

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

September 17, 2019

A meeting of the Board of Directors (the "Board") of Fair Park First, a Texas non-profit corporation (the "Corporation"), was held at South Dallas Cultural Center, 3400 S. Fitzhugh Avenue, Dallas, TX 75210 on September 17, 2019, at 6:15 p.m.

Directors Present: Norman Alston
Darren L. James
Jason Brown (entered at 7:05 p.m.)
Veletta Forsythe Lill
Margo R. Keyes (entered at 6:25 p.m.)
Sonja McGill
Mercedes Fulbright
Arcilia Acosta
Ovidia E. Amaya
John Proctor

Directors Absent: Emily Ledet
Reverend Donald Parrish

Guests: Peter Sullivan, Spectra
Eric Clein, Spectra
Julian Bowman, Senior Director of Marketing of the Corporation
Alyssa Arnold, Biederman Redevelopment Venture
Robb P. Stewart, Fair Park Board Liaison
Brian Luallen, Executive Director of the Corporation

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

Mr. Norman Alston, Secretary of the Corporation, acted as the secretary of the meeting.
Mr. Darren L. James, President of the Corporation, 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.

The first order of business before the meeting was the approval of the minutes from the meeting held on August 20, 2019. There being no discussion or questions, a motion was made and duly seconded, and the minutes were approved as presented.

3. Report from the President.

Mr. James, as President of the Corporation, provided a general update on the operations of the Corporation.

4. Report from the Secretary.

Mr. Alston, as Secretary of the Corporation, informed the Board that the Board meeting to be held in October will be held at South Dallas Cultural Center. The address of South Dallas Cultural Center is 3400 S. Fitzhugh Avenue Dallas, TX 75210.

5. Report from Executive Director.

Mr. Luallen, Executive Director of the Corporation, provided a general update on his activities. A summary of Mr. Luallen's report is attached hereto as Exhibit A.

6. Report from Spectra

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

Julian Bowman provided an update on the Corporation's (i) logos, (ii) email signatures, (iii) letterhead, and (iv) website. A summary of Mr. Bowman's branding update is attached hereto as Exhibit C.

7. Report from Biederman Redevelopment Ventures

Alyssa Arnold, a representative of Biederman Redevelopment Ventures, provided a general update on the planning for the Community Park, the preparation of the Fair Park Master Plan, and programming in Fair Park. The presentation that Ms. Arnold gave is attached hereto as Exhibit D.

8. Report from In the City for Good

Mr. Terry Kittleson, President and CEO of In the City for Good, provided a plan whereby In the City For Good and certain representatives of the Corporation will travel to various communities in Dallas to obtain feedback regarding Fair Park. The presentation that Mr. Kittleson gave is attached hereto as Exhibit E.

9. Report from Board Development Committee.

Ms. Forsythe Lill, Chairperson of Board Development Committee, provided a general update on the Board Development Committee's current activities.

10. Report from Donor Relations/Fundraising Committee.

Ms. Keyes, Chairperson of the Donor Relations/Fundraising Committee, provided a summary of the Donor Relations/Fundraising Committee's activities, which highlighted that Ms. Keyes and Ann Barbier Mueller committed to co-hosting a Fair Park Ladies Legends reception in Fall 2019 or early Spring 2020. The purpose of this reception is to engage women who were with involved with, and have knowledge of the history of, Fair Park and relevant community leaders.

11. Report from Facilities/Historic Preservation Committee.

Mr. Alston, Chairperson of the Facilities/Historic Preservation Committee, provided a written update on its current activities which is attached hereto as Exhibit F.

12. Staggered Board Terms.

The next order of business was to discuss the placement of each Board member in one of the three slates. Mr. James provided a copy of proposed slate of the Board members. Discussions ensued among the Board members.

