



**Board of Directors Meeting
Thursday, February 8, 2018
Squire Patton Boggs, 2000 McKinney Ave #1700, Dallas, Texas 75201**

Board Members in attendance: John Armstrong, Robert Bagwell, Joel Behrens, Kelem Butts, Dick Brink, Phil Cobb, Sarah Dodd, Chris Harden, Judy Hearst, Kevin Hickman, Yolanda Lawson, Noelle LeVeaux, Kyle Noonan, Jud Pankey, Paula Peters, Joseph Pitchford, James Reeder, Ace Roman, Matt Segrest, Scott Sherwood, Katy Slade, Neal Sleeper, Cheryl Thompson, Renaue Thompson, Mike Turner, Missy Woehr, and Robert Wright.

Additional parties in attendance: Brad Segal guest speaker, Dorcy Clark, Councilmember Phillip Kingston, Noelle LeVeaux staff, Peyton Leonard staff, Michael Reeder staff, Bailey Sanders staff.

Board members not in attendance: Albert Chapman, Kurt Day, Mark Dickenson, Bob Edmonson, Matt Enzler, Benji Homsey, Jon King, Feargal McKinney, Tony Page, Zach Porter, Phil Puckett, Brian Ratner, Debbie Ryan.

Call to Order

Meeting was called to order at 8:35AM.

Introduction of New Board Members

Jud Pankey, Chairman of the Board, introduced Uptown Dallas, Inc.'s ("UDI") new Board Members.

Approval of December Minutes

Neal Sleeper motioned to approve the December meeting minutes. Phil Cobb seconded the motion. Motion unanimously approved.

PUMA Strategic Plan Presentation

Brad Segal of the Progressive Urban Management Association ("PUMA") gave a review of their efforts towards the UDI Strategic Plan and survey findings. The purpose of the UDI Strategic Plan is to refresh the current work program, plan for the next five to ten years, engage stakeholders, communicate value, set shared direction between the staff and Board, and prepare for renewal. Brad reviewed the internal and external findings PUMA found through survey results, stakeholder interviews, and an organizational audit. PUMA recommends focusing on the services that Uptown clean and safe and market and communicate the focus and services UDI does and track this data. They also suggest that capital improvements like mobility and access initiatives and placemaking elements continue to develop. Within the organization, PUMA recommends adding additional staff, fine tuning the Board and staff balance, and adding in a fresh voice with emerging leaders. The UDI Strategic Plan also highlights best practices for the 2019 public improvement district ("PID") renewal.

Treasurer's Report

- Kevin Hickman, Treasurer, gave an overview of the 2017-year end financials.
- The 2018 financials are partially underbudget in some categories due to timing.

Chairman's Report

- Jud Pankey, UDI Board Chair, gave an update about the status of the Executive Director search.
- Paula Peters has been reviewing employee benefits including healthcare, vacation, and leave.
- UDI has been reviewing the office space to account for additional staff and in-house storage.
- Member365 has been set up as UDI's CRM system and database.
- UDI will be creating and distributing a Trolley Survey to riders to better understand the needs of the Trolley.

Committee Reports

- I. Governance
 - a. Action Item: Bylaw Change
 - i. The Board of Directors reviewed the proposed Bylaw change.
 - ii. Jud Pankey motioned to amend the UDI Bylaws to increase the number of Board Members from 40 to 45. Neal Sleeper seconded the motion. Motion unanimously passed.
- II. Renewal Committee
 - a. Joseph Pitchford, Renewal Committee Chair, reviewed the current priorities of the Renewal Committee. The City of Dallas has changed the time frame that PIDs may collect petitions.
 - b. The Renewal Committee will be working closely with the Marketing Committee to develop collateral to present to the petition signers.
- III. Maintenance Committee
 - a. Block by Block has hired an additional ambassador.
- IV. Marketing Committee
 - a. The Marketing Committee has provided an event sponsorship package within the meeting materials.
- V. Public Safety Committee
 - a. The UDI Strategic Plan suggested adding a Nighttime Safety Manager to the UDI Staff.
- VI. Public Realm & Capital Improvements
 - a. The Public Realm & Capital Improvements Committee continues to seek design firms to begin developing design plans for the 2-Way Conversion.
 - b. Joel Behrens, Public Realm Committee Chair, will be meeting with the City of Dallas next week to review the 2-Way Conversion status.
 - c. Public Art Subcommittee
 - i. Dick Brink, Public Art Subcommittee Chair, presented the design plans the Public Art Subcommittee has proposed for bike racks throughout Uptown.
- VII. Advisory Council
 - a. The Advisory Council has recommended that UDI research data about UDI's past.

President's Report

- Noelle LeVeaux recognized the Board Members, specifically Judy Hearst, Paula Peters, and Kelem Butts, who helped with the 25th Anniversary Kickoff and encouraged the Board to attend all the events coming up in 2018. Board Members will be encouraged to volunteer at events this year.

- The 25th Anniversary Kickoff Breakfast was a success. Around 200 people attended the event, and UDI Staff has been contacted by various media outlets to highlight Uptown in our 25th year.
- The Member365 software is being created for UDI to gather and keep information, allow for Board Member portals, and help track contacts and communication in a more efficient way.
- UDI met with various bike share companies to partner in creating and implementing bike racks throughout the district.

Stakeholder Updates

- Councilmember Phillip Kingston will be meeting with the Knox PID to review zoning possibilities. The Councilmember has reached out to the City of Dallas attorney to confirm UDI's renewal suggestions from the UDI Strategic Plan
- Phil Cobb gave a brief overview of the McKinney Avenue Transit Authority's 2017 year in review.

Meeting was adjourned at 10:21AM.

Submitted by Bailey Sanders