

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

October 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 South Dallas Cultural Center, 3400 S. Fitzhugh Avenue, Dallas, TX 75210 on October 16, 2019, at 6:18 p.m.

Directors Present: Norman Alston
Darren L. James
Jason Brown
Margo R. Keyes
Ovidia E. Amaya
John Proctor
Emily Ledet
Reverend Donald Parrish

Directors Absent: Sonja McGill
Mercedes Fulbright
Arcilia Acosta
Veletta Forsythe Lill

Guests: Peter Sullivan, Spectra
Eric Klein, Spectra
Doug Overman, Biederman Redevelopment Ventures
Robb P. Stewart, Fair Park Board Liaison
Brian Luallen, Executive Director of the Corporation

Legal Counsel: Robert McCormick, 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 September 17, 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 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.

5. 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.

Ms. Dee Hirsch provided a detailed update on the procurement process with respect to how the Corporation hires its employees and hires its contractors and subcontractors by explaining that all projects that are formally sent to bid are sent to the City of Dallas's BID office for distribution. The Corporation also sends those out through our local contacts such as K-Strategies, local chambers of commerce, and contractor's associations.

6. Report from Biederman Redevelopment Ventures

Doug Overman, a representative of Biederman Redevelopment Ventures, provided a general update on the preparation of the Fair Park Master Plan and a strategic summary regarding fundraising. A summary of Mr. Overman's report is attached hereto as Exhibit C.

7. Report from In the City for Good

Mr. Terry Kittleson, President and CEO of In the City for Good, updated the Board on its partnership with the State Fair of Texas that allowed kids from surrounding neighborhoods attend the State Fair. A summary of Mr. Kittleson's report is attached hereto as Exhibit D.

8. Report from K Strategies

Ms. Katrina Keyes and Ms. Brittani Hite, each a representative of K Strategies, updated the Board on its marketing strategy for the Corporation. The presentation that Ms. Keyes and Ms. Hite presented to the Board is attached hereto as Exhibit E.

9. 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, including Ms. Keyes proposal to create several committees that will assist the Corporation in its fundraising efforts.

10. 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.

11. Finance Report.

Mr. Eric Clein provided a written update on the finances of the Corporation. A summary of his report is attached hereto as Exhibit G.

12. Code of Conduct Policy

The next order of business was to discuss the implementation of a code of conduct policy applicable to all employees, officers, board members, and committee members of the Corporation. Mr. James provided a copy of proposed code of conduct policy. Discussions ensued among the Board members.

When there were no further discussions or questions, Mr. James entertained a motion to approve the proposed code of conduct policy (the "Code of Conduct Policy"). 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 Code of Conduct Policy, as attached hereto as Exhibit H, with such changes as are hereinafter authorized, is hereby approved, confirmed, ratified, and adopted in all respects.

13. DAR Renewal

The next order of business was to discuss the extension of that certain Land Lease Agreement (the "Lease Agreement") dated October 28, 2009 between the Jane Douglas Chapter, National Society Daughters of the American Revolution, a nonprofit organization ("DAR") and City of Dallas, a Texas municipal corporation (the "City"). Mr. James explained to the Board that DAR wished to exercise its right to extend the term of the Lease Agreement for an additional 5 years pursuant to a notice to extend agreement. Discussions ensued among the Board members.

When there were no further discussions or questions, Mr. James entertained a motion to approve the form of the Notice to Extend Term of Land Lease Agreement (the "Notice to Extend Agreement"). 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 Notice to Extend Agreement 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 7:37 p.m.

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Respectfully submitted,

By: _____
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 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. The Initial response period for the RFI closed at 5pm 10/15/2019.
 - (i) Dallas Maritime Museum, Dallas Mexican American Historical League, and updates from respondents including the Texas Music Experience and Rick Brettell's proposed art museum.
 - (ii) Walkthroughs have concluded pending due diligence review on presentations. Walkthroughs included SPARK, Rick Brettel's Art Museum, Earth X, and others.
3. Opportunities
 - A. Real Estate RFQ closed after a two-week extension on 10/11/2019. Respondents being vetted
 - B. RFQ For Independent Auditing firm, in draft targeting publishing through K Strategies and City BID Office by the 25th of Oct.
4. Donor Strategy
 - A. The Case for Fair Park In 5th round of revisions, targeting completion and design of fundraising collateral by next meeting.
 - B. Donor Meetings, dates and details continue to be refined. This are quiet asks, focused on capacity building resources, prior to the formal campaign launch concurrent with the close of the Master Plan Revision.

- C. Junior League package submitted prior to deadline, awaiting update.
 - D. New Hire, Development pushed to a tentative start date on or about January 1, 2020
 - E. Emily and I met with Hoblitzelle Foundation, positive meeting, and have Meadows scheduled for Nov 12
5. Meetings
- A. Board Meetings
 - (i) One-on-one onboarding meetings have been set with several Board Members, including Park Board Liaisons.
 - B. Resident Institutions
 - (i) We have been connected to a variety of potential partnerships through the State Fair of Texas, via Dr Froswa Booker-Drew.
 - (ii) Dallas Summer Musicals has agreed to host ongoing meetings regarding strategic planning among resident institutions and collaborative fundraising
 - (iii) Friends of Fair Park continue to express interest in collaborative fundraising opportunities
 - C. Partners
 - (i) BRV
 - 1. Case Document revisions continue with Doug Overman. We envision one final draft due by EOM November though the nature of our philanthropic narrative will continue to evolve over time.
 - (ii) In The City For Good
 - 1. Community Meetings continue, most recently with Bertrand, with presentations focused on listening to community members and updating them on master plan progress while engaging them with activities from master planning charettes on park programming and placement of the public park.
 - D. Community Representatives
 - (i) Several community groups requested meetings as a result of the Community Conversation event, which are being scheduled.

