

Minutes

FERGUSON ROAD INITIATIVE

Graduated and 2-Points *WEED & SEED*

COMBINED STEERING COMMITTEE ANNUAL MEETING

Tuesday, January 14, 2008, 7 pm
 White Rock Church of Christ, Fellowship Hall, 9220 Ferguson Road

*Next FRI Graduated & 2 Points Combined Steering Committee meeting:
 Monday, March 10, White Rock Church of Christ, Fellowship Hall, 7 pm*

Meeting Purpose: To update the community on our progress and gather input on key issues and challenges.

Desired Outcomes:

1. Approve Minutes from our September 10, 2007 meeting.
2. Shared understanding of Progress Reports.
3. Meet our new staff members (Benjamin Williams and Gail Washington.)
4. Understand the status of the WRH Recreation Center/Library Complex.
5. Election of Officers and Directors for 2008.
6. Understand upcoming events.
7. Create a list of next steps and an action plan.

Roles:

- *Sponsors:* Councilmembers Carolyn Davis & Sheffie Kadane
- *Facilitator:* Bill Coleman, Chair
- *Scribe:* Gary Lawler
- *Timekeeper:* Carolyn Bullard

Rules:

- Listen and respect the comments and ideas of others.
- Honor time limits, stick to the agenda.
- Share your experience and perspective with the group

Decision Making:

Consensus, Fallback: Majority vote.

Meeting Participants:

FRI	COMMUNITY	GUESTS
BOARD: Mary Brown Ken Cantrell Bill Coleman Doug Hunt	LaRue Adkins Lefty Adkins Lisa Bagley Ninva Barkham Robert Brown	Lauren Anderson, City of Dallas Byron Gipson, U.S. Rep. Johnson's office Rick Griffith, IRS Allen Houston, Dallas Morning

Lauren Roberts Susan Walker Rossi Walter STAFF/CONSULTANTS: Bobbi Bilnoski Abi Erickson Kerry Goodwin Gary Lawler Vikki Martin Kristie Vento Gail Washington Ben Williams	James Bryan Carolyn Bullard T.J. & Stacey Callaway Aren Cambre Dee Chappell Debbie Chitsey Andie Comini Max Davis Ruby Dickson David Haniter Chris Holder Linda Madeley Cherie McMillan Eileen Moore Donald Parish Vicki Sanger Louise Southworth Victoria Ingham-Warnky Bill Warnky Nancy Weber Malcolm White Wayne Wible Betty Williams	News Sylvia Orozco-Joseph, Mental Health Assn. Kelly Spann, City of Dallas Sgt. Steve Armon, DPD Lt. Herbert Ashford, DPD Sr.Cpl. Steve Hawthorne, DPD A.J. Serratos, DPD
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Minutes

Meeting Start Up

- Bill Coleman convened the meeting at 7:03 pm.
- Eight first-time attendees were asked to introduce themselves.
- There was a review of the rules and procedures.
- **Action Item:** Susan Walker moved and Mary Brown seconded a motion to approve the September 10, 2007 minutes. Motion passed unanimously.
- Gail Washington, Gang Prevention Specialist; and Ben Williams, Crime Prevention Specialist, were introduced.
- Bill Coleman went through a brief Power Point presentation about the FRI Strategic Plan, said that a handout on the plan was available. The review included FRI Values: Integrity, Community, Stewardship, Leadership, and Respect. Regarding differing opinions within the community, Coleman said FRI looks for what is best for the community as a whole. He spoke of the leadership within White Rock Hills reflected in the efforts during 2007 regarding getting a library and recreation center. (see the end of these minutes for detailed information on the FRI Board of Director's Strategic Plan.

Progress Reports

Executive Director's Report, Vikki Martin

- Martin spoke on building capacity, fund development, and staff changes. She introduced Abi Erickson, Fund Development; Kristie Vento, Marketing and Public Relations; and Maria Valenzuela, Bookkeeper (not present.)

- FRI raised \$14,600 in new memberships in 2007, and \$12,700 during an end-of-year giving campaign. FRI will work toward increasing memberships and will conduct a community-wide membership drive and campaign this spring and summer. FRI's goal is to raise \$300,000 this year.
- She spoke of partnerships, including a \$15,000 grant to the Creative Arts Center for a pilot photography class at Bayles School called UnseenAmerica. This program will pair children and their parents with professional photographers who will teach them how to take photographs and how to document their lives. There will be a travelling exhibition of the photos from this program in May at Bayles Elementary School, the Episcopal School of Dallas (Oct-Nov, '08), Lone Star Credit Union, and other venues yet to be determined.
- There has been a formal request to City Councilmember Carolyn Davis for an Urban Design Study for Buckner Boulevard from I-30 to Ferguson Road.

