



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

April 22, 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, April 22, 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
Zaida Basora
Chris Bowers
Tim Dickey, Ex Officio
Margo R. Keyes
Chelby Sanders Kirk
Matt Orwig
Kimberly Shaw
Lubbock Smith
Dan Torpey
Lincoln Stephens
Cordelia Boone, Ex Officio
Daniel Wood, Ex Officio

Not Attending:

Maribel Moncada

Staff and Guests:

Alyssa Arnold, Chief Operating Officer, FPF
Evelyn Amaya, Director of Community Engagement, FPF
Crystal Zapien, Sr. Project Manager, FPF
Josh Anderson, Program Manager, FPF/BRV
Sally Pietsch, CFO, FPF/Randstad
Heather Stevens, FPF/Rise360
Norman Alston, Project Manager, FPF/Norman Alston Architects
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.

2) Adoption of Minutes from Board Meetings of February 25, 2025 and March 25, 2025

3) 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 he and Ms. Pietsch received the audit for final review by them and the Audit Committee. They plan to provide final feedback or approval to Malnory McNeal for completion in early May.

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

i) Fundraising Update – Ms. Heather Stevens

(1) This discussion was moved to Executive Session.

Motion made by Mr. Chris Bowers to move into Executive Session to discuss private matters of Fair Park First, seconded by Mr. Robert Luxen. Unanimously approved.

c) Finance Committee – Mr. John Wolkenstein, Chair

i) February Operator FY24-25 Finance Report – Mr. Brad Murphy and Mr. Clif Huebner

- (1) Mr. Huebner provided an overview of the February 2025 financials.
- (2) Events have been trending at budget with \$184,312 in February and year-to-date have surpassed \$1 million, almost \$300,000 ahead of budget.
- (3) Non-event revenue remains similar to January at \$653,394 which is \$20,851 behind budget, and year-to-date is behind budget by \$122,824.
- (4) Operating expenses are experiencing cost savings in salaries, some restrictions on cash flow, and some adjustments for select vendor services. February's total operating expenses are \$673,073, behind budget by \$476,215 and, for the year, they are \$5,606,703 with a savings of \$1,246,498.
- (5) Net Operating Income for February is \$164,633, ahead of budget by \$457,458. For the year, there is a profit of \$203,581 where a loss of \$1,189,368 was budgeted, so overall are ahead of budget by \$1,392,949.
- (6) Mr. Dickey asked for an explanation on the \$2.4 million loss on the Food & Beverage Cost of Sales. Mr. Huebner explained that originally Food & Beverage Gross Sales included the commission. Mid-year, it was decided by Mr. Torpey, Mr. Wolkenstein and OVG to report the commission separately in the Food & Beverage Cost of Sales line item



with the goal of seeing and understanding the revenue impact that Fair Park was having on the community. Therefore, Food & Beverage is now presented as Gross Sales and Cost of Sales, with the variance of the two reflecting the commissions.

- (7) Mr. Wood asked how Fair Park is ahead of budget when there are a multitude of outstanding payables. Mr. Huebner explained that this report reflects an accrual basis for the existing year; it does not reflect expenses from the previous year. Accounts Payable instead is reflected in the Balance Sheet under Liabilities and Equity. Mr. Wood also inquired how Accounts Payable grew to more than \$7.1 million over the past five years. Mr. Huebner stated this was a cumulative effect based on the management of OVG. Mr. Wood asked if any Accounts Payable has been paid. Mr. Huebner stated a few large vendors, i.e. OVG and City of Dallas, have not been paid whereas they work more closely with smaller vendors/mom-and-pop shops to pay more quickly. Ms. Arnold noted that her current AP report reflected payables at \$6.5 million versus the \$7.1+ million for February which indicates that Fair Park First has paid approximately \$600,000 toward the outstanding payables.
- (8) Mr. Huebner shared that regarding Utilities, they trend two to three months behind on getting the utility bills from the City of Dallas, i.e. in March they received bills from December and January.
- (9) Mr. Dickey asked Ms. Forsythe-Lill if she had a sense from her conversations with John Jenkins on the status of the \$1.8 million for the Cotton Bowl assessments that has not come through from the City yet. Ms. Forsythe-Lill responded that they will discuss in Executive Session.

