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In this issue

Concepts for White Rock Hills Recreation Center Take Shape

You Can't Fight City Hall, but ...

Community Prosecutor Helps Neighborhoods Fight Blight

Recovering Ferguson Road

Christopher Jackson for City Council, District 9

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"I am a proud member of the Ferguson Road Initiative. The work we do will make the whole Ferguson Road community a better place to live and make neighborhoods stronger and more vibrant. As your councilman, I will make the FRI one of my top priorities."

- Christopher Jackson



Christopher and his wife, Jamie, have lived in District 9 for 17 years. They have two daughters and a son. They attend New St. Peters Presbyterian Church.



Christopher is an avid runner at White Rock Lake. He was the winner of the 2011 Galveston Marathon. Christopher will be a strong leader in protecting our lake.

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- Member, Board of Directors, White Rock Conservancy
- Volunteer, For the Love of the Lake
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- Member, Ferguson Road Initiative
- Member, Texas Crime Commission
- Chairman, Board of Deacons, New St. Peters Presbyterian Church
- Coach, Luke's Locker Marathon Program at White Rock Lake
- Eagle Scout

Respected Businessman

Christopher Jackson is the Vice President of Development and Principal of Wynne/Jackson, Inc. He has expert knowledge in economic development and zoning. As a lawyer, he understands complex contracts and negotiations. He also holds a salesperson license from the Texas Real Estate Commission, is a member of ULI and is currently on the Community Development Council. Christopher builds strong neighborhoods and will be our advocate to protect our neighborhoods.

***I will always be accessible to you!
Feel free to contact me at
JacksonforCouncil@gmail.com
or cell: 214-207-4287***

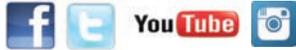
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FRI

Spring 2015
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ON THE COVER

FRIdays editorial staff is very excited to feature the draft site plan rendering of the White Rock Hills Recreation Center, presented to the community on January 27 by Jacobs Engineering and Dallas Park and Recreation Department.

Concepts for White Rock Hills Recreation Center Take Shape



By Vikki J. Martin, President, Ferguson Road Initiative

The Far East Dallas community has had a busy and productive fall and winter as we advanced our community's dream of building the White Rock Hills Recreation Center (CENTER) on the empty land near the northwest corner of Ferguson and Highland roads.

In the fall issue of *FRI*days, I reported that the backbone of the feasibility study process would be a series of three Dallas Park and Recreation Department public input meetings and encouraged you to make your thoughts and ideas heard. Working with the Dallas Park and Recreation Department, we designed these meetings to gather your ideas and feedback and engage in discussion with the planners at Jacobs Engineering Group so that your voice would be the vision that will make the CENTER unique.

A Community Response Beyond Our Wildest Dreams.

And speak up you did! We received community input from more than 1,500 residents and area stakeholders, and over 500 people attended the three public meetings. The Ferguson Road Initiative (FRI) leadership team accessed the progress after each step and worked with the Park Department, requesting steps be added to the process when needed to ensure your voice was kept front and center. After the first public meeting, FRI generated its own in-depth community survey. The survey received 651 responses and provided the Jacobs' team with items to incorporate into the CENTER.

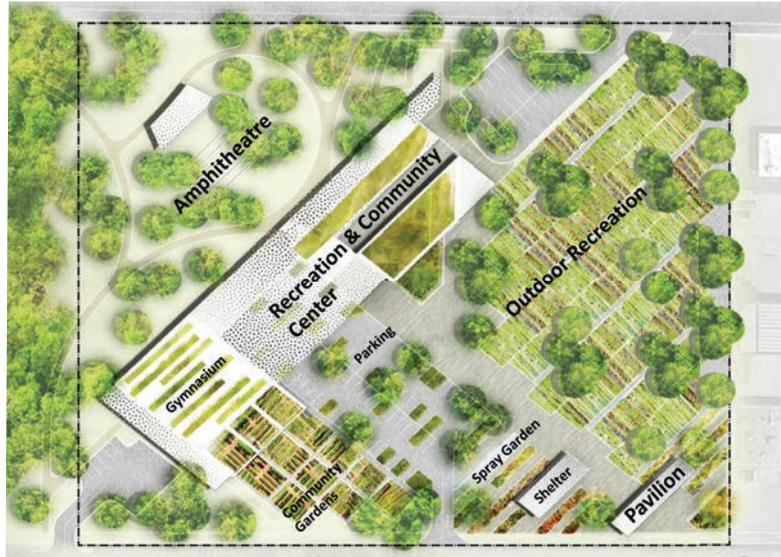
It quickly became clear that a smaller Steering Committee was needed to process and focus on the overwhelming public response. The FRI executive team recruited a diverse group of volunteers, ensuring that all the Far East Dallas neighborhoods were represented. At the first meeting, these dedicated residents stood up and gave their reasons for getting involved:

"I want a way for children to improve themselves," said Susan Walker of Lakeland Hills Crime Watch. "By working together we can achieve big dreams," added Kimberly Humpries of Truett Crime Watch. "I am interested in continuing the growing vitality of the area," continued Mari Madison of Casa View Heights. "I am here to support a better community," followed Joe Mitchell of the Forest Oaks Neighborhood Association.

