

FERGUSON ROAD INITIATIVE

Board of Directors Meeting - Minutes

Monday, April 4, 2005, 6-7:25pm
Lone Star Credit Union • 7508 Ferguson Road

Purpose:

To strengthen the knowledge and capacity of the board to lead FRI.

Attendance

Members	Staff/Consultants/ Ex-Officio	Guests	Absent
Jerry Clancy Bill Coleman Lisa Gardner Hal Johnson Connie Scott Maria F. Tafur Susan Walker	Kerry Goodwin Bob Moss Gary Lawler Vikki Martin		Mary Brown Ken Cantrell Doug Hunt Mike Kelley Roger Perry Bobbi Bilnoski John Torres Nancy Watkins Mike Kawecki Leo Chaney Rusty Cornett Ken Ford

Agenda

Meeting Start Up - Bill Coleman

Additional Reports - Vikki Martin

- Martin is working with Ken Ford on getting quote on liability insurance for CDC Board, will need policy separate from FRI Board.
- The City Attorney is reluctant to sign an MOU for the 2 Points application.. Martin, Leo Chaney, Sgt. Rod Dillon, Chief David Brown, and (maybe) Assistant City Manager Charles Daniel are to meet to resolve matters.
- Martin asked that Bobbi Bilnoski be included on the agenda for the next BOD meeting, to present information for the BOD to review about establishing a policy to define jurisdiction for community-wide vs. local review/input concerning development. This will guide the Economic Development team regarding who they should go to for decision making on land use issues. Coleman asked if this would include municipal as well as private projects. Recent land use issues on Barbaree were cited by Martin as example of division between neighborhoods. She says there is a need for BOD policy on this.

Economic Development Report - Bob Moss

- Moss reviewed the Urban Village map, reported on progress during the last 30 days.
- Jacobs is planning streetscape design for Ferguson Road, I-30 to Lakeland.
- SouthWest Housing has acquired Fairway Crossing Apartments. Economic Development team met with Congressman Bill Keffer and State Senator Royce West and they provided support letters for SW project. Moss spoke on the vote in support of SW at the March 14, 2005 FRI *Weed and Seed* Steering

EXHIBIT

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BP-0249

Committee meeting. SW plans to spend \$10 million on redoing Fairway Crossing, should know in 90 days if they will get Housing Tax Credits.

- Primrose project is under way. Fairway Crossing and Primrose will provide \$22 million of FRI's \$50 million development goal.
- Brian Potashnik has agreed to prepare an economic analysis of the redevelopment for Enchanted Hills Apartments, which owner Millican will review. Potashnik is looking at the feasibility of proposing to Millican that tenants in Enchanted Hills be relocated to Fairway Crossing during the reconstruction of Enchanted Hills.
- Charles Magee has signed a contract for property at Lakeland & Ferguson (north corner), is planning for upscale townhouses there. There was discussion of the site being narrow, concern about loss of trees. FRI will have a financial contract with Magee to support his efforts in briefing the community and, if the community approves, assist him in obtaining government approvals.
- Potashnik agreed to donate \$100,000 to FRI from Primrose and Fairway Crossing profits through a participation in the profits of Fairway Crossing. When such profits will be realized is under review by the Economic Development Team.
- There was a question whether Magee was a builder or developer? He was referred to as a "packager", someone who buys, rezones, and sells. There were reports that rezoning was under way. Early Notices were sent out for rezoning by earlier contract holder, but that case was terminated.
- White Rock Church of Christ has agreed to sell land behind church to Stonegate. Deal will take 90 days. FRI is to be retained financially to support Stonegate's presentation to the community. Project will provide about 45 homes on 8 acres, in \$200,000-\$250,000 range. FRI can retain who they want to represent them.
- We are at about \$40 million in new development with Primrose, Fairway Crossing, Magee townhouses and Stonegate/WRCC.
- There was a comment about Highland Meadows Apartments being painted. Swami Patel is the new owner, has expressed interest in a newsletter ad. It was mentioned that there should be a policy on ad acceptability.
- Kerry Goodwin reported that a new softball field was being prepared at the Lakehill Prep School Athletic Field.
- Moss reported that FRI is a finalist for a \$50,000 grant from the Real Estate Council Fund. He also said that the Economic Development team is working through the City of Dallas to get owners of the two apartment complexes northwest of the Rosewood site on Highland to sell. The City has a big vision for mixed use development there.
- Martin spoke in praise of Moss's and Ken Ford's help with the Potashnik support letter.

