

Minutes

Casa View Community/Ferguson Road Initiative Town Hall Meeting/Workshop

Monday, June 29, 2009, 6:30-9:00 pm
Casa Emanu-El United Methodist Church
9998 Ferguson Road

Purpose

*To introduce the Ferguson Road Initiative (FRI) and
Operation Weed & Seed to the Casa View community*

Desired Outcomes

- Understand purpose, outcomes, roles & responsibilities, ground rules of tonight's meeting
- Meet our sponsors, political supporters, & guests
- Understand mission and vision of the Ferguson Road Initiative
- Understand key accomplishments of FRI and Operation *Weed & Seed*
- Brainstorm community needs, identify top 5 community challenges & assets
- Invitation to join FRI
- Evaluation & volunteer
- List next steps and create an Action Plan

Roles

Facilitator, Mike Nurre, Harry Stone Crime Watch
Scribe/Recorder, Gary Lawler, FRI
Timekeeper, Gail Washington, FRI Crime &
Gang Prevention Specialist

Decision Making

- Consensus: everyone can live with it and will support it.
- Fallback to Majority Vote
-

Rules

- Listen to and respect one another
- Honor time limits
- Share your experience & perspective

Sponsors

- Councilpersons Carolyn Davis (District 7) & Sheffie Kadane (District 9)

Hosts

- Alger Park-Ash Creek Neighborhood Association/Crimewatch 1153, Brad Boling
- Briarwood Neighborhood Association, Marc Valerin
- Braeburn Glen Neighborhood Association/Crimewatch, Margie Bailey & Lee Barron
- Casa View Heights Crimewatch 1156, Harriett Revier
- Harry Stone Crimewatch 1155, Cindy Green

PARTICIPANTS

Alger Park-Ash Creek Neighborhood Association/Crimewatch 1153

Brad Boling	Melissa Gray
Curtis Fesser	Jane Henderson

Braeburn Glen Neighborhood Association/Crimewatch

Lee Baron	Bomnico Hall	Ricardo Ponte
JohnneBarlow	Borgon Hall	Yvonne Salazar
A.J. Brown	Liz Ocone	Bruce Tyler

Briarwood Neighborhood Association

Kaye Lee	Pat Moore	Marc Valerin
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Casa View Heights Crimewatch 1156

Betty Jo Austin	David Fancy	Carve Hurley
Wayne Bowen	Jeannie Foolson	Andrea Johnson
Amanda Buckley	Esther Gebhard	Shirley Loften
Clay Buckley	Jen Gillian	Helen McCallough
Ken Crum	Stacy Hanson	Harriett Revier
Melissa Degenhart	June Howard	

Harry Stone Crimewatch 1155

Lisa Bennett	Gail Farmer	Mike Nurre
Elaine Burgess	Sandra Frans	Betty Rice
Randal Burges	Cindy Green	Jerri Shevlin
Ryan Cox	Leonard Hall	Joe Suarez
Don Farmer	Barbara Malloy	

Ferguson Road Initiative

Rob Brown	Vikki Martin, Executive Director
Bill Coleman, Pres.	Mariellena Marquez, ExxonMobil Intern
Rusty Cornett	Susan Walker, VP
Kerry Goodwin, FRI W & S Coordinator	Gail Washington, FRI Crime & Gang Prevention Specialist
Gary Lawler	

OTHER

Dick Benson	Ethel Heullerson
Bay Boyd	Wendy Justice
Joyce Broadway	Deputy Chief Tom Lawrence, DPD
Carol Burton	Janice Lombardi, Asst. Prin. Bryan Adams
Victor Burton	Laura Lopez-Silva
Sr. Cpl. Ron Carpenter, DPD	Billy Messimer
Angela Castillo	Debby Messimer
Bill Clift	JL Minor
Polly Clift	Camille Mitchell
Michael Colgin	Nancy Moulton
Ryan Cox	Sr. Cpl. Elena Perez, DPD
Robert Curry	Jerry Pilgrim
Wanda Daniel	Annette Ratliff, for State Sen. John Corona
Carolyn Davis, Councilperson (District 7)	Charles Ruiz
Dorothy Elliot	Jose Ruiz, White Rock Hills Code Compliance
Leigh Ann Ellis, DISD Trustee	Daniel Ryan, White Rock Hills Comm. Prosecutor
Leighton Ellis	Murta Santos
Chuck Fresher	Bill Scott
Levita Fresher	Ferri Shalei
Gracie George	Hazel Sole
Michael George	Joe Susnez
Mary Guajardo	Eugerria Troscla
Fran Hammett	Lorraine Valiente
Gloria Hart	Marilyn Wiley
Roger Hart	Beth Winters
Sarah Hauser, for St. Rep. Allen Vaught	Doris Woodall
Sue Hayes	Donna Yates
Dorothy Houserwright	

