

# FRIIdays

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SPRING 2014



## Growing Partnerships

in this issue

**Building Community**  
FRI and the Dallas Arboretum

**Promoting Economic Development**  
FRI and Area Businesses

**Renewed Investments**  
Bishop Lynch High School and City of Dallas

**Cultivating Momentum**  
Kiest Elementary and REAL School Gardens

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 inspiring hope and working together  
 to achieve a shared vision."*

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## ON THE COVER

*More than pretty flowers, this issue's cover tells the  
 Weed & Seed story of transforming the corner of  
 Highland and Ferguson Roads from burned-out  
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 Recreation and Wellness Center and the possible site  
 for the Dallas Arboretum's Horticultural Center.  
 Photography courtesy of Stacey Callaway, art  
 direction by Mari Madison and flowers courtesy  
 of the Dallas Arboretum.*

# Building Community. Growing Partnerships. Cultivating Transformation!

by Vikki J. Martin, President, FRI



It's a GREAT TIME to live in Far East Dallas! Community revitalization does not happen by magic! It grows from a few passionate leaders who inspire other community residents to join their vision and work together to take action. Since 1995, FRI has steadily earned its reputation as a hard-working, grass-roots, community revitalization initiative whose vision is "Complete Economic Revitalization of Far East Dallas." Today, the people living in the FRI community are enjoying the "fruits of their labor." Over \$40 million investment from city bond funds and over \$200 million dollars in economic development have infused the area over the past two decades. FRI's most recent accomplishment is the opening of the \$8.5 million White Rock Hills Branch Library. In 2013, Ferguson Road Initiative (FRI) became the only formerly funded Department of Justice *Weed & Seed* site in Dallas to make the successful transition into a sustainable membership funded nonprofit. In fact, one of the few across the nation.

**The Importance of Partnerships** – One neighborhood cannot accomplish this grand vision alone. It will take other Far East Dallas neighborhoods working together. When one wins, we all win. Through partnerships, passion, and perseverance, our shared community vision

continues to evolve. FRI's leadership strives to be inclusive, engaging the founders of our area, as well as the next generation of young community leaders. Over the years, other area neighborhoods have caught hold of the vision. Six Partnership Pillars lift up our community — 1.) Residential Community, 2.) Nonprofits, 3.) Government, 4.) Education, 5.) Business Community, and 6.) Health & Wellness.

**Regional Recreation Wellness Center** – FRI's new business model streamlines the staff, cuts overhead expenses, and engages board leadership and community volunteers to accomplish strategic goals. We are laser-focused on the next BIG step, to build the very first City of Dallas Regional Recreation Wellness Center (The CENTER.) The CENTER will have programs for all generations and will be located at 2229 Highland Road at Ferguson, along with a trailhead for the new White Rock Creek Trail South along Ash Creek, and compatible mixed office or retail uses. We are happy to announce that through FRI's advocacy, the City of Dallas has allocated \$125,000 to fund a feasibility study and business plan for the CENTER. The study to begin this fall is to help determine the facility's cost, programs, site design, construction costs, schedule, financing and sustainability strategies.

**The Weed & Seed Story** – Meanwhile, not wanting the land to stand vacant and walled off from the community, FRI approached the

*Continued on next page.*



*The Trial Gardens at the Dallas Arboretum were created to grow and evaluate many different plants in the drastic climate of the Metroplex and North Central Texas. The plants for all the gardens may soon be grown at the Horticultural Center at the Highland Road site.*



FRI Welcomes the Dallas Arboretum

*“The Dallas Arboretum is very excited about a partnership with the Ferguson Road Initiative, and the potential for an interim area where our horticultural staff can work, so very close to the botanic garden. This opens the door for us to talk about a more permanent arrangement that would be beneficial to both parties. The FRI leadership has followed a thoughtful path of study and community involvement to make sure the partnership works for all and we applaud them for their professional ways.”*