When there were no further discussions or questions, Mr. James entertained a motion to approve the proposed slate of the Board members (the "Board Slate"). Upon a motion duly made and seconded, the following resolutions were adopted by all of the Board members present at the meeting:

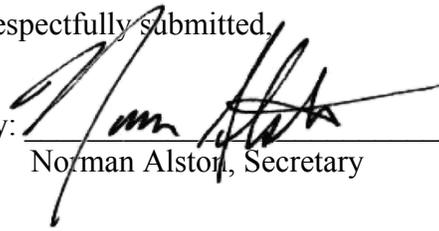
RESOLVED, that the Board Slate, as attached hereto as Exhibit G , with such changes as are hereinafter authorized, is hereby approved, confirmed, ratified, and adopted in all respects.

There being no other business to consider, upon a motion duly made and seconded, the meeting was adjourned at 7:26 p.m.

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Respectfully submitted,

By:

A handwritten signature in black ink, appearing to read "Norman Alston", written over a horizontal line.

Norman Alston, Secretary

EXHIBIT A
EXECUTIVE DIRECTOR'S REPORT

[Attached]

EXECUTIVE DIRECTOR REPORT

**REGULAR MEETING OF
THE BOARD OF DIRECTORS OF**

FAIR PARK FIRST

Tuesday, September 17, 2019 (6:00 P.M.)

South Dallas Cultural Center
3400 S Fitzhugh Ave
Dallas, TX 75210

1. ED Onboarding
 - A. Onboarding meetings continue. The initial focus for meetings was resident institutions and our partners with BRV and In The City For Good, but this has already expanded to include other community organizations with potential alignment to our mission, and potential sources for support in the city.
2. RFI For Unoccupied Buildings
 - A. We have received several inquiries from a variety of new nonprofits, educational institutions, agriculture and technology firms, in addition to museums and visitor attractions.
 - B. We have received updates from parties who had already expressed interest including the Texas Music Experience Ag-Tech Incubator, Art Institutions
 - (i) Walkthroughs have been scheduled for the next two weeks for several respondents, per the RFI.
3. Real Estate Consultations
 - A. Published RFQ for Real estate firms and developers capable of conducting evaluations and appraisals of market rates for unoccupied buildings on campus.
 - B. Seeking above scope plus potential consultation on lease terms.
4. Donor Strategy
 - A. The Case for Fair Park in 4th round of revisions. Will elicit board feedback on fundraising strategy pending completion of this round of edits.
 - B. Initial donor meetings slated for November, dates and details in development.
 - C. Junior League of Dallas Centennial fundraising proposal submitted prior to deadline, and in review

D. New Hire in Donor Development and Institutional Giving pending approval and posting. Slated for 3rd Quarter, with starting date on or after January 1.

5. Meetings

A. Board Meetings

(i) One-on-one onboarding meetings continue. Focus in scheduling has been on a healthy balance of Board Members, Park Board Liaisons, City Stakeholders, Resident Institutions, and local foundations.

B. Resident Institutions

(i) Meetings with State Fair's community programming team (Dr. Froswa' Booker-Drew), slated to discuss potential programming alignment

(ii) Meetings Slated with President of Dallas Summer Musicals, focusing on Collaborative Fundraising

(iii) Discussions continue with Friends of Fair Park, focused on Collaborative Fundraising

C. Partners

(i) BRV

1. Focus remains the case document for fundraising. I am working closely with Doug Overman for completion of the document in October. We anticipate soliciting board feedback in early October.

(ii) In The City For Good

1. I have begun attending community coalition meetings and engaging with the ITCFG team.

D. Community Representatives

(i) Several community groups requested meetings as a result of the Community Conversation event, which are being scheduled.

1. In keeping with above mention requests and the ITCFG community mapping project, I have begun attending neighborhood association meetings with our partner organizations, to increase public engagement and feedback on master plan development, and more holistic communication. We anticipate participating in up to 22 such meetings by end of November to ensure that community stakeholders are involved in redevelopment of the masterplan and associated meetings and exercises.

2. I am scheduled to attend National Night Out gatherings for two local neighborhoods.

E. City Stakeholders

- (i) Park Board – My formal introduction to the Park Board has been scheduled to align with our next Quarterly update in September.
- (ii) OCA – Veletta and I met with Jennifer Scripps, and I have a follow up meeting scheduled with the South Dallas Cultural Center. Thin our area, Fair Park First would play a role. e focus is on development of a potential Texas Cultural District

F. The Texas Travel Industry Association has expressed interest in Fair Park joining, as part of our effort to market the property as a year-round tourism and recreation destination.

