FAIR PARK FIRST MINUTES OF MEETING OF THE BOARD OF DIRECTORS

November 19, 2019

A meeting of the Board of Directors (the "Board") of Fair Park First, a Texas non-profit corporation (the "Corporation"), was held at Briscoe Carpenter Livestock Center, Dallas Fair Park, 1403 Washington Street, Dallas, TX 75210 on October 16, 2019, at 6:10 p.m.

Directors Present: Norman Alston

Darren L. James Margo R. Keyes Ovidia E. Amaya

John Proctor (entered at 6:12 p.m.)

Emily Ledet

Reverend Donald Parrish (entered at 6:13 p.m.)

Sonja McGill

Veletta Forsythe Lill

Directors Absent: Mercedes Fulbright

Arcilia Acosta Jason Brown

Guests: Peter Sullivan, Spectra

Eric Clein, Spectra

Robb P. Stewart, Fair Park Board Liaison Daniel Wood, 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. Seven 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 October 16, 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 <u>Exhibit A</u>.

5. Report from Spectra

Peter Sullivan provided a general update on past and future events at Fair Park. A summary of Mr. Sullivan's report is attached hereto as <u>Exhibit B</u>.

6. Report from Perkins & Will

John Slack, a representative of Perkins + Will, provided a general update on the preparation of the Fair Park Master Plan. A summary of Mr. Slack's report is attached hereto as <u>Exhibit C</u>.

7. Report from In the City for Good

Mr. Dan Mulford, Associate at In the City for Good, updated the Board on the community meetings it is holding in various neighborhoods around Fair Park regarding the Master Plan and its plans for future events at Fair Park, including a movie night at the Band Shell. A summary of Mr. Mulford's report is attached hereto as Exhibit D.

8. 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 the Corporation's possible involvement in an event that the Harvard and Yale clubs of Dallas are organizing in connection with the Dallas Historical Society at the Hall of State.

9. 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 <u>Exhibit E</u>.

10. Finance Report.

Mr. Eric Clein provided a written update on the finances of the Corporation. A summary of his report is attached hereto as <u>Exhibit F</u>.

There being no other business to consider, upon a motion duly made and seconded, the meeting was adjourned at 7:42 p.m.

| 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 November 19, 2019 (6:00 P.M.)

Briscoe Carpenter Livestock Center Fair Park National Historic Landmark 1403 Washington St. Dallas, TX 75210

1. ED Onboarding

A. Onboarding meetings continue and have shifted into strategic meetings focused primarily on support organizations and potential funders.

2. RFI For Unoccupied Buildings

- A. Due diligence continues, and we will convene additional meetings in the coming weeks to address gaps in some of the presentations
 - (i) Complete responses include the Dallas Maritime Museum, Dallas Mexican American Historical League, and Rick Brettell's proposed art museum, SPARK, and an educational institution focused on an ag-tech incubator/laboratory/classroom facility among others.
 - (ii) The process identified additional commercial interest which is being evaluated for other buildings, and could result in an additional commercially focused RFI, which could also account for possible office space for select nonprofit foundations and community groups

3. Opportunities

- A. Real Estate RFQ, negotiating further details including not to exceed prices for recommendation asap
- B. RFQ For Independent Auditing firm, published but we are seeking additional respondents with expertise in non-profit accounting.

4. Donor Strategy

A. The Case for Fair Park completed, but will continue to evolve as we engage the public and potential funders

- B. Taking applications for Manager of individual and foundation giving, still slated to start on or about Jan 1, 2020
- C. Developing collateral material, as requests for meetings have accelerated, creating a need for formalized packets. We will put these packets out for design in January.
- D. Vetting potential fundraising organizations including Dini Spheris and other national/regional firms. Conversations based on quick scalability and demonstrable returns.
- E. Donor Group Meetings have been solidified, Margo to address in depth, but interest has been encouraging, 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.
- F. AIA, resulted in two invites This demonstrates the importance of successful pitches, which help scale our efforts
- G. Additional upcoming meetings for potential partners:
 - (i) Downtown Rotary
 - (ii) North Park Rotary
 - (iii) Unified meeting with three ivy league groups
 - (iv) Dallas Friday Club
 - (v) Meadows Foundation rescheduled, with upcoming meetings slated for Summerlee and Communities Foundation of Texas upcoming

5. Meetings

- A. Community Meetings continue with successful engagement at the following site.
 - (i) Bertrand
 - (ii) Mill City
 - (iii) OM Roberts PTA/ Jubilee Park
 - (iv) Dolphin Heights
 - (v) Zan Wesley Holmes Outreach Center

- B. Resident Institutions remain a focus, as we try to create synergy between our efforts and those of our RI.
 - (i) Dr Froswa Booker-Drew with the State Fair of Texas has connected us to a variety of potential partnerships
 - (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. Recent revisions include data driven by national studies from *Reimagining the Civic Commons*.
- (ii) In The City For Good
 - 1. Meetings focused on increasing the number of community meetings, and actively engaging more people within and outside the Fair Park Campus
- D. City Stakeholders
 - (i) Park Board members have been generous with their time but I am working to establish one on one meetings with 5 more members.
 - (ii) We met with Councilman Bazaldua taking valuable feedback on community engagement, and insights as to improving our results.
- E. Other Stakeholders have expressed continued interest, with more meetings solidified including:
 - (i) Wick, Allison D Magazine
 - (ii) Trust for Public Land
 - (iii) Meeting with the Dallas Innovation Alliance
 - 1. Digital Divide

- 2. Security and lighting in public spaces and easements
- (iv) We are exploring possible support for an exhibition of some sort on the Hall of Negro Life
 - 1. Funding opportunities are being pursued, the expectation is this will be a fully underwritten project.

