



DEEP ELLUM FOUNDATION

Board Meeting Agenda

8.8.2023 | The Epic, 2550 Pacific Avenue | 9:00am to 11:00am

Trustees:

Jon Hetzel, President

Cash Harbaugh, Vice President

Rachel Triska, Secretary

Jessica Burnham

Rich Cass

Chris Dalton

Damany Daniel

Chuck Hixson

Breonny Lee, DECA

Charles Shelburne

Kellan Warren

Carl Anderson

Lilly Benitez

Laurel Levin

Staff & Other Attendees:

Stephanie Keller Hudiburg, Executive Director

Dannele Pinson Baker, Admin & Finance Manager

Will Haggins IV, Events & Programs Manager

Veronica Young, Marketing Manager

Vasavi Pilla, City of Dallas Economic Development Department

9:00am: Call meeting to order. A quorum requires a minimum of 7 trustees.

Agenda Highlights for Discussion/Action:

- ❖ Commerce Street Independent Review Bids
- ❖ Community Center Ambassador and DEF Staffing
- ❖ DEPID Budget Request -150th - **Programming Dollars VOTE**
- ❖ DEPID Budget Request - Janitorial - **Programming Dollars VOTE**
- ❖ DEPID Budget Request - Historical Marker - **Programming Dollars VOTE**
- ❖

0. Administration

- Review Meeting Minutes (emailed on 8/7/23): **July 2023**
- Review Financial Reports (emailed on 8/7/23): **July 2023**

- **Cash moved to approve the minutes, Damany seconded.**
- The DEF Board discussed the quarterly presentation of the DEF budget, making recommendations to provide read-ahead reports demonstrating the value of the dollars' utilization.
- Board members also discussed this year's fundraising for the 150th anniversary, shortcomings and remaining opportunities.

1. Zoning & Grant Requests

- SUPs - NA
- Signs - NA
- Grant Requests -NA

2. Marketing, Business Development & Events Report

- Bark Park Event
- Back to School Event
- PR Update

- Staff presented upon the upcoming Back to School event for which the Events & Programs Manager raised \$9,350 from sponsors including the Mavericks, Federales, Life in Deep Ellum and Uber.
- Staff presented upon the Bark Park renaming ceremony and survey, honoring the late Barry Annino. Staff encouraged board members to share the survey on possible improvements to be made to the park.

3. Public Safety Report

- May, June, July Statistics – DPD and See Say
- See Say Categorical Changes This Month
- Homeless Outreach Update

- The Public Safety Chairmen provided an update on crime stats. UUMV's have gone up and the committee is working to engage multifamily complexes to educate and plan to address these stolen vehicles as many are occurring outside the core area of activity closer to residences.
- Staff presented upon forthcoming changes to the See Say application utilized to intake requests for service and issues to the command center. The categories have been updated to reflect actual call types identified through a recent audit.
- The board discussed and suggested that with recent improvements in data collection, DEF should produce an annual report that can live on the website and detail out the metrics of success each year.

4. Executive Director and President's Report

- **Maintenance, Landscaping & Improvements**
 - **Mobility & Infrastructure**
 - ❖ Commerce Street Independent Review Bids

 - The DEF board discussed and approved \$10k to hire an engineering firm to conduct a peer review of the Commerce Street project.
 - The DEF board approved an additional up to \$10k for the installation of holiday lighting.
 - Cash moved, Jessica seconded, the motion carried.

- **Culture**
 - Deep Ellum Community Center Construction Update

- **Operations and Strategy**
 - ❖ Community Center Ambassador and DEF Staffing, and Board Engagement
 - ❖ DEPID Budget Request – 150th – **Programming Dollars VOTE**
 - ❖ DEPID Budget Request – Janitorial – **Programming Dollars VOTE**
 - ❖ DEPID Budget Request – Historical Marker – **Programming Dollars VOTE**

- DEF Budget

- The DEF Board voted to allow up to \$30k in additional dollars for the 150th anniversary, specifically to help attract a secondary headliner act.
- Jessica moved, Chuck seconded, the motion carried.
- The DEF board approved staff to use the remaining funds allocated for janitorial services to complete the construction of the Deep Ellum Community Center at approximately \$10k.
- Kellan moved, Damany seconded, the motion carried.
- The Board further approved the creation, purchase and installation of a stand-alone historic designation sign to highlight Deep Ellum's recent inclusion on the national register of historic places. The Board approved up to \$8k. The motion carried.

6. Key Projects Focus for Month Ahead:

- ❖ Hiring & Onboarding!
- ❖ Deep Ellum Texas Website Redevelopment
- ❖ Safety Communications
- ❖ TPS Security Team Onboarding 2.0 and Training
- ❖ 150th and related PR Initiatives inc. 150 Faces and Business Events
- ❖ 150th Events
- ❖ Commerce Street Complete Street Redesign Independent Contracting
- ❖ Community Center & Grant-awarded History Exhibits
- ❖ Community Center Leasing and Operations Ramp Up

DEF Board Special Session:

- The Board convened a special session to discuss staffing and board engagement.
- The Board president suggested committees ramp up to assist with key projects and members discussed their various experiences and best methods of engagement toward that end.
- Board members determined to convene the strategic plan task force to further explore how the board may support the growth of the organization, staffing plan and Executive Director.

7. Next Steps

11:00am: Meeting Adjourns