- E. City Stakeholders
 - (i) Park Board – My formal introduction to the Park Board was last month, and I have reached out requesting meetings with the new slate of Park Board Members. Amanda Schulz, New President and others.
 - (ii) Councilman Bazaldua invited us to participate in several community meetings. I accompanied him and his team through National Night Out gatherings in nine neighborhoods.
- 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) Attending Summit next month with Julian, marketing, membership
- G. To the Board:
 - (i) Encourage you to visit and provide feedback on our all new Fairpark.org website
 - 1. Includes opportunities within fair park
 - (a) RFP, RFQ, RFI documents
 - (b) Board minutes
 - 2. Includes important board information
 - (a) Board Minutes
 - (b) Calendar of Board events

EXHIBIT B
SPECTRA'S REPORT

Events:

For the month of October our primary focus was on the State Fair, which runs through Sunday Oct 20th.

On the commercial side, the State Fair has hosted or will host 3 football games, Sept 28, Grambling vs Prairie View A&M; we debuted the POS system at this event and it worked well, with a significant increase in F&B sales registered; Oct 12th Texas vs OU, it had a sold out crowd, and we received a good deal of positive feedback from our partners, the City, and patrons on our new scoreboards and ribbon boards, this also being the first time beer was sold throughout the Cotton Bowl for this event; the third and final game will be Texas Southern vs Southern, we anticipate a crowd between 10k and 15k.

Overall we think the Fair has done well with big crowds throughout the weekdays and on weekends.

Dos Equis continues to have a number of concerts, with 3 shows coming up including: Freakers Ball w/Marilyn Manson (Oct 25th), Zac Brown (Oct 26th), and Snoop Dog & Master P (Nov 9th).

Finance:

We continue to work with BRV on a revised programming budget for the upcoming FY; we received the reserve and transition funding from the City, as well as our annual appropriation; we continue to work with the City on getting the utility bills switched over to the Fair Park First name.

Staffing/HR:

We have hired 6 new employee's since our last Board meeting, bringing our total to 45.

Operations:

We discussed various operational matters including ongoing items—scoreboard installation, POS system, electrical upgrades; Bond related projects including Hall of State, Coliseum, Aquarium Annex, and Science Place One; as well as State Fair Net Revenue projects including the Texas Vietnam Veterans Memorial and the Auto and Embarcadero roof systems

Discussed various marketing/sales matters including contract signings, community programming, master plan meetings, the Fair Park website launch, the creation of new/separate handles for the Cotton Bowl on Instagram, Facebook, and Twitter; as well as other initiatives

EXHIBIT C

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 D
IN THE CITY FOR GOOD REPORT

[Attached]

Communities invitation to State Fair Friday 10/11

ITCFG partnered with the State Fair of Texas to charter 250 kids and their parents from Fair Park neighborhoods to the State Fair. Together we provided tickets to the park, rides on Texas Skyway and Top O' Texas Tower, corney dogs, popsicles and transportation to and from the park. Although most live a close proximity to the fair, many had never actually been making this a sweet experience for all of us. Neighborhoods included were Jubilee Park, Frazier, Bertrand, Queen City and Park Row.

Benefits to the kids and their parents

1. Increased familiarity with Fair Park
2. Learned that they are welcome at the park
3. Met people outside their own community
4. Strengthened their own community ties.

Long term benefits to Fair Park

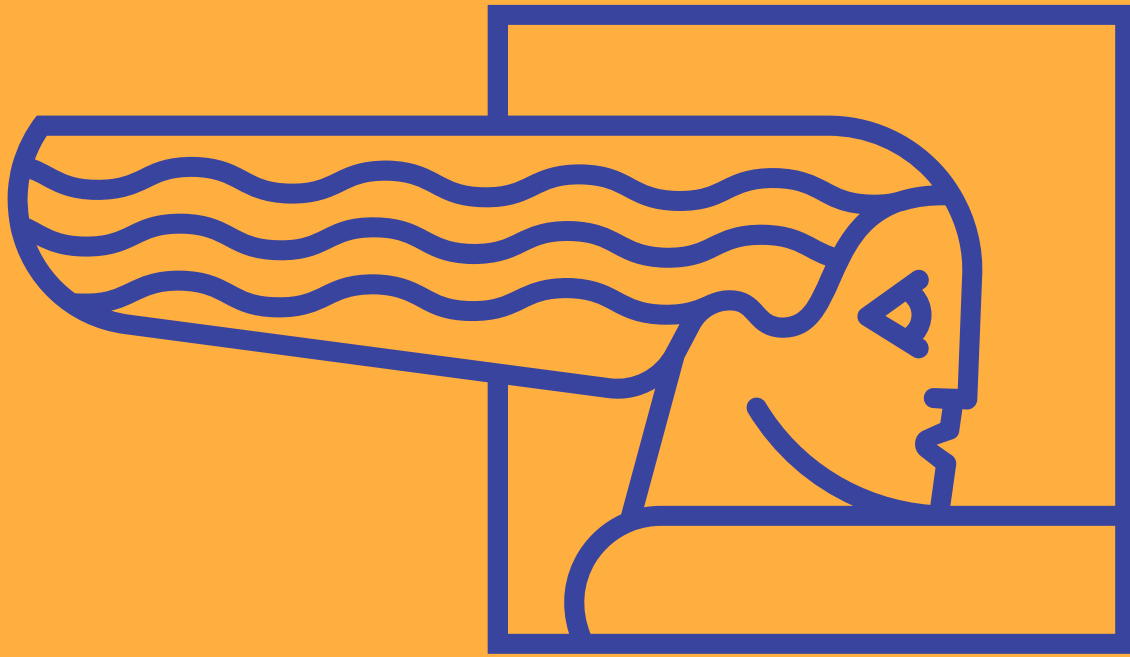
1. Increase overall daily use of the park from the community
2. Strengthen demand of the park from outside of the community
3. Increase demand of empty buildings

