



UDI Marketing Committee Meeting
Wednesday, August 23, 2017 | 10 AM
Uptown Office | 3600 McKinney Avenue, Suite 210

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

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

Members absent: Benji Homsey, Joshua Matthews

Meeting was called to order at 10:03AM.

Approval of July Minutes

Reneau Thompson motioned to approve the July meeting minutes. Robert Wright seconded the motion. Motion approved unanimously.

Media Policy – Action Item

The Marketing Committee (“the Committee”) reviewed the proposed Uptown Dallas, Inc. (“UDI”) Media Policy document.

- Under “Guidelines for Talking with the Media,” the Committee suggested the following language: As a member of the Uptown community, speaking to the media is allowed. However, board members and committee members must not speak on behalf of the organization Uptown Dallas, Inc.
- *Motion:* The suggested addition to the media policy should state, by recommendation of the Committee, **“I am speaking on behalf of myself and not on behalf of any organization with which I am affiliated.”**
- Julius Pickenpack made a motion, Jess Prescott seconded the motion. Motion approved unanimously.

Dallas Bike Ride

The Executive Committee has approved UDI’s \$25,000 Founding Sponsorship of the 2017 Dallas Bike Ride event on November 4. The two-day participant packet pick-up will be held at the Rustic in Uptown, where UDI will be hosting and providing marketing materials. The Committee discussed various marketing ideas to involve participants in Uptown. Action Item: Committee members are encouraged to reach out to their Uptown business and restaurant contacts to discuss possible giveaways and coupon options for participants.

25th Anniversary Planning

UDI's 25th Anniversary is in 2018. The Committee discussed various event ideas to celebrate Uptown Dallas. The Committee discussed developing street sign markers with the UDI logo on Uptown streets. UDI will be having a media event with McKinney & Olive to present UDI's 25th Anniversary and what that includes to media representatives and marketing professionals throughout Dallas.

Events/Sponsorships Update

- The Committee discussed the Uptown Block Party on October 12 and how UDI will be marketing the event.
- The Kiddos Carnival had a great turnout with around 300-400 people.
- The UDI Movie in the Park Series will be held in Griggs Park every Thursday in September.
- UDI Staff will be sending out proposed event dates to the Committee.
- The inaugural Young Professionals Happy Hour will be held at WeWork Uptown Dallas.

Other Items

- Julius Pickenpack reviewed West Village's upcoming events including the West Village Sidewalk Sale.
- Marty Martinez reviewed Social Revolt's upcoming events including Decks in the Park and Best of Big D.
- The Committee discussed next steps in the upcoming PID Renewal process.

Meeting was adjourned at 11:18AM.