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 Bishop Lynch High School
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ON THE COVER

FRIdays editorial staff is very excited to feature
 conceptual, visionary renderings by Snohetta,
 showing what the CENTER might look like
 looking up the hill from the amphitheater and
 entering through the entry pavilion at corner of
 Ferguson and Highland roads. The renderings sit
 on a background of the current site photographed by
 Stacey Callaway.

Fall Roundup



by Vikki J. Martin, President, Ferguson Road Initiative

White Rock Hills Recreation Center –

The vision for the White Rock Hills Recreation Center (CENTER) is coming to fruition. The final version of the feasibility study and master plan will be presented to the community at the biannual Ferguson Road Initiative (FRI)

Community Connection town hall meeting on Monday, September 28, at 6:30 to 8:30 p.m. at White Rock Church of Christ, 9220 Ferguson Road. The feasibility study and master plan are scheduled for formal approval by the Dallas Park and Recreation Board by the end of the year.

amphitheater, a water feature, teaching kitchen, recreation and fitness rooms, and outdoor fitness and picnic areas. Its parking lot will be adjacent to the Trinity Forest Spine Trail extension, allowing hikers, cyclists and runners to connect with the Katy, Santa Fe and White Rock trails. This project is anticipated to cost \$40 million, which will include operational costs for up to two years and projected costs that include funds for the purchase of additional land to locate a trailhead and park. The CENTER will be constructed in phases as funding is raised. FRI and the Park Department are forming a public-private partnership modeled after the successful fundraising strategy for Klyde Warren Park. A new 501(c)3 nonprofit responsible for raising the \$40 million



Conceptual, visionary rendering of what the CENTER might look like approaching from the east.

Recap of Progress to Date – In 2013, the FRI board of directors made the CENTER its top priority. The site, located in Far East Dallas at 2229 Highland Road just off Ferguson Road, will be a unique destination for recreational, environmental, educational and cultural arts opportunities for all local residents.

One of the first steps was conducting a feasibility study and master plan. Last September, the Park Department selected Jacobs, renowned planning and engineering firm, for the undertaking. Snøhetta, internationally recognized architectural firm, joined the team, responsible for the CENTER's conceptual design. Integral to the process was input from more than 1,500 residents who shared their vision for the CENTER at multiple town hall outreach meetings that occurred over a six-month period and in an extensive online survey. All were encouraged to participate, from the very young to senior citizens and everyone in between. With their input, Jacobs determined the CENTER's programming needs, costs and construction and design elements.

This 30,000-square-foot iconic building will be nestled into the side of a 40-foot slope and will include community gardens, an outdoor

is being formed. Phase I of the CENTER is anticipated to be completed by 2021.

CENTER Partnerships Being Explored – In the spring, we reported that the Dallas Arboretum and Botanical Garden was considering sharing this space with us for their Horticulture Center. After further study, they determined that the site was not large enough to accommodate their long-term needs and the cost to expand would be prohibitive. Therefore, the Arboretum opted out to pursue other more suitable options. This has given FRI and the Park Department an opportunity to explore other potential partners. We are currently looking for partners in health care, cultural arts or technology education, and we have some exciting possibilities in play!

Next Steps – A marketing brochure is in production to promote the CENTER's concept and assist in fundraising. Our goal is to raise the amount of private funds needed for the first phase of the project. Funding and construction goals will be synchronized with the master plan once it is approved.

**Monday, September 28
6:30-8:30 p.m.
9220 Ferguson Road**

How Can You Help – In addition to managing the multiple facets of the CENTER, FRI continues our Volunteer Income Tax Assistance, Financial Education Network, Air Conditioning Initiative and Operation Beautification programs. This summer we had two interns, Armando Marquez, and Mary Katherine O'Rourke who worked in our office, and we are thrilled that Traci Morgan, our VISTA volunteer, has joined the FRI team to help build community leadership and capacity over the next year. In October, FRI will partner with several senior service and food agencies to identify senior citizens living in the zip code 75228 who need food and nutrition assistance. We invite you to learn more about our successes in our 2014 Annual Report at www.fergusonroad.org.