Future plans to continue community involvement

1. Identify events planned throughout the year at Fair Park suitable to include the community.
2. *Invite other organizations to join in the effort.*
3. Double down at the State Fair next year.

EXHIBIT E
K SRATEGIES REPORT

[Attached]



**FAIR
PARK
FIRST**



**PUBLIC ENGAGEMENT FOR
FAIR PARK MASTER PLAN UPDATE
AND NEIGHBORHOOD PARK**

October 16, 2019



FAIR PARK FIRST

AGENDA

Provide an overview of community and public engagement activities for Fair Park Master Plan Update and Neighborhood Park.

- New Executive Director
- Community Conversation Kick-Off
- Fair Park First RFI
- Survey
- Community Leaders Neighborhood Park Discovery Workshop
- Fair Park User Group Informational Open-House
- In the City for Good Presentations
- Neighborhood Park Discovery Workshop
- Upcoming Events

**COMMUNITY CONVERSATION
KICK-OFF EVENT**



**COMMUNITY LEADER
NEIGHBORHOOD PARK DISCOVERY
WORKSHOP**



**NEIGHBORHOOD PARK
DISCOVERY WORKSHOP**



July 15, 2019

FAIR PARK EXECUTIVE DIRECTOR


Fair Park First Names Brian Luallen New Executive Director and Plans to Revitalize Fair Park.

- **Promotion**
 - Press release to Park Board, City of Dallas Public Affairs and Outreach, City Council, 650+ local and national media contacts
- **Media Coverage**
 - Park Cities People
 - WBAP

FAIR PARK
FIRST

FOR IMMEDIATE RELEASE
July 15, 2019

CONTACT: Darren L. James
President of Board
darren.james@fairparkfirst.org
214.995.6293



Fair Park First Names Executive Director
Luallen takes the lead transforming historic Dallas landmark

DALLAS – Fair Park First is excited to announce Brian Luallen has been named executive director of the nonprofit devoted to restoring, revitalizing, and renewing the National Historic Landmark known as Fair Park.

“The board of Fair Park First is thrilled to welcome Brian Luallen as our executive director,” said board member Emily Ledet. “Brian brings a unique blend of experience spanning all four pillars of our work: Community, Activation, History, and Culture. His background combined with the local engagement of the board, and many partners, is a strong foundation for the future.”

Luallen joins Fair Park First from the Witte Museum in San Antonio. With more than 20 years of experience in destination tourism and experiential events, he has dedicated his career to developing and delivering impactful experiences for employees and guests. His work transforming concepts into reality has been featured in Time Magazine, The Wall Street Journal and numerous other national media outlets.

Board president Darren L. James stated, “I’m excited to continue the efforts transforming Fair Park into a daily destination for residents of the neighborhoods surrounding the Park, as well as across the metropolis. Brian’s wealth of national experience in innovative programming, activities, and donor relations will do just that as Fair Park rises in our local consciousness. We look forward to his creative energy.”

With Luallen hired, the non-profit continues their strategic plans to improve the world-class park into an entertainment and cultural campus. In collaboration with the board of directors, Luallen will focus on fundraising for improvements to help preserve the history of the facilities, attract new events and organizations, as well as increasing involvement and programming for the surrounding neighborhoods.

To assist in meeting their strategic goals, Luallen and Fair Park First will host a series of public meetings beginning next month to gather community input. More information can be found at www.fairparkfirst.org.

About Fair Park First
Fair Park First is a non-profit organization created to oversee the management and stewardship of Fair Park, a 277-acre Dallas City Park, and National Historic Landmark, home to numerous cultural institutions and the iconic Cotton Bowl Stadium. As part of its mission, Fair Park First, through its Board Members and monthly Board meetings, will serve as the Manager responsible for preserving and revitalizing Fair Park. As an organization, Fair Park First’s primary goals are to improve this world-class park, entertainment and cultural campus, and the community’s access to it.

- 30 -

August 13, 2019 COMMUNITY CONVERSATION KICK-OFF

Introduce the Fair Park management team, share the master plan's status with neighboring communities and residents across the city, and collect feedback related to campus revitalization.