Minutes

The meeting began at 6:45 pm with thanks to Casa Emanu-el United Methodist Church and an invocation by Pastor Frank Estrada. Mike Nurre, Harry Stone Crime Watch, spoke about Casa View as a potential *Weed & Seed* site; introduced elected officials, City staff, DPD officers, leaders of 5 area Crimewatches, and FRI representatives.

Understanding Why We Are Here

District 7 City Councilmember Carolyn Davis said that she was excited about tonight's meeting, thanked FRI and the Casa View groups for getting together, spoke on the importance of neighborhood involvement as the basis for power to change City Hall. She invited attendants to call her at 214-670-4689 with problems.

Nurre reviewed the rules; said that if you are interested in crime, libraries, gangs, school improvement, code enforcement, quality of life, stray animals, etc., we have something for you tonight. He gave a general understanding of FRI, discussed the possibility of a *Weed & Seed* site along Ferguson Road from LBJ to Oates Drive. He reviewed the expected outcomes, said that tonight's meeting is the first step in achieving those outcomes.

Lee Barron, Braeburn Glen NA, spoke on his discovery that FRI was making community improvements (such as the demolition of the Fair Park Inn at Ferguson and RLT) that he thought was being done solely by the City. He invited Kerry Goodwin and Gail Washington to speak about FRI and gangs, and conducted a meeting in August 2008 with FRI and several Casa View groups. These groups decided this year that they wanted to start a process to learn such things as how to get bond-funded projects and government grants.

Understanding the Ferguson Road Initiative

Vikki Martin, FRI, spoke on her status as a volunteer, her history of involvement. In 1989, she bought her home in the Claremont Addition, saw closed stores, graffiti, and rising crime. Faced with moving or changing things, she chose to stay, started a Crimewatch group, and later saw the importance of larger socio-economic issues. In October 1995, the Lower Ferguson Road community held a meeting to identify 5 key problems and 5 key assets in their area. One result was an Urban Development Land Use Plan developed in 1998 through key stakeholders, which the community worked to implement. To do this, the Ferguson Road Initiative was formed, achieved 501(c)3 nonprofit status in 1998, and began work on a request for *Weed & Seed* (a federally-funded community improvement grant program) status which was granted in 2000.

Martin reviewed a power point presentation, including:

- FRI's Mission: *To transform White Rock Hills into a Safe, Beautiful, Prosperous, and Proud Community by inspiring hope and working together to achieve a shared vision.*
- FRI's Vision: *The complete economic revitalization of the White Rock Hills Community.*
- FRI's Core Values: *Community, Leadership, Stewardship, Integrity, and Respect.*