At left: Kimberly Humpries, Diana Pollock, Major Barbara Hobbs and Israel Silva



At right: Steering Committee members Gary Lawler, Gary Dill, Desi Tanner, Jeana Streeter, Jordan Gonzalez and Yasniuris Gonzalez



Proposed site plan for the White Rock Hills Recreation Center.

The Steering Committee quickly took the community's wishbone and replaced it with their backbones and went to work. At five visioning meetings with the Jacobs' team, they focused the community's input into an overall grand vision for the CENTER.

The resulting community input process necessary to complete the study included:

- Three public input Town Hall meetings
- FRI-designed in-depth community survey
- Five Steering Committee meetings
- Nine stakeholder meetings
- FRI executive team participation in 15 Dallas Park and Recreation Department planning meetings

FRI's Partnership with Dallas Arboretum Evolves.

In the summer of 2013, FRI approached the Dallas Arboretum and Botanical Garden to explore the possibility of locating its Horticultural Center, greenhouses and planting beds on the site. After first ensuring that the needs of the CENTER were met, the Arboretum then explored using this location for these purposes. The feasibility study revealed that this site only met half of the Arboretum's requirements, and the option to expand to the adjacent land was cost prohibitive. The Arboretum removed itself from consideration and expressed its appreciation for FRI's vision for this property, giving FRI the opportunity to explore new partnerships and additional offerings at the CENTER.

Below: The Far East Dallas community gathers as they wait for the presentation to begin.





Nic Rader explains the conceptual thinking and potential behind the proposed site design.

FRI supports this decision, and even though the Arboretum will not be a partner in the CENTER, these two visionary organizations will continue to explore the possibility of Arboretum-led classes and workshops at the CENTER, as well as other ways to improve the Far East Dallas community.

“FRI now has the exciting opportunity to explore additional amenities, partners and programming for this beautiful site,” said Mary Brinegar, president and chief executive officer of the Dallas Arboretum and Botanical Garden.

“We’re looking forward to seeing what develops and will continue to support FRI’s efforts to revitalize Far East Dallas.”

The revised site plans have been reviewed by the community and will be placed on the FRI website at www.fergusonroad.org.

Getting to Work and Making News

Learn more about how the CENTER progressed by scanning the QR codes below with your smart phone. From left to right: Steering committee video, *WEAA* news video and link to *Advocate* article.



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FRI will use social media to keep you informed as the CENTER moves forward with next steps and ways for you to invest in the future of Far East Dallas.

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You Can't Fight City Hall, but...



By Mari L. Madison

If you watch the news media, read the paper and tune into the radio broadcast of the Dallas City Council meetings, you can't help but believe that working with the city is a battle in futility. Balancing the diverse needs of a community is the essence of democratic society and the responsibility of city agencies. It is a long process by necessity.

Respecting the city's task to navigate, mediate and find the common

ground is crucial to getting things done.

Starting in 1998, residents seeking to revitalize East Dallas decided to work with the city to promote their cause. They realized that pointing fingers and picking a fight is easy and leads nowhere. Working in partnership takes time, tenacity and



Dallas city hall

leads to success. Ferguson Road Initiative's (FRI) choice to seek help from city agencies rather than view them as the enemy is having a huge impact in Far East Dallas. The recent three-part Garland Road Corridor series by Ananda Boardman that ran in the White Rock/East Dallas edition of *NeighborsGo* in December's *Dallas Morning News* brought these efforts in East Dallas into focus.

Becoming Advocates for Revitalization. It takes leaders willing to devote time and energy to bring the community's concerns to the awareness of the city. Once this is established, public awareness and community support increases and momentum builds. Three key city of Dallas agencies are now fully invested in the future of all of East Dallas thanks to the efforts of our community leaders who:

Ally with city council representatives. All of Dallas' diverse areas and neighborhoods need money, and it's the city council representative's role



Mr. Kadane



Ms. Davis

to advocate allocation of these monies to their district's needs. It is vital that residents express their concerns for this to happen. For eight years, Council Members Carolyn Davis (Dist. 7) and Sheffie Kadane (Dist. 9) have been our allies in changing city codes, instituting a city prosecutor and presenting multiple land use studies to the city council. Our combined efforts resulted in renovating the

Harry Stone Recreation Center, building the White Rock Hills Library and funding the White Rock Hills Recreation Center feasibility study.

"We have demonstrated to the council that FRI is entrepreneurial and strategic and can work with a variety of diverse stakeholders and leaders. The support and efforts of our city council representatives has been invaluable to our success."
 – Vikki J. Martin, president of FRI.