Target Audience: Cross-section of the city and local neighborhoods

Attendees: 150+

Location: Women's Building at Fair Park




PROMOTION

- **Press Release**
- **Digital Invitations**
 - Dallas Mayor and City Council
 - Fair Park Tenants
 - 30+ Community Organizations
 - 500+ Media Contacts
 - 25+ Chambers and Associations
 - Attendees from Previous Fair Park Events
- **Media Coverage**
 - Fox 4 Good Day Interview
 - Fox 4 Article
 - Event Coverage with NBC 5 DFW and CBS 11

FAIR PARK COMMUNITY CONVERSATION

FAIR PARK FIRST



Your input is valuable in shaping the future of Fair Park! Join Fair Park First as they host an inaugural community conversation to update neighboring communities and residents across Dallas about the status of Fair Park's master plan. The first planned in a series, this event will allow community input to guide future activation of community, culture, and history when making Fair Park a year-round destination.

August 2019
13

PRE-REGISTER TODAY

Join the conversation on **Tuesday, August 13 from 6-8pm at the Women's (Museum) Building at Fair Park**. Share your ideas related to the campus' recreational environment, connectivity and access, as well as community programming and partnerships.

Community Conversation
August 13, 2019 | 6-8 p.m.
3809 Parry Avenue
Dallas, TX 75226

Free parking located inside Gate 3 at Parry Ave. and Washington St.

DART access from the Fair Park station.

There's still time to secure your seat!
Pre-register at <http://bit.ly/FairParkConversation>

EMAIL

to be in the know of what's happening with Fair Park First

Our mailing address is:
3809 Grand Ave, Dallas, TX 75210
info@fairparkfirst.org

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

FLIER



REENVISION FAIR PARK

Learn the possibilities and share your ideas! With your help we can refresh the Master Plan to activate the community, culture and history of Fair Park into a year round destination!

Tuesday, August 13 / 6-8 p.m.
Fair Park Women's (Museum) Building
3809 Parry Ave., Dallas, TX 75226

Free parking located just inside Gate 3 at Parry Ave. and Washington St., plus direct DART access from the Fair Park station.

Pre-register for the meeting at bit.ly/TransformFairPark

FAIR PARK FIRST

3809 Grand Ave., Dallas, TX 75210
info@fairparkfirst.org

August 16, 2019

FAIR PARK SEEKS TENANTS FOR CAMPUS REACTIVATION

Alert the public through a Request for Information (RFI) that Fair Park First is offering local organizations and institutions the opportunity to occupy the historic facilities.

- **Promotion**
 - Press Release to Dallas Mayor and City Council, current Fair Park Tenants, 500+ Media Contacts and 25+ Chambers and Associations
 - Fair Park First Website
- **Media Coverage**
 - Preston Hollow People
 - Dallas Morning News

**FAIR PARK
PROSPECTIVE FUTURE TENANTS
REQUEST FOR INFORMATION
DALLAS, TEXAS**

Fair Park First is seeking Request for Information (RFI) from organizations interested in opportunities for tenancy at Fair Park. This RFI is intended to attract business owners and institutions who share a common vision and innovative ideas for activating Fair Park.

Proposals will be considered for uses such as recreational, civic, cultural, educational, entertainment, arts, retail, food and beverage, and other park activating uses.

FAIR PARK HISTORY
Fair Park is a 277-acre park campus located in Dallas, Texas. Fair Park is approximately three (3) miles southeast of downtown Dallas and is registered as a Dallas Landmark and National Historic Landmark. Fair Park hosted the Texas Centennial Exposition in 1936 and most of the Art Deco Buildings were built in preparation for the celebration of Texas' Centennial. The State Fair began in 1888 on land donated to the City of Dallas. Over the years the Park has grown to include many cultural institutions including performance venues, museums and sports stadiums. The historic Cotton Bowl sits majestically inside Fair Park serving as one of the identifiable landmarks that populate the landscape. The Hall of State and the Tower Buildings evoke historic milestones and reflect the many cultures inhabiting Texas.

BACKGROUND
In 2017 & 2018 the City of Dallas fostered a competitive process to determine which non-profit organization, with experience and intent, would manage Fair Park as a Private Professional manager. Fair Park First was selected through a lengthy evaluation, review, and public process to become the City of Dallas' partner. Our team comprised of Spectra, Biederman Redevelopment Ventures (BRV), In The City For Good and Fair Park First was selected and awarded the contract on October 24, 2018.

The structure of team outlined in the City of Dallas' solicitation, as recommended by the Mayor's Task Force, required the Privatization to be led to be a non-profit organization. After the transition period Fair Park First began the daily management of Fair Park on January 1, 2019. Fair Park First has engaged Spectra through a sub-management agreement to serve as the daily operator. BRV and In The City For Good are providing defined services and scopes of work related to park programming, community outreach & engagement, and master planning through sub-consulting agreements.