- (i) Julian and I will be attending the TTIA Summit conference next month; We are scheduled to attend workshops focused on destination and tourism marketing, as well as TTIA membership.

G. Items for Attention from the Board:

- (i) Email Signatures consistent with FPF branding standards to be sent to board members this seek
- (ii) Biographies for Board Members are requested for use on our new website, launching soon. Information should be 160 words or less, to be rewritten for consistency by K Strategies.
- (iii) The Board has received State Fair Honored Guest Invitations for multiple events, and is encouraged to attend. The State Fair Opening Ceremony is scheduled for 9/27 at 7pm. The State Fair Board Picnic is slated for 10/3 at 6pm. In addition, FPF Board Members have been extended VIP access to the Stemmons Lounge at the Briscoe Carpenter. The access is available with credential throughout the fair, and included light bites and a cash bar.

EXHIBIT B
SPECTRA'S REPORT

Events:

For the month of July, Fair Park hosted approximately 73 events/activities, equating to 108 event days, across all facilities on the campus.

Event highlights included: Hello Dolly at Music Hall (15 perf's), numerous seminars at the African American Museum, multiple weddings and seminars at the Texas Discovery Gardens, as well as multiple receptions and other social events at the Hall of State and other facilities

On the commercial side, Fair Park hosted Fair Park Fourth, Fair Park Field Days (4), Fair Park Fiesta, an international soccer match, a US sanctioned youth boxing tournament through the Dallas Park and Recreation Dept, Sports Con, and a professional boxing match at the Bandshell

For the month of August, Fair Park hosted approximately (49 events/activities, equating to 93 event days, across all facilities on the campus.

Event highlights included: Fiddler on the Roof (15 perf's) at Music Hall, the Mayors Back to School Fair while other campus institutions remain busy with approximately 38 meetings and social events. Additionally the State Fair is off to a great start with approximately 13 events leading up to their September start.

On the commercial side, Blondes vs Brunette's, a powder puff football game was held at the Cotton Bowl as a fundraiser for Alzheimer's Disease and associated medical facilities. Additionally Dos Equis Pavillion hosted a number 7 concerts.

Finance:

We continue to work with the City to formalize a benchmark for revenue's and expenses, Fair Park First submitted it FYE 2020 budget to the Park and Recreation Department, we met with the City's Comptrollers office to discuss our first quarter financials, as well as continue to work with the City on the transfer of utility bills directly to Fair Park First.

Staffing/HR:

3 new hires were effected since the last board meeting, currently sitting at 39 FT employee's, while still looking to fill a number of technical positions.

Operations:

Discussed various operational matters including, capital plan, Bond related projects, State Fair make ready projects, highlights included updates on scoreboard, POS, and F&B enhancements.

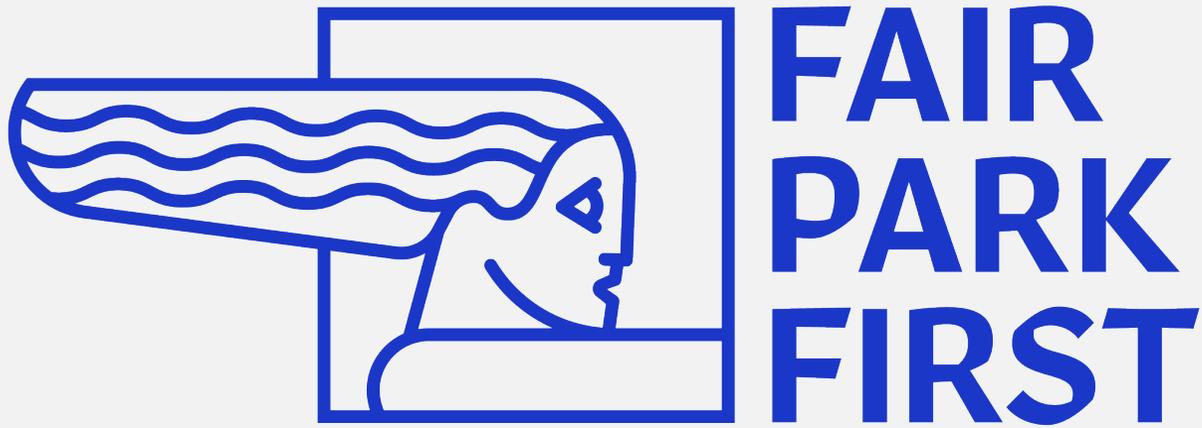
Marketing/Sales:

Discussed various marketing/sales matters including the internship program, the creation of the Fair Park First logo, websites updates, and the finalization of various sales contracts.