EXHIBIT B

SPECTRA'S REPORT

[Attached]

SPECTRA REPORT

Events:

For the month of October, the primary focus in this area was the State Fair, along with the beginning of their "tear down" period. Nonetheless some of our resident institutions hosted a few events including the Music Hall, and Texas Discovery Gardens.

All told, approximately 31 events, equating to 35 event days occurred at Fair Park during the month of October. Additionally 2 commercial events were also presented by FPF including a private party the day of the TX/OU game, along with an Adidas Winter Classic Film shoot at the Cotton Bowl.

In regard to Dos Equis, 2 events were hosted, the Freakers Ball, as well as the Zac Brown Band.

Finance:

We received notification from the IRS confirming our 501c3 status, and currently applying for the State exemption, which can now do since having received the Federal exemption. We received our annual appropriation funding from the City, and submitted our quarterly financial report to the City as well.

Staffing/HR:

Nothing new to report at this time

Operations:

Discussed various operational matters including, Bond related projects, Winter Classic make ready activities, Cotton Bowl stadium preparations, State Fair Net Revenue projects, as well as some open position needs.

Marketing/Sales/Ticketing:

Discussed various marketing/sales matters including upcoming Fair Park Pop Up days scheduled for Nov and Dec (5 days), along with Movie Nights (2), the launch of the Fair Park website after the State Fair, which will be bi-lingual, numerous event updates, shared that we hosted a digital update luncheon with our resident institutions to introduce them to the new website, and illustrate its functionality, and attended numerous community meetings along with BRV and In the City For Good.

In regard to ticketing, shared that our new platform will be FairPark tix, and that the related web domains have been secured, i.e. www.fairparktix.com; and as such also met with the resident institutions to present the new FairPark.org, and what role ticketing will be playing on the overall property.

EXHIBIT C PERKINS+WILL REPORT

[Attached]

Perkins&Will

Fair Park Master Plan Update

Fair Park First Board Meeting



November 19, 2019 Dallas, Texas

AGENDA:

Guiding Principles

Planning Process

What we have heard

Master Plan Frameworks

Neighborhood Park

Master Plan

Next Steps



LET'S MAKE BIGGER THINGS HAPPEN.