FAIR PARK FIRST

To ensure that proposed uses align with the activation, historical preservation, and cultural goals at Fair Park, a process has been developed to evaluate the viability of proposed uses and establish an initial timeline for the Fair Park First Board consideration and approval. Outlined below is an overview of the process and the anticipated timeline for the Fair Park First Board to review and make its recommendations:

Available Facilities
The following buildings are currently unoccupied on the Fair Park campus:

Women's Building

Agreement with the City of Dallas institutions, such as the African and the State Fair of Texas, in support of Fair Park, Fair Park First

City and Culture. Monthly and weekly basis for landmark status, with the largest so being home to historically neighborhood residents in significant, social relationship. Action of period visual and tactile and far.

ampus with unique offering unlike organizations and operators that of Dallas Park Systems, shifting its operators that understand their operations to attract new

through a Public-Private include diversity and equity he lease term. We are also not be willing to welcome all w/day at Fair Park and our goal is

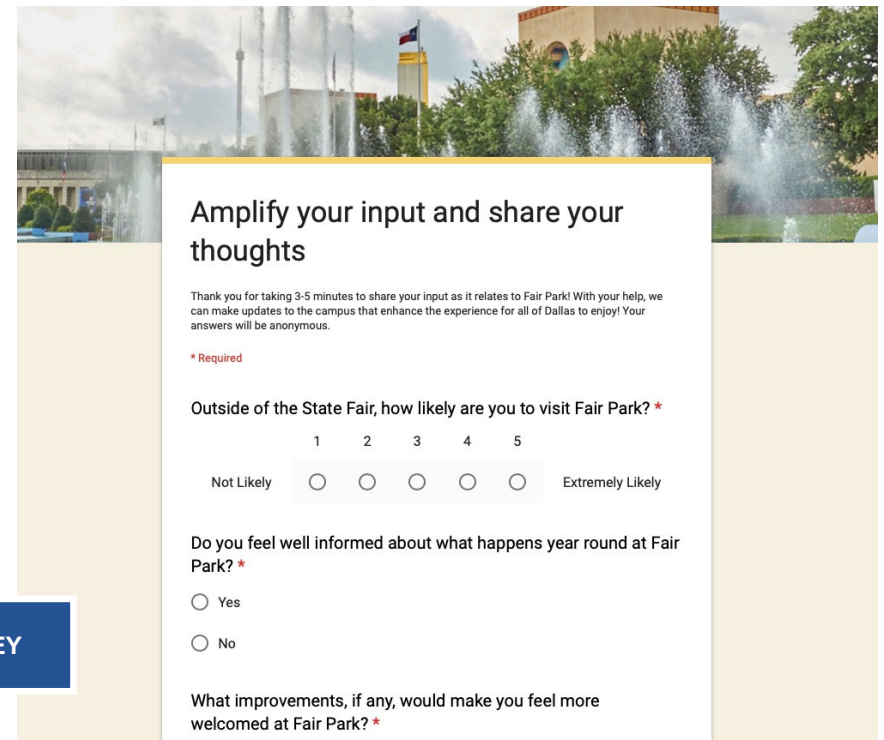
ed Biederman Redevelopment e master plan, creating activities and additional green space

September 19, 2019 SURVEY

Gather citywide feedback related to the revitalization and activation of Fair Park as a year-round, regional destination.

- 192 responses to date
- Analysis of responses begins at close of survey on October 25, 2019
- **Promotion**
 - Email Campaign
 - National Night Out Events | October 2, 2019
 - Event Invitations
 - Printed Fliers

SURVEY



Amplify your input and share your thoughts

Thank you for taking 3-5 minutes to share your input as it relates to Fair Park! With your help, we can make updates to the campus that enhance the experience for all of Dallas to enjoy! Your answers will be anonymous.

** Required*

Outside of the State Fair, how likely are you to visit Fair Park? *

1 2 3 4 5

Not Likely Extremely Likely

Do you feel well informed about what happens year round at Fair Park? *

Yes

No

What improvements, if any, would make you feel more welcomed at Fair Park? *

September 25, 2019

COMMUNITY LEADERS NEIGHBORHOOD PARK DISCOVERY WORKSHOP

Inform community leaders in adjacent neighborhoods about the neighborhood park plan through group activities that gather feedback on the neighborhood park location and program amenities.

Target Audience: Community leaders from adjacent neighborhoods

Attendees: Leaders from Bertrand, Park Row/South Blvd., Dolphin Heights and Fair Park

Location: Martin Luther King Jr. Community Center



MAKING FAIR PARK *your park*

FAIR PARK FIRST, SPECTRA, AND THE REST OF CAMPUS MANAGEMENT WANT YOUR INPUT as they work to revitalize Fair Park. The team has connected with hundreds of stakeholders to discover aspects of previous plans that are still applicable, and what new ideas should transform the future of the park.

Check out what was learned from the August 2019 Community Come as a citywide collaboration that's guiding the activation of Fair Park into a

HANDOUT

HOW CAN WE MAKE FAIR PARK MO...

22%	ACCESS AND CONNECTIVITY
13%	COMMUNITY AND CAMPUS ACTIVITIES
25%	PROGRAMMING
12%	OTHER

WHAT WOULD MAKE YOU WANT TO COME TO FAIR PARK MORE OFTEN?

- I'd come to Fair Park more if there was a healthy gardens market and restaurants that offered healthy options.
- Green space for fun, creative, active family experiences year-round!
- A coffee shop and year-round beer or wine garden that's open throughout the week would get me to Fair Park a lot more.
- I think it'd be great if all of the art deco on campus was showcased more.
- Fair Park is a great place to learn and celebrate Texas' robust history. Tours and exhibits would be a great addition.
- Space for workout circuits, yoga, meditation, or even a dog park.

I WOULD PARTICIPATE IN MORE FAIR PARK PROGRAMMING IF THERE WAS...