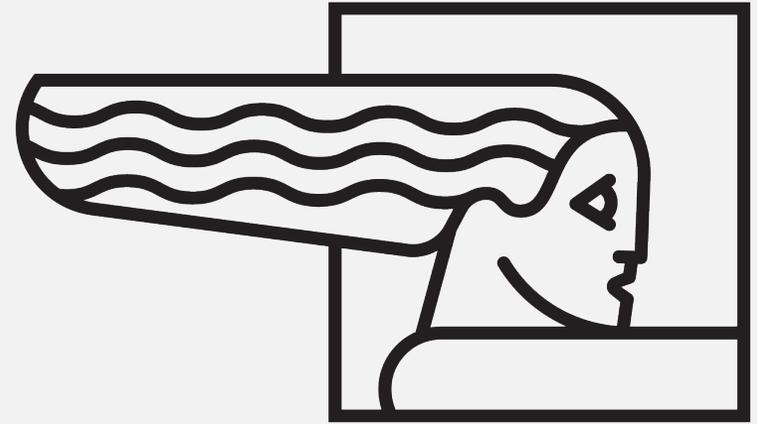
EXHIBIT C
BRANDING UPDATE

[Attached]

BRANDING - LOGO

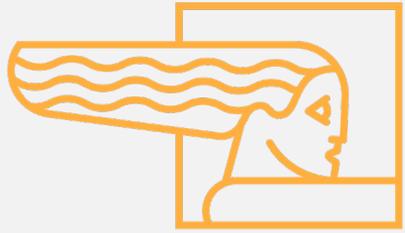


Logo Bug Type



Logo Bug

BRANDING - LOGO



FAIR PARK FIRST

Logo Horizontal Type

FAIR PARK FIRST

Logo Type

BRANDING - LOGO



BLUE

CMYK: 92, 70, 0, 0
RGB: 27, 55, 200
PMS: REFLEX BLUE U



YELLOW

CMYK: 0, 19, 100, 95
RGB: 255, 175, 64
PMS: 116 U



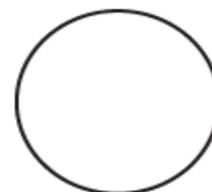
CHARCOAL

CMYK: 50, 45, 45, 85
RGB: 35, 31, 32
PMS: BLACK 3 U



BLACK

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

EMAIL SIGNATURE

Best Regards,

Brian Luallen

Executive Director

Fair Park First

Main: (469) 805-5788 • Fax: (214) 670-8907

[3809 Grand Ave, Dallas, TX 75210](https://www.fairparkfirst.org/3809-Grand-Ave-Dallas-TX-75210)

Brian.luallen@Fairparkfirst.org • [Fairparkfirst.org](https://www.fairparkfirst.org)



LETTERHEAD



FAIR PARK FIRST

Fair Park, A National Historic Landmark



Caring for the future of Fair Park & its community.

Join us on our mission to reestablish Fair Park as a place of activity, opportunity, and pride for all of Dallas and beyond.



[Who We Are →](#)





Our Pillars



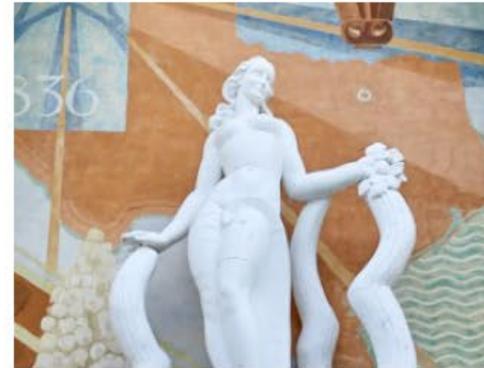
Activation

Let's restore the energy of Fair Park and bring events year-round to the Fairgrounds.