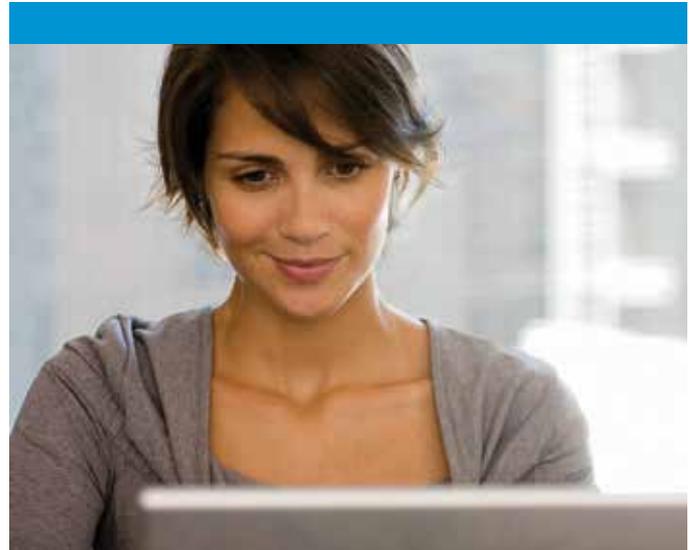


Mary Brinegar, President and CEO, The Dallas Arboretum

Dallas Arboretum and Botanical Society (DABS) to explore a partnership allowing them to use part of the CENTER site for their Horticulture Center for the next five years, while we are raising \$30+ million to design and build the CENTER. DABS agrees this appears to be a win-win agreement, and with a consensus of FRI neighborhood leaders, FRI authorized the City of Dallas Park Department to draft an Arboretum Contract Extension to allow a 5-year interim use of the CENTER land for a Horticulture Center. DABS would like to be a long-term partner on this site with FRI, so we are exploring ways to incorporate the Horticulture Center into the final plans for the CENTER and a partnership agreement to outline collaborative education and outreach programs to benefit the community.

**Neighbors, this is a Great Story** – FRI, a former Department of Justice *Weed & Seed* community, successful in “weeding out” substandard apartments riddled with drug dealing, prostitution, and crime is now, in its new formation working on “seeding in” a beautiful Horticulture Center where seeds are planted, and cultivated into beautiful flowers. If all goes well, we will plan a big press conference and community celebration to reveal the plans, possibly in the fall of 2014.

**Far East Dallas is on the rise** – We take pride in our community and invite you to get involved. Become an FRI member, join a committee, attend our meetings, and volunteer your time, talent and treasure! A BIG Thank You to our Partners for the leadership and support they provide to our community: City Council Members Carolyn Davis and Sheffie Kadane; Willis Winters, Director and Michael Hellmann, Assistant Director of the Park and Recreation Department; Christopher O’Brien, Economic Development Department; Ryan Evans, Assistant City Manager; and A. C. Gonzales, City Manager.



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## Leo V. Chaney, Jr. September 28, 1950 to August 12, 2013

by Gary Lawler



With great respect, FRI dedicates this news magazine to our former City Council member Leo V. Chaney Jr. Leo was the victim of a fire in his home last August.

While a Plan Commissioner, Leo began working with the Ferguson Road community in 1996 to develop a shared community vision for the organization, an Urban Design Land Use Study to portray that vision, and assurance that it became a part of Dallas' plan for the future.

He not only encouraged FRI to seek a federal grant, he also traveled to Washington, D.C., to actively advocate for that grant on our behalf. His success secured \$2 million in *Weed & Seed* grant funds for crime reduction, improved school academics, and economic development measures.

As our champion at City Hall, he worked tirelessly with us for a new library, new safer roads, park improvements, better schools, and a more stable and attractive community.

Leo's true legacy will not be in brick and asphalt. It will be in the changed lives of the thousands of residents, school children, and businesses in our area who bear witness to his passion for a better quality of life through strong effective communities. It will be in the dreams he instilled in us and the knowledge that we have the power to make those dreams come true.

## Access Storage and Community Access

by Jason Hunt

For over forty years, Access Self Storage has been a fixture in the Dallas area. Consistently awarded for its commitment to quality and customer service, Access has been pouring more time and effort into making a difference in the communities the company serves.

At its Ferguson Road location, as well as at locations across DFW, that effort has taken a number of forms – from customer appreciation days to community Christmas parties and fund-raisers for injured neighbors. Also, co-owner Doug Hunt is one of FRI's earliest supporters and has served as a board member for several years.

"We want to help out as much as we can," says Hunt. "We're a family company and this is our home. Our customers are also our neighbors." Hunt, along with his brother David, are constantly looking for ways to get their employees involved in the community. One way that has proven most successful is the community bulletin board, a massive LED billboard that Access has opened up to its neighbors for community information and events. If you want to display an event planned for our community, contact Doug Hunt at 214-742-9499, extension 101.



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# Bright Possibilities and New Partnerships Grow Optimism at FRI's Connection Economic Development Fair and Town Hall Meeting

By Mari Madison



Undaunted by the wintry February weather, an enthusiastic crowd of over 100 people gathered at White Rock Hills Library around exhibitors at the FRI Economic Development Fair, where they learned about new community-service nonprofits like Directions, Heroes Housing and Reading Partners. Restaurants, new to the area, gave out samples – queso and chips from Torchy's Tacos and cake from Nothing Bundt Cakes. They learned about the Affordable Care Act from Doctors Hospital of Dallas, the new Children's Garden at the Dallas Arboretum and plans for the new White Rock YMCA to name but a few. As they exited, event coordinators Dr. Gerry Jones and Ed Snyder urged visitors to enter a raffle for items contributed by the exhibitors. Drawings for the door prizes punctuated the following Town Hall Meeting.

