



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

Members Present: Sarah Elias, Julius Pickenpack, Noelle LeVeaux, and Marty Martinez via conference call, Reneau Thompson

Other parties in attendance: Anita Simmons staff, Peyton Leonard staff, Bailey Sanders staff

Members absent: Benji Homsey, Joshua Matthews, Robert Wright

Meeting was called to order at 10:01AM.

Approval of February Minutes

Anita Simmons made a motion to approve the May minutes. Julius Pickenpack seconded the motion. Motion unanimously passed.

PID Renewal Process

- Anita Simmons, Director of Communications, gave a brief overview of the Public Improvement District ("PID") Renewal process. The Marketing Committee ("The Committee") agreed that focusing on the 25th Anniversary of the Uptown PID and Uptown Dallas, Inc. ("UDI") and the impact of the organization on the district will benefit the process significantly. Action Item: UDI staff will be reaching out to Joseph Pitchford, UDI Renewal Committee Chair, and City of Dallas staff to clarify details of the property owners within the boundary area. (Ask Joseph when the property owner must own the property for the signature to be valid.) Action Item: The Committee will be meeting with the UDI Renewal Committee and the UDI Governance Committee to discuss research strategies that could affect the renewal process.

Events/Sponsorships Update

- Peyton Leonard, UDI Events Manager, reviewed the upcoming events.
 - The Uptown Kiddos Carnival will be held on August 12 in Griggs Park. Volunteers needed. 200-500 people expected. Listed on various event websites.
 - July 14 is National Ice Cream Day, and UDI will have a tent in front of Whole Foods giving out free ice cream.
 - The Uptown Networking Happy Hour is on Thursday, July 20 at Eastwood's Bar.
 - The Uptown Block Party will be held on October 12 in Griggs Park. The Gibbins' have been confirmed as the opening act. Bob Snyder will be the headliner. UDI is still looking for an alcohol sponsor. Action Item: Marty Martinez will be connecting UDI with his distribution contacts.

25th Anniversary Planning

- The Marketing staff has discussed holding a city influencer and marketing professional event to reach out with information about Uptown. This event would highlight the reveal of the UDI 25th Anniversary logo and marketing initiatives. The Committee discussed various venues within the district.
- UDI has reached out to a few graphic design outlets to determine the best option to develop a 25th Anniversary logo.
- Action Item: UDI staff will begin developing a timeline for the event and logo. The Committee will begin meeting more frequently to offer ideas and insights on the initiative.

Dallas Bike Ride

- UDI has been asked to be a Founding Partner for the Inaugural Dallas Bike Ride. UDI staff has been working with the organization to ensure Uptown Dallas is strongly featured throughout the event. The Committee discussed the various benefits to the sponsorship and the details of the event.
- Reneau Thompson made a motion for UDI to sponsor the Dallas Bike Ride at the Founding Partner level of \$25,000. Julian Pickenpack seconded the motion. Motion unanimously passed.

Other Items

- At the next Committee meeting, UDI staff will present a 2018 Marketing Budget.

Meeting was adjourned at 11:15AM.