Approval of Minutes - Bill Coleman

- Susan Walker said that Rusty Cornett was not shown in attendance, but was present.
- Walker also stated that there was a "Bronze" designation regarding memberships that had been changed. Martin reported this was an oversight when she dropped a block of text into the minutes. Martin asked why "Bronze" designation had been dropped. There was a comparison of a bronze medal being for 3rd place and the FRI category fitting the 4th level. It was then asked if both "bronze" categories should be eliminated. There was a mention that credit card colors do not include bronze. There was a discussion on matching up resident and business membership level names. The Board voted on renaming categories and doing away with "bronze." The new categories are:

Individual Donation Levels	Business Donation Levels
Friend, \$12, FRI Sticker	Friend, \$100, FRI Sticker
Associate, \$26, Fri Sticker	Associate, \$250, Fri Sticker, 1 business card ad (upgradable with \$100 credit toward larger ad)
Sponsor, \$52, FRI Sticker	Sponsor, \$500, FRI Sticker, 1 business card ad (upgradable with \$100 credit toward larger ad)
Patron, \$100, FRI Sticker	Patron, \$1000, FRI Sticker, 1 business card ad (upgradable with \$100 credit toward larger ad)
Silver Sponsor, \$250, FRI Sticker	Silver Patron, \$2500, FRI Sticker, 1 business card ad (upgradable with \$100 credit toward larger ad)
Gold Sponsor, \$500, FRI Sticker	Gold Patron, \$5000, FRI Sticker, 1 business card ad

	(upgradable with \$100 credit toward larger ad)
Platinum Sponsor, \$1000, FRI Sticker	Platinum Patron, \$10,000, FRI Sticker, 1 business card ad (upgradable with \$100 credit toward larger ad)

- Walker asked about duplicate entries in the name contest: Did the BOD vote call for a prize drawing by all who entered winning submission? Goodwin said BOD decision was that 1st submitter would be prize winner. Walker thought the vote had been to have a drawing between all submitters of winning name. Susan moved that, if the winning name has exact duplications, there will be a drawing among all submitters for the prize; all those submitting the winning name will be recognized as having done so; and, when we announce the winner, we will list the Final Five, including the names of those who submitted duplicates, in the newsletter. Motion passed unanimously.
- Walker asked about the following that was not shown in the minutes:
 - The announcement that (Walker) asked Bob Moss to make which was; the Jacobs Master Plan had been revised to reflect what the Forest Meade H/A wanted for Barbaree Street and the Chenault/Dilido undeveloped land was revised to read Park/Recreational Use instead of Light Industry. Additionally, Bob reported that Jacobs' revision had been updated with the City of Dallas' Comprehensive Plan. These remarks were made after Pastor Johnson spoke and just before adjournment.
- The minutes were approved as amended by Walker's four corrections.

March Action Plan Report - Vikki Martin

As FRI mobilizes the expansion ("new") area, we will need additional BOD members from the new area. FRI is seeking two Safe Haven sites in the new area. Martin has contacted Rodney Williams of Connors School and he cannot serve. Martin recommended that if an entity cannot serve on the BOD, they should not receive money from FRI. Maria Tafur said that we should really include Connors and Truitt Schools in programs. We need schools on board, they must be the hubs of the community. It was felt that the BOD member from a school could be other than the principal, as long as they are communicating with the principal. We need someone who can represent the school, understands the school's big picture. There was a discussion on the need for principal involvement. Lisa Gardner discussed her involvement at Sanger School. Sanger was reluctant to team up with FRI, now likes being represented on BOD. Schools should show what they will bring in communications with the community. Connor School has not provided that. Mary Brown was mentioned as a potential Connor representative, but it was felt that a representative needs to be someone more related to the school, more direct. Besides, Brown is overextended.