Join forces with the Dallas Police Department. The Dallas Police Department's dedication to providing the highest-quality law enforcement possible is evidenced by 11-plus consecutive years of crime reduction. Key to this record is the department's structure, where each of seven divisions are dedicated to serving their specific area of the city.



Chief on the Beat in Fall of 2014

Northeast patrol serves a population of 287,000 and provides tremendous support to the citizens of this area. Involving the community is important to increase the quality of police service. Northeast personnel implement crime watch groups and Volunteers in Patrol programs and actively develop interactive endeavors to help improve and maintain the quality of life of each citizen residing or working in the area. A great example is the recent Chief on the Beat – Kids Health and Safety Fair.

"Partnering with the Northeast community via various programs is paramount to a safer community. Collaborating with organizations like FRI is the epitome of community policing." – Andrew Acord, deputy chief, Northeast Division

Envision what's feasible with Dallas Park and Recreation.

At the same time, residents joined together to re-envision Far East Dallas, the Dallas Park and Recreation board, recognizing the value of park improvements to spur revitalization, began seeking a new vision for the city's parks. The result was a Renaissance Plan that outlined 10 years of projects that was approved by voters. The partnership between the citizens and park officials became a dynamic synergy. Together they completed many improvements such as spray grounds, improved walking trails, benches and even skateboard ramps, as well as two signature projects: the renovation of the Harry Stone Recreation Center and the completion of the feasibility study for the White Rock Hills Recreation Center.



Harry Stone Center

"This has been a productive and mutually respectful collaboration between FRI and the city of Dallas that will have an enduring impact on Far East Dallas."
 – Willis C. Winters, director, Dallas Park and Recreation Department

It is a clear example of what can be accomplished when city agencies and citizens work together for the public good. We encourage all of our neighbors to join the momentum. The future of Far East Dallas is bright.



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Community Prosecutor Helps Neighborhoods Fight Blight



By Dee Anna Hanbey

It was years ago when the alley behind the home of Mari Madison of Casa View Heights was closed to garbage pickup due to overgrown vegetation. She made several calls to 311 over the years, but neighboring property owners were never compelled to correct the problem.

Then, one evening, the issue went from being an eyesore and inconvenient to being a safety issue.

"There was an armed robbery in Garland, and the police chased them down in our neighborhood. The helicopters had their lights shining down – and they kept going up and down our alley. That stuck with me," Madison said. "It was no longer an annoyance; it was potentially a place for criminals to hide."

That's when she contacted Northeast Division Community Prosecutor Amanda Chase for help. Within a week, the appropriate homeowners were issued a timeline for compliance, and the years-old problem was later resolved.



Overgrown ally before, then after neighbors received help from the community prosecutor.

This is just one of many examples of how Chase and her colleagues are collaborating with communities to identify and solve nuisance-related problems. Community prosecutors first seek voluntary compliance from property owners who maintain substandard or hazardous properties – yet they also have the authority to file civil actions or pursue criminal prosecution to resolve tough issues. From enforcing the city's minimum housing standards to prosecuting offenders responsible for graffiti, illegal dumping, prostitution and other quality-of-life crimes, community prosecutors are valuable allies for community change.

"When I first joined community prosecution in 2012, I was extremely impressed with the volume of citizen-initiated efforts to create cleaner, safer communities," Chase said. "After learning about the most egregious health and safety issues from our citizens and from our Department of Code Compliance and the Dallas Police Department, my team and I triaged these concerns, rolled up our sleeves and got started," she said.

One of the initiatives that Chase and her team championed during the last year was to address some of the area's long-vacant structures that had either become damaged beyond repair or a magnet for criminal activity. In fall 2014, Chase partnered with the Texas Army National Guard to coordinate the demolition of 30 such houses.

"With each demolition, we helped create a cleaner, safer neighborhood," Chase said.

While the demolitions were a positive step toward renewal of these areas, proactive community involvement is essential for prevention and early intervention of blight. Residents can take action by attending neighborhood crime watches; joining online communities like Nextdoor.com, the private social network endorsed and used by Dallas Police; or having a chat with Chase at an upcoming ACTION (All Coming Together In



Amanda Chase on NBC 5 discussing Operation Crackdown. Above

Our Neighborhood) meeting. That's exactly what Madison did.

"I'd love to encourage people to get more involved," Madison said. "The more we squeak the wheel, the more attention we'll get."

Chase acknowledged that it sometimes takes time to see results, and she encouraged concerned citizens to continue to report recurring issues to 311.

"This helps us to track the issue, determine that the problem is in fact recurring and then develop different tools to tackle the problem. Also, your crime watch or neighborhood association may be able to mobilize to address some issues in your own backyard, such as a neighborhood cleanup," Chase said. "I believe that the Northeast crime watches, neighborhood associations and community initiatives are the most vibrant in the city. The Ferguson Road Initiative is just one example of a community coming together to accomplish amazing things."