d) Governance Committee – Mr. Chris Bowers, Chair

i) Ticket Surcharge Update and Possible Action – Ms. Veletta Forsythe-Lill and Mr. Brad Murphy

- (1) Ms. Forsythe-Lill stated they will not implement a tiered surcharge system as considered previously. The Park Department prefers a flat \$2 ticket surcharge on all paid events for simplicity, regardless of ticket price. However, they will track feedback and complaints and review the arrangement after one year.
- (2) The Board will send the surcharge administration recommendation to the City of Dallas. The City will produce a Memo of Understanding (MOU) for implementation. This will not be reviewed by the Park Board.
- (3) Mr. Murphy shared a comparison of the tiered surcharge approach based on ticket sales from April 2024-April 2025.



\$2 Surcharge Tiered Comparison

Ticket Face Value Range	Number of Tickets Sold April 2024 - April 2025	Surcharge	Total
\$10	109,192	\$1	\$109,192
\$25	44,658	\$1.50	\$66,987
\$40	44,894	\$2	\$89,788
\$60	155,914	\$3	\$467,742
	354,658		\$733,709
\$10	109,192	\$2	\$218,384
\$25	44,658	\$2	\$89,316
\$40	44,894	\$2	\$89,788
\$60	155,914	\$2	\$311,828
	354,658		\$709,316

- (4) Ms. Forsythe-Lill stated surcharges would be collected, itemized and remitted quarterly.
- (5) A lengthy discussion was had about the different ways the surcharge and tax are administered via the various ticketing systems and by the resident institutions.
- (6) Ms. Sanders asked about the burden of administration for the surcharge (resulting in personnel efforts and expense) and the benefit to Fair Park. Ms. Forsythe-Lill stated the burden of administration falls on Fair Park. The surcharge for the first ten years will pay off the revenue bonds for the Cotton Bowl; thereafter, it will go towards a maintenance fund for the Fair Park buildings.
- (7) Ms. Forsythe-Lill suggested including in the MOU from Fair Park to be reimbursed for the surcharge administration costs. Mr. Dickey agreed.

A motion was made by Mr. Dan Torpey to change the proposed \$2 ticket surcharge to a \$2.50 ticket surcharge with 50 cents allocated towards Fair Park First's administration costs with this amount being reviewed annually. The motion was seconded by Ms. Margo R. Keyes. Unanimously approved

- (8) Mr. Luxen and Ms. Arnold will draft and submit to the City to be included in the MOU.

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

Motion made by Mr. Chris Bowers to move into Executive Session to discuss private and confidential matters of Fair Park First, seconded by Mr. Robert Luxen. Unanimously approved.

e) Facilities Committee – Ms. Chelby Sanders and Ms. Zaida Basora, Co-Chairs

i) Community Park Sub-Committee – Mr. Jason Brown, Chair

(1) Design Contract and Possible Action – Ms. Alyssa Arnold

Motion was made to approve the design contract from Studio Outside for the Community Park, and seconded. Unanimously approved.



(2) FIFA Update – Ms. Alyssa Arnold

Motion made by Mr. Chris Bowers to move into Executive Session to discuss private and confidential matters of Fair Park First, seconded by Mr. Robert Luxen. Unanimously approved.

Officer and Executive Reports:

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

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

- (1) Mr. Anderson reported that park programming kicked off March 15 and generally runs into July. There are over 120 free programs planned/completed for 2025. New programming includes Running Club with Run It Up! Monthly programs continue with GirlTrek Walking Group, Bird Watching with Trinity River Audubon Center, Farmers Market, Movie Night in the Band Shell, and Fair Park Clean Ups. Program weekly attendance highlights include 33 for Yoga (triple of 2024 attendance), 193 for Run Club, 77 for Art in the Park and 107 for Recess Cart. Upcoming signature and partner events include Dog Bowl 2025 on 5/17, Afro Air Festival (new) on 5/17, Texas Turtle Day (4th year) on 5/24 and Palooza in the Park on 5/31.
- (2) Ms. Forsythe-Lill asked if attendee zip codes are being captured. Ms. Arnold responded that they do for larger events and some RSVPs on some smaller events. Ms. Forsythe-Lill wants to document success of their outreach to the Park Department's defined zip codes for Fair Park. Ms. Amaya stated that she is working with the team to create a QR code for the events to capture data and to ask for zip codes at the events.
- (3) Ms. Arnold shared they are working on a joint flyer for May events and a newsletter.

ii) Website Update – Ms. Alyssa Arnold

- (1) Ms. Arnold shared that the Fair Park First site update is complete and live.
- (2) The team is working with a local marketing professional to assess the Fair Park Dallas site as a whole, their social media and further build out their donor page to further improve their online assets.
- (3) The Cultural District website revise should launch in May.

iii) Community Town Hall Update – Ms. Evelyn Amaya

- (1) Ms. Amaya shared they have three Town Hall meetings scheduled: 1/ May 1, 9:00 AM at Vista Bank's community room (thanks to Mr. Lubbock Smith) 2/ May 7, 6:00 PM at Oran Roberts Elementary School on Grand Ave 3/ May 13, 6:00 PM at Fair Park's Briscoe Center. The focus is to provide the surrounding community with an update on Fair Park and the Community Park plans. She asked the Board to share this information with their contacts.

g) Operator Update – Mr. Brad Murphy, Acting General Manager, OVG

- i) Ms. Hirsch provided an update on the Cotton Bowl including that great progress is being made



and the escalators are currently being installed. They are on track for September 12 completion. A tour will be forthcoming for the Board in the near term.

- ii) Ms. Hirsch also shared that long-awaited work will be done at the Food and Fiber Building before the State Fair. A new HVAC will be installed at the Visitor Center Building soon. A fire panel repair will be facilitated at the Texas Discovery Gardens. Annual fire inspections will begin soon for the full park and will include discussions about fire lanes regarding Cotton Bowl construction. On-going projects with the City include the Pan American fire panel, elevator inspections, and TBAAL renovations began April 22nd.
- iii) The events team has been working on new processes put in place with the sales team to make the hand-off simpler and changes how clients receive their expenses for events making it more customer friendly.
- iv) Ms. Hirsch stated that Fair Park will be utilized for the FIFA Volunteer Center in the Food and Fiber Building for venue-specific volunteer training, and Fan Fest will have a more defined footprint forthcoming.
- v) The Operations Team has recently completed Department of Homeland Security surveillance training. They are meeting weekly with the State Fair for upcoming activations. Lastly, they are working with the State Fair on plans on how to activate the stadium to make guest's first interaction with the updated facility a positive one.
- vi) Mr. Norton talked about late March to early April events: Foodieland with approximately 58,000 guests; two Trinity soccer games; Breakaway Music Festival with over 20,000 attendees; DISD School of Choice; Big Texas Beer Festival; Strut Your Mutt; ASPCA event; and Dallas Cup International Soccer Tournament.
- vii) Since the last board meeting, they have negotiated nine contracts and are getting more interest because of FIFA, i.e. sponsor parties, etc. Once the Cotton Bowl has premium VIP seating, it will open up options for bookings. They are working to re-book some existing events for next year.
- viii) Upcoming events include an invitation-only event in one of only three cities, the Nintendo 2 Gaming Launch Party for three days.
- ix) Ms. Forsythe-Lill asked if there would be a food and beverage component to the FIFA volunteers who will be there from November through FanFest. Ms. Hirsch said there will be a food and beverage component and is being discussed for FanFest and other activations. OVG Hospitality will likely have opportunity to participate and generate revenue.

4) Public Comments

- a) There were no public comments.

5) Adjournment

There being no other business to consider, upon a motion duly made by Mr. Robert Luxen and seconded by Reverend Atkins, the meeting was adjourned at 6:20 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 – 04/22/2025