Proposed site plan for the CENTER

Remember, FRI is self-supported by memberships, contributions, gifts and volunteers. Please help us continue to provide visionary leadership, facilitate community connection and communication and advocate for Far East Dallas! Thank you so much for your ongoing support!

VITA Volunteer Gives Back

by Mari L. Madison



Robin Yeldell

Each tax season, volunteers like Robin Yeldell complete and submit thousands of tax returns through Ferguson Road Initiative's Volunteer Income Tax Assistance (VITA) program in partnership with state Rep. Eric Johnson and Foundation Communities. This program not only gives individuals a trusted source for help with their returns, it has a significant impact on the local economy – since 2007 more than \$10.8 million in refunds went back into household budgets to be spent or invested in the area.

Like Yeldell, all volunteers will receive free (and very valuable) certification training through the IRS. He said he enjoys volunteering at the tax center, this year located at the White Rock Church of Christ, because he can help people make good choices with their money. This includes better planning and taking steps to relieve the financial stress in their lives.

"There are a lot of tax preparers out there giving advice on how to increase refunds, but they have little regard for the week-to-week impact that financial decisions have on people's lives," he explained. "I want to encourage people to do the right thing – keep it legal – and still keep as much of their hard-earned money as possible."

Yeldell said he especially likes working with the FRI because their clients are eager to improve their lives and are appreciative for the help they receive at the tax center.

But his help doesn't stop with preparing tax returns. As a Southwest Airlines employee, Yeldell and his colleagues are encouraged to volunteer in the community. One of Southwest's programs – "Tickets for Time" – allows employees to earn round-trip tickets for the nonprofit organizations with which they volunteer.

"I designated FRI as my nonprofit because I can see the very real impact that the tax centers have on people's lives," Yeldell said. "All the volunteers I've worked with demonstrate a genuine care and concern for the clients. It makes it a joy to show up each week."

FRI, in appreciation to its financial supporters, will enter all current members to a drawing for a round-trip ticket on Southwest Airlines. The winner will be announced at the FRI Community Connection and Town Hall meeting on Monday, September 28, 2015, at White Rock Church of Christ. Members do not have to be present to win.

"Our dedicated financially supporting members are what makes the good work of FRI possible," says Vikki J. Martin, FRI president. "This is a small gesture to show how grateful we are, thanks to Robin."



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Far East Dallas is Finally on the Map as the Lake & Garden District



by Mari L. Madison

The winds of renewal have been heading east for over 30 years, like a weather front bringing much-needed rain in a drought. Arising in Oak Lawn in the 1980s, the trend moved in fits and starts through the M Streets, Swiss Avenue, Lakewood, Forest Hills and Casa Linda Estates.

In the mid '90s, concerned citizens formed crime watch groups and neighborhood associations. Soon after these collocated with take-action organizations like Ferguson Road Initiative (FRI), White Rock Partnership and the Greater Casa View Alliance. New leadership transformed the Greater East Dallas Chamber of Commerce into a no-boundaries organization, effectively serving all of East Dallas.

Feeling frustrated, those who live along the eastern city limits of Dallas waited with anticipation as the trend stalled with each downturn of the boom-and-bust economy. They stayed because they love living in White Rock East with its mid-20th-century vibe – the heart and soul of the area.

The Lake & Garden District Puts a Spotlight on the Area

These renewal efforts have cumulated in East Dallas becoming a destination district with the Dallas Convention and Visitors Bureau, putting all the neighborhoods circling White Rock Lake on the map and driving visitors to the area. Destination districts can have a huge impact on that area's economy and growth. Think Deep Ellum. Greenville Avenue. Knox-Henderson. Uptown. Downtown. Design District. Bishop Arts. Becoming known as a designation district does not replace the individual identities of the neighborhoods that comprise it. The 31 neighborhoods surrounding the Bishop Arts District are still known as Oak Cliff. Now imagine Far East Dallas being known as the eastern entrance of the Lake & Garden District.

