Blackburn and Central. Nolan reminded the board that majority of these people know how to get around arrests and citations.
- The fountain at the corner of McKinney and Blackburn is off due to a draining issue.
- Trolley lights are out, and Michael is working on getting bids to get them fixed.
- Rose bushes have been cut back. The spring flowers are going in around March or April.
- Block by Block has a new supervisor and two new part-time employees.
- The new Griggs Park Playground is completed and getting a lot of use.
- There is a standing water issue behind the berm in Griggs Park. Also, the broken fence along the border of the park and Central has not yet been repaired.

Committee Reports

- Noelle- Marketing
 - The Marketing Committee is focusing on continued brand development and engagement.
 - This will be done through events and media relations.
 - The committee wants to develop data both qualitative and quantitative to better understand the constituencies within Uptown Dallas and how to interact them.
 - Overall, these efforts will better prepare UDI for the renewal and the celebration of our 25th anniversary.

Stakeholder Updates

- Phil Cobb- MATA
 - The trolley has officially reached over 600,000 riders
 - Last month, the trolley received 40,000 passengers.
- Yolanda Lawson- Preservation Dallas Awards
 - The Preservation Dallas Achievement Awards ceremony is on May 31 at the Statler Hilton.

Meeting was adjourned at 10AM.

Submitted by Bailey Sanders

Kevin Hickman

Approved by Kevin Hickman
2017 UDI Treasurer