



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

May 27, 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*** on Tuesday, May 27, 2025 at 4:04 PM.

Directors Present:

Ms. Veletta Forsythe-Lill, President and Chair of the Nonprofit (*Attended closed Executive Session*)
Jason Brown, Vice Chair
Robert Luxen, Secretary
Jon Wolkenstein, Treasurer
Reverend Todd Atkins
Zaida Basora
Chris Bowers
Chelby Sanders Kirk
Matt Orwig
Margo R. Keyes
Kimberly Shaw
Dan Torpey

Not Attending:

Tim Dickey, Ex Officio
Lubbock Smith
Maribel Moncada
Lincoln Stephens
Cordelia Boone, Ex Officio
Daniel Wood, Ex Officio

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
Heather Stevens, FPF/Rise360
Dee Ann Hirsch, Asst. General Manager, OVG
Brad Murphy, General Manager, OVG



Mr. Jason Brown served as Chair and Mr. Robert Luxen served as Secretary for the meeting.

1) Call to Order– Mr. Jason Brown, Board Vice-Chair

a) Mr. Brown officially called the meeting to order at 4:04 PM.

2) Board Vice-Chair’s Welcome, Introductions, Presentation of Agenda – Mr. Jason Brown, Board Vice-Chair

3) Adoption of Minutes from Board Meetings of April 22, 2025

Mr. Jason Brown entertained a motion to adopt the minutes from the board meeting held on April 22, 2025. Mr. Dan Torpey made a corresponding motion, seconded by Mr. Matt Orwig. The motion passed unanimously. Minutes are approved.

4) Committee Reports:

a) Audit Committee - Mr. Dan Torpey, Chair

i) FY23-24 Audit Update – Mr. Dan Torpey

(1) Mr. Torpey shared that the year-end audit work is complete. The legal representation letter has been obtained, the management representation letter needs to be updated, and the final adjusting journal entries need to be provided to Mr. Huebner.

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

i) Campaign and Funding Update – Ms. Heather Stevens

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

c) Finance Committee – Mr. Jon Wolkenstein, Chair

i) Manager Update – Mr. Jon Wolkenstein

(1) Mr. Wolkenstein shared that given the recent changes separating Fair Park First books from OVG, bringing on a new CFO, and focusing on the ongoing audit, they do not have Fair Park First financial statements back to October 2024. All financial statements should be complete and current by the June board meeting.

(2) He also stated that OVG has been undergoing a financial system transition which has prevented OVG from producing financial statements since Feb 28. It was stated that financial records must be retained per the retention and destruction policy that the board implemented and even if changing systems, a data file of the previous system and provide to Fair Park First for compliance. Mr. Murphy responded that yes a data file would be made available from the Sage Software (the old software) for Fair Park First.

(3) Mr. Brad Murphy shared that the software vendor encountered some issues transitioning to NetSuite which delayed the process. However, the issues are being rectified, the last data is being uploaded to NetSuite, and they should have reports through the end of April by mid-June.



- (4) Mr. Luxen asked if there is complete agreement between Fair Park First and OVG on how the financials will be reported from Oct 1, 2024 onward. Mr. Wolkenstein replied yes.
- (5) Ms. Arnold inquired if the records being transferred from Sage into NetSuite will remain in Sage as a backup. Mr. Murphy explained that they will keep existing records in Sage as well.

ii) Operator Update – Mr. Brad Murphy

- (1) Mr. Murphy reported that the OVG March and April financial statements are delayed due to the financial software transition to NetSuite.
- (2) From an Operations standpoint, Mr. Murphy shared they have had some really good events recently: Tesla in April and Monster Trucks in May with over 15,000 attending.
- (3) The Fair Park Fourth event is expected to become a stand-alone profitable event this year. Currently tracking \$111,000 in sponsorships with another 2-3 sponsors in queue, they are anticipating about \$150,000 in sponsorship revenue. This should render the event profitable by about \$30,000.
- (4) The Riverfront Jazz Festival is booked for end of August.
- (5) TBAAL is moving to the Women's Museum date to be confirmed.
- (6) Dallas Pride Music Festival is confirmed for June 14th having received the deposit.
- (7) They are awaiting the Juneteenth Festival of Service to confirm for June 14th as well.
- (8) Mr. Murphy stated that OVG entered March \$60,000 ahead with hopes of sustaining the events and keeping the momentum.
- (9) Mr. Wolkenstein noted to keep in mind that for the organization when OVG says they are ahead by \$60,000 on the operational side, the Fair Park side must be covered by that amount. With monthly expenditures around \$40,000, as an entity, when consolidated, they are still negative from an operational perspective - but not nearly as much as before.
- (10) Accounts Payable is staying around \$6.5M. The top three payables are owed to Global Spectra (OVG's parent company), the City of Dallas, and Andy Frain (security company). Ms. Arnold asked if there is still a payment plan in place with Andy Frain. Mr. Murphy replied yes.