"We want to show everyone outside East Dallas how cool East Dallas really is," said Darlene D. Ellison, chairwoman, Greater East Dallas Chamber of Commerce. "This is not about changing any of the images of the individual neighborhoods in this area – in fact, that's one of our greatest assets," she explained. "We want to show that this area is more than the lake and an arboretum and give people reasons why they should come here to visit, eat, shop and buy a home."

More Than the Lake and the Gardens – Ellison was in a Dallas Convention and Visitors Bureau meeting when she became aware of the need for the district designation. During a presentation about the plan to create destination districts in the city, someone referred to White Rock Lake and the Dallas Arboretum and Botanical Gardens as the "area east of downtown."

"I flipped!" Ellison said. "We love that our 100-year-old lake and our internationally renowned garden are spotlighted, but we are so much more than the lake and the gardens. We are a tremendous combination of culturally diverse neighborhoods, each with its own type of architecture that varies in size and cost. There are educational opportunities and tremendous artistic talent here. I felt like we weren't being showcased for what we actually offer." Ellison realized, "It's not that they don't think we are a destination, it's that they don't know who we are."

She was determined to make East Dallas one of those destination districts.

Changing Perceptions – Now a project of the East Dallas Chamber of Commerce, White Rock Partnership and neighborhood organizations, Ellison contemplated: How do we get people excited about visiting and living in the area? How do we create the oomph needed to change perceptions?

She reached out to Leah Ekmark-Williams, vice president, C. Pharr & Company Inc., for help. Born and raised in East Dallas, Ekmark-Williams was on board. Rather than defining the area themselves, she proposed,

"What if the people in East Dallas told us what East Dallas is to them?"

The resulting "East Dallas Is ..." community pride social media campaign was introduced to the community in April 2014 at the White Rock Partnership Annual Neighborhood Summit. The overriding takeaway from the campaign: The greatest asset of East Dallas is that each community is so different. It truly offers something for everyone.

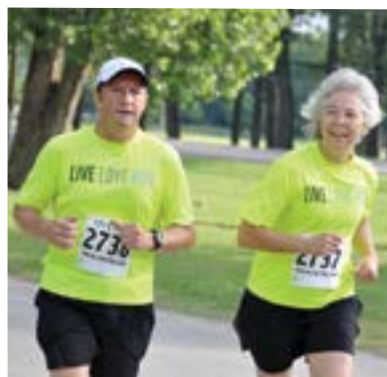
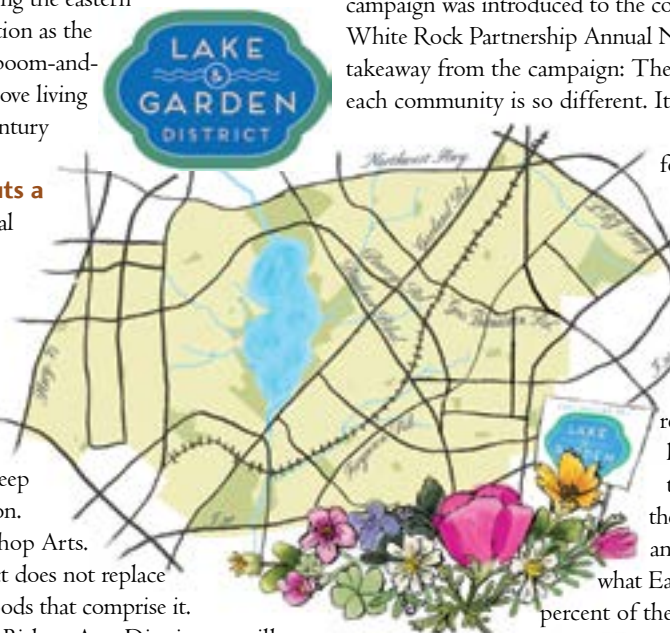
The Greater East Dallas Chamber formed the Economic Growth and Development Committee that includes East Dallas stakeholders, including Debbie Van Zant, FRI board member and Casa Linda resident, and Mike Nurre, Greater Casa View Alliance co-chairman and Casa View Oaks resident. The three-phase campaign launched in January. Thousands in the community took part by liking the "East Dallas Is" social media pages and sharing personal photos explaining what East Dallas means to them. Over 90 percent of the posts had to do with the lake and the multitude of green spaces in the area. The Lake & Garden District became the obvious name and was revealed to the public in March.