- FREE PROGRAM ADMISSION
- CULTURALLY DIVERSE PROGRAMMING
- EXHIBITS FOCUSED ON TEXAS' LOCAL AND REGIONAL HISTORY
- OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT
- CAMPUS OPPORTUNITIES FOR COMMUNITY PARTNERSHIPS
- FOOD AND DRINK OPTIONS
- INCREASED COMMUNICATION AND PROMOTION OF EVENTS
- HISTORY AND PRESERVATION OF CURRENT BUILDINGS

FAIR PARK FIRST

3809 Grand Ave., Dallas, TX 75216 info@fairparkfirst.org

September 26, 2019

FAIR PARK USER GROUP INFORMATIONAL OPEN-HOUSE

Receive insight from current campus users to help guide the 2020 master plan update through firsthand experiences related to the Park's current conditions.



Target Audience: Fair Park user groups, including current tenants

Attendees: Friends of Fair Park, Dallas Summer Musicals and Children's Aquarium

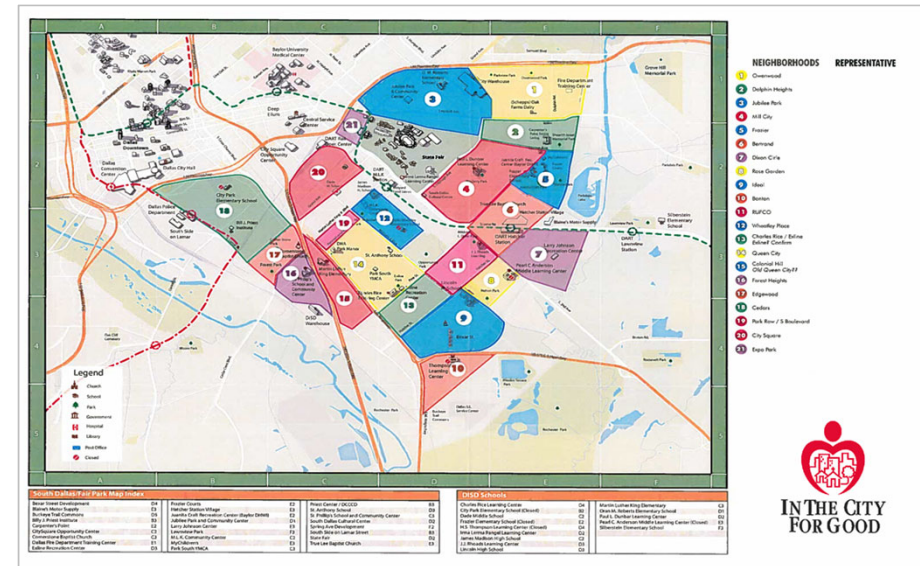
Location: Tower Building at Fair Park



IN THE CITY FOR GOOD PRESENTATIONS TO ADJACENT NEIGHBORHOODS

Engage the 22 neighborhoods adjacent to Fair Park to share information and gather feedback related to the master plan update and the neighborhood park plan.

- National Night Out Events | October 2, 2019
- Presentations at Neighborhood Meetings, including:
 - Park Row/South Boulevard
 - Bertrand
- Continuing neighborhood presentations through the end of November



October 14, 2019

NEIGHBORHOOD PARK DISCOVERY WORKSHOP

Share information and gather feedback from Fair Park/South Dallas residents as it relates to the location and program amenities for the neighborhood park.

Target Audience: Fair Park/South Dallas residents

Attendees: Residents from Bertrand, Queen City, Park Row/South Boulevard, Fair Park, Dolphin Heights, the African American Museum, District 7 Councilman Adam Bazaldua, and a Park Board member

Location: Martin Luther King Jr. Recreation Center




HANDOUT

FAIR PARK: YOUR PARK

THE TEAM

is the non-profit created to oversee the management and development of Fair Park and has partnered with three key organizations, Spectra, Biederman Redevelopment Ventures (BRV) and In the City for Good.

FAIR PARK FIRST

- Fair Park's New Fair Trade
- Commerce
- Commerce
- Community Engagement

SPECTRA

- Operations
- Marketing
- Lease
- Sales & Revenue

South Dallas Park Trust

- Community Outreach
- Outreach

IN THE CITY FOR GOOD

BBV

CURRENT PROJECTS

- Hosting community meetings for neighborhood park master plan and community programming.
- Exploring new venues for Science Place 1.
- Women's Health and History of National History.
- New scoreboard and POS system for Cotton Bowl.

JOB OPENINGS

Senior Events Manager

- Pool Mechanic
- Concessions
- Director of Sales
- Trade Helper

UPCOMING EVENTS

Date	Event
Nov - Oct 20	State Fair of Texas
October 12	Shed Show Showdown at Cotton Bowl
October 14	Neighborhood Park Discovery Workshop at MLK Recreation Center Building & Gymnasium at 6:30 pm
October 19	Southern vs. Texas Southern at Cotton Bowl
October 25	Freeters Ball 2019 at Dos Equis Pavilion
October 26	Zac Brown Band at Dos Equis Pavilion
November 3	Clash! Meet at Cotton Bowl
November 20	Neighborhood Park Community Meeting at Cotton Center Live-Work Center at 6 pm
Nov 20 - 23	Oh! Omega Christmas Market
December 14	Homecoming
January 1	MLK Winter Classic

FAIR PARK FIRST

Helen Lusk
Executive Director
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972-971-0147