iii) Ticket Surcharge Update – Mr. Brad Murphy

- (1) Mr. Murphy stated the \$2.50 ticket surcharge was approved at the April board meeting but has not heard from Mr. Ryan O'Connor with the City of Dallas on implementation.
- (2) Ms. Arnold said the agreement was signed/executed the week of May 19th and that they can start collecting the ticket surcharge.

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

i) Proposal for Street Name Change – Mr. Jason Brown



- (1) Mr. Brown shared that the board of the African American Museum made a request to Ms. Forsythe-Lill to rename Grand Ave to Dr. Harry Robinson Jr Way to honor Dr. Robinson and rename Pennsylvania Ave to Richard Knight.
- (2) The parties involved, including the Park Board, are currently discussing and researching what this change would entail since this is part of a local and national historic landmark.
- (3) Ms. Arnold said the Executive Committee is gathering questions on next steps to navigate this effort. Ms. Forsythe-Lill has spoken with the Park Chair who is championing this effort trying to explain the complexities involved with this since it involves several of the resident institutions and it being part of an historic landmark. Affiliated costs for these changes need to be presented along with who would pay for it.

ii) Community Park Update – Ms. Zaida Basora and Ms. Alyssa Arnold

- (a) Ms. Basora shared that the updated design contract approved at the April 25th board meeting has been signed and design meetings will begin soon.
- (b) Ms. Arnold shared they are still working with FIFA on what their contribution to the Legacy Project may look like. They are trying to work with FIFA's timeline given that FIFA is trying to make a big announcement around FIFA in Dallas on 6/11/25 because it is one year out from the opening.
- (c) They are also working with FIFA to pivot to the new site for FIFA Fan Fest -- the Community Park site.

iii) Dallas Children's Museum – Ms. Chelby Sanders

- (1) Ms. Sanders shared that they have been having conversations with an organization wanting to build a Dallas Children's Museum set in the Science Place building. Patty Hussy and her organization would do all of the fundraising, anticipating upwards of \$100M, and has engaged HKS Architects. They should be submitting a proposal to Fair Park First in the near term which should trigger further discussion and negotiations. The committee is cautious but believes this to be a good opportunity to have the Science Place building enhanced since it is not in the current Fair Park plans or budgets.

e) Governance Committee – Mr. Chris Bowers, Chair

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

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

5) Officer and Executive Reports:

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

i) Maternity Plan – Ms. Alyssa Arnold

- (1) With Ms. Arnold's upcoming due date of 6/14 and maternity leave, she noted that she has created a robust plan by project/task/person to guide work while she is out, which will be shared with all.
- (2) The June board meeting will be held at nearby Vista Bank (thank you to Mr. Lubbock



Smith) in an effort to resolve the current microphone and sound issues when meetings are held in Fair Park First's facilities. Ms. Forsythe-Lill will run the meeting as Mr. Brown transitions to Board Chair.