With enthusiastic support, Ellison went back to the Dallas Convention Bureau, meeting with their marketing team. She explained to them what the campaign revealed: White Rock Lake may be known as the jewel of Dallas, but the entire East Dallas area is actually the jewel of Dallas. East Dallas is eclectic, culturally diverse and exciting. Within close proximity to downtown and easy access to area freeways is the gateway to White Rock Lake, the Dallas Arboretum and Botanical Gardens and an abundance of parks, gardens and trails. It offers architectural diversity and home-buying opportunities unlike any other area of Dallas: 1920s historic mansions on Swiss Avenue; Tudor bungalows of the M Streets; World War II-era Spanish colonial revival

cottages of Casa Linda Estates and 1950s and '60 mid-century modern homes in Lake Highlands, White Rock Hills and Casa View. East Dallas is cool. People who like cool and eclectic need to know



Darlene D. Ellison



Team Blue Max and Denise Davis

that there is a place for them here. The Convention and Visitors Bureau's vice president of marketing agreed.

"I live in East Dallas, I am all over this," he said.

What's Next? There is No Endgame – We have the attention of our city council members and the Dallas Convention and Visitors Bureau. We have the curiosity of those outside our area, with over 2,600 followers on Facebook and over 400 followers on Instagram. The Greater East Dallas Chamber is actively engaging Far East Dallas, FRI, the Greater Casa View Alliance and other neighborhood leaders and residents to work together. Now it's up to each East Dallas neighborhood to define its individual identity within the East Dallas microcosm. What we have been waiting for has arrived.

"If we embrace our diversity as that which makes us a destination – if we all promote our individual areas as the Lake & Garden District together – everything will improve," Ellison said. "There are a lot of people working very hard to make this happen. It's time to spread the word about East Dallas' Lake & Garden District."



Team Green, Shakespeare Festival of Dallas

The winds of revival have arrived: It's time to declare all of East Dallas the jewel of Dallas.

Keeping the Buzz Alive is Simple

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New Council, New Possibilities

Simple Ways to Support Area Councilmembers



by Dee Anna Hanche

Council members Tiffinni Young and Mark Clayton are leading a positive wave of change in Far East Dallas. But they can't do it alone. As the newest representatives of the two districts that encompass the Ferguson Road corridor, Young (District 7) and Clayton (District 9) want and need citizen involvement.

According to both Young and Clayton, one of the most important things residents can do is to report code concerns to 311 the moment they arise.

"Funds are allocated based on a number of factors," Young explained. "There's a formula that's used, and it's based on data. We've got to have those 311 calls to back up the fact that we need more code officers, for example."

Young acknowledged that it can be tempting for well-meaning citizens to take matters into their own hands by mowing a property with high weeds or taking in stray animals, but she emphasized that reporting the issue is the first step toward sustainable resolutions.

"It really does make a difference," Clayton said. "Until I got into office, I think I had the mindset that when you call 311, things don't get done. And actually, I've pulled the data and it's pretty good," Clayton said. "But if something gets worse, that's something that's actionable and accountable that I can point toward and say, look, this wasn't responded to. This isn't acceptable."

As Young mentioned, part of the challenge of dealing with blight and crime is to deal with the root causes through social services, education and positive activities for young people. And as Clayton pointed out, infrastructure issues and economic development initiatives also play important roles. Revitalization is a long-term proposition that requires vision, commitment – and considerable resources.

"The city budget is a lot like owning a home. If you were replacing your roof, that's usually going to be in the bond program, similar to replacing a big street. If it's something like fixing a pothole or traffic light, that's in the general fund – similar to just doing things around the house. My job, though, is to find the money in the couch cushions," Clayton said. Examples include money that's set aside to replace trees, as well as economic development funds. "That's money that's in the budget. So I need to sell my area, saying this is where that money needs to go, because here's the economic impact."