- FRI's Five Strategic Goals and Major Accomplishments:
 - ***Increase Safety and Decrease Crime***
 - In 2000, the Department of Justice awarded FRI a \$1M *Weed & Seed* grant to reduce crime and increase safety.
 - Achieved a 61% reduction in violent crime and a 25% reduction in overall crime in the "Graduated" site.
 - In 2006, we were awarded a second \$1M *Weed & Seed* grant to extend our quality programs and services into the 2-Points community in the Buckner/Peavy area.
 - Since January 2009, the 2-Points community has seen a 20% decrease in overall crime, the first decrease in a decade.
 - ***Unify Neighborhoods***
 - Since 1998, FRI has grown from five to over twenty neighborhood associations, Crime Watch, and Volunteers In Patrol (VIP) groups working together to raise the quality of life in White Rock Hills.
 - Over 300 FRI members and volunteers participate in annual beautification efforts, litter cleanups, and graffiti abatement.
 - ***Improve Academic Achievement and Social Services***
 - FRI works with area schools and apartments to provide after-school, mentoring, and tutorial programs as well as cultural field trips for entire families; drug and gang prevention education; and other health, safety and social service programs.
 - Our first Safe Haven site, Bayles Elementary School, has moved from Low Performing (1992) to Recognized (2009). We are now expanding our services to include Conner and Truett Elementary, Gaston and Lang Middle, and Bryan Adams and Skyline High Schools.
 - ***Increase Economic Development***
 - FRI has facilitated over \$40 million of affordable and mixed-income housing and retail investment along Ferguson Road.
 - Overall property values have increased 30% over the last eight years.
 - ***Secure Capital Improvements***
 - FRI's Bond Committee, composed of dedicated residents, has successfully secured over \$30M in bond program funds since 1998. These funds have improved our neighborhood streets, bridges, and provided flood mitigation.
 - FRI has secured funding for a long-needed Recreation Center and Library.
- A review of a map of neighborhood groups in White Rock Hills showing the graduated FRI *Weed & Seed* site, the FRI/Forest Hills area, and the FRI/2-Points *Weed & Seed* site.

She spoke on how *Weed & Seed* funds go to areas that really need help, and how Far East Dallas will not be restored until the Casa View area is addressed.

Understanding FRI Operation *Weed & Seed*

Kerry Goodwin, FRI, said that the handout packet has a 1-page explanation of *Weed & Seed*, said it was a unique partnership between neighborhoods, DPD, and the government. FRI has applied for an Edward Burns Memorial Grant for pay for DPD overtime for the Casa View neighborhoods, if funded, monies would be available starting in August. He spoke on the recent Minyards closing, spoke about the need to reduce crime to encourage businesses to stay. His remarks describing steps to become a *Weed & Seed* community are attached.

Understand Casa View Crime

Gail Washington, FRI, said that while Casa View is not the worst crime area, it is not the best either. She spoke on the need to get to know and involve apartments, PTA's, etc. She said that while big community events, such as an annual health fair, are good, smaller monthly events are better for sustained community involvement. She spoke on recent graffiti at the Harry Stone Rec Center and the importance of painting over graffiti quickly, to let gangs know they aren't welcome. Empower yourselves, take the initiative.

Community Questions

There was a concern about FRI replacing the existing Casa View neighborhood groups. Martin said this is not FRI's intent, that the Casa View groups are unique, should work together. FRI conducts regular Steering Committee meetings that are open to everyone. Each Casa View group here tonight came to FRI for help, not the reverse.

There was a question about a web site for crime stats. Goodwin said you can go to FRI's web site (fergusonroad.org) and click on Crime Stats for this information.

There was a question about where crime would go. Washington said we are not pushing criminals to a new locale, That we are working to make crime subside. Deputy Chief Tom Lawrence, DPD, said they were not seeing crime displacement.

Breakout Sessions

The meeting broke into five groups to identify their top five challenges and their top five assets, then to bring these back to the main group. Groups listed all challenges and assets, then voted on these by placing stick-on dots next to the most important.