Anticipation filled the room as residents, public officials and political candidates took their seats for the first Town Hall Meeting held by FRI as a privately funded nonprofit. The real excitement was more about the expected BIG announcements than the door prizes.

Vikki J. Martin, president of FRI, gave a warm welcome to all and recognized the FRI business members and special guests present, including A. C. Gonzalez, Dallas City Manager, and Mary Brinegar, President of the Dallas Arboretum. Dr. Ken Cantrell stood and recognized all the political candidates in attendance and urged everyone to vote in the March 4 primary. Then the The Dallas Police Department Widows and Children's Fund was presented a check by Gary Hasty, FRI Board Member.

Larry and Sue Ingram, owners of the nearby McDonald's for over 30 years, were honored by Juan Ayala, Chief of Staff to State Representative Eric Johnson, and Vikki J. Martin for their many years of support of Far East Dallas with a State Resolution and FRI's Obelisk award. Larry expressed his thanks and reminisced about the impact FRI had made since opening the restaurant, saying:

*"These are great and exciting times with better things ahead."*



Sue and Larry Ingram receive award from Vikki Martin



Katherine Day, Bishop Lynch High School, shows the school's future plans.

Vikki shared about the successful response from area elementary schools to the essay contest "Beautiful Possibilities" where schoolchildren were invited to share their ideas about the planned Regional Recreation and Wellness Center for a chance to win a bicycle. She announced the writer of the grand-prize-winning essay, Michele Zamaniego, a 5th-grade student from Sanger Elementary. To the delight of all present, Michele stood up and read her essay aloud. (see *Beautiful* on page 10)



Zamaniego reads her essay.

Highlighting the evening was the much anticipated presentation by FRI's Economic Development Committee on the progress of the proposed Regional Recreation Wellness Center (the CENTER). A. C. Gonzalez started things off with a brief statement, followed by Bobbi Bilnoski, FRI consultant, enthusiastically telling how the initial idea was born. She explained how a five-step plan of action – obtain the property, identify potential partners, define community needs, explore interim uses, and complete the feasibility study – had been developed and carried out to completion. She then announced the City of Dallas has allocated \$125,000 to fund a feasibility study and business plan for the CENTER. She followed the news with details about how the site had been transformed from a burned-out eyesore to a development-worthy site.

Bobbi had more news to share. Next she announced efforts between FRI, the City of Dallas and the Dallas Arboretum, explaining that an interim use agreement was being negotiated for the Dallas Arboretum to move its Horticultural Center on the site for the next five years.

Willis C. Winters, City of Dallas Park Department Director, was introduced and explained the City's vision for the CENTER and the appropriateness and advantage of the site. He explained the next steps and gave a time line for the process of selecting a firm to conduct the study. He announced the Requests for Qualifications were expected to be released the following week.

After the presentation, questions were taken from the audience, ending with Dr. Gerry Jones standing to

(continued on next page)



Jennifer Rodriguez and Jon Sparks,  
Urban Vines Wine Bistro



Allison Chance, Reading Partners



Terry Lendecker and Mary Brinegar, Dallas Arboretum



Steve Bagley, White Rock Hills  
Branch Library Friends



Sgt. Felicia Thornton,  
Dallas Police Department

challenge the East Dallas business community to raise \$15,000 through FRI Business and Founder's Circle Memberships by June 15, for the community's contribution to the project!

FRI's latest initiative is the newly minted Financial Education Network (FEN). As part of a four city pilot project (Miami, Atlanta, Seattle, and Dallas), FRI is collaborating with the National Urban Technology Center (NUTC), the Wells Fargo Foundation and State Representative Eric Johnson's Office.

Kerry Goodwin, of Representative Johnson's staff, introduced Tom Bransford, VP National Urban Technology Center who was visiting from New York. Previously, NUTC worked with FRI to establish our Volunteer Income Tax Assistance (VITA) Center. VITA has helped us keep millions of dollars of tax refunds in our neighborhoods since its inception in 2005. The goal of FEN is to work with residents and help them to gain financial literacy through a two-year pilot program to provide economic self-sufficiency.

*"It's inspiring to see how FRI has transitioned into a highly respected organization that is making things happen in Far East Dallas. The gathering of key community participants at the Town Hall meeting, as well as key City of Dallas players, says a lot about how folks regard FRI. I am really impressed by both the strength of your Volunteer Income Tax Assistance (VITA) program as well as the joint project with the Dallas Arboretum. Far East Dallas is now on the map as a positive and growing community. The role that FRI has played in that resurgence cannot be denied."*

Tom Bransford, Vice President and Treasurer,  
The National Urban Technology Center, New York, NY

Kerry Goodwin urged residents to visit the FEN website: [www.urbantech.org/FEN](http://www.urbantech.org/FEN). He stated that locally FRI will partner with the True Lee Missionary Baptist Church in South Dallas and Young Life West Dallas to spread the word on the importance of improving our financial literacy skills.