Councilman Clayton, shown in front of the camera, prior to the demolition of a blighted property.

By working hard individually for Districts 7 and 9, as well as collaboratively with the greater community, Young and Clayton are leading by serving – and they're encouraging their constituents to do the same.



FRI community volunteers pictured with Councilwoman Young (in the red cap), who says citizen involvement is critical to the area's success.

"I am working very hard to improve the vitality of our neighborhoods and ensure we have a better quality of life, but I cannot do it alone," Young said. I recommend getting involved! Attend community meetings and voice your concerns. Get involved in your neighborhood crime watch program or join VIP [Volunteers in Patrol]. Get involved with the changes that are going on."

To that end, Young has adopted a social media hashtag to emphasize the importance of community action – #BeEngaged.

Engagement is a word that resonated with Clayton as well.

"I would much rather have 100 emails in my in-box telling me something's wrong, than nobody telling me something's wrong," he said. "If somebody calls 311 and the issue doesn't get resolved in a timely manner, then email me. I'll find out why. Because I think in the absence of information, human nature is to think that your voice doesn't matter. Well it absolutely does. I'm just the microphone to make sure it's amplified."

District 7 Councilwoman Young can be reached at tiffinni.young@dallascityhall.com

District 9 Councilman Clayton can be reached at mark.clayton@dallascityhall.com

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SNAP Initiative Targets Senior Hunger



by Dee Anna Handley

An estimated 1,000 seniors living within the 75228 ZIP code area who are eligible for Supplemental Nutrition Assistance Program (SNAP) benefits are not receiving them. That's a number that the Senior SNAP Access Task Force, in collaboration with Ferguson Road Initiative (FRI) and other community organizations, is

working to change. SNAP fills a critical need among low-income seniors, providing reliable access to nutritious foods.

The Task Force was created by the Dallas Coalition for Hunger Solutions – Senior Hunger Action Team, whose goal is to increase this area's senior participation in SNAP by 25 percent in a year. SNAP assistance fills a critical need among low-income seniors, providing reliable access to nutritious foods.

"The Action Team focused on one of the high-need ZIP codes where there are a lot of seniors who are eligible for SNAP but not receiving benefits," said Marc Jacobson, Dallas regional director of the Texas Hunger Initiative.

The 75228 area was chosen not only for its great need, but also for its community involvement – with organizations such as FRI to spread the word and help seniors navigate the process.

According to the Senior Source, which stepped in to help coordinate and support this effort, volunteers have handed out hundreds of fliers that explain what SNAP is, who should apply and where to go for help getting started. Distribution included an AARP Town Hall meeting, medical

Community organizations are joining forces to increase SNAP participation among eligible seniors.



offices and city buses. Additional outreach will target community events and communication with media outlets, senior apartment managers and neighborhood associations.

In support of these efforts, the Action Team will host a free event, Eat Well – Live Well, on Friday, October 2, 10 a.m. to 1 p.m. at Harry Stone Recreation Center. Open to the public, it will offer health screenings, cooking demonstrations, health and welfare product exhibits, and benefits counseling, including assistance with SNAP applications. Groups or individuals wishing to volunteer are encouraged to visit theseniorsource.org.

Learn more about the Texas Hunger Initiative at the next FRI Community Connection Town Hall meeting, Monday, Sept. 28, 6:30 to 8:30 p.m. at the White Rock Church of Christ, 9220 Ferguson Road.



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Library Expands Hours, Attendance and Programs



by Gary Lawler

Not many residents foresaw the popularity of the White Rock Hills Branch Library when it opened in June of 2012. At that time, the average attendance was 400 people per week. That figure has now grown to more than 1,500 per week, a factor in the city's decision to make White Rock Hills one of the few libraries to be open seven

days a week.

Ferguson Road Initiative's efforts to find a site for the library and garner municipal bond funding for construction have certainly paid off, making the third library birthday celebration on June 14 especially sweet.