2-Points *Weed & Seed* Report, Kerry Goodwin

- Goodwin has completed the annual application for a \$266,670 Dept. of Justice Weed & Seed grant. A copy of the 2-Points budget and strategy is available.
- He introduced Gail Washington, our new Gang Prevention Specialist and Ben Williams, our new Crime Prevention Specialist.
- Volunteers in Tax Assistance (VITA) will begin providing free tax preparation for low-income residents on January 19. Last year, they did 125 returns within White Rock Hills, generated \$150,000 in refunds. Goodwin hopes to double their efforts in 2008. Grant Thornton is considering providing 3 full-time tax preparers for FRI's VITA program. There will be some tax preparers going directly to apartment complexes to do returns. Goodwin said that Earned Income Tax Credits are often overlooked by other tax preparers, but not so with VITA.
- Goodwin said that volunteers were needed to help with the Spring Cleanup on Saturday, March 15.

Gang Prevention Services, Gail Washington

- Washington went through a Power Point presentation; spoke on a shift from enforcement to prevention, the need to take preventive measures now, and the need for parental participation.
- She will be making a presentation at Drug and Gang Prevention Day Event on April 5. Washington invited folks to attend.

Crime Prevention Services, Ben Williams

- Williams spoke on his charge to educate residents and businesses on how to prevent crime.
- He will also serve as a Drug Education for Youth (DEFY) mentor. Mary Brown spoke on her service as the DEFY coordinator, recruiting youth from Bayles, Connor, and Truett Schools. Brown said that there is a need for volunteers to serve as DEFY mentors one Saturday a month and those interested should contact her.

Drug and Gang Prevention Day Sub-Committee, Susan Walker

- Walker spoke on the creation of a sub-committee to reduce violent crime by addressing the buying and selling of drugs, for adults to work at 4-5 events at 7 elementary and 3 middle schools. The sub-committee needs 2 community volunteers. Their first meeting is to be January 15 and they will be planning for the April 5 Drug and Gang Prevention Day Event.

Law Enforcement Report, Sgt. Steve Armon, DPD

- Armon is the Dallas Police Dept. coordinator for *Weed & Seed*. He went through a Power Point presentation on 2006-2007 crime comparisons between the Graduated Site and 2-Points. The Graduated Site had a 2.8% decrease from 2006 to 2007, compared to a 2.0% increase in 2 Points. Armon presented several goals, including:
 - Reduce violent crime by addressing illegal drug sales.
 - Reduce residential, business, and vehicle burglaries.
 - Renew a sense of community safety.
 - Increase citizen involvement in crime prevention.

- Increase participation in Crime Watch and Volunteers in Patrol.
- He mentioned that they would be taking a new approach, For example, instead of just arresting prostitutes, he wants to determine why prostitutes are in this community, thereby identifying and addressing the root cause of the problem.
- Armon said DPD needs more requests for residential and business surveys and more Help End Auto Theft (HEAT) registrations.

White Rock Hills Library/Recreation Center, Susan Walker

- Coleman spoke on FRI's strong vision for co-locating a library and recreation center at Highland and Ferguson Roads. The City opposes co-location because they want a library closer to the center of the library service area than that allowed by the Highland-Ferguson site. FRI will drop their push for co-location if the City works with us on the creation of a large super regional recreation center at Highland and Ferguson.
- FRI is looking for a stand-alone site for a larger-than-standard, multi-purpose recreation center, with the recreation center as a focal point for development.
- FRI would like the recreation center to connect with current and planned hike-and-bike trails and the East Dallas Veloway. The City wants the recreation center to be a trailhead for a hike-and-bike trail.
- Walker asked for a show of hands of those who did not want to give up on co-location, and those who would accept separate locations if co-location is not possible.
- The City of Dallas Library Board has recommended a site for the library within our area, but not at Highland and Ferguson Roads. The City Council will make the final decision on the location.
- The City wants a recreation center to have economic development around it. FRI has a compromise development proposal: The City would help FRI get a multi-purpose recreation center, would give economic development incentives for mixed use development, and would locate the library somewhere along Ferguson Road in the FRI target area.
- The next step is for the City to develop a Term Sheet, showing the City's support of a development funding strategy, pre-development activities, bond funds commitment, roles and responsibilities, site acquisition, development incentives, and potential master developers.
- Once FRI and the City agree on a Term Sheet, FRI will seek funding for a feasibility study for a larger recreation center and a public/private partnership to expand the recreation center accordingly. A feasibility study is needed to determine if a developer wants to attempt a public/private partnership for a large recreation center. The City will not pay anything toward a feasibility study.
- FRI's version of a multi-purpose recreation center is per the City's Renaissance Plan for 7 large regional recreation facilities throughout Dallas. We hope to provide a template for future requests for these regional facilities.
- FRI expects dirt flying on the library within a year, on the recreation center in about 2010, 2011. If there are private funds involved in a large recreation center, this time frame could be accelerated.

