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To: The Midtown Management Corporation Board of Trustees

From: Kristina Benson, Executive Director

Date: April , 2022

Subject: Jan 21, 2022 Quarterly Meeting Minutes

Members in Attendance:

Ted Palles	Mason Ice	Audrey Hinton (via Zoom)
Ryan Moore	Sandy Spurgin	Susan White (via Zoom)
Anson Reilly	Charlie Nye	Lyn McBee (via Zoom)
Don Bouvier	Sabrina Bunks (via Zoom)	

Members not in Attendance: Dustin Davidson, Ken Wright, Roger Albright, John Hickman, Liz Curfman, Bervin Smith

Staff in Attendance: Kristina Benson

Ex-Officio Members in Attendance: None

Guest in Attendance: Fran Gallagher/Praestar Public Relations, Clair Noble/City Council Liaison (via Zoom), James Roberts/Heartland Patrol, Taylour Bogman (via Zoom), Nick Palles, Mitch Gatson, Vasavi Pilla/Senior Planner-City of Dallas, Alexis Snow/United Way

- I. **Call Meeting to Order:** Kristina Benson called the meeting to order 11:55 am.

II. Approve Board Minutes:

- a. *October 8, 2021:* Ted Palles made a motion to approve. Approved by all.

III. 2021 Board Appointments:

- a. *Election of Board Members:* Ted Palles invited everyone currently on the Board to remain on the Board and any new additions will be discussed by the Board at the second quarterly meeting. Ted Palles noted Bervin Smith is missing from the memo “Re: Agenda Item 3—2022 Board Appointments”, asked everyone add him to the list for the vote. Since John Hickman is not in attendance, Ted asked to also include him on the board until he formally resigns. Sabrina Bunks made a motion for all existing Board Members to serve again in 2022. Audrey Hinton seconded the motion. Motion approved by all. The slate of board members are Ted Palles, Ryan Moore, Anson Reilly, Don Bouvier, Mason Ice, Sandy Spurgin, Charlie Nye, Sabrina Bunks, Audrey Hinton, Susan White, Lyn McBee, Dustin Davidson, Ken Wright, Roger Albright, John Hickman, Liz Curfman, and Bervin Smith.
- b. *Election of Board Officers:* Ted Palles called for the nomination for the executive board. Sabrina Bunks nominated Ted Palles for President. Audrey Hinton nominated herself for President. Ted Palles nominated Anson Reilly and Don Bouvier as Vice Presidents. Ryan Moore nominated himself as Treasurer. Ted nominated Charlie Nye as Secretary. Audrey commented on diverse representation on the Executive Committee. Sabrina Bunks agreed representation is important, and we should work towards more involvement and representation across the board, but at this time we should move forward with those willing to commit to the responsibility. The 2022 elected executive board member are Ted Palles/President, Anson Reilly and Don Bouvier/Vice President, Ryan Moore/Treasurer, and Charlie Nye/Secretary.

IV. Financial Reports:

- a. *2021 End of Year Reports:* Kristina Benson presented the Statement of Financial Position and reviewed the 2021 annual Budget vs Actual report of the Midtown Improvement District. There were a few deviations in line items on the Budget vs Actual on specific budget items, such as higher costs in mailing and marketing materials for renewal and the Midtown Park budget to fix a large lighting problem. The overall Service Plan remained within the normal range. We had a surplus of over approximately \$300,000. Ted Palles added the rollover will be used towards upcoming area studies and trailhead development. Ted Palles motions to approve. Seconded by Anson Reilly. Approved by all.
- b. *2022 Budget:* This reflects the service plan was approved by the City Council in the Fall. Safety and Security were increased due to contract changes. We increased the Property

Standards budget to reflect the upcoming care of landscape improvements along SOPAC and Midtown Park. Ted Palles motions to approve. Seconded by Anson Reilly. Approved by all.

V. DPD & Public Safety Reports: DPD was not available. Mitch Gatson reported the total number of incidents were down from 2020 to 2021. We collaborated closely with the police, Heartland, and others community members to keep crime rates down. Heartland has done an excellent job coordinating with daytime staff and new officers to improve community interaction. Heartland is launching a new tool; an identification flip book patrols will have access to as both a physical and digital form. The flipbook tracks repeat offenders and weekly crime reports for hotspot monitoring. Sabrina Bunks asked about a direct line for property managers to call and report. James Roberts replied their office number is answered 24-hr and Heartland will respond to calls. Kristina Benson told the board the PID office is upgrading its phone system to establish a phone tree forwarding system. Property owners and managers can call to report to Heartland during current service hours. These hours are from 10 am to 6 am with one patrol car responding to calls about homeless encampments (through February) and from 6 pm to 2 am daily, except Wednesday which is from 3 pm to 11 pm, with two patrol cars responding to all safety concerns.

VI. District 13 Council Members: Clair Noble reported on the Forward Dallas meeting on January 20th was attended by multiple property owners and Councilwoman Willis. The city is continuing the next stage of Forward Dallas, which will include another meeting with community leaders and nonprofits.

