



**UDI Marketing Committee Meeting  
Wednesday, October 25, 2017 | 9 AM  
Uptown Office | 3600 McKinney Avenue, Suite 210**

Members Present: Sarah Elias, Julius Pickenpack, Noelle LeVeaux, Reneau Thompson, Robert Wright, Jess Prescott

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

Members absent: Benji Homsey, Joshua Matthews, Marty Martinez

Meeting was called to order at 9:05AM.

**Approval of August Minutes**

Reneau Thompson made a motion to approve the August meeting minutes. Julius Pickenpack seconded the motion. Motion approved unanimously.

**Dallas Bike Ride**

The Marketing Committee (“the Committee”) reviewed the list of merchants who have donated giveaway items to give out to attendees of the Dallas Bike Ride. After registering for the ride, participants will be directed over to the Uptown Dallas, Inc. (“UDI”) website to enter to win the giveaway prizes. UDI will have a table at the packet pick up party at the Rustic and the after-party at City Hall.

**25<sup>th</sup> Anniversary Planning**

The Committee reviewed the submitted logo designs for the new UDI 25<sup>th</sup> Anniversary logo. Each committee member casted a vote towards the logo they prefer. The Committee has narrowed down two logos with a few minor changes from the designers.

**Uptown Video**

The Committee viewed the video and discussed what could be added and removed. UDI Staff will be putting together a list of suggestions from the Committee to send to the videographers.

**Events Update**

- The Uptown Block Party had a great turnout of around 1000 people.
- The Inaugural Young Professionals Happy Hour is tomorrow, October 26 at WeWork.
- The next Uptown Networking Happy Hour is on November 16 at Standard Pour.

- The UDI Christmas Party will be held at the Bivins Gallery on December 14.
- The Uptown Media Launch and 25<sup>th</sup> Anniversary Reveal will be held in January at McKinney & Olive.

### **Budget**

The Committee reviewed the proposed 2018 Marketing & Promotion Budget. Overall, the budget will be increasing by around \$89,000 or 35%.

- Robert Wright made a motion to approve the 2018 Marketing & Promotion Budget. Julius Pickenpack seconded the motion. Motion approved unanimously.

### **Other Items**

- Members of the Marketing Committee met with the Renewal Committee to discuss marketing efforts and collateral for the uptown 2019 PID Renewal.
- UDI Staff will begin including all UDI Board Members in the Quarterly News Letter.
- The CultureMap Holiday pop up will be held on December 23.

Meeting was adjourned at 10:12 AM.