2008 Election of Officers & Directors, Ken Cantrell

- Cantrell presented a slate of candidates:
Bill Coleman, President; Susan Walker, Vice-President; Ken Cantrell, Secretary; Jerry Clancy, Treasurer; and Mary Brown, Doug Hunt, Hal Johnson, Maria Tafur, Rossi Walter, Gregory Hettrick, and Lauren Roberts as Board Members. There being no other candidates presented in accordance with FRI by-laws, the slate was automatically elected.
- Coleman asked for people who might be interested in being Board Members in the future.

Other Business

- Walker spoke on Faith Outreach, introduced Wayne Wible (Ferguson Road Baptist Church), Don Parish (True Lee Baptist Church), Father Bill Warnky (Good Samaritan Episcopal Church) and, Chris Holder (New Hope Lutheran Church.)
- Coleman introduced Lauren Anderson with City Services and Cherie McMillan with S.S. Connor School.
- Abi Erickson asked for FRI memberships and help in identifying potential fund givers.

- Coleman spoke on the need for volunteers for Gang Prevention, DEFY, Clean Up, etc.

Action Item: Doug Hunt moved and Carolyn Bullard seconded a motion to adjourn at 8:35 pm. Motion passed unanimously.

Upcoming Dates:

- January 19:** VITA Kickoff, New Hope Lutheran Church, 2835 Peavy Road.
- March 10:** FRI Steering Committee meeting, White Rock Church of Christ, 7 pm.
- March 15:** Spring Clean Up, Post Office parking lot, Ferguson & Lakeland, 9-11 am.
- April 5:** Drug and Gang Prevention Event, time (TBD)
- April 12:** Kite Day, Lakehill Prep Athletic Field, 7401 Ferguson Road, time (TBD)

Action Plan

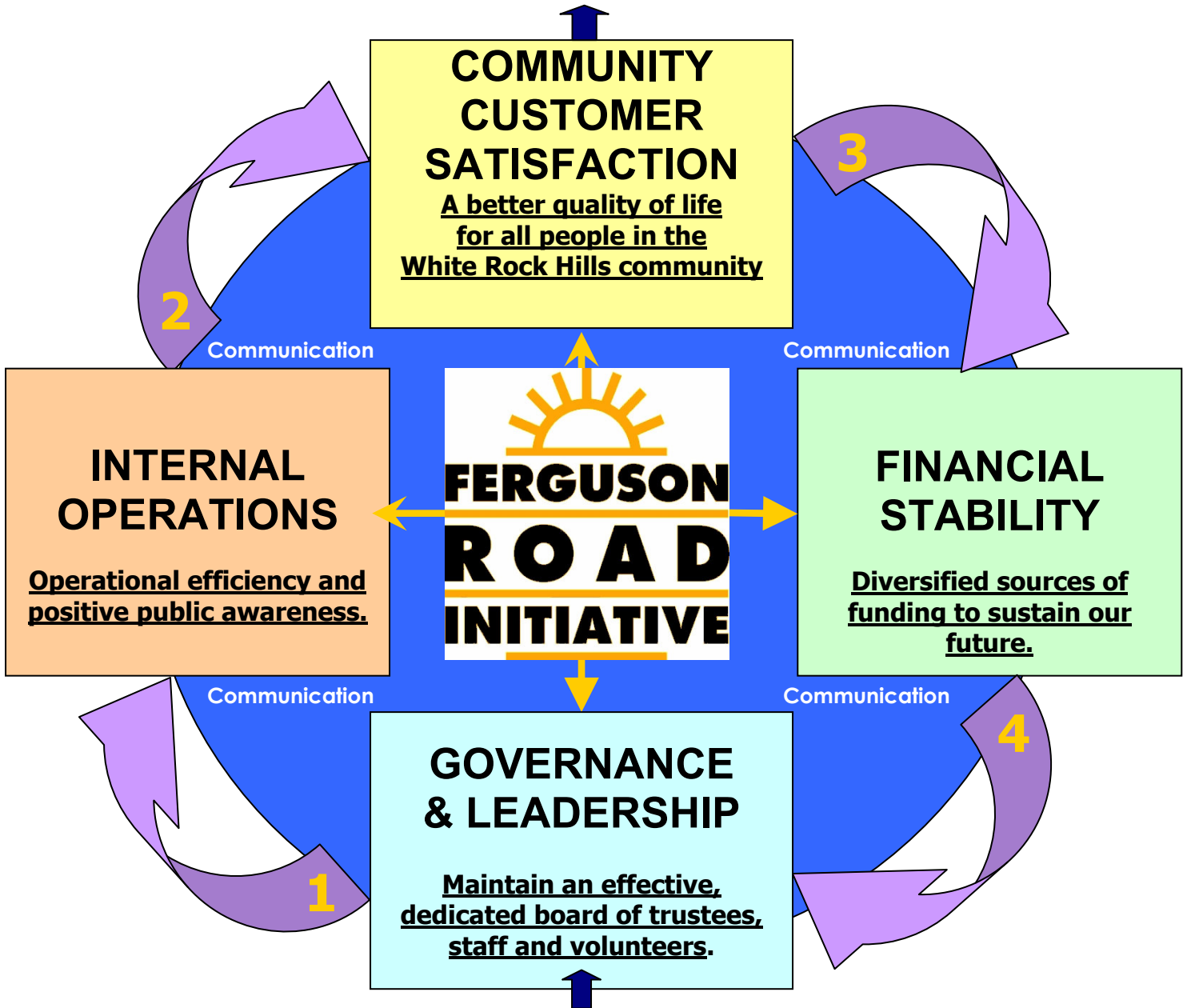
WHAT	WHO	BY WHEN	STATUS
Contact Kerry Goodwin at 214-324-5116 to volunteer for Spring Cleanup on March 15	All	Mid-February	Ongoing
Contact Mary Brown at 214-324-9392 to volunteer as a mentor for DEFY	All	January 31	Ongoing
Contact Susan Walker at 214-324-4463 to volunteer for Drug and Gang Prevention Event Sub-Committee	All	January 31	Ongoing
Contact Sgt. Steve Armon at 214-670-4415 for HEAT registration	All	Mid-February	Ongoing
Contact Bill Coleman at 214-320-0101 if you would be interested in becoming a Board Member in the future	All	Mid-February	Ongoing
Contact Abi Erickson at 214-663-2462 about potential fund-givers to FRI	All	Mid-February	Ongoing