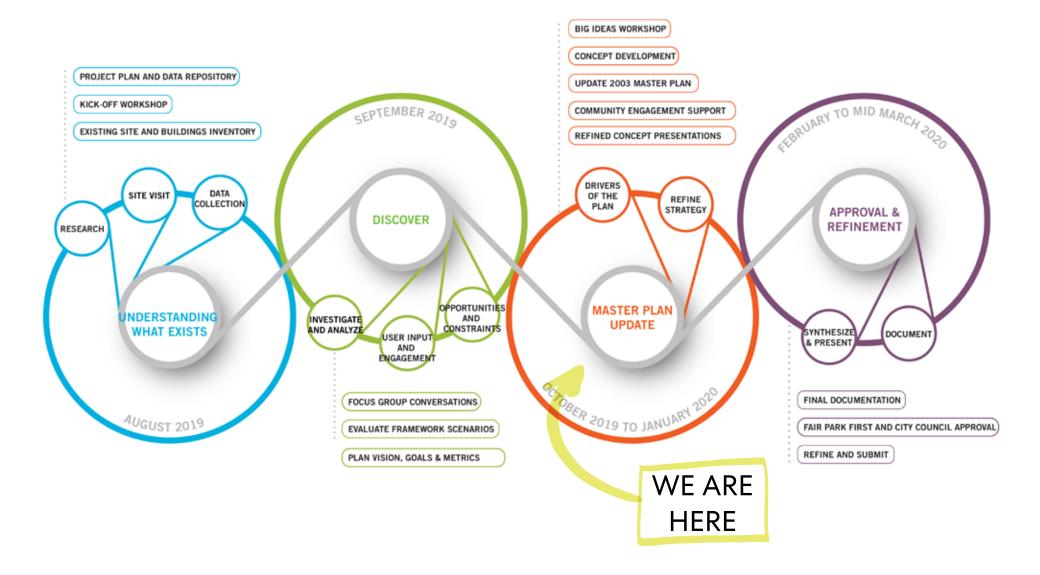


Master Plan Update Guiding Principles

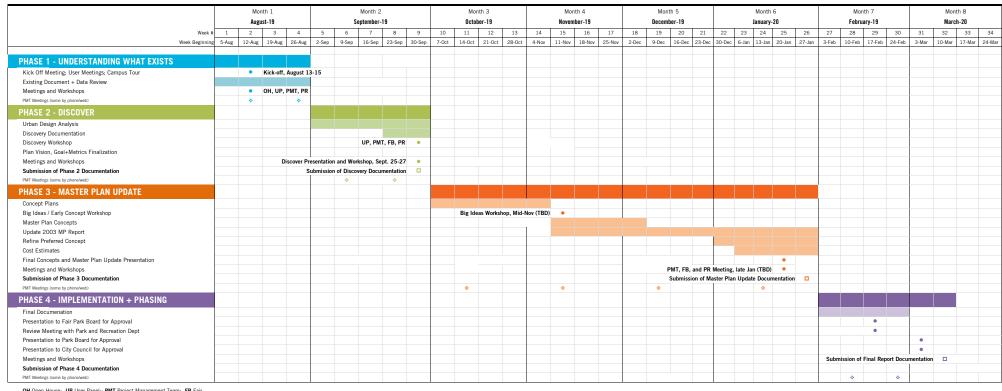
- Design, manage, and operate a holistic campus focused on influencing social and civic engagement.
- Create a premier year-round destination.
- The concept and design of the 1936 Texas Centennial Exposition shall continue to guide the development of Fair Park.
- Recognize the inherent value of existing buildings, resident institutions, assets, and surrounding neighborhoods.
- Reflect the Four Pillars of Fair Park First in a manner that brings people of all backgrounds and incomes to the Fair Park Campus.
- 6. Welcome everyone and create opportunities for shared experiences.
- 7. Reflect core recommendations of the 2014 Mayor's Task Force Report: **Putting the Park Back in**Fair Park.



SCHEDULE:



SCHEDULE:



OH Open House; UP User Panel;; PMT Project Management Team; FB Fair Park Board; PR Park and Rec; PB Park Board; DAL City of Dallas

MASTER PLAN UPDATE:

NOVEMBER 19-20: BIG IDEAS workshop

Jan 2020: Final Master Plan Recommendations

Feb/March 2020: Final Master Plan Update and approvals

Spring 2020: Neighborhood park design begins



KICK-OFF MEETINGS

PURPOSE: Meet with users and stakeholders to collect

feedback, data, and information on use

DATE: 08.13.2019-08.15.2019

ATTENDEES: 12+ Meetings with over 25 individuals

DISCOVERY INFORMATIONAL OPEN HOUSE

PURPOSE: Share progress and gain feedback and insight

into analysis work

DATE: 09.26.19

ATTENDEES: +/- 10 user group representatives

BIG IDEAS INFORMATIONAL OPEN HOUSE

PURPOSE: Upcoming meeting to share initial concepts and

big picture ideas to gain feedback and input

DATE: 11.20.19

ATTENDEES: 15 registrants







DALLAS SUMMER MUSICALS

TEXAS DISCOVERY GARDENS

STATE FAIR OF TEXAS

IRISH FEST

EARTH X

FRIENDS OF FAIR PARK

DAR

AFRICAN AMERICAN MUSEUM

DOS EQUIS-LIVE NATION

SPECTRA

WRR RADIO

DALLAS HISTORICAL SOCIETY

DALLAS PARKS AND RECREATION



COMMUNITY CONVERSATION KICK-OFF

PURPOSE: Introduce Project Team and Collect Feedback

on priorities

DATE: 08.13.2019

ATTENDEES: 150+

COMMUNITY LEADER NEIGHBORHOOD PARK DISCOVERY WORKSHOP

PURPOSE: Engage Neighborhood Leaders in

Neighborhood Park Planning Process

DATE: 09.25.19

ATTENDEES: 14 leaders from Bertrand, Park Row/S. Blvd,

Dolphin Heights and Fair Park

NEIGHBORHOOD PARK DISCOVERY WORKSHOP

PURPOSE: Engage Fair Park and South Dallas Residents in

Neighborhood Park Planning Process

DATE: 10.14.19 ATTENDEES: 30+

INITIAL CONCEPTS COMMUNITY CONVERSATION

PURPOSE: Upcoming meeting to share initial concepts and

big picture ideas to gain feedback and input

DATE: 11.20.19

ATTENDEES: Over 100 registrants









NEIGHBORHOOD MEETINGS (BRV AND IN THE CITY FOR GOOD)

PURPOSE: 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. Over 110 Participants so far!

NEIGHBORHOOD ASSOCIATION MEETINGS SCHEDULE:

October 8: Park Row + South Boulevard Neighborhood Meeting

October 17: Mill City Community Meeting

October 24: St. Philips Community Meeting (cancelled due to inclement

weather)

October 26: Queen City Neighborhood Association (cancelled due to

inclement weather)

November 6: OM Roberts Elementary (Parents)

November 7: Bertrand Neighborhood Association

November 12: Frazier - Zan Wesley Holmes Jr Outreach Center

November 16: Dolphin Heights

Upcoming Meetings:

November 21: Cedars

November 23: Queen City

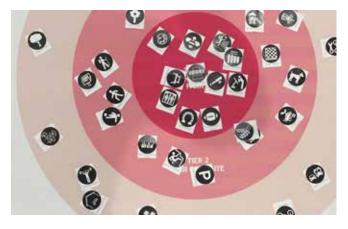
December 7: Ideal

Others: St. Philip's/Forest Heights, Bonton, Owenwood, Jubilee, Colonial Hill,

Dixon Circle, Rose Garden









ONGOING CONVERSATIONS & RESEARCH

"A NEW DALLAS" - 1345/130 Planning

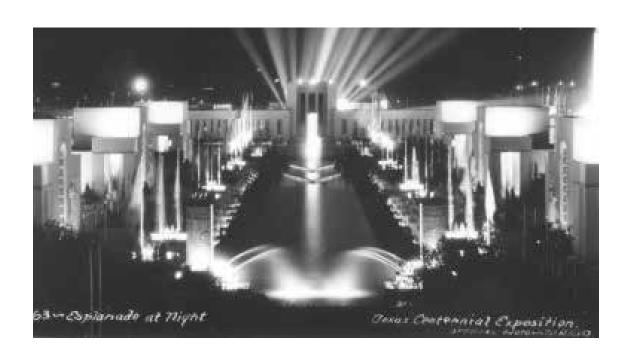
"THE LOOP" - Dallas Trails and Connectivity

MILL CREEK DRAINAGE RELIEF TUNNEL PROJECT

PRESERVATION DALLAS

DALLAS HISTORICAL SOCIETY

DALLAS PARK BOARD and PARKS AND RECREATION





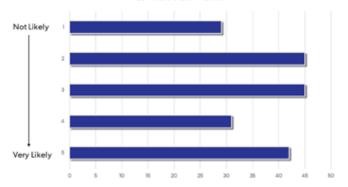








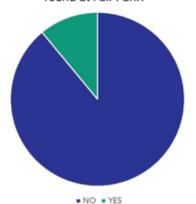
Outside of the State Fair, now likely are you to visit Fair Park?



Responses received by Zipcode



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



GREATEST NEEDS IN THE FOLLOWING CATEGORIES:



COMMUNICATION OF EVENTS AND ACTIVITIES



PROGRAMMING OPTIONS





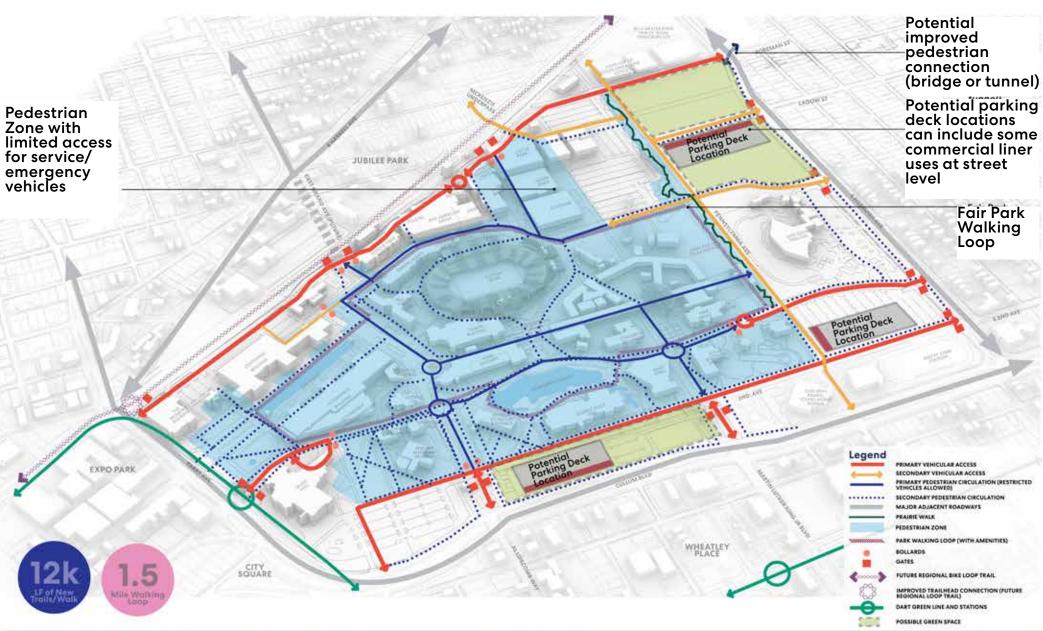


ACCESS AND CONNECTIVITY

- 190+ responses in initial open house
- promotion via e-mail campaign, event invitations, and printed fliers at all community meetings related to the Fair Park Master Plan
- survey provided in English and Spanish