Upcoming ACTION meetings are slated for Tuesday, May 26; Tuesday, July 28; and Tuesday, September 22. For details, contact Amanda Chase at amanda.chase@dallascityhall.com.



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Recovering Ferguson Road

Residential Recovery Center Will Provide Personal and Economic Renewal

“An alcoholic or addict is a person who knows that they need to stop drinking or using—they want to stop, plan to stop, but simply cannot stop,” explains Jim Epperson, a recovered alcoholic and advisory committee member of Directions. “The word ‘recovered’ means we are free.”



Above: Architectural rendering of the completed campus. Below: Current condition of the site.



By Silas M. Carson

Three years ago, Charles Kennedy had a vision for offering a more effective program for those facing addiction. He started Directions, a designated 501(c)(3) nonprofit organization, recruited a board of directors and advisory committee, and began working with community leaders to fill a gap in the area for a dignified,

affordable, local alternative for middle-class professionals who cannot afford an exclusive, expensive recovery resort.

“Our mission is to provide a dignified place where recovered volunteers help others achieve sobriety based on the 12 Steps of Alcoholics Anonymous,” explains Kennedy, chairman of the board of directors for Directions.

In active recovery since 1988, this St. Louis native and civil engineer is known for his out-of-the-box thinking. Kennedy chaired the Aspen Community Board for Drugs and Alcohol for seven years, then in 2009 moved back to Dallas to be close to his family and pursue his concept for Directions. With a successful fundraising campaign, Directions purchased the former Colonial Nursing Home at 7626 Ferguson Road just north of IH-30, which had been an abandoned eyesore for more than a decade. In addition to offering hope and spiritual solutions to those in crisis, he believes that the renovated campus will be an economic boost to the area.



Julien Devereux, PhD, executive director of Directions, speaks at the September open house.



Enhancing Area Services.

This is the first venture for Directions. Its board of directors – some recovered alcoholics themselves – are driven by a desire to create an environment where long-lasting sobriety takes root and flourishes. They chose the Far East Dallas location for its easy access and existing building, which has a layout similar to what the coed residential facility needs. Internationally recognized architectural firm HKS is designing the \$3-million-dollar retrofit pro bono, and the campus will be ready in an estimated two years. It will offer 36 beds initially, allowing each person the privacy of his or her own room.

“Far from a half way house for indigent or poor drug addicts who are in crisis and need medical intervention, Directions seeks to help those who recognize that they have a problem and have the self-motivation to change,” said Vikki J. Martin, president of Ferguson Road Initiative, instrumental in bringing together the community, area businesses and Directions board members to answer questions, address concerns and help meet needs. “The revitalized campus will also have a positive impact on the economic development of the area around it.”

Acceptance into the program includes a rigorous interview process, and staff and volunteers are particularly interested in those who seem to have tried everything and still have a serious need to stop their addiction. The cost is \$4,000 a month per person for middle-class income earners. Scholarships are available to those in need, but not guaranteed. In comparison, other residential rehabilitation facilities in North Texas have prices ranging from \$10,000 to \$50,000 a month.



John H. Curtiss, MA, LADC, NCRS, one of the principle designers of The Retreat model, speaks at the September open house.

Emulating Success. Directions is modeled after a successful 18-year-old program in Minnesota called The Retreat. The Retreat offers an approach to recovery based exclusively on a spiritual solution to alcoholism as outlined in the 12 Steps and recovered volunteers who provide living examples of a lifestyle in recovery that is desirable and achievable. It has an annual recovery rate of around 75 percent compared to the typical 5 to 10 percent recovery rate of other programs. Directions will be working to mirror these success rates.

Helping Someone in Need. If you want to help free someone from the bonds of addiction, Epperson says the best thing you can do is to talk to them and explain your concern in a nonjudgmental way. He recommends searching for an Alcoholics Anonymous group that offers a beginners meeting that studies the *Big Book*, the basic text for AA.

To learn more about Directions or to donate to the second phase of the campus' renovation, visit www.12stepdirections.com.

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- 2. Provide leadership on transportation and development - they go hand in hand.** What will unite our city is ensuring that there is easy access to every community and that there is a strategic plan for adding services, shopping, restaurants and entertainment.



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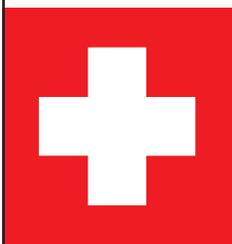
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Speak Up! The City is Listening!



By Mari L. Madison

Nationwide, city-level voter turnout is shockingly low. Yet nothing has a more direct impact to our neighborhoods and quality of life than the actions of city hall.

Far East Dallas will be electing two new representatives on Saturday, May 9. Due to term limits, City Council Members Carolyn Davis (District 7) and Sheffie Kadane (District 9) will be leaving the city council this year. Both have been strong advocates for getting city funds allocated for our neighborhoods. Thanks in part to them, city hall is now listening and change is starting to take place. Keeping the momentum going depends on your vote. Please review the list of candidates and their websites to the right. Your vote will show city hall that Far East Dallas is united. Find your voting location and more at www.dallascountyvotes.org.



