

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

April 16, 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 April 16 , 2019, at 6:16 p.m.

Directors Present: Norman Alston  
Darren L. James  
Veletta Forsythe Lill  
Margo R. Keyes  
Emily Ledet  
John Proctor  
Mercedes Fulbright  
Jason Brown  
Sonja McGill

Directors Absent: Arcilia Acosta  
Reverend Donald Parrish  
Ovidia E. Amaya

Guests: Robert Stewart, 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 L. James served as the chair of the meeting.

1. Call to Order.

Mr. James officially called the meeting to order. Eight of the Board members were in attendance at the meeting, and, with there being a quorum present, the meeting proceeded.

2. Approval of Minutes and Ratification of Past Board Action.

The first order of business before the meeting was the approval of the minutes from the meeting held on April 8, 2019 and the ratification of the actions taken by the Board at such meeting. There being no discussion or questions, a motion was made and duly seconded, and the minutes and the actions taken by the Board were approved and ratified.

3. 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.

4. 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).

5. 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.

6. Report of Executive Director Development Committee.

Ms. Ledet, chair of the Executive Director Development Committee, shared with the Board they will begin scheduling interviews for the end of April.

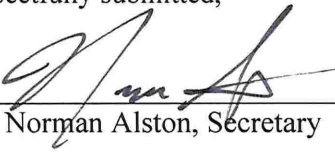
7. Report of Facilities/Historic Preservation Committee.

Mr. Alston, Chairperson of the Facilities Committee, provided a written update on its meeting schedule, current activities, and current issues, which is attached hereto as Exhibit C.

There being no other business to consider, upon a motion duly made and seconded, the meet was adjourned at 6:51 p.m.

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Respectfully submitted,

By:   
Norman Alston, Secretary

**EXHIBIT A**  
**PRESIDENT'S REPORT**

[Attached]



## Fair Park First Board President Comments from April 16, 2019 Board Meeting:

- **Welcome to new Board Members**
  - Sonja McGill
  - Jason Brown
    - I asked both to make a brief introduction to rest of Board
- **Upcoming Park Board Briefing**
  - Our first Quarterly Park Board Briefing is coming up on April 18 in the afternoon
  - I have shared a copy of the PowerPoint Slide Deck that will be presented to each of you
  - I would like as many of you to attend in support as possible
- **Fair Park First Website**
  - Spectra on behalf of FPF released a RFQ for 3 local web design/media companies to provide the new Fair Park First Website. One was selected and has created a new website for us which is up and running
  - [www.FairParkFirst.org](http://www.FairParkFirst.org)
  - The Fair Park First microsite is operational
  - The website will illustrate Fair Park First's purpose
  - This site highlights FPF's/Spectra's milestones
  - The media company working on the site will meet with small group in next few weeks to continue working on the more robust site
- **Fair Park Campus-wide Website**
  - Spectra is working on a larger commercial website which has more event marketing and sales capabilities hosting the calendar and access to ticket sales.
  - This site is scheduled to go public later this Calendar 2019 Q4 or 2020 Q1.
  - Fair Park First's website will focus on mission and our governance and board while the Spectra Fair Park website will showcase and highlight daily and major event activities.
- **Community Engagement**
  - Related to Master Plan and Neighborhood Park activities
  - BRV has solicited three bids made an evaluation and decision.
  - K Strategies has been selected to serve and the Community Engagement group working with BRV on both activities.
  - Fair Park First will facilitate an onboarding meeting between K Strategies and In The City For Good outlining roles and expectations of each organization
- **Summer Internship Program**
  - We have worked with the principals of Lincoln and Madison High Schools as well as their education coordinators
  - The program will be 8 weeks long beginning June 10
  - There will be 10 students from each these two schools this year
  - The students will gain professional working knowledge of event planning and marketing
  - Training and College preparedness
  - There will be field trips to other venues throughout Metroplex
  - Daily Lunch and Shirts provided
  - Students will receive a scholarship of successful completion of program

**EXHIBIT B**  
**SPECTRA REPORT**

**Events:**

For the month of April, Fair Park hosted approximately 48 events/activities, equating to 132 event days, across all facilities on the campus.