At the end of the evening, the room was abuzz with optimism for the future of Far East Dallas, and many went home the lucky winners of the door prizes. Why not join the momentum by becoming a member of FRI and getting actively involved in your particular neighborhood? For information about becoming a member, visit: [www.fergusonroad.org/membership/](http://www.fergusonroad.org/membership/)



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## Improvements Seen in Far East Dallas Schools

by Daniel J. Miccibe, DISD Board Trustee, District 3



Through Destination Imagination (DI), students work in teams to develop creative ways to problem-solve through STEM (science, technology, engineering and math), the arts, and service learning. Bryan Adams High School is the first comprehensive high school from DISD to advance to the DI global competition. Their team, known as Toxic 6 + I, will travel to the University of Tennessee in

Knoxville the week of May 20 for the four-day event, where they will provide a presentation on anti-smoking.

Our community should be inspired by the transformation of Kiest Elementary School from an unacceptable academic rating in 2012 to the Texas Education Agency's highest rating in 2013. Principal Candice Ruiz enlisted over 35 community members as volunteer tutors, helping close the achievement gap. Similar tutoring programs are in place at Truett and Bayles elementary schools.

When residents partner with schools, students get better education, better jobs, better quality of life, better...everything. By volunteering for one or two hours per week, you are not just making a difference in a child, you are making a difference in a person for the rest of their life. Contact the Dallas ISD volunteer and partnership services department at [972-925-3920](tel:972-925-3920) or by email at [partners@dallasisd.org](mailto:partners@dallasisd.org) and make a difference.

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## Bishop Lynch's Investment in Far East Dallas is Renewed



By Mari Madison



Bishop Lynch High School is celebrating 50 years in Far East Dallas with renewed investment in the neighborhood. As part of the \$25 million "Veritas... from Generation to Generation" campaign to transform Bishop Lynch's campus, the school has forged a partnership with the City of Dallas to improve two athletic fields in Ferguson Park. Located across the street, the upgraded softball and soccer fields, targeted to open in spring 2015, will provide practice facilities for student athletes and enhance the park for use by its Far East Dallas neighbors.

*"Ferguson Road Initiative (FRI) commends the leadership at Bishop Lynch for seeking this partnership with the city and appreciates its loyal membership in FRI," said Vikki Martin, president of FRI. "These shared partnerships – where the community, city and private enterprise come together for the purpose of keeping Far East Dallas vital and thriving – make our future bright."*

What began as preliminary discussions at a neighborhood meeting soon won unanimous consent with the Dallas City Council. As Bishop Lynch progressed on its transformative campus expansion project, the school sought options to relocate the softball program. Ferguson Park is ideally located across from the school's campus on Inadale Avenue, serving the surrounding neighborhood as well as George W. Truett Elementary School. This idea led to conversations with the City of Dallas and DISD leadership for not only softball, but also soccer field improvements. Dallas Park and Recreation Department Director Willis Winters said,

*"It became clear this was a win-win for both the schools and the neighborhood."*

The innovative partnership provides for an initial term of 20 years and two five-year extensions. Scheduled to open in spring 2015, the Ferguson Park soccer and softball fields will be improved by Bishop Lynch and then maintained by the City of Dallas Park and Recreation Department. In exchange for priority scheduling rights, Bishop Lynch has agreed to fund initial improvement and 50 percent of the cost of maintaining the fields.

*"I'm pleased to see innovative solutions that promote neighborhood improvement," said City Council Member Carolyn Davis. "Our park will be improved for all residents without additional cost to taxpayers. Bishop Lynch has been a great neighbor and I'm proud of the collaboration among our district."*

Bishop Lynch President Edward Leyden says the partnership is an example of the school's role in the neighborhood:

*"For our students, we encourage the pursuit of excellence in all activities – academics, arts, athletics and service in the community."*

The new fields have the potential to encourage continued program development for young athletes and promote community visibility in Far East Dallas. The Veritas is that's good news.

On the move ...  
Dirt from the  
BL softball field  
heading to Ferguson  
Park.



## Cultivating Momentum at Kiest Elementary

### A new outdoor classroom is already shaping student success

By Dee Anna Handbey



Earlier in the school year, 150 neighborhood volunteers helped transform an empty courtyard at Edwin J. Kiest Elementary into an outdoor learning lab as part of a three-year grant partnership with REAL School Gardens named for the Rainwater Environmental Alliance for Learning. While it's still too early to compare student performance on state-mandated tests, school and community leaders say that the garden has already become a catalyst for achievement.