Community

We're committed to building community – working closely with and giving back to our South Dallas neighbors.



Culture

Cultural institutions have always called Fair Park home, and we help them flourish.



History

We uphold the integrity of the Fair Park and update as needed to make it a premier destination.

EXHIBIT D

BIEDERMAN REDEVELOPMENT VENTURES'S REPORT

Master Plan:

The Master Plan team from Perkins + Will and BRV in town September 25 - 27 to conduct two external workshops and additional internal meetings. September 25th is the neighborhood park discovery workshop and September 26th is the user group open house.

Discovery Workshop | Wednesday, September 25 at the Martin Luther King Jr. Community Center beginning at 6pm

Target Audience: Residents whose communities neighbor Fair Park

Overview: This intimate event will use interactive exercises to help our team understand and prioritize the desires for the neighborhood park's programming and amenities.

Informational Open House | Thursday, September 26 at the Tower Building Conference Room beginning at 10am

Target Audience: Fair Park user groups including campus tenants

Overview: This open house style event will allow current stakeholders the opportunity to hear from Perkins + Will, and share their feedback of existing on-site conditions as they relate to, and are independent from, the 2003 master plan.

Park Programming: Programming for Winter 2019 and Spring/Summer 2020 is in the final stages and will be announced at the following board meeting.

EXHIBIT E
IN THE CITY FOR GOOD REPORT

[Attached]



IN THE CITY FOR GOOD

Fair Park First Board Meeting

City of Dallas, TX

September 17, 2019

Fair Park First Board Meeting

AGENDA

- Fair Park Community State Fair Day
- Fair Park Community Meetings & Involvement Strategy



September 17, 2019

Fair Park First Board Meeting



FAIR PARK COMMUNITY FAIR DAY

Let's just say the State Fair of Texas and In The City For Good make a pretty great team.

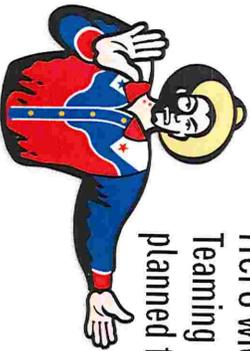
September 17, 2019

Fair Park First Board Meeting

SOUTH DALLAS FAIR DAY



ITCFG will bring over 200 kids and their families to the State Fair of Texas on October 11th, 2019. Teaming up with the State Fair, we will provide the best experience for these kids. Below is what is planned for this special day.



ITCFG WILL PROVIDE:

- Charter buses from designated pick up spots in different South Dallas neighborhoods
- Fletcher's Corny Dogs with desert along with other snacks
- Volunteers to assist on coordination for "day of" logistics

STATE FAIR WILL PROVIDE:

- FREE admission for both children & parents
- FREE rides along the famous State Fair Midway
- Tailored map and schedule of educational and interactive events during the day
- Private entrance (State Fair has created a private entrance only for these kids)



SOUTH DALLAS FAIR DAY

Each neighborhood will receive these custom flyers. The neighborhood representative can pass these out.

FREE
Day at the State Fair with
In The City For Good and
your neighbors!

In The City For Good & Mercedes Pulbright invite
you to
**PARK ROW
FAIR DAY**
OCTOBER 11th, 2019

WHAT EXACTLY IS FREE?
- FREE State Fair Admission for
Children and Parents
- FREE Lunch and Snacks
- FREE Transportation to and from the Fair
- FREE Rides
- FREE Events

more information on back

IN THE CITY
FOR GOOD

front

**RESERVE
YOUR SPOT**

In The City For Good and the State Fair of Texas
have teamed up to bring children and their parents
in the Fair Park Community to the fair on Friday,
October 11th. This day is also Elementary Fair Day
- Dallas schools will be closed and students will
be off.

If you would like to reserve a spot, please contact
Changa Masamakali at changaroc@gmail.com or
(214) 404-3824

* contact will change based on neighborhood

IN THE CITY
FOR GOOD

back

COMMUNITY MEETINGS & INVOLVEMENT

How do you get the community to come to your public meetings? Simple – you go to them instead.

