



**Board of Directors Meeting  
Thursday, August 17, 2017  
McKinney & Olive | 2021 McKinney Ave | Dallas, Texas 75201**

Board Members in attendance: Robert Bagwell, Joel Behrens, Kelem Butts, Albert Chapman, Phil Cobb, Kevin Curley, Kurt Day, Judy Hearst, Kevin Hickman, Jon King, Paula Lambert, Yolanda Lawson, Jud Pankey, Joseph Pitchford, Brian Ratner, Ace Roman, Katy Slade, Renaue Thompson, Mike Turner

Additional parties in attendance: Billy Snow guest speaker, Jack Irwin, Dorcy Clark, Councilmember Phillip Kingston, Nolan Marshall staff, Anita Simmons staff, Peyton Shea staff, Michael Reeder staff, Bailey Sanders staff

Board members not in attendance: John Armstrong, Dick Brink, Mark Dickenson, Bob Edmonson, Thomas Glendenning, Benji Homsey, David Kunkle, Noelle LeVeaux, Holt Lunsford, Feargal McKinney, Scott Moore, Tony Page, Paula Peters, Zachary Porter, Phil Puckett, James Reeder, Debbie Ryan, Scott Sherwood, Neal Sleeper, Cheryl Thompson, Missy Woehr, and Robert Wright

**Call to Order**

Meeting was called to order at 8:36 AM.

**Approval of June Minutes**

Paula Lambert made a motion to approve the June meeting minutes. Yolanda Lawson seconded the motion. Motion approved unanimously.

**Guest Speaker – Billy Snow**

Billy Snow, Chief of Transformation and Innovation for Dallas Independent School District (“DISD”), gave a brief presentation about what the Transformation and Innovation Department (“the Department”) is doing for schools within the district, specifically Uptown Dallas. The Department is responsible for developing new and up-to-date education opportunities for DISD to ensure students are receiving sustainable education options for our growing and changing city. With initiatives like STEAM focused schools, single-gendered schools, and entrepreneurship-focused schools, the Transformation and Innovation Department is focusing on data, PTA support, and community partners to bring schools to Uptown and downtown Dallas. Uptown Dallas, Inc. (“UDI”) can help support these initiatives by advocating for DISD, organizing PTA and focus groups, and providing data about the demographics of Uptown’s residents and families. DISD needs help organizing these focus groups and determining who needs to be involved. Action Item: UDI will send Billy Snow and the Department our current demographic study and data on families in Uptown Dallas.

**Treasurer’s Report**

Currently, Uptown Dallas, Inc. is under budget within every single budget category due to timing. Kevin Hickman, UDI Treasurer, does not anticipate going over budget. Budget planning for 2018 will begin

within the next couple of months. UDI received the assessment from the City of Dallas with 15% growth from the previous year. Kevin Hickman reviewed the current MATA funding from UDI. UDI may need to allocate more to MATA in late 2017.

### **President's Report**

1. UDI will be forming an Education Committee to focus on developing more education opportunities in Uptown Dallas.
2. UDI will be developing a CRM system to ensure that stakeholders are able to communicate efficiently with the organization. UDI staff is still in need of Uptown HOA contacts.
3. UDI will begin sending bi-monthly updates to board members.
4. The Uptown Public Improvement District Annual Assessment gets called to public hearing on August 23. The actual vote will be on September 18.

### **Committee Reports**

- I. Governance
  - a. The Governance Committee has contracted a consulting firm, PUMA, to aid UDI in developing a new Strategic Plan. PUMA will be working with UDI's Proposed Scope of Work and researching Uptown through internal documents, future goals, and interviews with major stakeholders and board members. The PUMA Team will be in Dallas August 29<sup>th</sup> through the 31<sup>st</sup>, and attendance from the board is necessary to ensure thorough research. The board has received scheduling options from UDI Staff.
  - b. The Public Records Subcommittee is in the process of drafting a Public Information Act document for the board to sign. UDI has invited Attorney Ross Martin to the next UDI Board of Directors meeting to answer any questions the board may have regarding the Texas Public Records Act.
- II. Public Safety
  - a. The Public Safety Committee is in the process of developing a coordinated plan to address all issues that have been presented recently with late night activity in Uptown.
  - b. Detective Albert Sanchez has been directly helping UDI address the issues with TABC, Fire Marshalls, and various other resources to ensure Uptown businesses are operating up to code. Detective Sanchez has also enlisted mounted officers to help with late night foot traffic. Patrick Kennedy will also be researching the area during late night hours to develop a suggested foot traffic plan.
  - c. The Board of Directors discussed various tactics to attribute to the late-night issues plan of action.
- III. Public Realm and Capital Improvements
  - a. UDI has signed a contract with Patrick Kennedy with a detailed scope of work, including quick wins and design guidelines for property owners and developers, as well as other items.
  - b. The City of Dallas Bond is up for vote in November. Until then, Nolan Marshall and Patrick Kennedy are creating a request for proposal for the two-way conversion design and engineering work.
- IV. Renewal
  - a. The Renewal Committee Chair, Joseph Pitchford, is recruiting board members to join the committee and aid in the renewal efforts.
- V. Maintenance
  - a. The Maintenance Committee has approved changing the landscape company in Griggs Park to Precision Landscape Management.

- b. A small corner of the Cedar Springs flower beds will be bricked over due to many issues with cars and trucks hitting the median.
  - c. Block by Block is working well. Michael has received many compliments on their work.
- VI. Marketing
- a. The Marketing Committee is focusing on renewal and planning for marketing and public relations efforts regarding UDI's 25<sup>th</sup> Anniversary.
  - b. UDI will be sending out calendar invites and reminders for all the upcoming events to the Board of Directors.
  - c. The Uptown Kiddos Carnival was a huge success.
  - d. The Economic and Demographic study is done and will be available to be presented at the next board meeting.

### **Stakeholder Updates**

I. MATA

- a. Phil Cobb gave a brief update on the status of the McKinney Avenue Transit Authority. In a study done a few years ago, 40% of riders are local and 60% are tourist.

Meeting was adjourned at 10:07AM.

Submitted by Bailey Sanders



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Approved by Kevin Hickman  
2017 UDI Treasurer