VII. 2021 Committee Reports

- a. **Capital Improvements Committee:** Ted Palles reported the completed safety improvements at the Holly Hill and SOPAC Trail intersection, which is now a four-way stop. Additionally, we cut back shrubs under the bridge at Park Lane so the Beautification committee could paint the mural. The final contract with Kimley Horn for the Transportation Mobility study has been reviewed and executed. We are in the process of a final plan submittal for the Jill Stone Elementary shared use sidewalk expansion. Ted is getting updates from Orlando. Orlando is getting the project re-bid due to rises in concrete work pricing.

Don Bouvier reported on the SOPAC Trail sub-committee. The final review of the SOPAC Trailhead designs is schedule for mid-February. The committee met three times in the fourth quarter to review progress and to walk the trail with the landscape architect team to discuss design features. We're nearing 90% completion for the concept plan. We want to roll right into the next design phase focusing on at least one of the four locations. Hocker is working on their next proposal which includes a survey, design development and construction documentation. Ted added we will move forward on a topography survey of all four trail heads, while the next design contract is reviewed.

Ted Palles reported Better Block provided matching funds to repaint and repair plaza furnishings to Midtown Plaza in November and December.

- b. **Beautification Committee:** Sabrina Bunks reported on the completion of the Park Lane and SOPAC Trail mural. Unfortunately, paint was left out and kids graffitied the art. Bad weather delayed the repainting of the mural. The mural is scheduled for completion next weekend, including adding an anti-graffiti sealant.

- c. **Community Outreach:** Kristina Benson reported there were four grant applications for funding in December for 2021 that are under review by the Executive Committee. The PID is finalizing an application process with two application cycles per year. In November, we awarded a grant for the Festival of Lights.

- d. **Marketing Committee:** Fran Gallagher reported the website's relaunch was completed, including announcing the new name: "Midtown Improvement District." The website represents the District, provides real time updates, and information on the renewal process. Joel Kilian from Kilian Group produced the brochures, door hangers, fact sheets and other marketing materials for the renewal and is creating tools to share updates on the website. We added four new articles to the site, distributed the newsletter in November, and are sending out weekly crime static reporting. Additionally, we continue to promote community activities, health information, and events in addition to the newsletter.

- e. **Resilience Committee:** Fran Gallagher reported that Lynn McBee, Ted Palles, Dr. Woody and The Bridge team have been working on the architectural plans for the intake center. The funding from The Moody foundation has been dispersed and we're working with the city to get approval for the build out of the space and negotiating the lease. The center will help and advise struggling people to enroll in with a case work manger, who will eventually get them into housing. We're preparing to phase in field work with both the Heartland patrols and The Bridge caseworkers. Heartland's patrols are assisting in monitoring camp locations and asking individuals to not camp on private property. We've printed 1,000 informational cards for Heartland to pass out that give directions to The Bridge and information about services provided.

- f. **Rules Committee:** Ryan Moore and Charlie Nye reported they have reviewed our existing bylaws, as well as the bylaws of peer PIDs. They are using this information to update our bylaws accordingly. They anticipate a draft of the new bylaws and a summary of changes to be reviewed later this year.

VIII. Committee Appointments & Schedule

- a. Ted Palles motioned that all committee appointments and chair appointments remain the same and Board members submit replacements as they come up for any new committee members in 2022. Ted suggested that committee members oversee submitting changes to their committees for approval to the Executive Committee as necessary. Ryan Moore seconds the motion. Approved by all.

IX. Executive Director Reports

- a. **Hiring:** Kristina Benson reported interviewing for the open position took place in November and December. We hired Elisabeth Meehan as Assistant to the Executive Director and Taylour Bogman as an Outreach Specialist to assist in renewal and additional program management work for a 90-day period. Nick Palles's internship will end in February.
- b. **Renewal:** Kristina Benson reports we are far from the 60% goal. Depending on the subarea we're between 15-30%. Shops of Park Lane is the only subarea over the threshold. District-wide we're at 20%. Fran Gallagher is working in Midtown Park and has many petitions pending signature. Ted Palles indicated he is working closely with Fran and the office staff to promote in person selling to get petitions signed and delivered. Nick Palles is in the office assisting with property ownership research. We've hired temp workers to distribute door hangers, hand deliver petition packages to property managers, and to help with follow up calls and visits to property representatives. Sabrina Bunks has been working closely with the condo community to collect signatures. Ted Palles asked for any help from board members to meet the targets this week. We need to land big fish and little fish. Brand recognition has been difficult as not all property owners recognize the services we provide. Vasavi Pilla added that the deadline for the majority of petitions is February 1st, a little over one week away. The minimum for city council is 60%, however she always encourages PIDs to aim for 70%. There is a long way to go, but she is confident the PID will get the petitions.

- X. **New Business:** Ted Palles reported on the Authorized Hearing, indicating this is outside PID jurisdiction, but wants to inform the property owners present. Ted Palles and twelve other property owners had a meeting with Gay Willis and the City of Dallas regarding the authorized hearing. Property owners were able to share their concerns on the process, including mandated zoning by the city when owners don't want their properties to be rezoned. Ted committed he and Anson Reilly will continue to follow up on the issue.

XI. Meeting Adjourned

XII. Next Board Meeting April TBD