Fund Development Strategy Report - Bill Coleman

Team has had their second meeting. There have been some additional people interested in participating: Dan Delgado, who is looking for a Dallas Stars tie-in; Gera McGuire, who worked on the Volunteer Appreciation Event, has joined the team; Don Geiger of Lakeland Hills; Gene Ruckle sat in, spoke on how to best approach goal of \$70,000. The team plans to have presentation packages for names submitted at meetings as potential contributors, using those who suggested those names for introductions. FRI has \$10,000 of \$70,000, potential is good to meet/beat the goal. Their next meeting is April 18 at the YAC room next to the Weed & Seed office, is open to all.

Employment Training Report - Kerry Goodwin

- Goodwin reported on a meeting with Hal Johnson and the Dept. of Labor. They talked about an employment strategy to fit a 500-job goal. DOL offered to provide a representative to the BOD and to provide an MOU from the DOL to two CVS Drug Store employment/training programs. They have 24 pharmacies, also need pharmacy techs. Teresa Brandon, DOL, is developing a Phase I, II, and III concept, which Hal will forward when completed.
- Shelley Head with Richland College will include FRI in employment grant request. Goodwin mentioned that Richland is excited about Bus Rapid Transit on Ferguson Road.
- There was mention of an apprenticeship program through Stronghold's day care.
- DOL has looked at the type of skilled labor needed in FRI community, looking at newsletter for patrons and employment training needs/opportunities. DOL is looking at making pharmacy techs an apprentice position.

- Tafer spoke about education needs in the community to fit those jobs, doesn't want to lose students to other schools. Gaston's lack of school crossing lights was given as an example of Gaston not being inviting. Goodwin mentioned participation of Bryan Adams kids in Paint Out event, felt middle schools were the problem areas.

Miscellaneous Reports

- Walker spoke on Goodwin's help with McDonalds. She spoke to coffee drinker clubs, is wooing manager for money. Manager will come to May FRI *Weed and Seed* Steering Committee meeting, will provide door prizes for FRI events.
- Martin reported that Leo Chaney had asked her to thank the individual board members who contributed a total of \$950 to his campaign. Walker reported that there were a lot of Felder signs in the Lakeland Hills area.
- Tafur thanked FRI for Kite Day, with over 300 attending. She said Roger Perry was impressed. Goodwin said the Lions' Club, who provided hot dogs, was happy with event.
- Coleman said he would be out of town for the May 2 meeting, asked about moving meeting to the 9th. The 9th was already set for the Steering Committee meeting. Jerry Clancy agreed to chair the meeting.

The meeting adjourned at 7:25.

Important Dates to Remember - Mark Your Calendar

April 9, 9am-?	2005 Scam Jam (Fraud Prevention)	Dallas Convention Center 650 So. Griffin St.
April 11, 7pm	2 Points Steering Committee	White Rock Church of Christ
April 13-18	Lou Grant on vacation	
April 18,	Fund Development Team meeting	White Rock Church of Christ YAC Room (by W&S office)
May 2, 6pm	FRI Board Meeting	Lone Star Credit Union
May 7, 10 am-2pm	Crime Prevention Fair	Northeast Station 9915 E. NW Hwy.
May 9, 7pm	FRI Steering Committee	White Rock Church of Christ Fellowship Hall
May 22, 10am-6pm	Art in the Park	Casa Linda Park
May 22, 11am-5pm	Home Garden Tour	Casa Linda Park
	Little Forest Hills, Casa Linda Estates	
May 24, 7pm	Quarterly Crime Watch Committee	Northeast Station 9915 E. NW Hwy.