OVERALL GROUP ASSESSMENT	
<p>CHALLENGES*</p> <p>Crime Activity (35)</p> <p>Shopping Center Revitalization (33)</p> <p>Harry Stone Rec Center Deterioration (28)</p> <p>Graffiti/Tagging (21)</p> <p>Strict Law Enforcement, Visibility (19)</p> <p><i>Drug House Eradication (18)</i></p> <p><i>Noise Compliance (13)</i></p> <p><i>Close Down Blood Bank (13)</i></p> <p><i>Parking (12)</i></p> <p><i>Speeding (12)</i></p> <p><i>Lack of Concern of Real Estate Owners (9)</i></p> <p><i>Cops on Beat (8)</i></p> <p><i>Hispanic Liaison (7)</i></p> <p><i>Lack of Community Involvement (3)</i></p> <p><i>Gunshots (2)</i></p> <p><i>Tree Trimming/ Light Fixtures (2)</i></p>	<p>ASSETS*</p> <p>Close to White Rock Lake (31)</p> <p>Easy Access to City (29)</p> <p>Casa View Shopping Center (26)</p> <p>Harry Stone Recreation Center (20)</p> <p>Trees/Green Space (14)</p> <p><i>Dallas Athletic Club (10)</i></p> <p><i>Cotillion Park (10)</i></p> <p><i>Principals Local Schools (4)</i></p> <p><i>Church Choices (6)</i></p> <p><i>Affordable Housing (9)</i></p> <p><i>Structural Quality of Homes (7)</i></p> <p><i>Private Schools (1)</i></p> <p><i>Oates Plaza Shopping Center (7)</i></p> <p><i>Cliff May Home Architecture (9)</i></p>
<p><i>*Numbers in parentheses after items are the number of votes for that item. Top Five items are shown in boldface.</i></p>	

GROUP ONE ASSESSMENT	Facilitated by Rob Brown
CHALLENGES* Harry Stone Rec Center Deterioration (8) Shopping Center Revitalization (7) Graffiti (6) Public Urination and Drug Use at Ferguson Village Shopping Center (6) Lack of Community Involvement (5) Lack of Concern by Real Estate Owners (5) <i>Abandoned Residences (5)</i> <i>Gang/ Domestic Violence at Harry Stone Rec Center (4)</i> <i>Garland Rd. & Barnes Bridge Loitering (3)</i> <i>Lack of Shopping in Area (3)</i> <i>Poor Relations in Income Groups (3)</i> <i>Litter, Speeding, Noise, Pollution (2)</i> <i>Milmar to Casa Oaks to G.T. Burglary (2)</i> <i>Street Side Parking (2)</i> <i>Crime at Barnes Bridge & El Capitan (1)</i> <i>House Burglary (1)</i> <i>Increase of Crime at I-635 & Dallas City Limits (1)</i>	ASSETS* Casa Linda Shopping Center History and Longevity (7) Principals of Local Schools [B A] (7) Church Choices (7) Affordable Houses to Purchase (6) Easy Access to Entire City (6) <i>Good Bus/DART Assets (5)</i> <i>Harry Stone Rec Center and Park (5)</i> <i>Close to White Rock Lake (5)</i> <i>Easy Access Roads (4)</i> <i>Stable Home Ownership [Larry st.] (4)</i> <i>Close to Arboretum (3)</i> <i>Close to Doctor's Hospital (3)</i> <i>Bishop Lynch School (3)</i> <i>Pride in Home Ownership (3)</i> <i>Braeburn Glenn Crime Down (2)</i> <i>Casa Linda United Methodist Church (2)</i> <i>Close to N.E. Police Station (2)</i> <i>Economic Development Potential- Good (1)</i> <i>Casa View School & Park (1)</i>
<i>*Numbers in parentheses after items are the number of votes for that item. Top Five items are shown in boldface.</i>	

GROUP TWO ASSESSMENT	Facilitated by Susan Walker
CHALLENGES* Harry Stone Park Pool, Parking, Renovations Speeding on Streets around Park, Blocking Driveways, Trash, Beer Bottles (24) More Police Patrols & Code Compliance (16) Loud Music from Cars (7) Close Down the Blood Bank (6) Catch Speeders on Millmar, Andrea, Highwood, Casa Oaks (5) <i>Graffiti on Signs (5)</i> <i>School Improvements (3)</i> <i>Special Edu. [Keist elem., Keystone Park] (2)</i> <i>Re-Stripe Streets (1)</i> <i>Preserve Cliff May Architecture (0)</i> <i>Economic Rdevelopment (0)</i>	ASSETS* Harry Stone Rec Center (12) Casa View Shopping Center but Needs Revitalization (12) Oates Plaza Shopping Center but Needs Revitalization (7) Cliff May Architecture (4) Stores Were an Asset (1)
<i>*Numbers in parentheses after items are the number of votes for that item. Top Five items are shown in boldface.</i>	