City District 7 Candidates

- Hasani Burton
www.hasaniburtondallasd7.com
- Kevin Felder
www.kevinfelderforcouncil.com
- Baranda J. Fermin
www.votebaranda.com
- John Lawson
www.lawsonfor7.com
- Randall Parker
- James Turknnett
- Juanita Wallace
www.juanitawallace.com
- Tiffinni A. Young
www.tiffinniayoung.com

City District 9 Candidates

- Darren W. Boruff
www.votedarrenfordallas.com
- Mark Clayton
www.markclayton.org
- Christopher Jackson
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- Will Logg
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Signs of Pride



By Gary Lawler

To help neighborhoods establish their identity and boundaries, the city of Dallas implemented the Neighborhood Street Topper Sign Program in 2002.

Street sign toppers are one of the best ways to show the pride and individuality of a neighborhood. Few things say “We care about where we live” as well as street toppers.

The aluminum street toppers include not only the name of the neighborhood, they often include graphics that reflect their history, architecture or flora. For example, White Rock Village Crime Watch sign toppers include an airplane, since this neighborhood was built



on the site of the White Rock Airport. Casa Linda Estates’ signs show the red tile roofs of the Casa Linda Shopping Center. The Claremont Addition Neighborhood Association sign toppers include a pecan leaf cluster, reflecting the many pecan trees in the area. Each neighborhood designs its own customized sign within size and color limitations provided by the city of Dallas and pays the city for sign

fabrication, installation and replacement.

The street toppers are installed above existing street name signs. Each neighborhood determines how many signs they want and where they want them installed. Some groups have signs only around their boundaries, some include signs on major streets through their neighborhood, while others will have signs at every intersection.

“Since the Casa View Haven sign toppers were installed in 2011, we have had a noticeable increase in traffic to our website and Facebook page, reflecting greater visibility from both inside and outside the neighborhood. Our residents were directly involved in the design and placement decisions, which was important since this was our first big initiative. This community-driven process, along with the donations and raffle that funded the sign toppers, helped us unite toward an achievable goal,” said Amanda Buckley, Casa View Haven Neighborhood Association.

For details, contact Alex Wong, Public Works and Transportation Department, at 214-670-4654.



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One Era Ends as Another Begins



By Mari L. Madison

After 33 years as president of Bishop Lynch High School, Ed Leyden will retire. On June 30 as he awards his final diploma, he will pass the torch to his successor, Chris Rebeck, the current dean of students, who will open the next era with his new insights, ideas and energy.

Under Leyden's leadership, Bishop Lynch has been awarded two National Blue Ribbon School awards by the U.S. Department of Education, and he has transformed the campus with a new dining hall, reception area, campus store, performing arts center and 45,000-square-foot arts and athletics complex. On February 6, he received the 2014 Catholic Foundation Award in recognition of his unique brand of leadership and unprecedented success.

"Ferguson Road Initiative values our partnership with Bishop Lynch," says Vikki J. Martin, president of FRI. "We thank Ed for his leadership and dedication to the Far East Dallas community and his support of FRI and look forward to continuing our mutual support with incoming president Chris Rebeck."



Ed Leyden, retiring president of Bishop Lynch High School. Photo by Ron Heflin.

Upcoming Library Events

Lochwood Library, 11221 Lochwood Boulevard

Book Sale – Hard- and softbound books, CDs, DVDs and magazines.
Friday, April 24 – Saturday, April 25, 10 a.m. – 5:30 p.m.

White Rock Hills Library, 9150 Ferguson Road

The White Rock Hills Library is now open 7 days a week.

Homeschool Program – Homeschool families with kids age 8 and up learn to use Snap Circuits to build creations that light up, spin, fly, make sounds and more. **Tuesday, April 21, 1 p.m.**

"The Kill Artist" by Daniel Silva – Book review about a globe-spanning duel fueled by political intrigue and deep personal passions.
Tuesday, May 5, 6:30 – 8 p.m.

Tales and Tunes for Tots – Story time for 2- to 4-year-olds who love to jump around, hear stories and sing songs.
Tuesdays, 10:30 – 11 a.m.

Boogie Woogie Books – Interactive story time with Miss Jenna featuring books, rhymes and music for the under-6 crowd, their parents and caregivers.
Wednesdays, 10:30 – 11 a.m.

Fiesta de Cuentos – Cuentos, canciones y rimas en español para niños de 0 a 6 años de edad. Quedese después del programa para jugar juntos.
Jueves, 10:30 – 11 a.m.

Oasis Classes – Basic computer skills for all adults, but geared for seniors.
Fridays, 10 a.m. – noon

READ Therapy Dogs – A fun experience reading to our four-legged friends.
Second Saturday of each month, 3:30 – 5 p.m.