*"We're seeing great things, said Kiest Principal Candice Ruiz, who reported that student scores on Dallas ISD semester exams are encouraging. We were at 100 percent in first grade for reading, and that was amazing. That means every single student passed."*

When Ruiz arrived at Kiest, the school was rated Academically Unacceptable due to poor performance in writing. Today, Kiest meets all three distinctions under the state's new accountability system – math, reading, and a top 25 percent ranking among similar schools.

Now that the REAL School Gardens program is under way, momentum at the school is expected to intensify. Schools participating in the program have seen pass rates for standardized tests increase by 12-15 percent. Most schools see their biggest jumps in science scores – and as Ruiz explained, the outdoor environment sparks discovery in every subject.

*"I noticed a fourth-grade class coming back from lunch and recess one day, and the teacher said, 'Let's stop by the garden. I want you to identify any nouns that you see.' So they were identifying nouns. 'Well, let's talk about adverbs. If I were to drop this leaf, how is it going to float down?' It's something different, and the kids are more apt to learn it and apply it in their writing," Ruiz said.*

The interdisciplinary learning opportunities of the outdoor classroom were echoed by REAL School Gardens Program Director Ellen Robinson, who is looking forward to ongoing training sessions with the teaching staff.

*"We'll train the teachers on how to use that outdoor space as a classroom, across the grade levels and across the subject areas," said Robinson. "They'll also get lesson plans that they can start implementing immediately at the beginning of the next school year."*

At the conclusion of the three-year grant period, schools have the option to continue with the group's evergreen support, which gives the



Kiest students, teachers and community volunteers working together.

school's garden coordinator ongoing access to valuable training and resources. Mike Nurre, cochairman of the Greater Casa View Alliance, who helped install the garden in October of 2013, emphasized the importance of working together to help local schools succeed.

*"A rising tide lifts all ships," Nurre said. "We have a diverse community, and we've got to provide the proper starting line for everybody. When the community gets involved, you see a domino effect."*

As Robinson confirmed, having the support of both the teaching staff and the community is important in the grant selection process.

*"When we interview a school, it really is important to us that we see that it's a community-wide effort – that it's not just one or two teachers who are passionate," Robinson said. "We don't expect the school to have everything figured out; we don't expect them to know exactly how they're going to teach out there. But we're looking for them to show us that they're committed to it, because it's a great deal of work."*

The next grant application cycle begins in the fall and is open to North Texas schools with at least 70 percent of students on the free/reduced lunch program. To learn more about REAL School Gardens, visit [realschoolgardens.org](http://realschoolgardens.org).



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## Beautiful Possibilities Essay Contest

by Gary Lawler

FRI invited four area schools to take part in “Beautiful Possibilities”, a student essay contest regarding the importance of the Regional Wellness Recreation Center proposed on Highland Road at Ferguson Road. Winners were:

### Bayles Elementary:

Amaya Joe (Bike Winner), Jessica Brooks, Angelina Casares, and Luis Gomez.

### Casa View Elementary

Roberto Carillo (Bike Winner), Nadia Gonzalez, and Kate Alonzo.

### Alex Sanger Elementary

Michelle Zamaniago (Best Essay and Bike Winner), Nicole Rosas, Madison Lyles, and Gianna Reynoso.

### G.W. Truett Elementary

Brianna Haley (Bike Winner), Shirley Romero, Sarah Diaz, and Jimena Flores

Awards included a bicycle, a \$50 gift card, a \$25 gift card, and a \$10 gift card at each school.

Michelle Zamaniago was awarded Best Essay, and read her entry at the FRI Annual Meeting. Her essay ended with these inspiring words:

*“Many kids don’t have good influences, which leads them to making bad choices in life. By placing a Regional Recreation Wellness Center in our Community we will provide Beautiful Possibilities. This center will increase the opportunity of children like me to have a bright future.”*

FRI thanks key sponsor Residential Reservices and supporters; Nexus Recovery Center, and The Bike Shop for making the contest possible.



Zamaniago receives her brand new bike.

## Volunteers Needed

Volunteers are the backbone of organizations like FRI. The more volunteers we have, the better we can serve the community. Here are some volunteer opportunities:

**The Economic Development Committee** needs individuals with experience and expertise in finance, fundraising, commercial development, landscaping/landscape design, and publicity.

**The Branding and Communications Committee** needs volunteers to help with advertising sales for the news magazine, event planning, branding, and social media expertise.

**The Membership Committee** is looking for volunteers for data entry and management, conducting membership renewal calls, and calling on businesses and corporations.

