



**Board of Directors Meeting
Thursday, February 21, 2019
Squire Patton Boggs, 2000 McKinney Ave, Dallas, TX 75204**

Board Members in attendance: John Armstrong, Robert Bagwell, Joel Behrens, Kelem Butts, Phil Cobb, Buddy Cramer, Kyle Crews, Sarah Dodd, Bob Edmonson, Matt Enzler, Whitney Farley, Colin Fitzgibbons, Judy Hearst, Will Hendrickson, Kevin Hickman, Greg Kraus, Yolanda Lawson, Anthony Page, Judson Pankey, Paula Peters, Joseph Pitchford, Elliot Prieur, Phil Puckett, Deborah Ryan, Scott Sherwood, Neal Sleeper, Eric Soden, Seth Thatcher, Cheryl Thompson, Reneau Thompson, Mike Turner, Robert Wright.

Additional parties in attendance: Noelle LeVeaux *staff*, Anita Simmons *staff*, Michael Reeder *staff*, Bailey Sanders *staff*, Derek Schuster, Dorcy Clark, Councilmember Phillip Kingston.

Board members not in attendance: Albert Chapman, Kurt Day, Mark Dickenson, Benji Homsey, Jon King, Kilee Lambert, Kyle Noonan, Zach Porter, James Reeder, Ken Reese, Matt Segrest, Katy Slade

Call to Order

Meeting was called to order at 8:39 AM.

Approval of December Meeting Minutes

Debbie Ryan motioned to approve the December meeting minutes. Cheryl Thompson seconded the motion. Motion unanimously approved.

Treasurer's Report

Kevin Hickman, Uptown Dallas, Inc. ("UDI") Treasurer, updated the Board of Directors ("the Board") on the current standing of the assessments from the City of Dallas ("the City"). As of today, UDI does not have a defined management contract with the City, and until that is put in place, the organization cannot receive the assessment funds.

Chairman's Report

Jud Pankey, UDI Chairman of the Board, reviewed the UDI Strategic Plan. PUMA provided UDI strategic planning services last year, and Noelle LeVeaux, UDI Interim Executive Director, and Jud have taken the document and developed suggestions that will be presented at the next Board Meeting in April. The Executive Director Search Committee has been formed and will be meeting next month to develop the job description and ideal candidate.

Committee Reports

- I. Governance Committee
 - a. Debbie Ryan, Governance Committee Chair, reported on the Governance Committee's role in the Strategic Plan. The Governance Committee will also be reviewing the current Bylaws and presenting suggested edits at the April Board Meeting.
- II. Marketing Committee

- a. Robert Wright, Marketing Committee Chair, presented UDI's marketing plan for 2019. The Marketing Committee has cut down a few of the events based on the return on the time and investment made by the UDI Staff. Robert asked that all the Board Members consider a sponsorship for the 2019 Events.
- III. Public Realm & Capital Improvements Committee
 - a. Joel Behrens, Public Realm Committee Chair, updated the Board on the current status of the Two-Way Conversion of McKinney Avenue and Cole Street. UDI met with various City officials last year and developed a plan of action to move forward with the initiative.
- IV. Maintenance Committee
 - a. John Armstrong, Maintenance Committee Chair, updated the Board and new members on what the Maintenance Committee and UDI do within the boundaries related to the upkeep and beautification of the public right-of-way. The Block by Block Ambassadors are back to full capacity with the addition of a new manager, Malik Garrett.
- V. Renewal Committee
 - a. Noelle LeVeaux announced that UDI has submitted the Renewal petitions to the City of Dallas, and we are now waiting to hear if the submission was approved. Dorcy Clark, UDI's liaison from the City of Dallas Office of Economic Development, reviewed the process of approving the petitions through the City.
- VI. Public Safety Committee
 - a. Kelem Butts, Public Safety Committee Chair, reviewed the yearly goals of the Public Safety Committee including engaging the Uptown Hospitality Association, partnering with organizations that can make suggestions for homeless in Uptown, and managing the Extended Neighborhood Patrol Program with Sargent Albert Sanchez.
- VII. Advisory Council
 - a. Neal Sleeper, Advisory Council Chair, reviewed the purpose and goals of the Advisory Council.
- VIII. Young Leadership Council
 - a. Derek Schuster, Young Leadership Council ("YL Council") Chair, reported that the YL Council is currently working on establishing a set of Bylaws to govern the group. Derek mentioned that if any Board Members have an individual in mind to suggest join the YL Council, please let Bailey Sanders know.

President's Report

- Noelle LeVeaux, UDI Interim Executive Director, reviewed the current initiatives being made by the UDI Staff including the Let's Talk Uptown Events, the recent accidental removal of the Art Crosswalk by the City of Dallas, the newest ride-share scooters and bikes placed in Uptown, and the recent partnership between UDI and PBID Manager to develop a customer relationship management database with the renewal petitions.

Stakeholder Updates

- Phil Cobb announced the 30th Anniversary of the McKinney Avenue Transit Authority and the upcoming events to celebrate.
- Councilmember Phillip Kingston will be meeting with the City of Dallas District Attorney's Office today to work through the PID management contracts.
- Robert Bagwell announced that Sephora in West Village will be opening on March 2.
- Buddy Cramer announced that the draining at the end of Routh Street has been fixed.

Meeting was adjourned at 9:48 AM.

Submitted by Bailey Sanders

Approved by Kelem Butts

A handwritten signature in cursive script, appearing to read "Kelem B. Butts", with a stylized flourish at the end.