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- Deepened our knowledge by working hard.
- Served the community with passion.
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Neighbors Work Together to Restore Vitality in Casa View Neighborhoods



By Mike Nurre

Resiliency, renewal and responsibility. The Greater Casa View Alliance (GCVA) works diligently to infuse vibrancy into the area by focusing on these three qualities. Comprising 14 like-minded neighborhood leaders from 10 community organizations, it represents the common interests of those living along north Ferguson Road from Oates Drive to LBJ Freeway, known as Greater Casa View, and serves as an advocate and conduit to and from city hall.

The GCVA area plan moved forward after a December meeting with Gloria Tarpley, chair of the city of Dallas Planning Commission and commissioner for District 9, who outlined the steps needed to present the work to the Dallas City Council this summer.

Meanwhile, Casa View Shopping Center completed renovations on its southwest corner facade. The center welcomed a clothing store and tax service as new tenants. GCVA continues to work with the owner to express the needs of the community.



New facade for the southwest corner of Casa View Center.

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GCVA board members have been busy, taking active rolls on a number of East Dallas initiatives. Activities include the following:

- Representation at the Dallas Park and Recreation Department public input meetings and Ferguson Road Initiative's Steering Committee meetings for the White Rock Hills Recreation Center feasibility study and master plan.
- Efforts to locate a farmers market on north Ferguson Road to address the food desert present in this area. Two churches in the area have agreed to participate and funding is needed next.
- Organization of District 9 city council candidate forums by eight neighborhood groups from east of White Rock Lake and north of Garland Road. The first in October 2014 was a big success with over 100 residents in attendance.
- Focus group participation on possible changes to Chapter 27 of the Dallas City Code, "Minimum Urban Rehabilitation Standards, which protects the health, safety, morals and welfare of the citizens of Dallas by establishing minimum standards for residential and nonresidential structures.
- "East Dallas is ..." committee participation to brand East Dallas, defined as the area from Central Expressway to Mesquite and LBJ Freeway to I-30. Search "East Dallas is ..." on Facebook for more information.
- Participation on the organizing committee for the second annual White Rock Neighborhoods Summit to be held April 11 at Lakewood Country Club. For questions on the summit, contact mike@mikenurre.com.

Learn more about GCVA at www.greatercasaview.org.

Casa View Oaks Celebrates 60th Year

By Betty Rice-Nurre, Chairwoman CVON

Casa View Oaks Neighborhood (CVON) residents celebrated their 60th anniversary at the Harry Stone Recreation Center on November 6, 2014, with noted historian and longtime residents.

Robert Reitz, a historian of the Casa View area, was the evening's speaker. He shared early memories of the neighborhood and reminders of past landmarks, as well as displays of toys and other nostalgic memorabilia from the 1950s and '60s. This included publications with articles about noted California architect, Cliff May, who designed nearly 40 of the mid-century homes in the neighborhood.

Betty Rice-Nurre, chairwoman of the CVON Crime Watch, introduced 10 longtime residents who have lived in the area for 40 to 50 years. Dorothy Elliott, 94 years old, an original homeowner, shared memories of children growing up in the neighborhood.

Historian Robert Reitz took guests on a trip down memory lane.



Resource One: More Than a Financial Institution



By Gary Lawler

Resource One Credit Union, a not-for-profit financial institution for Dallas County residents, has been working with Ferguson Road Initiative (FRI) since its founding in 1998. Originally chartered as Sears Dallas Employees Federal Credit Union, it has been committed to serving the Far East Dallas community since 1936.

With a shared commitment to revitalize Far East Dallas, Resource One has partnered with FRI on various community projects. In 2002 it provided funding for police patrol bicycles, and recently the credit union provided community recycling containers at its 7518 Ferguson Road location. To celebrate this new program, it teamed up with Goodwill Industries and the city of Dallas Waste Diversion Team to host a ribbon-cutting on October 2014. Romeo, the Waste Diversion Team mascot, and Roary the Lion, the Resource One mascot, handed out freebies and took photos during the event.

“Resource One feels a responsibility to be more than a financial institution. We want to help Far East Dallas grow to become the special community it is meant to be,” said Jim Brisendine, president and chief executive officer, Resource One Credit Union. “By working with the Ferguson Road Initiative, we will achieve this goal.”

Resource One’s next community service will be a SHRED event at its location at 8344 East R.L. Thornton Freeway on June 13, from 9 a.m. to 1 p.m. Free and open to the public, participants may bring up to 20 bags or boxes of items to be shredded. For more information, visit www.r1cu.org.

The full-access branch convenient for most Far East Dallas residents is 8344 East R.L. Thornton Freeway, Suite 110. ATM-only service is available at 7528 Ferguson Road.

Jim Brisendine, president and CEO of Resource One, with Romeo, the Dallas Waste Diversion Team mascot.