**The Finance & Operations Committee** seeks someone familiar with Salesforce.

Volunteering can be a very rewarding experience. If you would be interested in finding out more about these opportunities, contact the FRI Community Connection at:

[communityconnection@fergusonroad.org](mailto:communityconnection@fergusonroad.org)

or call 214-324-5116.



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## Greater Casa View Develops Big Ideas for the Future

By Lee Barron



In early 2013, the Greater Casa View Alliance (GCVA) developed their “Big Idea” to complete the Area Plan for the northern section of the Ferguson Road corridor from Oates to LBJ. This plan was originally started with a pro bono partnership from Omniplan in January 2011.

In accordance with City of Dallas guidelines for development of plans like this, GCVA formed an Area Plan Advisory Committee. This committee consists of GCVA area neighborhood leaders, faith community leaders, local business leaders, school leaders, and City of Dallas representatives. In support of the plan development, the Advisory Committee held regular meetings throughout 2013 to help establish the expectations, schedule, and process to complete the plan.

Two area-wide town hall meetings and one public workshop were conducted to present and openly discuss the “Big Idea” to the GCVA residents and get input to further refine our vision of the future. The primary focus areas of the plan are reimagining of the GCVA epicenter Casa View Shopping Center, developing the area identity at the gateways to GCVA, and making the GCVA area a “destination” for more than just the local residents. Additional efforts have focused on meshing synergies between GCVA, Ferguson Road Initiative, and the Centerville Marketplace Strategy Project to advance Far East Dallas as an attractive area for redevelopment and investment.



*Artist rendering envisioning proposed improvements to Ferguson Road including widening sidewalks and adding a shared bicycle lane to the current Dallas Bike Plan.*

The next steps in development of the GCVA Ferguson Road Area Plan are scheduled to resume in May 2014 after GCVA’s Area Plan chairperson, Amanda Buckley, returns from the birth of her second child. An Advisory Committee meeting is scheduled in May, and the final town hall meeting will be held in June 2014. Once those milestones are completed, members of the Advisory Committee will begin production of the actual Area Plan document. The goal is to complete and submit the Area Plan by the end of the summer, with City Council adoption by the end of 2014 or in early 2015. This is an exciting process, and when it is complete, there will be a master plan for all of Far East Dallas included in the City of Dallas vision. To learn more about the study visit:

[www.greatercasaview.org](http://www.greatercasaview.org)

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# Geez Louise, FREE Trees!

by Gary Lawler

Trees beautify our neighborhoods, clean the air, make our sidewalks cooler in summer, can have a calming effect on traffic, and add to property values. The City of Dallas provides free trees for neighborhood residents through their Reforestation Program. The trees can be planted only in the parkway (between the sidewalk and curb), in medians, and on rights of way, and the resident must provide watering, mulching, etc., for two years.

Large canopy trees, including maple, ash, oak and elm, are available, along with small trees such as redbud, crape myrtle, and persimmon.

The trees are generally between 4' and 7' tall. Requests can come from individuals or neighborhood groups.

Applications for trees must be made between April and October, and trees are planted between November and March. The application process is complex, so neighborhoods are encouraged to start soon to have everything done before October.

**Contact** City of Dallas Chief Arborist Phil Erwin at 214-948-4117 for questions. For a package with details, forms, available trees, etc., contact Francisco Pataro at [fpataro@live.com](mailto:fpataro@live.com).



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# Stay Connected Subscribe to the FRI E-News

FRI puts out an electronic newsletter (FRI NewsFlash) to keep the community up to date on issues related to Far East Dallas. This e-newsletter reaches about 2,500 households every month. To subscribe, send an email to [wscordinator@fergusonroad.org](mailto:wscordinator@fergusonroad.org).

## Upcoming Library Events

### Book Reading

Sherrill Tippins, author  
*"Inside the Dream Palace"*  
 The life and times of New York's legendary Chelsea Hotel

**Tue., May 6, 6:30 pm**  
 White Rock Hills Library  
 9150 Ferguson Road

### Book Reading

Robert Weitz, historian,  
*"A Time We Once Shared"*  
 Growing up in the White Rock area in the 50's and 60's

**Wed., May 10, 2 pm**  
 White Rock Hills Library

### Spring Book Sale

**May 21 to May 24**  
 Lochwood Library

### Book Reading

Kathleen Kent, author,  
 presenting her 3rd book  
*"Outcast"*

**Wed., May 7, 1:30 pm**  
 Lochwood Library  
 11221 Lochwood Boulevard



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## Community Challenged to Boost Far East Dallas

by Dr. William "Gerry" Jones



In 2013, FRI committed to focus on bringing a Regional Recreation Wellness Center to Far East Dallas. We established a five-step plan to accomplish this: 1) Obtain the property; 2) Identify potential partners; 3) Determine community desires and needs; 4) Seek interim uses for part of the Center property; and 5) Fund a Feasibility Study.