September 17, 2019

Fair Park First Board Meeting

COMMUNITY MEETINGS



With community input from neighborhood leaders, ITCFG has created a Fair Park Neighborhood Map. This map outlines each neighborhood in the Fair Park area. With this identification, we are able to go to these neighborhood meetings and share our future plans with the people it will impact the most.

We have already been to 5 different neighborhood meetings, and we plan to visit the rest of the 17 neighborhoods by October.

September 17, 2019

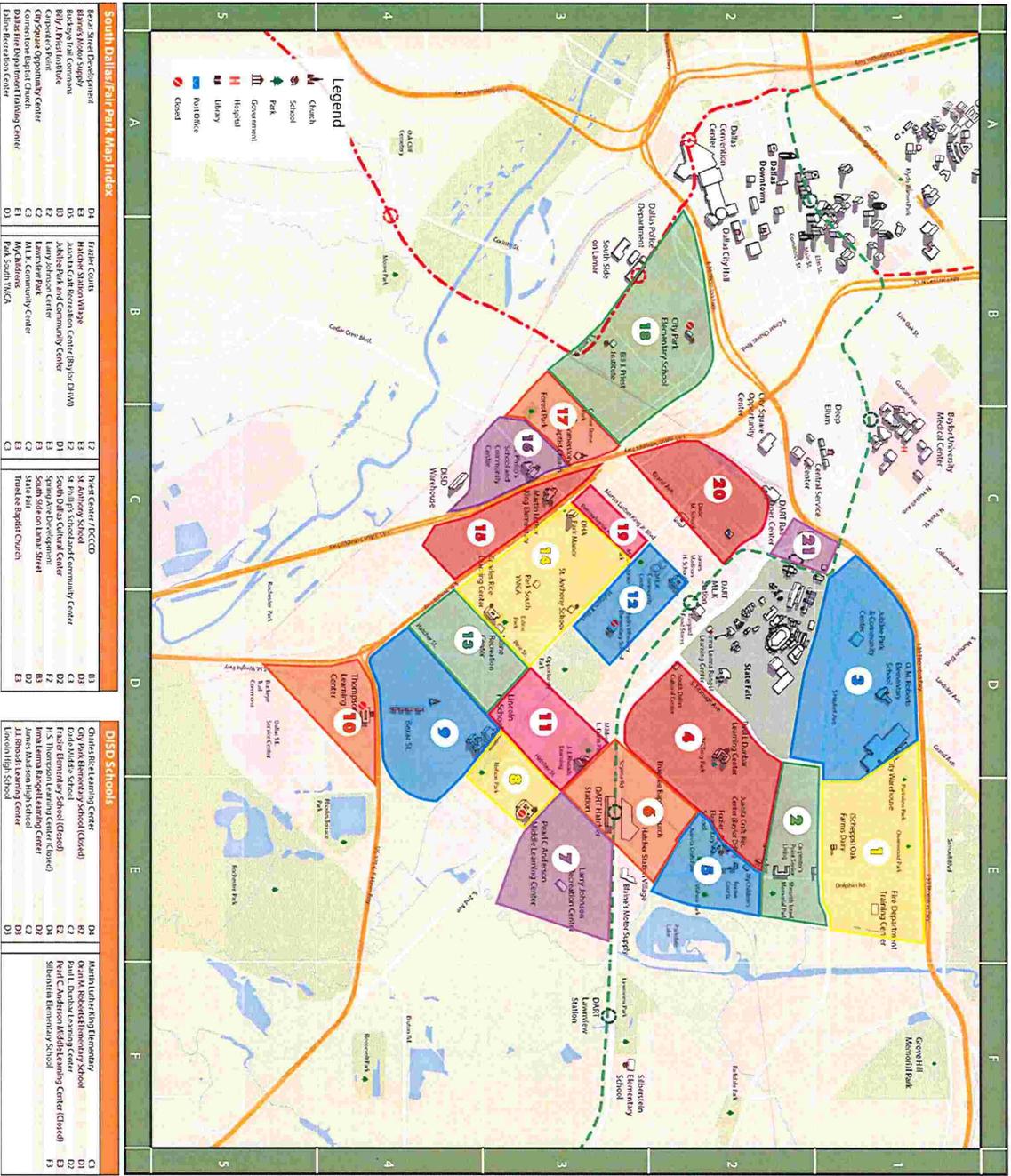
Fair Park First Board Meeting



- NEIGHBORHOODS REPRESENTATIVE**
- 1 Overwood
 - 2 Dolphin Heights
 - 3 Jubilee Park
 - 4 Mill City
 - 5 Fraser
 - 6 Barwood
 - 7 Dixonville
 - 8 Rose Garden
 - 9 Ideal
 - 10 Barton
 - 11 RUIFCO
 - 12 Vinodary Place
 - 13 Clarke Rice / Edina
 - 14 Esther Condon
 - 15 Queen City
 - 16 Colonial Hill
 - 17 Old Queen City?
 - 18 Forest Heights
 - 19 Edgemoor
 - 19 Cadens
 - 19 Park Row / S Boulevard
 - 20 City Square
 - 21 Expo Park



We are working with community leaders to develop key representation for each of these neighborhoods



South Dallas/Fair Park Map Index	
1	Overwood
2	Dolphin Heights
3	Jubilee Park
4	Mill City
5	Fraser
6	Barwood
7	Dixonville
8	Rose Garden
9	Ideal
10	Barton
11	RUIFCO
12	Vinodary Place
13	Clarke Rice / Edina
14	Esther Condon
15	Queen City
16	Colonial Hill
17	Old Queen City?
18	Forest Heights
19	Edgemoor
19	Cadens
19	Park Row / S Boulevard
20	City Square
21	Expo Park

EXHIBIT F
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 September 17, 2019

Current and Recent Activities

1. Almost all efforts spent on Master Plan Update.
2. I continue to monitor the progress of active projects in the park:
 - a. Fair Park Music Hall
 - b. Hall of State- Construction bids received and prices much better than expected. We anticipate all scope under the contract to be included.