GROUP THREE ASSESSMENT	Facilitated by Rusty Cornett
CHALLENGES* Police Patrol- Cops on the Beat (18) Code Compliance (7)	ASSETS* Close to Highways/ W.R. Lakes (6) Quality of Homes (6)

<p>Noise Compliance Enforcement [Cars, Businesses, Parties, Animals] (5) Drug House Eradication (5) Graffiti/ Tagging (5) <i>Door to Door Sales/ Solicitation (4)</i> <i>Special Needs [Curb Ramps] (4)</i> <i>Clean Up/ Signage (3)</i> <i>Activities for kids [Afterschool] (3)</i> <i>Pahandling (3)</i> <i>Litter (3)</i> <i>Green Space (2)</i> <i>Kids Hanging Out/ Truancy (2)</i> <i>Quality of Life Issues (2)</i> <i>Streets/Curbs (1)</i> <i>Pedestrian Traffic on Ferguson (1)</i> <i>Responsible Pet Ownership (0)</i> <i>Fill Up/ Tear Down Commercial Areas (0)</i> <i>Coffee Shops (0)</i></p>	<p>Recreation Center (5) Strong Churches/ Private Schools (5) Trees/ Green Spaces (3) <i>Affordable Housing (3)</i> <i>Diverse Population (3)</i> <i>Sense of Community (2)</i> <i>Shopping Centers (2)</i> <i>Several Schools in Area [Public] (2)</i> <i>Access to Buses (1)</i> <i>Neighborhood Activities (0)</i></p>
<p><i>*Numbers in parentheses after items are the number of votes for that item. Top Five items are shown in boldface.</i></p>	

<p>GROUP FOUR ASSESSMENT</p>	<p>Facilitated by Kerry Goodwin</p>
<p><u>CHALLENGES*</u> Code Enforcement [Vacant Homes, Taking Care of Property, Overcrowding, Parking on Streets, Too Many Cars] (16) 635/ Ferguson Rd. Apt. Clean-up (16) Rental Registration Program [Following Garland Model] (14) Texaco/ Shopping Center/ 635-Ferguson (12) Quality Shopping Opportunities (9) <i>Store Front Parking and Lighting (2)</i> <i>Littering (2)</i></p>	<p><u>ASSETS*</u> Location (15) Trees (14) Dallas Athletic Club (14) Cotillion Park (12) Harry Stone (12) <i>Crime Watch VIP (12)</i> <i>Code Need to be Enforced (12)</i> <i>Vacant Houses not being Maintained (11)</i> <i>Opportunity for Development (9)</i> <i>Train Crossing to Long (6)</i> <i>San Paula Ave. Streets (4)</i> <i>To Many Bingo Parlors (3)</i> <i>Texas Barber Students Causing Problems (2)</i> <i>La Prada St. Repair to Many Cars [Parking] (0)</i> <i>2646 Larry Dr. Burned House (0)</i></p>
<p><i>*Numbers in parentheses after items are the number of votes for that item. Top Five items are shown in boldface.</i></p>	

<p>GROUP FIVE ASSESSMENT</p>	<p>Facilitated by Gail Washington</p>
<p><u>CHALLENGES*</u> Out of Control Parking (8) Hispanic/ Latin Liaison (8) Gunshots (5) Crime Activity (5) Tree Trimming/ Light Fixtures (5)</p>	<p><u>ASSETS*</u> Bishop Lynch & Bryan Adams Schools (8) Harry Stone Park & Doctors Hospital (6) Shopping Center (5) Active Crime Watch [White Rock Lake/ Dog Park] (4)</p>