Progress toward these goals includes obtaining \$125,000 in Feasibility Study funding and partnering with the Dallas Arboretum for interim use of part of the Center property for a Horticultural Center.

At the FRI Annual Meeting in February, we announced our 2014 Economic Development Challenge to raise \$15,000 by June 15 through donations and new memberships.

### We need your help! You can support FRI by:

1. Becoming a member or renewing your membership.
2. Contributing your time, talent and treasure to FRI.
3. Volunteering for an FRI program or event.
4. Thanking and patronizing FRI business members.
5. Letting us know how we can better serve Far East Dallas.

[www.fergusonroad.org/membership](http://www.fergusonroad.org/membership)

We thank everyone for your ongoing support of FRI, which allowed us to meet all of our membership and fundraising goals in 2013. With your continuing support in 2014, we can make Far East Dallas a great place to raise a family and build a business.



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# Community Connection

## MEMBERSHIP LEVELS

I want to join the Ferguson Road Initiative (FRI) Community Connection.

(Check your desired membership level below)

### Individual and Nonprofit Membership:

- Household @ \$50 per year
- Nonprofit and Churches @ \$70 per year
- Neighborhood Associations @ \$70 per year
- Patron @ \$100 per year

### Business Membership:

- 1 to 10 employees @ \$175 per year
- 11 to 50 employees @ \$375 per year
- 51 to 100 employees @ \$575 per year
- 101 to 500 employees @ \$1,275 per year
- 501+ employees @ \$2,775 per year
- Apartments @ \$1 per unit

## FOUNDER'S CIRCLE

I want to join the FRI Community Connection Founder's Circle by making a multi-year pledge.

This includes a complimentary membership at the appropriate level.

### Level of Support: (check one)

- \$1,000 per year for 3 years (\$3000 total)
- \$2,500 per year for 3 years (\$7500 total)
- \$5,000 per year for 3 years (\$15,000 total)
- \$7,500 per year for 3 years (\$22,500 total)
- \$10,000 per year for 3 years (\$30,000 total)

### Benefits:

- Donor Plaque, and quarterly recognition in the FRI E-Blast
- *All the above plus* semi-annual recognition in the FRIdays News Magazine
- *All the above plus* your logo on the FRI Web site, 15% discount on FRIdays News Magazine advertising
- *All the above plus* recognition at Public Business & Community Meetings
- *All the above plus* a permanent banner on the FRI Web site, and recognition at ALL Special Events

## CONTACT INFORMATION

Date: \_\_\_\_\_ Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_ Number of Employees: \_\_\_\_\_

Business Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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Business Phone: \_\_\_\_\_ Business Fax: \_\_\_\_\_ Personal Phone: \_\_\_\_\_

## PAYMENT

Please go to [www.fergusonroad.org](http://www.fergusonroad.org) to pay by credit card or check or mail FRI, PO Box 570417, Dallas TX 75357

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## Community Connection Founder's Circle

FRI is deeply indebted to our Founder's Circle Members,  
who are members who have made an annual pledge to FRI for three years.

