



**Board of Directors Meeting
Friday, December 8, 2017
Morton's the Steakhouse | 2222 McKinney Ave | Dallas, Texas 75201**

Board Members in attendance: John Armstrong, Dick Brink, Albert Chapman, Phil Cobb, Kevin Curley, Kurt Day, Mark Dickenson, Bob Edmonson, Judy Hearst, Kevin Hickman, Jon King, Paula Lambert, Yolanda Lawson, Noelle LeVeaux, Feargal McKinney, Tony Page, Jud Pankey, Paula Peters, Joseph Pitchford, Brian Ratner, James Reeder, Ace Roman, Debbie Ryan, Scott Sherwood, Katy Slade, Neal Sleeper, Cheryl Thompson, Missy Woehr, and Robert Wright

Additional parties in attendance: Erica Heller guest speaker, Brad Segal guest speaker, Councilmember Phillip Kingston, Tara Green, Anita Simmons staff, Peyton Shea staff, Michael Reeder staff, Bailey Sanders staff

Board members not in attendance: Robert Bagwell, Joel Behrens, Kelem Butts, Thomas Glendenning, Benji Homsey, David Kunkle, Zach Porter, Phil Puckett, Holt Lunsford, Scott Moore, Renaue Thompson, Mike Turner

Call to Order

Meeting was called to order at 8:33AM.

Recognition of Board Members

The Uptown Dallas, Inc. ("UDI") Board of Directors ("the Board") recognized the members rolling off of the Board in 2018.

Approval of October Minutes

Joseph Pitchford motioned to approve the October meeting minutes. Neal Sleeper seconded the motion. Motion unanimously approved.

PUMA Strategic Plan Exercise and Update

Brad Segal of Progressive Urban Management Association ("PUMA") gave a presentation of the Top Ten Global Trends that are affecting public improvement districts such as Uptown Dallas including demographics and lifestyle trends. Erica Heller of PUMA introduced findings from the Uptown Stakeholder Survey and suggestions for UDI moving forward. The UDI Strategic Plan will be split into two frameworks that emphasize general services such as maintenance, safety, marketing and communications and larger capital improvements such as mobility and placemaking. The Board discussed the findings of the survey.

Treasurer's Report

- Kevin Hickman, UDI Treasurer, gave a brief overview of the proposed 2018 Budget, and how it relates to the priorities of UDI in the coming year.

- Marketing and Promotions will be increased with emphasis on events and renewal efforts.
- Public Safety will be increased with emphasis on police patrolling and off-duty officers.
- MATA Operating Support will be increased and a contract between MATA and UDI will be implemented.
- Maintenance will be increased with emphasis on an additional Block by Block ambassador and a new contractor for Griggs Park.
- Capital Improvements will be increased with carry over money to account for the Two-Way Conversion.
- Finance & Administration will be increased with an emphasis on professional development and an intern to help with database implementation. This budget will also account for office space.
- Action Item: UDI 2018 Budget
 - Katy Slade motioned to approve the 2018 Budget. Dick Brink seconded the motion. Motion unanimously approved.
- If there are any questions regarding the November Financials, please reach out to Kevin Hickman.

Committee Reports

I. Governance

a. Action Item: UDI Open Records Policy

- i. Debbie Ryan, UDI Governance Chair, gave a brief overview of the proposed Open Records Policy.
- ii. Neal Sleeper motioned to rescind the existing policy and adopt the proposed UDI Open Records Policy document. Katy Slade seconded the motion. Motion unanimously approved.

II. Marketing

a. Action Item: UDI 25th Anniversary Logo

- i. Noelle LeVeaux, UDI Marketing Committee Chair, presented the 25th Anniversary Logo.
- ii. Phil Cobb motioned to approve the 25th Anniversary Logo. Katy Slade seconded the motion. Motion unanimously approved.

III. Nominating

a. Action Item: 2018 UDI Board of Directors Slate

- i. Neal Sleeper, UDI Nominating Committee Chair, presented the proposed 2018 Board of Directors Slate.
- ii. Katy Slade motioned to approve the 2018 Board of Directors Slate. Phil Cobb seconded the motion. Motion unanimously approved. [See page 4 for proposed Officer Slate]
- iii. Katy Slade motioned to approve the 2018 Officers. Brian Ratner seconded the motion. Motion unanimously approved. [See page 5 for proposed Board Slate]

Stakeholder Updates

- Phil Cobb gave an update on the status of the McKinney Avenue Transit Authority.

Meeting was adjourned at 10:20AM.

Submitted by Bailey Sanders

A handwritten signature in black ink that reads "Kevin Hickman". The signature is written in a cursive style with a large, stylized 'K' and 'H'.

Approved by Kevin Hickman
2017 UDI Treasurer

2018 UDI Officers:

Chairman: Jud Pankey

Vice Chair and Governance: Debbie Ryan

Treasurer: Kevin Hickman

Secretary: Kelem Butts

Public Realm: Joel Behrens

Marketing: Vacant

Renewal: Joseph Pitchford

Maintenance: John Armstrong

Public Safety: Tony Page

At Large VP: Jon King

Advisory Council: Neal Sleeper

Immediate Past Chairman: Katy Slade

2018 UDI Board of Directors

Mr. John Armstrong
Mr. Robert Bagwell
Mr. Joel Behrens
Mr. Dick Brink
Mr. Kelem Butts
Mr. Albert Chapman
Mr. Phil Cobb
Mr. Kevin Curley
Mr. Kurt Day
Mr. Mark Dickenson
Mrs. Sarah Dodd*
Mr. Bob Edmonson
Mr. Matt Enzler
Mr. Chris Harden*
Ms. Judy Hearst
Mr. Benji Homsey
Mr. Kevin Hickman
Mr. Jon King
Ms. Paula Lambert
Dr. Yolanda Lawson
Mr. Feargal McKinney
Mr. Kyle Noonan*
Mr. Anthony Page
Mr. Jud Pankey
Ms. Paula Peters
Mr. Joseph Pitchford
Mr. Zachary Porter
Mr. Phil Puckett
Mr. Brian Ratner
Mr. James Reeder
Mr. Ace Roman
Ms. Deborah Ryan
Mr. Matt Segrist*
Mr. Scott Sherwood
Ms. Katy Slade
Mr. Neal Sleeper
Ms. Cheryl Thompson
Ms. Renaue Thompson
Mr. Mike Turner
Ms. Missy Woehr
Mr. Robert Wright

Ex Officio

Ms. Kourtny Garrett
Mrs. Tara Green
Mrs. Pat Priest
Mr. Philip Kingston
Mrs. Dorcy Clark