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One Wish Granted – FRI Receives \$10,000 Technology Grant

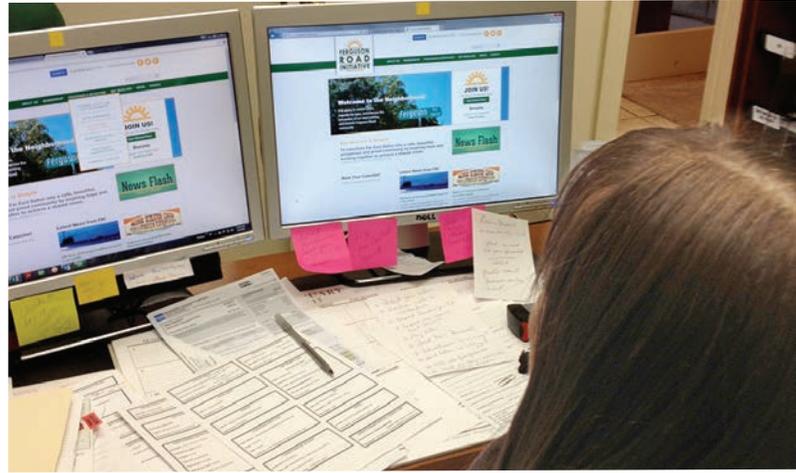


By Dee Anna Hanchev

In the fall of 2014, the FRI team was making do with outdated computer equipment. But when a power surge left Office Manager Marie Valenzuela staring at a blank screen, the M.B. & Edna Zale Foundation responded with a \$10,000 grant.

“My computer, which has all the financials and everything, crashed completely,” Valenzuela said.

The data was eventually recovered. But Vikki J. Martin, president of FRI, wasted no time applying for the grant, which went toward the purchase of two key computers, along with new monitors to replace some of the others that were damaged.



FRI Office Manager Maria Valenzuela now has a reliable workstation to keep the organization running.

“M.B. & Edna Zale Foundation has been a good friend to FRI over the years,” Martin said. “What FRI does best is to communicate to our 35 neighborhoods, to city hall, to our nonprofits – so this is a way of improving our technology infrastructure so we can continue doing what we do best.”

FRI is grateful to the M.B. & Edna Zale Foundation, whose mission is to support individuals and families as they build productive and meaningful lives – and Martin is optimistic that this grant will kick-start momentum to help FRI meet additional needs, including upgrades for volunteer workstations. To learn how you can help, contact FRI at 214-324-5116.



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Volunteers Needed

Volunteers are the backbone of FRI. Here are some volunteer opportunities:

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

The Branding and Communications Committee needs volunteers to help with 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 and Operations Committee seeks someone familiar with SalesForce.

FRI days News Magazine seeks a volunteer to help FRI board member JT Walker build our list of advertisers. Includes ad sales and managing placements during February and July. Publication costs are covered exclusively by ad sales.

To find out more about these opportunities, contact the FRI Community Connection at communityconnection@fergusonroad.org or call 214-324-5116.



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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.

\$10,000 a year for 3 years

Doctors Hospital at White Rock Lake

\$5,000 a year for 3 years

Grifols-Biomat

Senator and Mrs. John Carona

Larry and Sue Ingram, McDonalds

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Senator Royce West

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Doctors Hospital at White Rock Lake Increases Commitment, Challenges Community



By Eric Boon

Doctors Hospital at White Rock Lake is increasing its Founder's Circle membership commitment to Ferguson Road Initiative from \$1,000 to \$10,000, and the hospital is challenging the FRI community to match its gift by July 4, 2015. This sponsorship level will make Doctors Hospital the lead FRI supporter, continuing the partnership that has been cultivated over the past five years.

"As the health care provider in East Dallas and the largest employer in the area, it is important to Doctors Hospital at White Rock Lake to partner with groups like FRI who are tirelessly working to improve all aspects of Far East Dallas," says Jay Krishnaswamy, CEO of Doctors Hospital. "We offer our support in their community improvement projects."

Doctors Hospital and FRI share a common goal: a commitment to the growth and well-being of the East Dallas area. In 2010, Doctors

Hospital was the featured recipient of FRI's Community Service award at its gala fundraiser. In 2012, the hospital was the key sponsor of the FRI grand opening celebration of the White Rock Hills Branch Library. Today the hospital supports FRI's efforts to develop the White Rock Hills Recreation Center. Similar to the library, the CENTER will foster wellness, arts, cultural activities, outdoor education and more.

"Doctors Hospital has always been about leadership, whether it's providing superior health care services for Far East Dallas or providing leadership to our FRI board, they are always there ready to help." added Vikki J. Martin, president of FRI. "Their support has been invaluable to the FRI organization."