SPECTRA

Julian Brown
Senior Director of Marketing
Julian.Brown@spectra.com
972-971-0147

BBV

Alissa Arnold
Program Manager
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IN THE CITY FOR GOOD

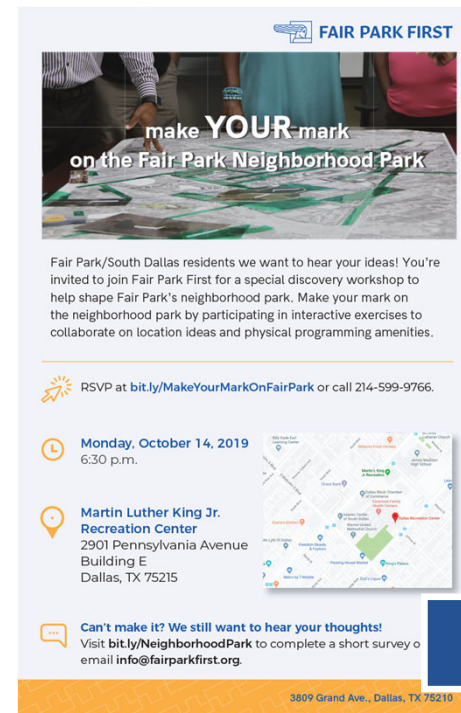
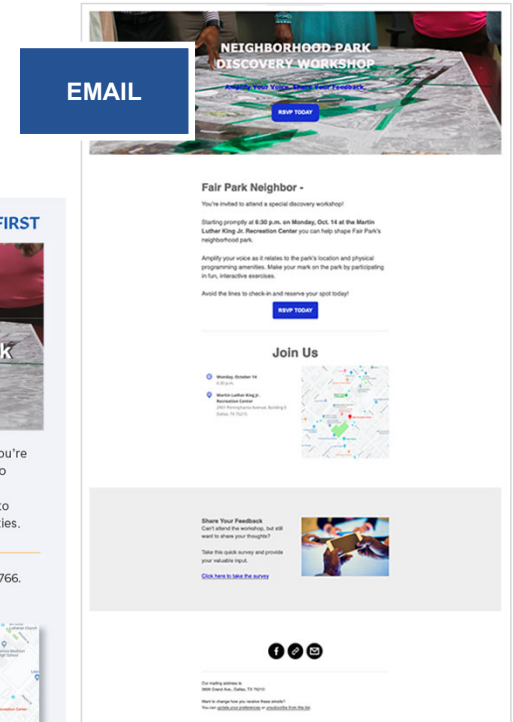
Tony Wilton
Executive Director
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972-971-0147

VISIT WWW.FAIRPARKFIRST.ORG FOR MORE INFORMATION



PROMOTION

- **Digital Invitations**
 - 130+ Fair Park Residents
 - 16 Educational Institutions
 - 13 Community Centers
 - 30 Churches
 - 20+ Miscellaneous Restaurants and Shops
 - Minority Media
 - Chambers and Associations
 - Fair Park First Board of Directors
 - Fair Park Management Team
 - City Council
 - Park & Rec Board Members
- **National Night Out Events** | October 2, 2019
- **Fair Park First Website**
- **3800+ Printed Fliers** | Distributed to Schools, Churches, Community Centers and Local Institutions
- **Social Media** | Fair Park First + Fair Park TX Facebook Event
- **90+ Phone Calls** | Schools, Churches, Community Centers and Miscellaneous Institutions
- **Neighborhood Association Meetings**



FLIER



UPCOMING EVENTS

- **On-going Presentations** | Neighborhoods Adjacent to Fair Park
- **Survey Promotion** | Ending October 25, 2019
- **Public Event to Present Concepts** | November 20, 2019 at Briscoe Carpenter Livestock Center at Fair Park
- **Master Plan Recommendations Event** | Spring 2020