 - c. Fair Park Coliseum – Construction documents completed 9/11/2019. Bidding to start
 - d. The Children's Aquarium
 - e. Vietnam Memorial.

End of Report

A handwritten signature in black ink, appearing to read 'Norman Alston', is written over a light gray, textured rectangular background.

Norman Alston, FAIA

EXHIBIT G
BOARD SLATE

[Attached]

FAIR PARK FIRST
BOARD SLATES

Fair Park First’s agreement with the City of Dallas requires the Board of Directors of Fair Park First (the “Board”) to have (a) the greater of 1 member or 10% of the membership of the Board be from the historic preservation community and (b) the greater of 2 members or 10% of the membership of the Board be a resident of the immediate neighborhoods surrounding Fair Park.

Members of the Board should have backgrounds in at least one the following areas: (i) historic preservation, (ii) neighborhood resident, (iii) fundraising, (iv) architect/construction/engineer, (v) art/culture, (vi) community representative, or (vii) legal/banking/real estate.

Below is a proposed slate of directors, which should be used for discussion purposes only.

Slate A (Initial Term – Oct. 2019 – Oct. 2022)

<u>Name</u>	<u>Background</u>
Darren James	Architect/Engineer/Construction
Mercedes Fulbright	Neighborhood Resident
Veletta Forsythe Lill	Arts/Culture
Emily Ledet	Banking/Finance
[OPEN]	[Fundraising]

Slate B (Initial Term – Oct. 2019 – Oct. 2021)

<u>Name</u>	<u>Background</u>
Jason Brown	Real Estate
Sonja McGill	Legal
Ovidia Amaya	Neighborhood Resident
Margo Keyes	Arts/Culture
[OPEN]	[Fundraising]

Slate C (Initial Term – Oct. 2019 – Oct. 2020)

<u>Name</u>	<u>Background</u>
Arcilia Acosta	Architect/Engineer/Construction
John Proctor	Community Representative
Reverend Parrish	Community Representative
Norm Alston	Historic Preservation
[OPEN]	[Fundraising]