- (3) There will not be a July board meeting.
- (4) Mr. Brown will assume the Board Chair role in August.
- (5) The Fair Park First FY 25-26 Budget will be developed in June and July and submitted to the City of Dallas in August. Ms. Pietsch is creating new template and new account codes to use to simplify the process.
- (6) Unrelated, Ms. Arnold said the Fair Park's biggest program, Palooza in the Park, is this weekend, Sat, 5/ 31, 11:00AM-4:00PM. It highlights South Dallas small business with whom Fair Park works and will include classes, vendor booths, activations. They are still seeking volunteers to work the event.

ii) Fair Park Internship Program

- (1) Ms. Arnold stated she attached a summary of Fair Park Internship Program to the agenda for them to review.

iii) Town Hall Community Engagement Series

- (1) Ms. Arnold stated she attached a summary of the town hall community engagement series created by Ms. Amaya.
- (2) Ms. Arnold continued by sharing that they hosted the Queen Cities Neighborhood Association the week of May 19th. She thanked Mr. Brown and Dallas City Homes for supporting the reception. Ms. Amaya is out in the community making connections and answering questions.
- (3) Ms. Amaya is working to create the Community Council and met a very enthusiastic young gentleman interested in participating on the Council.

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

i) Capital Projects – Ms. Dee Hirsch

- (1) Ms. Hirsch stated the Cotton Bowl is still tracking for 9/12 delivery. The first pre-cast panels were added to the facade today. Most of the west tower (formerly known as the press box) is complete in terms of structural work. It includes new club space, new seats, additional upgrades in working areas on level 7, and new carpeting, paint and wall coverings on levels 4 and 3M. Furniture is placed post-9/12 delivery – a quick turn to first game at the State Fair. This area was formerly the Press Box which has been moved to the southwest corner of the building. It is a huge space, great for corporate and private rentals.
- (2) The design work for Carona Plaza was wrapped into the Cotton Bowl build-out and is ongoing. Project construction will not commence until late 2027/early 2028 based on the donor's funding schedule.
- (3) The Visitor Center has new chiller being hooked up; slated for completion by 6/16.
- (4) Work on the Food and Fiber Pavilion is the next project, part of the 2017 bond work. The



Park Board needs to provide Architecture and Engineering (A&E) with a Final Notice to Proceed. The goal is to start the project by mid-summer so they can be ready for the interior standpoint for the State Fair and immediately following the State Fair for FIFA activation and move-in in November.

- (5) Some leaking skylights were repaired the week of May 19th in the African American Museum.
- (6) Small projects continue around campus, i.e. a recent plumbing repair at the Hall of Religion.

ii) Events – Ms. Dee Hirsch

- (1) The events team is busy. The DART Older Americans Luncheon is May 29th. Dallas Trinity FC plays on Saturday, 5/31. Palooza in the Park is this weekend, 5/31. Other events coming in June include the Pride Music Festival, Juneteenth Festival, etc.
 - (2) FIFA is going well. Pivoting the location to the site of the future Community Park allows Dallas to be the largest Fan Fest activation for FIFA and their corporate partners. The site is located on the south side of the park (based on the south end zone of the Cotton Bowl). The event will run all 39 days of the tournament. Build out of temporary venues will take a couple of months and will include hospitality space and dining area, a biergarten and possible beer hall, activations by FIFA and LOC corporate partners and a possible kids interactive area. Then tear out will take them into the 2028 State Fair.
 - (3) While the main gate at Parry Ave is the dedicated DART transportation station for Fair Park, the FIFA DART transportation station will be the MLK station at gate 6 since it is closer to the Fan Fest location. They are considering multiple entry points into Park. Most parking at Fair Park will be around gates 13-16 and will use a shuttle service.
- iii) Mr. Murphy stated that the Fair Park Internship Program begins the week June 2nd, running four weeks, focusing on facilities management. Five students from Lincoln, five from Madison. Eight recent graduates, two upcoming seniors. Five will be assigned to OVG and five to resident institutions. The program has been revamped and incorporates tours and guest speakers. They hope to hire these students to work the balance of the summer.
- iv) Mr. Murphy also shared that they are giving Cotton Bowl Stadium tours at 3:30, Wed, June 4th. They are also trying to arrange a tour for the Board after the June meeting.

6) Public Comments

- a) There were no public comments.

Mr. Jason Brown entertained a motion to move into Executive Session on agenda items 4b (Fundraising) and 6 (Governance Committee/Mediation). Motion made by Mr. Chris Bowers to move into closed Executive Session on agenda items mentioned to discuss matters of proprietary or confidential nature concerning Fair Park First affairs or operations of Fair Park. Motion was seconded by Mr. Robert Luxen. Unanimously approved.



7) 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,

Robert Luxen

By: Robert Luxen, Secretary