



**Uptown Dallas, Inc. Board Meeting
Thursday, October 17, 2024 | 8:30 AM
A.B.O.G. – 2727 Laclede**

Members in attendance: Michael Alost, John Armstrong, Joel Behrens, Aaron Bidne, James Blanton, Kevin Butkus, Kelem Butts, De’On Collins, Iman Harris, Pasha Heidari, Wade Johns, Ramsey March, John Murray, Paula Nemece, Tony Page, Jud Pankey, Paula Peters, Joseph Pitchford, Scott Sherwood, Neal Sleeper, Melissa Swope, Seth Thatcher, Cheryl Thompson, Whit Thompson, Mike Turner, Bill Weinberg, and Robert Wright.

Other parties in attendance: Cricket Griffin, Larry Gordon, Larry McCoy, Natalie Nieves-Guerrero, Councilmember Paul Ridley, Noelle LeVeaux, Chuck DelTufo, Megan Mummaw, Bailey Criado, and Sophia Morgan.

Members absent: Chris Cleghorn, Phil Cobb, Buddy Cramer, Corbin Eckel, Tara Green, Judy Hearst, Kevin Hickman, Yolanda Lawson, Adam Maciak, Ryan McManigal, Kyle Noonan, Melayne Packer, Zachary Porter, Elliot Prieur, Chase Prospere, Sharon Quist, Pretlow Riddick, Katy Slade, Lily Smith, Kevin Welsch, Amy Young, and Shan Zaidi.

Call to Order: Ramsey March, Uptown Dallas Inc. (“UDI”) Chairman of the Board of Directors (“the Board”), called the meeting to order at 8:35am. He welcomed the Board and reminded them of the Conflict of Interest and Confidentiality policy.

Minutes: Paula Peters motioned to approve the August meeting minutes. De’On Collins seconded the motion. Motion unanimously approved.

Chairman’s Report:

- Ramsey introduced Noelle LeVeaux as UDI’s interim Executive Director.
- He notified the Board of the Executive Committee’s email vote that appointed Iman Harris as Chair of the Marketing, Outreach, and Placemaking Committee, and himself as the Chair of the Executive Director Search Committee.
- He provided updates on UDI’s first meeting with Jenny Starkey of Starkey Strategies, the firm that is leading UDI’s strategic plan. There will be a sub-committee (consisting of the Governance Committee and a few other Board members) that will help guide Jenny Starkey and her team.
- He also noted that the 990 will be filed in the next week, and that next year the Finance Committee and Executive Director will play a larger role in the process.

Executive Director’s Report:

- Noelle LeVeaux re-introduced the UDI staff and their current projects.

- She presented the September Dashboard for Success and spoke on new metrics she would like to see recorded and included in the future.
- She recapped UDI's recent events and their successes, such as the Community Coffee Pop-Up, Block Party, and Movies in the Park.
- She provided an update and timeline for the 2025 budget process.
- She also presented the CRM software UDI is building, District360, and spoke on how it will be beneficial during the renewal process and starting the membership program.

Committee Action Items & Reports:

Finance Committee: Michael Alost, UDI Finance Chair, presented the September financial statements. **De'On motioned to approve the financials. Jud Pankey seconded the motion. The motion carried unanimously.** Michael also updated the Board on the two CDs and UDI's decision to send out an RFP to five audit services firms.

Renewal Committee: Joseph Pitchford, UDI Renewal Chair, reported on the status of the 2026 renewal and introduced the Renewal Committee members.

Public Realm & Capital Improvements: Tony Page, UDI Public Realm & Capital Improvements Chair, reported on remaining 2025 contracts such as the shade structures for the Griggs Park playground, the new entrance to the Katy Trail, and the sidewalk on Cedar Springs. He and Councilmember Paul Ridley spoke on digital kiosks and the City of Dallas' next steps.

Two-Way Conversion Committee: Neal Sleeper, UDI Two-Way Conversion Chair, gave an update on the public meeting that took place on October 2nd at Travis Elementary School in Uptown. He asked for strong UDI support at the next meeting in February 2025 where 60% plans will be presented.

Governance Committee: Bill Weinberg, UDI Governance Chair, reported on the status of the Bylaw updates.

Stakeholder Discussion:

- Cricket Griffin of Friends of the Katy Trail informed the Board that the trail hit 3 million visitors in October, which was well ahead of 2023's October visitor count.
- Councilmember Paul Ridley provided clarity on city charter amendments that will appear on the November ballot.

Noelle LeVeaux adjourned the meeting at 9:51am.