

**FAIR PARK FIRST  
MINUTES OF MEETING OF  
THE BOARD OF DIRECTORS**

March 19, 2019

A meeting of the Board of Directors (the "Board") of Fair Park First, a Texas non-profit corporation (the "Corporation"), was held at Heritage Hall of Honor, Briscoe Carpenter, Livestock Center, Fair Park National Historic Landmark, 1403 Washington St. Dallas, TX 75210 on March 19, 2019, at 6:14 p.m.

Directors Present: Norman Alston  
Darren L. James  
Veletta Forsythe Lill  
Ovidia E. Amaya  
Rev. Donald Parrish  
Emily Ledet

Directors Absent: Arcilia Acosta  
Margo R. Keyes  
John Proctor  
Mercedes Fulbright

Guests: Sonya Woods, Fair Park Board Liaison  
Peter Sullivan, Spectra

Legal Counsel: Robert McCormick, Winstead PC  
Sean Brown, Winstead PC

Mr. Norman Alston acted as the secretary of the meeting. Mr. Darren James served as the chair of the meeting.

1. Call to Order.

Mr. Darren L. James officially called the meeting to order. Six of the Board members were in attendance at the meeting; therefore, a quorum was not present. As a result of the lack of a quorum, the meeting proceeded as an informational meeting. No official business was conducted.

2. Report from the President.

Darren L. James, as President of the Corporation, provided a general update on the operations of Fair Park. A summary of Mr. James's report is attached hereto as Exhibit A.

3. Report from the Secretary.

Norman Alston, as Secretary of the Corporation, reminded the Board to watch the training videos online regarding the Texas Open Meetings Act and Public Information Act (Open Record Act).

4. Report from Spectra

Peter Sullivan provided a general update on past and future events to be held at Fair Park. Additionally, he provided an update on the planning for the Community Park and the preparation of Fair Park Master Plan. A summary of Mr. Sullivan's report is attached hereto as Exhibit B.

5. Report of Executive Director Development Committee.

Ms. Ledet, chair of the Executive Director Development Committee, shared with the Board that the job description for the Executive Director position with the Corporation is almost complete.

6. Report of Facilities/Historic Preservation Committee.

Mr. Alston, Chairperson of the Facilities Committee, provided a written update demonstrating the role of the committee and its current members, which is attached hereto as Exhibit C.

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Respectfully submitted,

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By:

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Norman Alston, Secretary

## EXHIBIT A

### PRESIDENT'S REPORT

1. Masterplan & Community Park Update
  - a. Biederman Redevelopment Ventures (BRV) was in Dallas with their entire team a couple of weeks ago to kick-off master planning and community event programming. They had a series of meeting with various park entities, Spectra and FPF. They have also go through a solicitation process for a Community Engagement Consultant to work with them on behalf of community input on new events, community park and master plan refresh.
  - b. Peter Sullivan will provide a more detailed report of activities in his report.
2. Evaluation of Future Tenants
  - a. As we are in the third month of managing the park we have been excited to have received numerous inquiries from new organizations or existing organizations seeking to occupy and utilize some of the un-occupied buildings on the Fair Park Campus. Bringing the board up-to-speed on the process for selection and determination of which organization will potentially get invited to occupy a specific building will take a Three-Part Effort between BRV, Spectra and Fair Park First (FPF). BRV will review for use, activity and alignment with masterplan update, Spectra will review for operational/financial impact and the Board will vote on best regional/City of Dallas fit with analysis from the other two parties. A formal recommendation will be presented to FPF Board for approval. Spectra and BRV intend to solicit proposals from Commercial Property Management firms for real estate transactions services. BRV will need time to determine use patterns and progress further along in their update to the masterplan before they will be prepared to make determination of potential new tenants.
3. Monthly Meetings with City Parks & Recreation Staff
  - a. We continue to meet with the City Staff on a monthly basis for contract alignment.
4. Meetings with State Fair of Texas (SFoT)
  - a. Peter and I met with the State Fair of Texas to begin discussions on capital needs associated with the Excess Revenue provide to the City of Dallas. Spectra and SFoT continue to meet on needs and strategy.
5. Meeting with S.M. Wright Foundation
  - a. Met with S.M. Wright at Foundation offices to finalize date and any other outstanding items related to the Foundation's Christmas in the Park event held in December.
6. Panel Participation
  - a. The Real Estate Council (TREC) Associate Leadership Class invited me, Bobby Abtahi and Gina Norris to serve as panelist for a discussion on the Future of Fair Park.