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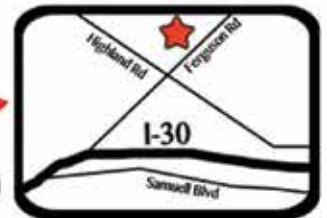
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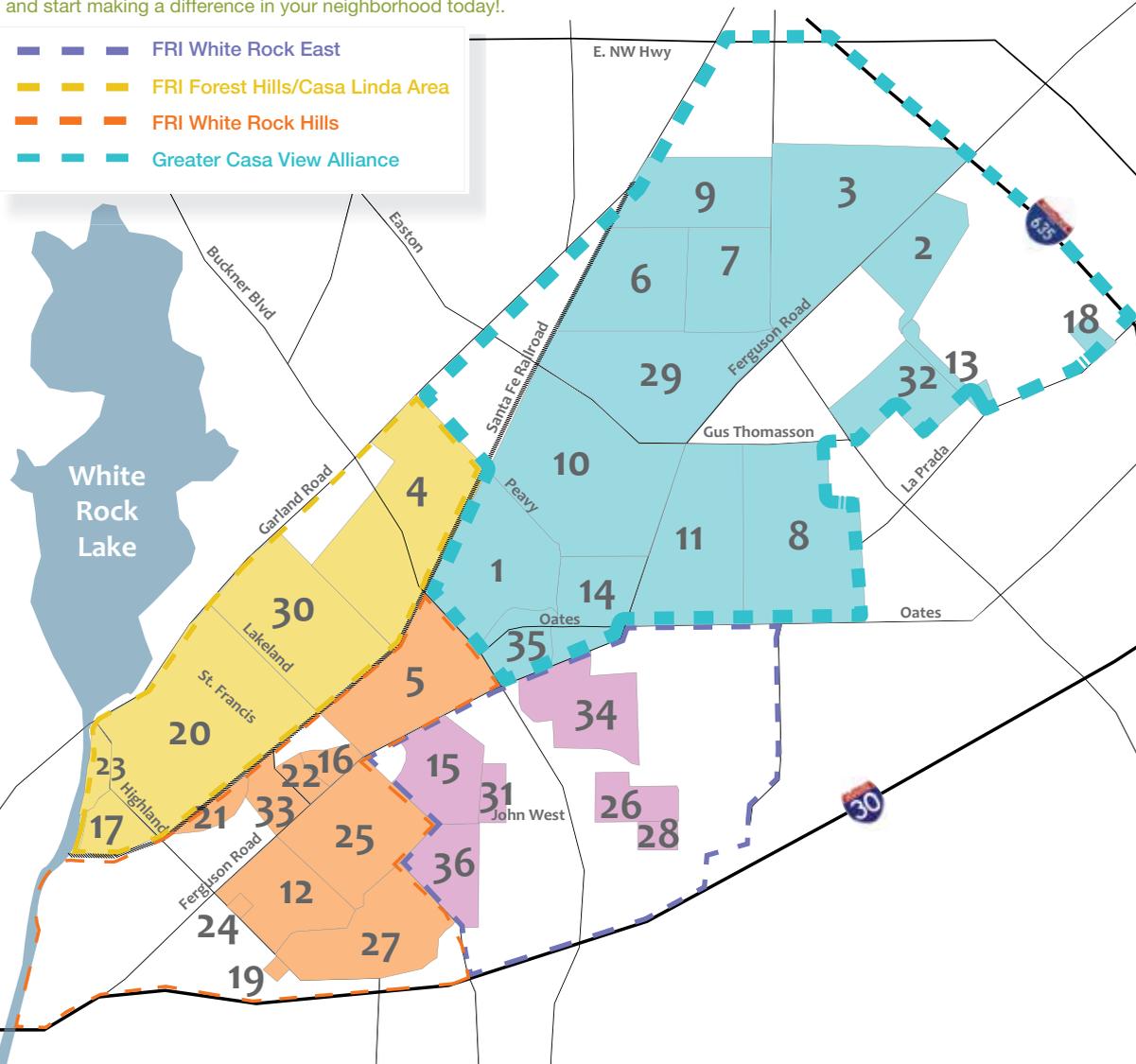
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- FRI White Rock East
- FRI Forest Hills/Casa Linda Area
- FRI White Rock Hills
- Greater Casa View Alliance



## Far East Dallas Neighborhoods

- 1 - Alger Park/Ash Creek NA (1153)  
www.crimewatch1153.org  
214-967-5191 (Voicemail)
- 2 - Braeburn Glen CW (1132)  
www.braeburn-glen.com  
214.967.5078 (Voicemail)
- 3 - Briarwood NA (1258)  
www.briarwoodna.com
- 4 - Casa Linda Estates NA  
www.casalindaestates.com
- 5 - Casa Linda Forest NA  
214-967-5076 (Voicemail)
- 6 - Casa View Heights CW (1129)
- 7 - Casa View Heights CW (1130)  
annteague@sbcglobal.net
- 8 - Casa View Heights CW (1156)
- 9 - Casa View CW 1115
- 10 - Casa View Haven NA (1135)  
www.casaviewhaven.org
- 11 - Casa View Oaks NA  
casaviewoaks.com
- 12 - Claremont Addition NA (1199)  
214-967-5065 (Voicemail)  
claremontaddition@sbcglobal.net  
www.claremontaddition.org
- 13 - Club Manor NA  
clubmanorhoa@yahoo.com
- 14 - Crestview Park NA
- 15 - Eastwood Hills NA  
www.eastwoodhillsdallas.com  
info@eastwoodhillsdallas.com
- 16 - Enclave at Ash Creek HOA
- 17 - Enclave at White Rock HOA
- 18 - Fairway Estates HOA
- 19 - Forest Creek OA
- 20 - Forest Hills Association  
www.foresthillsdallas.org
- 21 - Forest Meade HOA
- 22 - Forest Oaks NA
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- 24 - Highlands Apartments CW
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- 27 - Lakeland Hills CW  
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- 28 - Light Pointe Place HOA
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- 30 - Little Forest Hills NA  
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- 31 - Skyline Heights CW
- 32 - St. Andrews CW  
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- 34 - Truett CW  
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