



Board of Directors Meeting
Thursday, February 17, 2022 | 8:30 AM
Zoom Meeting

Board Members in attendance: Kelem Butts, Michael Alost, John Armstrong, Keith Hull, Melissa Swope, Mike Turner, Neal Sleeper, Robert Wright, Cheryl Thompson, Tony Page, Greg Kraus, Joel Behrens, Joseph Pitchford, Kevin Hickman, Mark Dickenson, Michael Salcher, Paula Nemec, Paula Peters, Phil Cobb, Ramsey March, Robert Bagwell, Sarah Dodd, Scott Sherwood, Seth Thatcher, Will Hendrickson, Yolanda Lawson, Zac Porter, Noelle LeVeaux

Additional parties in attendance: Kathy Stewart *staff*, Anita Simmons *staff*, Michael Reeder *staff*, Chuck DelTufo *staff*, Bailey Sanders *staff*, Vasavi Pilla *City of Dallas*, Councilmember Paul Ridley

Board members not in attendance: John Ackerman, James Reeder, Mark Johnson, Boots Reeder, Buddy Cramer, Jon King, Phil Puckett, Matt Segrest, Pasha Heidari, Kurt Day, Jud Pankey, Kyle Noonan, Katy Slade, Bob Edmonson, Judy Hearst, Elliot Prieur, Matt Enzler

Call to Order

Meeting was called to order at 8:34 AM.

Approval of Previous Meeting Minutes

Neal Sleeper motioned to approve the previous meeting minutes. Michael Alost seconded the motion. Motion unanimously approved by Kelem Butts, John Armstrong, Keith Hull, Melissa Swope, Mike Turner, Robert Wright, Cheryl Thompson, Tony Page, Greg Kraus, Joel Behrens, Joseph Pitchford, Kevin Hickman, Mark Dickenson, Michael Salcher, Paula Nemec, Paula Peters, Phil Cobb, Ramsey March, Robert Bagwell, Sarah Dodd, Scott Sherwood, Seth Thatcher, Will Hendrickson, Yolanda Lawson, Zac Porter.

Treasurer's Report

Michael Alost, Uptown Dallas, Inc. ("UDI") Treasurer, reviewed the current financial status.

Chairman's Report

Kevin Hickman, UDI Chairman of the Board of Directors ("the Board"), reported that the team is working hard to address the recent public safety issues. The Governance Committee is still looking for a chair.

Executive Director's Report

Kathy Stewart, UDI Executive Director, reported that the luncheon with NDHS is next week. Kathy also updated the Board on the state of scooters in Dallas.

Committee Reports

- Governance Committee
 - Kevin Hickman reported that the Governance Committee is still looking for a chair.
- Marketing, Outreach and Placemaking Committee
 - Noelle LeVeaux, UDI Marketing Outreach and Placemaking Chair, reported that the first quarter mailer is in the mail. Noelle presented the 2022 events scheduled. Anita Simmons has secured over \$8000 in sponsorships.
- Maintenance Committee
 - John Armstrong, UDI Maintenance Chair, reported that Block by Block is at full capacity. John reported on the current maintenance initiatives.
- McKinney Avenue Transit Authority (“MATA”) Committee
 - Neal Sleeper, UDI MATA Chair, reported that MATA continues to operate at record levels.
- Public Realm and Capital Improvements Committee
 - Joseph Pitchford, public Realm and Capital Improvements Chair reported that they will be meeting soon.
- Public Safety Committee
 - Kelem Butts reported on the public safety initiatives in response to the current public safety concerns. Overall crime is down 23%. Tier One Security began patrolling the neighborhood since January 1.
 - Joseph Pitchford presented on the Uptown Success Alliance (USA) requests funding of \$170,000 for direct expenses related to supporting Councilmember Ridley’s SUP Overlay efforts.
 - **Action Item: Kelem Butts motioned that UDI fund \$170,000, in addition to the \$50,000 previously approved by the UDI Executive Committee, to Uptown Success Alliance for direct expenses related to SUP Overlay efforts in Uptown. Neal Sleeper seconded the motion. Joseph Pitchford, Tony Page, and Ramsey March recused themselves from the vote. Motion unanimously approved by Kelem Butts, Michael Alost, John Armstrong, Keith Hull, Melissa Swope, Mike Turner, Neal Sleeper, Robert Wright, Cheryl Thompson, Tony Page, Greg Kraus, Joel Behrens, Joseph Pitchford, Kevin Hickman, Mark Dickenson, Michael Salcher, Paula Nemece, Paula Peters, Phil Cobb, Ramsey March, Robert Bagwell, Scott Sherwood, Seth Thatcher, Will Hendrickson, Yolanda Lawson, Zac Porter, Noelle LeVeaux.**
- Two Way Conversion Committee
 - Kathy Stewart updated the Board on the status of the Two-Way Conversion of McKinney and Cole. The City of Dallas is moving forward on the design. The next step is to get bids.

Meeting was adjourned at 9:45 AM.

Submitted by Bailey Sanders