6 Park Access and Connectivity



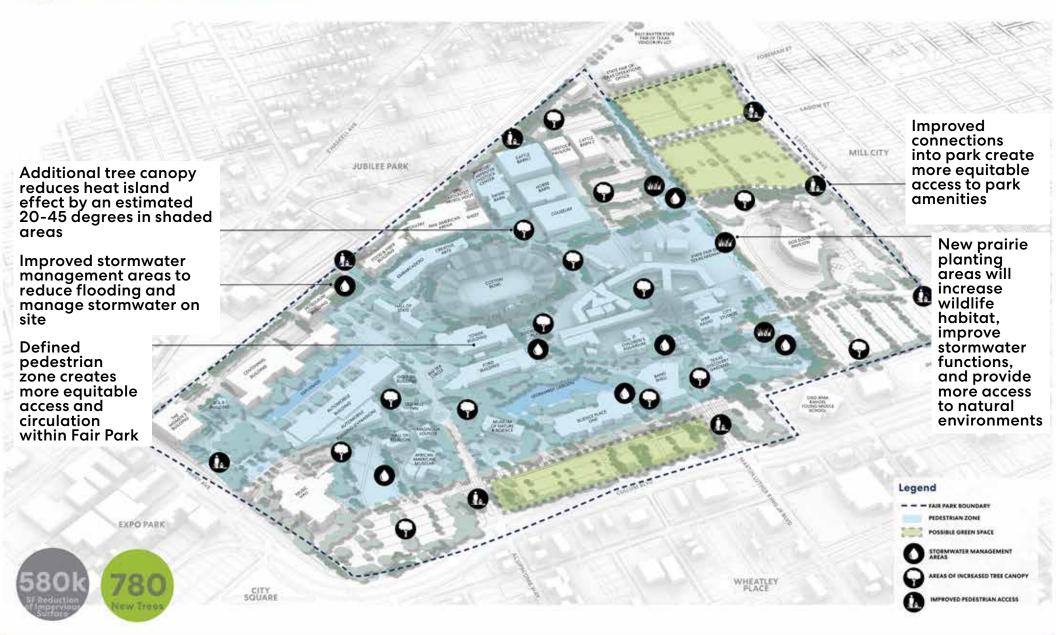


6 Park Edges

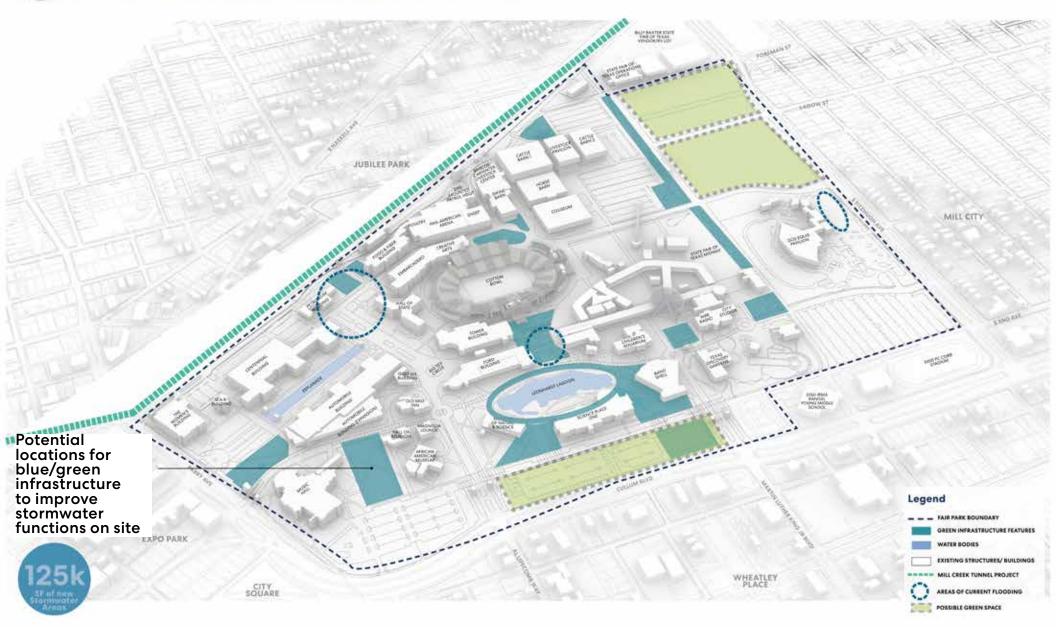




7 Park Resilience

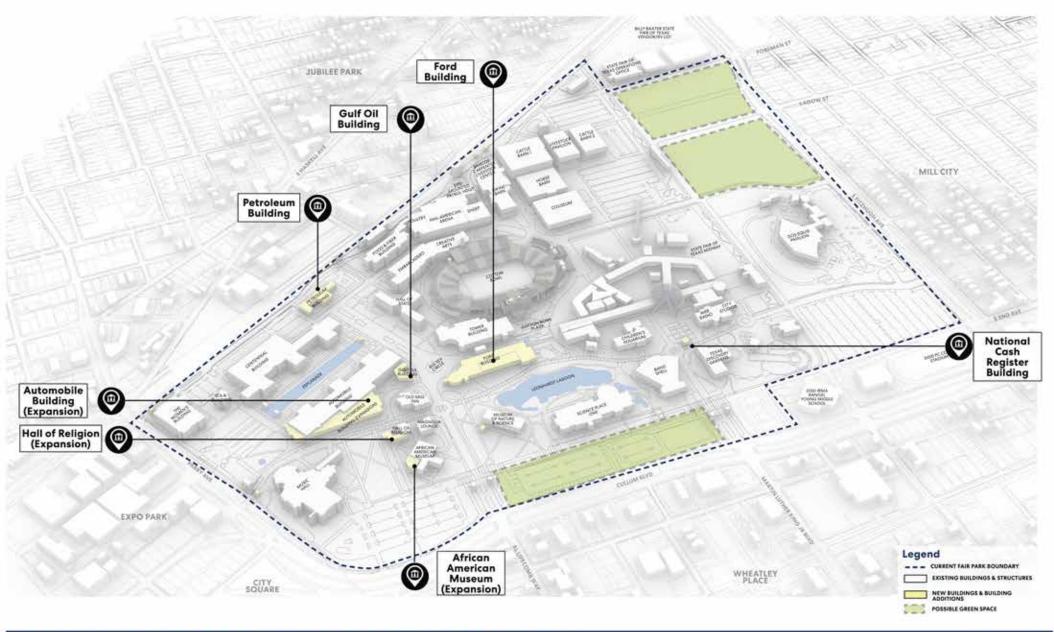


8 Blue + Green Infrastructure





Proposed Buildings





Parks & Open Space









CONSENSUS BUILDING FOR THE NEIGHBORHOOD PARK

Community Engagement - THE NEIGHBORHOOD PARK

Over 250 conversations in two community workshops and six neighborhood meetings

> top desired park programs include:

splash pad. picnic shelter, accessible play, performance stage. game tables.

& WiFi

top park location votegetters are park sites "B" and "D"*

"see park map to the right for park location





- Votes tally based on individual table groups at meetings completed so for in the process; additional meetings
- Several groups voted to combine lots A and B (points were split between the two)
- One group voted to include the Music Green with Lot D (points allocated to Site D)



NEIGHBORHOOD PARK COMMUNITY WORKSHOP #1 **SEPTEMBER 25, 2019**









OCTOBER 14, 2019



NEIGHBORHOOD ASSOCIATION MEETING



NEIGHBORHOOD ASSOCIATION MEETING



NEIGHBORHOOD ASSOCIATION MEETING



NEIGHBORHOOD ASSOCIATION MEETING



appreciate the fact that the feedback is being listened to"

NEIGHBORHOOD ASSOCIATION MEETINGS SCHEDULE:

October 8: Park Row + South Boulevard Neighborhood Meeting

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October 24: St. Philips Community Meeting (concelled due to inclement weather) October 26: Queen City Neighborhood Association (concelled due to inclement weather)

November 6: OM Roberts Elementary (Parents)

November 7: Bertrand Neighborhood Association

November 12: Frazier - Zen Westey Holmes Jr Outreach Center November 16: Dolphin Heights

Upcoming Meetings November 22: Cedars November 23: Queen City

Others: St. Philip's/Forest Haights: Bonton, Owenwood, Jubilee, Colonial Hill, Dixon Circle, Rose Garden





Neighborhood Park Sites









Pros:

- Proximity to neighborhoods east and north of Fair Park
- Park size allows for desired and expanded programming
- Location allows for neighborhood park to be "outside" of the fence to provide year round access
