



**Board of Trustees
Quarterly Meeting
April 29, 2022**

Members in Attendance:

Sabrina Bunks
Audrey Hinton
Mason Ice

Lynn McBee
Ryan Moore
Charlie Nye

Ted Palles
Sandy Spurgin
Susan White

Members not in Attendance: Don Bouvier, Roger Albright, Dustin Davidson, and Ken Wright.

Staff in Attendance: Nick Palles, Interim Executive Director.

Ex-Officio Members in Attendance: None

Guests in Attendance: Vasavi Pilla/Coordinator, Public Improvement Districts, Office of Economic Development, City of Dallas; Robin Bentley/Director, Office of Economic Development, City of Dallas; Majed Al-Ghafry/Assistant City Manager, City of Dallas; Anson Reilly/PKI Partners; James Roberts/Heartland Security; Madison Graham/Kimley Horn; Tom Grant/Kimley Horn; Fran Gallagher/Praestar Public Relations.

I. **Call Meeting to order:** Ted Palles called the meeting to order at 11:45 AM.

II. **Approve Board Minutes:**

a) January 21, 2022: Sabrina Bunks made a motion to approve. Approved by all.

III. **Board Nominations**

Ted Palles asked whether there were any board nominations from the Board of Trustees. Ted Palles suggested that Sarah Papert be approached about joining the Board. Mason Ice also stated that Stephanie Giddens, founder of Vickery Trading Co. should also be approached about joining the board. Ted Palles and Lynn McBee agreed to visit with Sarah Papert and Stephanie Giddens.

IV. **Treasurer's Report**

Treasurer Ryan Moore presented the balance sheet and the income statement and reviewed the quarterly financial position of the Improvement District. Charlie Nye made a motion to approve the financials. Approved by all.

Ted Palles stated that all financial audit reports required for the renewal due to City of Dallas would be submitted on time on April 30.

V. **Committee Reports**

a) **Public Safety**

Ted Palles shared a graphic that illustrates the decrease in crime in Midtown Improvement District. Crime reduction overall is good, but according to the crime report in Q1 overall increase in crime at 15 percent; violent crime down but property offenses are up. Shoplifting

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seems to be increasing because businesses are not willing to spend resources to prosecute. To help mitigate homelessness, the District is updating patrol schedules and also increased work with the Resilience program with active counselors from The Bridge in the field.

James Roberts presented the updated schedule options for patrols to maximize resources and patrol time, including early morning hour patrols. James also reported that no major offenses have happened on SoPac Trail since patrols began on Trail in 2021. To build upon this momentum patrols will continue on SoPac and the schedule will expand to earlier hours in the day in the general District areas.

Midtown Blues and Resilience counselors from The Bridge are teaming up to counsel homeless and help manage concerning gatherings.

The Executive Committee will review the various plans and provide a final approval on the official patrol schedules from Heartland/Midtown Blues.

b) General Operational Updates
City of Dallas Update

Robin Bentley, Director of Office of Economic Development for City of Dallas, provided an update that the city is continuing to work on governance of all Dallas Public Improvement Districts and to look at ways to streamline processes while maintaining strong governance.

Ted Palles discussed that an Office Policy document and definition in writing of staff responsibilities were needed and has been developed; this policy document is being presented to Vasavi Pilla, City of Dallas, to review.

Financial procedures are also being defined in writing. The EC will review and provide to Board. This includes accounts payable and cash protocols.

Weekly goals and objectives lists will be developed and defined for staff as a part of new procedures to maximize productivity of staff.

Ted Palles also stated that a search for a new Executive Director will begin the week of May 2.

c) Community Connection

Audrey Hinton updated the Board on her recommended Midtown grant of \$2,700 donation to Vickery Meadow Youth Foundation and the Eagle Scholars program and event.

Vasavi Pilla, City of Dallas, updated everyone on the opportunity for the public to provide

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feedback and commentary on the Midtown Improvement District at City of Dallas Economic Development Committee meeting on May 2; also at the Dallas City Council Meeting on June 8. Communication will be coming from City of Dallas on these meetings to the general public.

d) Renewal

Ted Palles updated the results of the 2021-2022 Renewal with the presentation of the new district map of 700 acres and the resulting achievements among the Renewal team in securing properties and owners' signatures of petitions.

e) Cap Ex

Transportation Vision Study

Madison Graham and Tom Grant presented a memo to the Board of Trustees with initial data synthesis and initial key projects for transportation improvement in their work on a Transportation Vision Study for Midtown Improvement District. Kimley Horn has been engaged by Midtown Improvement District to conduct the study as the foundation for the District's vision plan complete street and road diet opportunities. Madison Graham also shared that there will be a community mobility survey to get public input on the areas for improvement in transportation in the District.

f) SoPac Trail

Ted Palles on behalf of Don Bouvier committee chair, showed the overall strategic plan for improvements on the SoPac Trail with various trail head designs for parks and recreation areas on the SoPac to as a major amenity for Midtown Improvement District. The District has funded the planning and design and will fund the topography studies.

g) Marketing

Fran Gallagher reported that branding of the District as Midtown Improvement District with distinct boroughs (Midtown Park, Upper Greenville, The Shops at Park Lane, Vickery Midtown and the Midtown Medical District) continues.

Brochures and marketing tools from the Renewal campaign continue to be put to use.

More materials showing milestones and achievements will be developed ongoing.

A content calendar for 2022 has been developed and approved by Al Taylor, Marketing Committee Chair.

A major focus of efforts on going in communications for the District will be to show property owner members their return on investment of support of the District. Networking meetings with the property owners will be a major ongoing feature of the communication program.

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A banner placement map has been developed. Banners with Midtown and with the individual borough branding are in development.

h) Resilience

Ted Palles and Fran Gallagher updated counselors are in the field and the construction plans for the renovation of the prospective space for the Resilience intake center at the Vickery Justice Center are in development; the lease with City of Dallas will be developed following estimates bid out on construction are secured.

Additional Business

Lynn McBee, who also serves as Workforce Development Czar for City of Dallas, reminded everyone that there are opportunities to be considered for service at City of Dallas and with Economic Development.

Meeting was adjourned.

Next Board Meeting: July TBA.

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