FRI STRATEGIC PLAN

VISION

Complete Economic Revitalization of the White Rock Hills Community.



FRI's **MISSION** is to transform White Rock Hills into a safe, beautiful, prosperous and proud community by inspiring hope and working together to achieve a shared vision.

↑ LEADERSHIP • INTEGRITY • COMMUNITY • RESPECT • STEWARDSHIP

MISSION

**FRI's mission is to transform White Rock Hills
into a safe, beautiful, prosperous and proud community
by inspiring hope and working together to achieve a shared vision.**

COMMUNITY GOALS

- 1.** Increase Safety and Decrease Crime in the Community.
- 2.** Beautify and Maintain the Whole Community.
- 3.** Secure Funding to Implement Economic Development Projects.
- 4.** Provide Social Services, Education and Recreation Opportunities.

VISION

Successful partnerships between the Ferguson Road Initiatives and public/private entities have resulted in the complete economic revitalization of the White Rock Hills Community.

Economic, cultural and ethnic variety gives our community sustenance and strength. All citizens have an equal voice and make full contributions to the betterment of our community. Our churches provide a strong spiritual core and a social safety net and our public schools are high scoring and have active parental participation.

Ferguson Road is tree-lined and pedestrian friendly, with quality businesses thriving on local commerce. FRI-sponsored economic development marketing strategies attract superior businesses and developments causing both business and residential property values to rise.

Our housing stock consists of well-constructed new and pre-built homes within a broad price spectrum. Our apartment communities are safe, decent and attractive. The Ferguson Road community is one of the best neighborhoods in the city to live and raise a family.

The Ferguson Road Initiative is known throughout the nation as a model approach for bringing economic revitalization to an entire community through grass roots coalition building.

VALUES

- 1. INTEGRITY . . .** *Our goal is to integrate ethical values into the way we conduct ourselves. This demands absolute honesty and trust with one another and with ourselves.*
- 2. COMMUNITY . . .** *We believe that one person can make a difference and that together we can improve the quality of life for all people in our community*
- 3. STEWARDSHIP . . .** *We vow to take good care of the resources entrusted to us and to properly utilize and develop the talents of our staff and members.*
- 4. LEADERSHIP . . .** *We act courageously and take responsibility for our choices and their consequences and persevere through challenges and barriers.*
- 5. RESPECT . . .** *We honor individuality and demonstrate compassion and respect ourselves, others, and those with whom we do business.*