- Access to ample parking
- Creates new activity anchor on east side of park
- Allows for extensive expansion of natural/stormwater areas

Cons:

- Proximity to center of Fair Park and activities
- Limited access to transit
- Requires removal of approximately 1600 parking stalls

Pros:

- Proximity to neighborhoods east of Fair Park
- Park size allows for desired and expanded programming
- Location allows for neighborhood park to be "outside" of the fence to provide year round access
- Access to ample parking
- Creates new activity anchor on east side of park
- Allows for extensive expansion of natural/stormwater areas

Cons:

- Proximity to center of Fair Park and activities
- Limited access to transit
- Requires removal of approximately 1800 parking stalls

Pros:

- Proximity to neighborhoods south of Fair Park
- Proximity to center of Fair Park and primary park entrances
- · Great access to transit

Cons:

- Narrow park size limits programming options
- · Requires removal of primary high-use parking lots
- Challenges with neighborhood park being "outside" of the fence
- · Limited opportunities for stormwater/natural areas

NOTE: Neighborhood Park Site Option C has received limited public support and is no longer being considered as a potential location.

B Potential Neighborhood Park Programming











































Attributes N/A

Improvements include water feature, hardscape and mechanical

Multiple sized structures with a variety of amenities

Multiple structures for different ages and abilities

Small and large amphitheater with performance stage

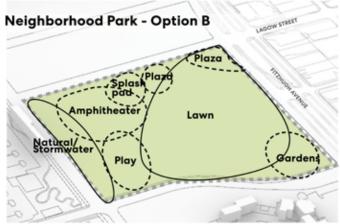
Multiple game tables and configurations

Large flex lawn to accommodate recreation sports

Additional Desired Programming: Dog Park, Fitness Trail, Food and Beverage, Restrooms, Tot Lot

Neighborhood Park Program







~13 Acres Total

- Lawn
- •Playground •Splash Pad •Amphitheater
- Gardens
- Stormwater
- Natural Area
- ·Trails/Plazas

~14.5 Acres Total

- ·Lawn
- Playground Splash Pad
- Amphitheater
- Gardens
- Stormwater
- Natural Area
- •Trails/Plazas