Event highlights included: Hamilton at Music Hall, numerous seminars at the African American Museum; multiple weddings and seminars at the Texas Discovery Gardens; Murder Mystery Theater at the Old Mill Inn; multiple seminars, receptions, proms and exhibits at the Hall of State, and the Park and Recreation Employee Awards at the Centennial building.

On the commercial side, Fair Park hosted a Beer fest, Aquashella (a reef, fish and coral show), Oddities and Curiosities, Earth X, and the Dallas Cup, an International youth soccer tournament, in the Cotton Bowl, and throughout the Metroplex.

**Finance:**

We continue working with the City of Dallas to identify Fair Park utility meters to ensure correct billing of expenses at the complex and to finalize the reserve and transition policies.

**Staffing/HR:**

We have hired two more individuals since the last board meeting. We currently have 36 full-time employees. We are still looking to fill a number of technical positions.

**Operations:**

Spectra provided a general update on various operational matters including, the capital plan, Bond Projects, Texas Vietnam Memorial Project, Cotton Bowl scoreboard renovation, and new Point-of-Sale (POS) system.

**Marketing/Sales:**

Spectra discussed various marketing and sales matters including, creating an in-house advertising agency, hiring a digital media coordinator, internship program, Fair Park First website development, conducting a SWOT analysis of Fair Park, and conducting a rental rate analysis.

**Community Programming/Master Plan:**

Biederman Redevelopment Ventures (BRV) recently rolled out a number of community programming ideas including Fair Park Field Days. Fair Park Field Days will occur over 8 event days in June and July on the Fair Park campus. BRV will also be presenting two Fair Park Fiestas, one each in June and July, which would include a themed night market, outdoor bar with F&B opportunities and live music. Additionally, Popup Programming will be pursued during a number of events in the coming months.

In regard to the Master Plan, K-Strategies has been selected to work with BRV/Spectra on the update, along with providing feedback from the community/neighborhood/city on community programming, neighborhood park and activities.

**EXHIBIT C**  
**FACILITIES/HISTORIC PRESERVATION REPORT**

[Attached]





Fair Park National Historic Landmark  
Tower Building  
3809 Grand Avenue  
Dallas, Texas 75238

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

April 10, 2019

### **Membership**

Several of the organizations we have asked for nominations to our committee have responded now and we expect to finalize the committee membership soon.

### **Meeting Schedule**

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

### **Current and Recent Activities**

1. We continue to meet with a variety of cultural and educational organizations that have approached us about locating at Fair Park. The interest has been most gratifying but we continue to ask for patience from these institutions as we await BRV's efforts to develop an initial design proposal against which the fit and locations for these institutions can be evaluated.
2. I continue to monitor the progress of active projects in the park:
  - a. Fair Park Music Hall
  - b. Hall of State
  - c. Fair Park Coliseum
  - d. 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. My thanks to the Perot Museum regarding the Museum of Natural History building. They loaned me a full set of the original construction drawings for Museum (Blueprints from 1935), full construction drawings from the last major renovation of the Museum of Natural History building (blueprints from 1991) and construction drawings for the near-by building addition currently occupied by WRR (Blueprints from 1958). These drawings were all scanned into our digital archives as pdf's and will certainly be valuable for future reference.
5. I have a meeting scheduled with Lynn Rushton of the Office of Cultural Affairs to review the care, maintenance and restoration needs of the public art at Fair Park. This meeting is tentative for Wednesday, April 17, 2019.

6. With the Capital Plan submission scheduled for the end of May, I have begun to schedule meetings with Spectra staff to review building condition audits and to compare thoughts on facility needs.

**Anticipated Activities and Issues - Ongoing:**

I continue to push to Fair Park management and public relations staff 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.

The Alamo is on a redevelopment arc that is strikingly similar in many ways to that of Fair Park. They have completed a master interpretive plan that proposes some very significant and controversial changes to the park plan, use and historical interpretation. They also have a very, very diverse pool of local and state-wide stakeholders who are pushing, in some cases, opposing approaches to the redevelopment. Their development of the master plan is approximately 2 years ahead of our own and we are watching very closely how this master plan is presented, how it is received and how (or if) they are able to resolve the swelling conflicts.

End of Report

A handwritten signature in black ink, appearing to read "Norm Alston", with a long horizontal flourish extending to the right.

Norman Alston, FAIA