- b. Veletta Forsythe Lill served as a panelist for a discussion on the future of Fair Park and the area hosted by Perkin + Will.
- 7. Fair Park Contact numbers
  - a. The contact number for Fair Park are:
    - i. 214.670.8400 Main Line (will be answered by a live person)
    - ii. 214.670.8483 Diana Caswell (General Manager Peter Sullivan's, Assistant for calls for Peter or Scott Norton the Asst. General Manager)

## **EXHIBIT B**

### **SPECTRA REPORT**

For the month of March Fair Park hosted approximately 73 events/activities, equating to 116 event days across all facilities on the campus.

Event highlights include: Mayors Tar Council w/ President George W. Bush at the Music Hall; Murder Mystery Theater Dinners at the Old Mill Inn; Multiple gardening workshops, weekend weddings and receptions, and 2 Easter Egg Hunts at Texas Discover Gardens; weekend night theater shows at the Magnolia Lounge; Workshops and Panels on Dallas, From Hyde Park to Fair Park, the Roosevelt Family Retrospective, at Hall of State; and multiple panel & seminars on significant historical events at the African American Museum

On the commercial side, Fair Park hosted, an International Friendly Soccer match featuring Pachuca vs. Pumas; the Carden Family Circus for 6 performances; Aquashella (a reef/fish and coral event) at Grand Place, as well as just hosted the very successful Irish Festival. We also continue working with the NHL on the Winter Classic, scheduled for Jan 1, 2020.

#### Finance:

We received advance deposit event monies from the City, as well as the quarterly rent monies from the State Fair; and recently received some feedback from the City on our reserve and transition investment policies, which we will review in order to finalize these policies.

#### Operational:

Discussed various operational matters including, facility audits, parking agreement with the State Fair, update on bond related projects, state fair excess revenue projects (scoreboard/POS), capital projects draft

#### Marketing/Sales:

Discussed various marketing matters including, Fair Park First and Fair Park website development; NHL policies and procedures for the Winter Classic; finalized various event contracts; Texas Vietnam Veterans Memorial coordination with Music Hall event

#### Staffing/HR:

We are currently at 34 FTE's, recent hires include Dir. of Commercial Partnerships, 3 Event Managers, and 1 Operations Support staff; still looking to fill various positions in the Operations Dept.

#### Community Programming/Master Plan:

BRV recently presented a draft of community programs, some of which could be implemented in the summer of 2019—concepts included Fair Park Field Days, an outdoor roller rink, pop up

park programming, movie screenings and a night market concept. BRV also presented a concept for a potential Winter Market, and ice skating rink, targeting late fall.

In regard to the Master Plan, BRV has solicited proposals for a community engagement consultant to work on a plan with them to update the Fair Park Master Plan, and is in the final stages of the selection process. The next consultant BRV will engage is a landscape architectural firm, and they are currently evaluating criteria for this scope.

In regard to fundraising efforts, BRV has begun discussing strategies with people who have raised significant dollars for projects in Dallas over the last 5-10 years, and have had some positive discussions to date

**EXHIBIT C**

**FACILITIES/HISTORIC PRESERVATION REPORT**

[Attached]



# Facilities and Historic Preservation Advisory Committee Report to the Board of Directors

March 19, 2019

## **Membership**

I will update the current membership after our first committee meeting.

## **Meeting Schedule**

Currently working to set the first meeting of the Advisory Committee.