~6.2 Acres Total

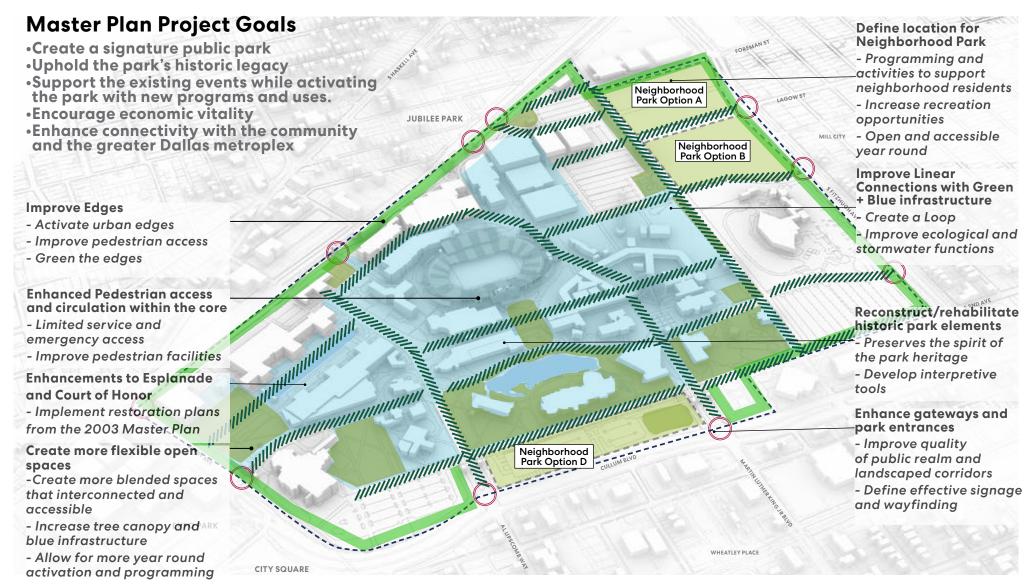
- ·Lawn
- •Playground •Splash Pad
- Gardens
- Stormwater
- ·Natural Area ·Trails/Plazas

Additional desired programming that could possibly fit into Option A or Option B (additional programming will not fit into Option D) would include Dog Park, Fitness Trail, Food and Beverage, Restrooms. Tot Lot