To participate in this match, please visit the FRI website at www.fergusonroad.org



Jay Krishnaswamy



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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



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FOUNDER'S CIRCLE

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

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- \$1,000 per year for 3 years (\$3,000 total)
- \$2,500 per year for 3 years (\$7,500 total)
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- *All the above plus* recognition at public business and community meetings
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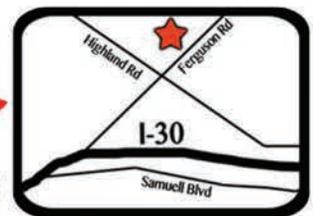
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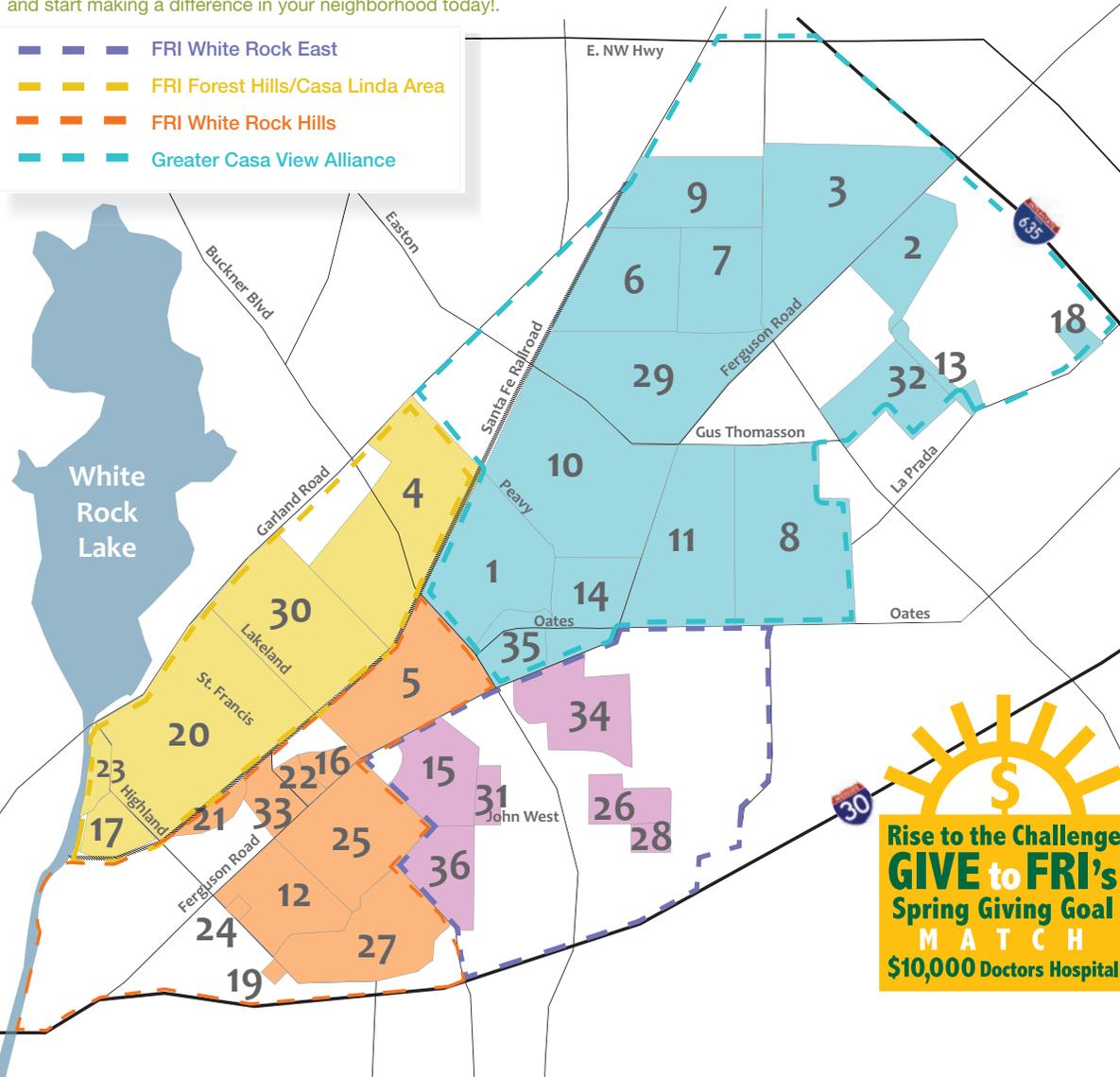
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- FRI White Rock East
- FRI Forest Hills/Casa Linda Area
- FRI White Rock Hills
- Greater Casa View Alliance



Far East Dallas Neighborhoods

- 1 - Enclave at 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)
annteaque@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)
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
- 23 - Highland on the Creek
- 24 - Highlands Apartments CW
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- 27 - Lakeland Hills CW
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- 28 - Light Pointe Place HOA
- 29 - Little Casa View
ferrismichelle@hotmail.com
- 30 - Little Forest Hills NA
214-967-5096 (Voicemail)
- 31 - Skyline Heights CW
- 32 - St. Andrews CW
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- 33 - Stonegate at Forest Hills
- 34 - Truett CW
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- 35 - White Rock Forest NA
- 36 - White Rock Village CW
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