<p><i>Too Many Non-Related people (5)</i> <i>Advertising Community Involvement (4)</i> <i>Code Issue (4)</i> <i>Animal Control Issues (3)</i> <i>Participation by Community Crime Watch (3)</i> <i>Owners Responsibility (2)</i> <i>Unauthorized Motor Vehicle (2)</i> <i>Police Presence [Day Time] (2)</i> <i>Emergency Vehicle Access (2)</i> <i>Parking Issues (2)</i> <i>Youth Reps 25-35 yrs. Old (1)</i> <i>Runners [Pedestrian Endangerment] (1)</i> <i>Harry Stone Management (1)</i> <i>Party Halls (1)</i> <i>Reduce Speed Limit (1)</i> <i>Rec. Area Closer to LBJ (0)</i> <i>Road/ Sign Repair (0)</i> <i>Business better (0)</i> <i>Alley Harassment by Barber Shop School (0)</i></p>	<p>Good Home Owner/ Trees/ Crime Watch (3) <i>Cotillion Park (0)</i> <i>Top Teacher/ Principal in District (0)</i> <i>Neighbors (1)</i> <i>Churches (1)</i> <i>Cliff May Homes (0)</i> <i>Close to Downtown (2)</i> <i>Casa Linda Shopping Center (1)</i></p>
<p><i>*Numbers in parentheses after items are the number of votes for that item. Top Five items are shown in boldface.</i></p>	

Meeting Review

Participants from the Casa View neighborhoods were asked to evaluate the meeting.

PLUS	DELTA
What Worked About This Meeting?	What could have been even better?
<ul style="list-style-type: none"> • Kept on track and time • Advance notification • Letting everyone give feedback • Break-out session /Allows community to communicate • Good Intro • Small Groups • Powerpoint • Guest Speaker • Allowing people to feel responsible about their neighborhoods • Organized • Great people • Great outcome • Informative • Friendly • Vikki did a great job! • Synopsizing FRI history • Handouts • Variety of ways to get involved • Raised awareness • Open dialogue • Colored dots • Presence of Council woman Carolyn Davis • No peer pressure 	<ul style="list-style-type: none"> • Hard to hear when not using microphones/ Back of the room • Not repeating questions from those without a microphone • Needs specific numbers for people to contact to volunteer • More detail about current activities • Time management • Get people together that belong to same area • Dots got lost on board • Maybe tally system • Website needs work • More info on accomplishments • More time for groups • Sheffie Kadane to show up • Not enough publicity • Advertise on Bryan Adams sign • Harry Stone sign • Handout map- couldn't see • The arrangement of the seating some could not see the powerpoint • More people and involvement • Contact list- people to contact for crimewatch/ neighborhood orgs. • Subjective meeting place

- Experience
- Experiencing Concern
- Helpful suggestions
- Brought community together

- More racial diversity
- Facility too warm
- How does neighborhood watch work?
- What is neighborhood watch?
- Powerpoint Type larger
- Not having all reps present
Easier for older adults to understand

After the breakout sessions, the overall group reconvened and their wall charts were reviewed and condensed into the Top Five Overall Challenges and Assets. This task was not completed before the group adjourned.

Goodwin spoke on burned-out street lights, advised residents to write down light pole numbers and call 311 or go online to www.dallascityhall.com

Martin asked participants to join FRI by:

Volunteer Your Time and/or Talent

- Mentoring & Tutoring our Youth
- Graffiti and Litter Clean Up
- Serve on a Neighborhood Committee

Sponsor an Event

- Health, Safety, Housing, & Financial Wellness Fairs
- Volunteer Appreciation Events
- Community-wide Events (Tours, Luncheons, etc.)

Become an Friend and Ambassador

- To enlarge our circle of influence who can spread the word of our good work

Contribute Financially to Sustain and Expand our Good Work

- Operational & Program Support

Martin suggested that for FRI to help Casa View:

- ✓ We must be invited
- ✓ Casa View leadership attends FRI quarterly Steering Committee meetings
- ✓ Casa View neighborhoods conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis
- ✓ Casa View neighborhoods continue to mobilize leadership and residents
- ✓ Encourage Casa View membership in FRI
- ✓ FRI, White Rock Hills Area must be financially sustained and have a full-time, paid Executive Director on staff.

UPCOMING EVENTS

Washington spoke on Holy Hands Barber Shop at Ferguson and Gus Thomasson Roads needing help with a Back to School Bash. Information will be on Face Book.

There will be a Quarterly Crime Summit at 7 pm on Tuesday, July 14, 2009 at the Dallas First Assembly of God, 11000 E. Northwest Highway.

The meeting adjourned at 9:00 pm.