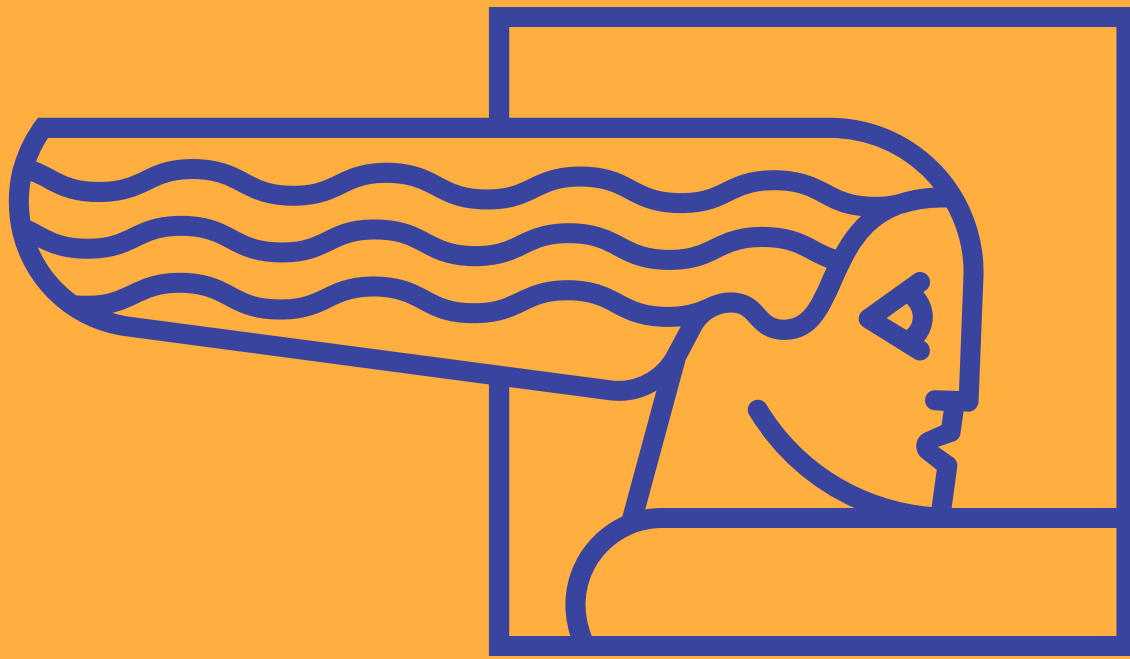


Thank
You

Presented by K Strategies

Katrina Keyes

Brittani Hite



**FAIR
PARK
FIRST**

EXHIBIT F
FACILITIES/HISTORIC PRESERVATION REPORT

[Attached]

Facilities and Historic Preservation Advisory Committee Report to the Board of Directors October 16, 2019

Current and Recent Activities

1. Almost all efforts spent on Master Plan Update, meeting with consultants and reviewing documentation.
2. Monitoring of active bond projects was very modest since those projects generally paused during the State Fair:
 - a. Fair Park Music Hall
 - b. Hall of State- Construction Contractor mobilized following the State Fair run.
 - c. Fair Park Coliseum
 - d. The Children's Aquarium
 - e. Vietnam Memorial.

End of Report

A handwritten signature in black ink, appearing to read "Norman Alston", written over a light grey rectangular background.

Norman Alston, FAIA

EXHIBIT G

FINANCE REPORT

- For the month of August, total event income was down from budget by \$7518 and down from budget for the year by \$131,573.
- Other income was down from budget by \$86,324 and down from budget 1.7M for the year.
- However, we realized some savings in our indirect expenses and were better than budget by \$140,995 for the month, and are better than budget by \$1.9M for the year.
- Overall for the year, we are \$12,000 better than budget through August.

EXHIBIT H
CODE OF CONDUCT

[Attached]



CODE OF CONDUCT

It is the intent of Fair Park First to strive for the highest ethical conduct from all of its members of the Board of Directors, committee members, officers and other staff (each, a “Covered Person” and collectively, “Covered Persons”). In an effort to achieve the highest standards of conduct, the Board of Directors has adopted this Code of Conduct that will apply to all Covered Persons. Each Covered Person is required and expected to exercise the highest ethical standards of conduct and practice fundamental honesty at all times.

STANDARDS OF BEHAVIOR AND CIVILITY

In support of Fair Park First’s standards of high ethical conduct, each Covered Person shall comply with following standards of behavior and civility:

- a. To conduct himself or herself with integrity and in a manner that merits the trust and support of the public;
- b. To uphold all applicable laws and regulations;
- c. To treat others with respect.
- d. To be a responsible steward;
- e. To take no actions that could benefit himself or herself personally at the unwarranted expense of Fair Park First;
- f. To exercise prudence and good judgement;
- g. To carefully consider the public perception of personal and professional actions and the effect such actions could have, positively or negatively, on Fair Park First;
- h. To accord the utmost respect and courtesy to others;
- i. To not discriminate against others;
- j. To not make comments or take actions that are abusive, belligerent, crude, derogatory, disparaging, impertinent, profane, rude, slanderous, or threatening; and
- k. To not make personal attacks upon the character, integrity, or motives of others.

GIFTS

It is understood that accepting and giving gifts are part of building and maintaining relationships with vendors, suppliers, contractors and donors; provided, however, no Covered Person shall solicit or accept, directly or indirectly, any gifts, gratuity, favor, entertainment, loan, or any other thing of monetary value made with the intent of improperly influencing a decision or action on any official matter, or from a person who is seeking to improperly influence contractual or other business or financing relations with Fair Park First. Gifts of money are never permissible.

No personal gifts should be offered or received where the gift could be viewed as intended to improperly influence a Covered Person in the exercise of proper business or professional judgment. Attending occasional lunch or dinner meetings hosted by others may be necessary when conducting Fair Park First business. However, Covered Persons are reminded to exercise extreme discretion in accepting invitations to dinners, lunches or other forms of entertainment offered by individuals or organizations doing or wishing to do business with Fair Park First. Covered Persons should use their best judgment to determine whether an invitation to such a meeting or event is improper and whether such invitation should be refused in order to prevent embarrassment or avoid a possible unintentional violation of this policy or applicable law.

Federal and state laws restrict the ability to give a gratuity to government employees, including politicians. These laws specifically prohibit giving a gratuity to a government employee in connection with a business transaction. Therefore, the giving of a gratuity to a government employee is never permitted.

CONFIDENTIALITY

Covered Persons may be provided confidential financial, personnel and other matters concerning Fair Park First, its donors, staff or clients from time to time. Covered Persons will not disclose such confidential information.

REPORTING

Infractions of this Code of Conduct are to be reported directly to the President or Executive Director who shall, in his or her determination, bring the infraction to the Board of Directors.