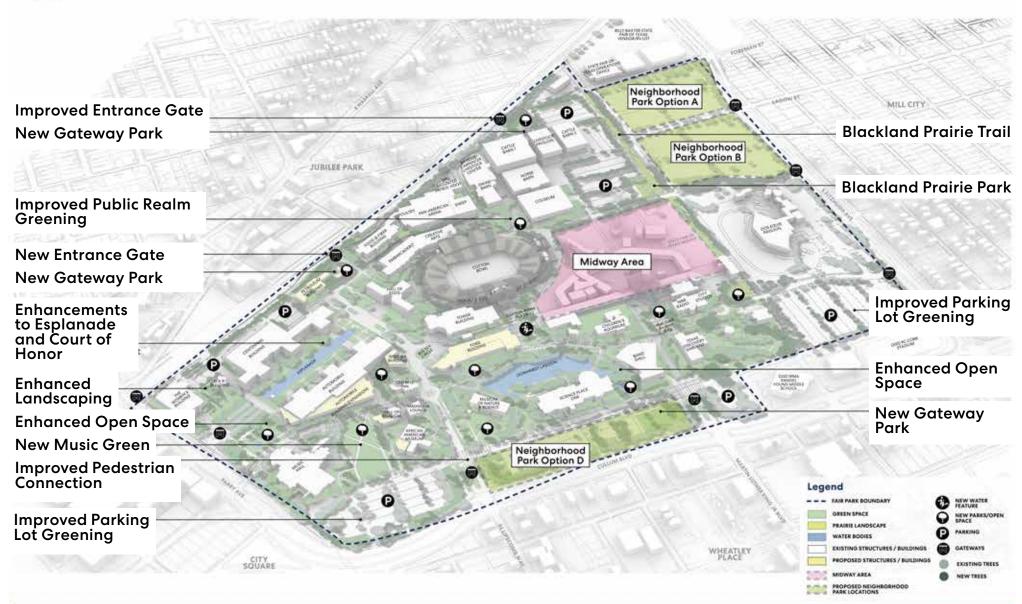
15 Site Development Concept







1 Draft Master Plan



FAIR PARK MASTER PLAN UPDATE



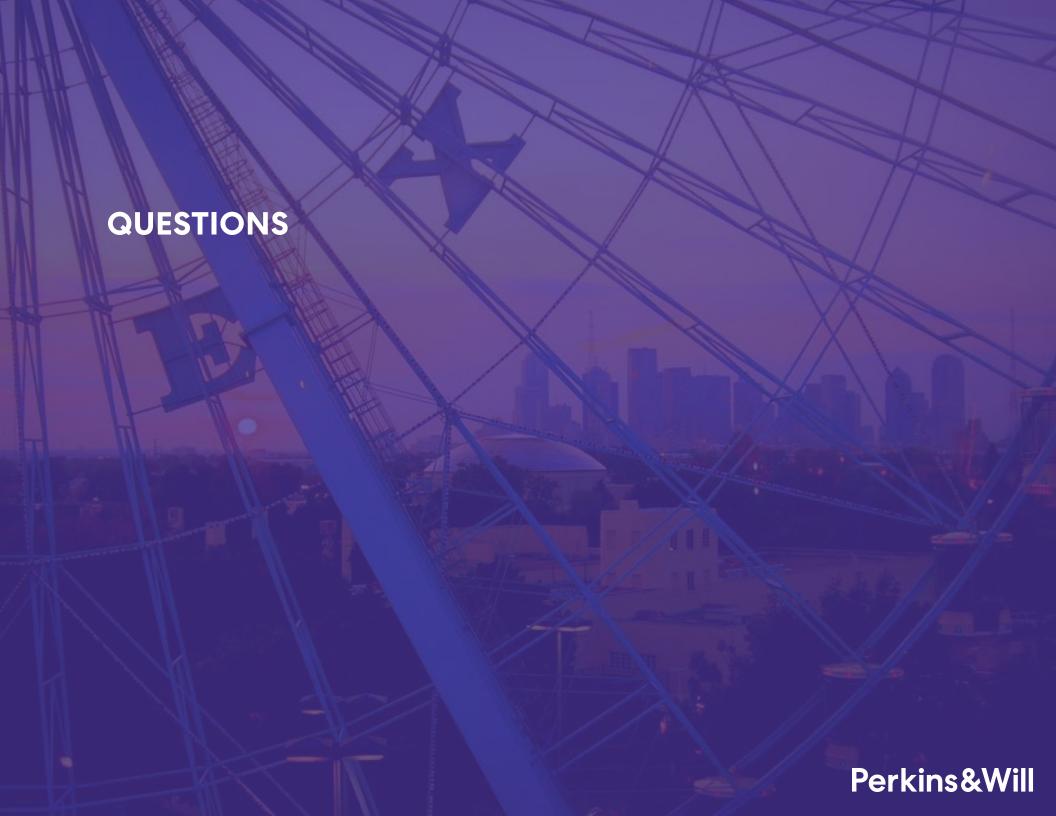


EXHIBIT D IN THE CITY FOR GOOD REPORT

[Attached]









(972) 346-5206

IN THE CITY FOR GOOD — NOVEMBER FAIR PARK FIRST BOARD MEETING REPORT

Community Meetings:

- In The City For Good has identified 22 neighborhoods that compose the Fair Park community.
- As of 11/19, meetings with 6 of these neighborhoods have been held with more scheduled in the coming weeks.

Community Events:

- Building off the success of Fair Park Community Day at the State Fair of Texas, In The City For Good is exploring opportunities for further community events at Fair Park.
- On December 20th, In The City For Good will be hosting families from the Fair Park Community at "Home Alone" night at the Band Shell.
- Details of future community events are to follow.

Terry Kittleson Dan Mulford



EXHIBIT E

FACILITIES/HISTORIC PRESERVATION REPORT

[Attached]

Facilities and Historic Preservation Advisory Committee Report to the Board of Directors

November 19, 2019

Current and Recent Activities

- 1. On-site, bond funded improvements will see kickoff of major work at the Hall of State and at the Coliseum now that the State Fair has finished. Several projects finished just before the State Fair opened.
- 2. Have received multiple, unsolicited comments from people who felt that the park overall looked very nice during the State Fair run this year.
- 3. Efforts continue to focus on Master Plan Update, meeting with consultants and reviewing documentation.
- 4. Veletta Forsythe-Lill noted that a decorative arts conservator was to soon begin to identify, review and list the decorative arts in the Hall of State (furnishings, artwork and accessories). This has never been done for the decorative arts.

End of Report

Norman Alston, FAIA

EXHIBIT F FINANCE REPORT

[Attached]



| Consolidated September Financials | | | Consolidated YTD Financials through 12 months | | | | | |
|---|---------------|------------|---|------------|-----------|---------------|---|--|
| | | FAV(UNFAV) | | | | FAV(UNFAV) | | |
| | <u>ACTUAL</u> | BUDGET | <u>VARIANCE</u> | <u>A</u> (| CTUAL | <u>BUDGET</u> | VARIANCE | |
| TOTAL EVENT INCOME | 46,536 | 346,876 | (300,340) | | 1,469,876 | 1,901,789 | (431,913) | |
| OTHER INCOME | 630,153 | 1,978,066 | (1,347,913) | 5 | ,511,356 | 8,617,599 | (3,106,243) | |
| INDIRECT EXPENSES | 1,391,546 | 1,422,071 | 30,525 | 8 | ,298,705 | 10,231,736 | 1,933,031 | |
| NET INCOME (LOSS) BEFORE DEPRECIATION | (714,857) | 902,871 | (1,617,727) | (1 | ,317,474) | 287,651 | (1,605,125) | |
| DEPRECIATION | (4,230) | (3,963) | (267) | | (35,935) | (35,668) | (267) | |
| NET INCOME (LOSS) AFTER DEPRECIATION | (719,087) | 898,908 | (1,617,995) | (1 | ,353,409) | 251,984 | (1,605,393) | |
| , | | | (, = 1,000) | | , , , | - 1,00 | (, , , , , , , , , , , , , , , , , , , | |