



**UDI Marketing Committee Meeting
Wednesday, May 3, 2017 | 10 AM
Uptown Office | 3600 McKinney Avenue, Suite 210**

Members Present: Sarah Elias, Renaue Thompson, Robert Wright, Julius Pickenpack, Marty Martinez via conference call, Noelle LeVeaux, Jess Dudley

Other parties in attendance: Nolan Marshall staff, Peyton Shea staff, Anita Simmons staff, Bailey Sanders staff

Members absent: Benji Homsey, Joshua Matthews

Motion to approve February Minutes

Robert Wright motion to approve the February minutes. Renaue Thompson seconded. Motion unanimously approved.

Market Research/PID Renewal

- Noelle LeVeaux reminded the Marketing Committee (“The Committee”) of the UDI Board of Directors’ motion to reallocate funds to Renewal Marketing Initiatives. Anita Simmons stated the money was in the budget as Katy Trail Funds. \$60,000 will be allocated to renewal research efforts, strategic planning, and marketing for the anniversary of Uptown Dallas, Inc. (“UDI”). Marty Martinez asked how much of the funds are specifically set aside for the market research. Anita stated it is to be determined based on bids.
- Nolan Marshall informed the Committee that renewal efforts are further away than we originally assumed. UDI has more time than originally determined for this market research.
 - Anita reminded the committee of the Renewal process. Every five to seven years, Public Improvement Districts must complete a process of approval with the property owners in the district and submit it to the City of Dallas.
- Noelle stated that UDI’s best strategy would be to determine the audience and then determine best practices to develop research.
 - Marty stated that UDI could benefit from using online polling or survey efforts with the community of Uptown.

- Renaue Thompson asked how much guidance we have from the Renewal Committee. Nolan stated that we have not had a specific effort put in place by the Renewal Committee, but this research should not be driven specifically by renewal efforts.
- Renaue reminded that committee that the renewal process is extremely hard. The vote by the Board of Directors was presented as reallocating towards a “renewal process”, and allocating a lot towards the market research and not how to get signatures could be confusing.
 - Noelle stated that this information will help UDI determine the strategic direction of UDI in the coming years and will be extremely beneficial for property owners to see the value that UDI brings to the area during the renewal process.
- Noelle asked the committee to revisit this effort and determine some ideas and strategies on best practices for market research.

Marketing Strategies

- Anita discussed the need for UDI to develop strategies for marketing efforts around the two-way conversion. Recently there has been some opposition expressed, and Anita recommends the Committee determine ways to better communicate with the community about our position, our process, and their thoughts.
 - Robert stated that with his experience in this district, one of the main concerns of the property owners is public safety.
 - Nolan asked if there is a section on our website that highlights this plan. Anita stated that there was discussion about this, but it was never approved. Nolan stated he will suggest to Public Realm Committee and Executive Committee that this would be extremely beneficial. Nolan suggested adding quotes from residents and their reasoning to why this is a great project for Uptown. Nolan also recommends that UDI meet with groups around Uptown keeping them informed and receiving their opinions of the project.
 - Renaue recommended meeting with the HOAs in the district to find advocates. Nolan does have a list of a few HOA groups and has been setting up meetings to develop a relationship. However, this list is not very extensive. Nolan stated that he has made efforts with the HOAs to build an initial relationship that is more about awareness of UDI and not necessarily our heavier efforts.
 - Anita suggested getting the community involved in any way possible such as live social media feeds, panels, town halls, etc.
 - Julian suggested getting in contact with Magnolia Theatre about hosting one of these public meetings where UDI brings moderators and answers questions and suggestions from the community. Renaue recommended we bring forth a friendly, well-liked moderator such as a HOA leader.

- Noelle suggested setting up a response or set of questions when we do get in front of these constituents.
- Anita asked the committee about the PID map included in the meeting materials. This map is used to educate people on the boundaries of Uptown. Anita asked that the committee review this and email her with suggestions

Events/Sponsorships

- Peyton Shea reviewed the sponsorship packet.
- Yoga in the Park is every Saturday in May at 9am in Griggs Park.
- Uptown Family Fest was rescheduled due to weather. The new date is June 3 from 10am-1pm in West Village.
- UDI is still looking for sponsorships for Movies in the Park. UDI will be polling to determine the movies featured.
- The Uptown Urban Table is Sept. 24 at McKinney and Olive. This will be a ticketed event for ~\$150. Ruth's Chris is catering.
- The Uptown Block Party is Oct 12. The headliner is Bob Snider, and UDI is still looking for opening act and big name sponsors for food/alcohol. UDI will be shutting down Clark Street for the event.

Other Items

- Dallas Bike Ride will be having their 20-mile loop of Dallas event on Nov. 4. UDI has been approached to be a founding sponsor. Anita stated that the Committee needs to vote to approve this sponsorship. This could be a Marketing funded sponsorship or split with the Public Realm Committee. Nolan stated that the Public Realm had some concerns with this amount. Anita stated that since UDI will be a founding sponsor that the Committee would be given the ability to shape the benefits of the sponsorship. UDI will be on all the marketing materials, and will host the packet pickup at the Rustic. The deadline is the end of May. Marty suggested UDI explores the estimated amount of impressions that would be received from this sponsorship. Anita will draft an email with all the information about this event, the marketing budget, and our benefits.

Meeting was adjourned at 11:21PM.