



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

March 25, 2025

A called meeting of the Board of Directors (the “Board”) of Fair Park First, a Texas nonprofit corporation (the “Corporation”), was held remotely via electronic means and live-streamed to the public at [Facebook.com/Fairparkfirst](https://www.facebook.com/Fairparkfirst) on Tuesday, March 25, 2025 at 4:06 PM.

Directors Present:

Ms. Veletta Forsythe-Lill, President and Chair of the Nonprofit
Jason Brown, Vice Chair
Robert Luxen, Secretary
Jon Wolkenstein, Treasurer
Reverend Todd Atkins
Chris Bowers
Chelby Sanders Kirk
Matt Orwig
Kimberly Shaw
Lubbock Smith
Dan Torpey
Cordelia Boone, Ex Officio
Daniel Wood, Ex Officio

Not Attending:

Zaida Basora
Margo R. Keyes
Maribel Moncada
Lincoln Stephens
Tim Dickey, Ex Officio

Staff and Guests:

Alyssa Arnold, Acting CEO, FPF
Evelyn Amaya, Director of Community Engagement, FPF
Josh Anderson, Program Manager, FPF/BRV
Heather Stevens, FPF/Rise360
Sally Pietsch, CFO, FPF/Randstad
Michael Ahearn, Senior Vice President Operations, OVG
Dee Ann Hirsch, Asst. General Manager, OVG
Clif Huebner, Director of Finance, OVG
Brad Murphy, General Manager, OVG



Scott Norton, Asst. General Manager, OVG

Ms. Veletta Forsythe-Lill served as Chair and Mr. Robert Luxen served as Secretary for the meeting.

1) Call to Order and Introductions

- a) Ms. Forsythe-Lill officially called the meeting to order at 4:06 PM.
- b) She stated that the quorum was not made, therefore, this will be an informative meeting where no decisions are made.

2) Committee Reports:

a) Audit Committee - Mr. Dan Torpey, Chair

i) FY23-24 Audit Update – Mr. Dan Torpey and Ms. Sally Pietsch

- (1) Mr. Torpey shared that the auditors have completed all field work for the audit. Final questions, answers and adjustments are being made this week and will be sent to Mark Malnory for review. He anticipates the final audit report possibly next week. Once finalized, Ms. Forsythe-Lill will submit to the City of Dallas.

b) Development Committee – Ms. Margo Ramirez-Keyes, Chair

i) Fundraising Update – Ms. Heather Stevens

- (1) This discussion was moved to Executive Session.

c) Governance Committee – Mr. Chris Bowers, Chair

i) Ticket Surcharge Briefing – Ms. Veletta Forsythe-Lill and Mr. Brad Murphy

- (1) Ms. Forsythe-Lill stated that the City of Dallas has asked the organizations at Fair Park to implement a \$2 ticket surcharge on all paid events to help cover Cotton Bowl costs and building maintenance costs at Fair Park. Live Nation and Dos Equis have already agreed to implement; smaller organizations, i.e. Children’s Aquarium and Texas Discovery Gardens, will occur in phase two.
- (2) Mr. Murphy shared OVG’s proposal to implement this surcharge.
 - (a) For event tickets purchased through the Fair Park ticketing system, the \$2 surcharge will be added to the existing facility fees per ticket. All fees (including the facility fee, this surcharge, a convenience fee and sometimes an order fee) would be combined and presented as one line item on the total cost of the ticket – not each fee broken out separately. Payments will be held in an OVG Bank of America holding account. OVG will remit the surcharges to the City of Dallas on a quarterly basis. For cash transactions, the City will receive \$2 per ticket. For credit card transactions, OVG will back out the 3% credit card transaction fee on the surcharge (totaling \$0.06) and remit \$1.94 per ticket to the City.
 - (b) For complimentary tickets, the surcharge will not apply since they have no value.
 - (c) For events not ticketed through Fair Park but through the event itself, the same \$2 surcharge per ticket will apply. Upon reconciliation of the event, OVG will include the total surcharge amount based on the number of tickets sold on the invoice to the



promoter. Upon receipt of payment from the promoter, the surcharge will be transferred into the OVG Bank of America holding account and paid out quarterly to the city.

- (d) For events requiring registration (i.e. marathon or road race), the \$2 surcharge will be added to the registration fee.
- (3) Mr. Murphy then presented their proposal to implement a tiered surcharge system versus a flat surcharge system based on the equity of the surcharge upon lower-priced tickets so as not to lose business on lower-priced events. For example, a \$2 surcharge added to a \$10 ticket is a 20% surcharge whereas a \$2 surcharge added to a \$100 ticket is 2% surcharge. Instead, they propose \$10-\$24 tickets have a \$1 surcharge; \$25-\$49 have a \$2 surcharge; and \$50+ tickets have \$3 surcharge.
- (4) Mr. Daniel Wood expressed concern about this tiered approach, suggesting it should remain a flat \$2 fee as originally discussed to maximize benefits for Fair Park.
- (5) After much discussion, Ms. Forsythe-Lill asked for an analysis to be provided, taking a previous 12-month period of ticket sales and applying the flat \$2 surcharge and the tiered surcharge system for comparison to help determine which approach is a better value to Fair Park. The board will review, discuss with Ryan O'Connor with the City of Dallas as needed, and then vote on the proposal before submitting it to the City.

ii) Mediation Recap – Ms. Veletta Forsythe-Lill, Mr. Bob Luxen, Mr. Chris Bowers and Ms. Alyssa Arnold

- (1) This discussion was moved to Executive Session.

3) Executive Session (4:40PM- 5:09 PM)

4) Officer and Executive Reports:

a) Manager Update – Ms. Alyssa Arnold, Acting CEO

i) Programming Spring and Summer Overview – Mr. Josh Anderson

- (1) This was not discussed due to Mr. Anderson's absence.

b) Operator Update – Mr. Brad Murphy, Transitional General Manager, OVG

- i) This was not discussed

5) Public Comments

- a) There were no public comments.

6) Adjournment

There being no other business to consider, upon a motion duly made by Mr. Wolkenstein and seconded by Reverend Atkins, the meeting was adjourned at 5:11 p.m.



Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Robert Luxen".

By: Robert Luxen, Secretary

Signature Page to Minutes of Board Meeting of Fair Park First – 03/25/2025