## **Current and Recent Activities**

1. Over the past month I have been mostly active in meeting with a variety of cultural and educational organizations that have approached us about locating at Fair Park. I am highly encouraged by the interest that has been shown and believe all candidates who have expressed interest bring legitimate and exciting activities to Fair Park. We will not be recommending any commitments to any such requests at this time, however, as we are waiting for BRV's planning efforts to progress to the point where they can assist us in determining both the appropriateness of the individual uses to the overall function of the Park, as well as the optimal locations for those uses.
2. I have been working closely with the Parks Department and their design teams to stay abreast of the progress of the bond-funded activities at Fair Park. The current status as I understand it is:
  - a. Fair Park Music Hall: This project is well underway and consists substantially of installation of a new elevator and large areas of carpeting. They are on a very aggressive schedule to have the publicly visible work completed in time for Hamilton's opening on 4/2.
  - b. Hall of State: This \$10 million project finishing design and will have some difficult decisions to make regarding what to include in their work scope as they go into construction documentation. At this time, it is anticipated that about \$20 million more in needed work will be identified but not addressed in the current bond funding. Their efforts are focused on the exterior and addressing water infiltration.
  - c. Fair Park Coliseum: The design kick-off meeting was held on 2/28/2019 with the project anticipated to go out to bid in mid-September, 2019. The project includes substantial abatement of hazardous material and upgrades to mechanical systems. The City has increased the budget from the \$6.3 million in the Bond package to \$8.3 million.

- d. Work is underway on the Children's Aquarium and the Vietnam Memorial.
3. Actively seeking a digitized campus plan (in CAD or GIS formats) to be used as a background for documenting conditions and for record keeping and for planning purposes. I have not yet found these.
4. Actively seeking digital or hardline drawings of existing facilities in order to have building backgrounds for our use, especially for sharing with potential tenants.
  - a. I am now in possession of digital (Autocad) floor plans of the Science Place/Dallas Museum of Art building.
  - b. I have worked with the Perot Museum regarding the Museum of Natural History. In their archives they have paper copies of both the original construction drawings of 1935 and the latest major renovation from 1991. I am making arrangements to borrow these documents for scanning before they are relocated off-campus at the end of the month to a new storage building.
  - c. I have found copies of the original construction drawings for the Hall of State and have requested copies. I expect for them to be available at any time.
  - d. The design team for the Fair Park Coliseum says they have original drawings for that building as well as a BIM model from a 2014 study, all of which they will be sharing with me. They have also agreed to provide updated drawings, including a Revit model, by the completion of their project.
5. Documents regarding the facilities at Fair Park have been found to be not well cataloged and widely scattered, including with the Parks and Recreation Department, the City of Dallas Archives, the Dallas and Texas History Section of the Dallas Public Library, the Dallas Historical Society, resident institutions, a variety of past consultants and contractors and others. I ask that we plan for a paid position for someone to research these archives and obtain the documentation we will need for proper Park planning, marketing and restoration. It is too much for the current volunteer effort.
6. I have a contact name with the Office of Cultural Affairs and shall over the next month better define the condition and issues concerning the public art.
7. I am identifying and cataloging small repair/restoration needs that can be undertaken with limited funds but which could have a disproportionately large impact on improving the appearance and perception of Fair Park.

#### **Anticipated Activities and Issues - Ongoing:**

Immediate: Establish a practice and communicate it to Board management and public relations consultants that Fair Park be commonly referred to as **Fair Park National Historic Landmark** in all promotional materials, logos, press releases and communications. The goal of this practice is to assert the prestige of the National

Historic Landmark designation and to assist in the establishment of Fair Park as an important entity in and of itself, separate from the many activities that will take place there.

Immediate: Develop written guides and presentations targeted at Fair Park First board members, Spectra staff, In the City for Good, and Biederman Redevelopment Ventures to explain the important elements of the historic park, outline appropriate ways to address them and establish procedures for internal initiation, review and approval of improvements that impact the historic integrity of the National Historic Landmark. These are intended to establish a base line of understanding of what it means to operate in a National Historic Landmark and the boundaries that exist.

Near term: Specifically identify site issues and features that are anticipated to have the greatest impact on the proposed new community park and the upcoming master plan update. Make sure Biederman Redevelopment Ventures is familiar with these issue and look to the thorough coordination of his efforts with the needs of the National Historic Landmark facility.

Near term: Review City of Dallas Landmark Preservation Criteria and endeavor to anticipate any revisions to the Criteria that may be identified as desirable.

Additional activities will be added to this list as they are identified.

End of Report

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Norman Alston, FAIA