Reasons for the library's popularity include the wealth of programs appealing to all age groups, the facilities offered by the library, and the amenities.

Branch Manager Lorie Travi says she is very pleased with the high book checkout rate and the popularity of the computer area. She is understandably proud of the children's programs, especially the Fiesta de Cuentos (Spanish Story Time) with stories, songs and rhymes for newborns to 6-year-olds and Read Therapy Dogs, in which elementary school children read to our furry friends to help improve reading skills in a fun way.



Deborah Leiboldberger with her dog Daphne and Charlie Lysobey

"My 6-, 8- and 10-year-olds come to the library every week to check out books and take part in programs," said Celestine Lebyit. "The library has helped them become very good readers. My 8-year-old daughter is ranked first in her class due to a good reading foundation created through the library. The library also helps me in my pursuit at Eastfield College to become a registered nurse."

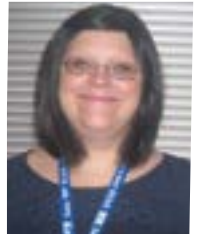


Celestine Lebyit, from Cameroon, Africa

Travi is also proud of the popularity of the auditorium and classrooms, used for regular and special library programs, birthdays, showers, church functions, book signings and neighborhood association and crime watch meetings.

And what could be more pleasant than a relaxing afternoon curled up with a good book in the back window overlooking the trees along the creek?

Lorie Travi



Travi does a survey every June to seek new ideas for programs, but those who use the library can offer suggestions any time. She is now planning new programs for after school and for adults and seniors.

For a schedule of events and programs at the White Rock Hills and Lochwood branch libraries, go to dallaslibrary.org.

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Library Architect to be Honored at Reception



by Gary Lawler

In the three years since it opened, the White Rock Hills Branch Library has seen phenomenal success. In an age of hand-held devices, video games and on-demand television and movie viewing, it serves more than 1,500 children and their families weekly with a packed events schedule that includes READ Therapy Dogs program, anime, tai chi, free summer lunch, computer and Internet access, and GED and ESL classes. This interest has resulted in the expansion of services to seven days a week.

In celebration, the Friends of the White Rock Hills Library are hosting a reception for Arick Doyle, architect of the library, on Saturday, November 7, from 2 to 3 p.m. in the auditorium.

This is a rare opportunity to catch a glimpse into the creative-technical mind of the architect as he talks about his inspiration for the building, how the site's topography and natural features determined its form, and his thought process behind the different architectural features. Of note is how the expression of language and use of mathematics translated to cladding patterns and window and color placement.

The 18,160-square-foot-building is Silver LEED Certified and incorporates sustainable features such as a passive daylighting and sun shading strategy and potential for a rainwater harvesting system and xeriscape landscaping to offset irrigation needs.

When asked which parts of the design are among his favorites, Doyle said the view of the angled façade from Ferguson Road and the reading area by the glass wall in the teen area.

"I am incredibly pleased that the library is so active and that people enjoy it so much," Doyle added.



Arick Doyle

Now a senior project designer for Omniplan Architects, the library was the first on-his-own project while working with HOK Group. His other efforts include the Tarrant County Court House and the Liberty Mutual building. Doyle received his Bachelor of Architecture from Kansas State University. Among his numerous other awards, Doyle won the Excellence in Sustainable Design by the AIA, Dallas Chapter.

Architect's favorite angled façade



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New Programs and Improved Facilities Designed to Support Student Success



by Dan Micciche

There are a number of exciting things happening in Dallas Independent School District schools this year. With the addition of more educational choices for students, including school choice and improvements made to existing facilities, we are gearing up to better serve students to help them achieve academic success across the board.

Bryan Adams High School will be phasing in a student leadership model as part of the district's school choice efforts. This leadership model will be a core component for graduation for every student at the school and is designed to produce confident leaders who are empathetic, strong communicators prepared to tackle the complex issues of the future. During students' sophomore and senior years, they will be required to demonstrate their leadership skills and academic achievements in front of a committee that comprises educators and community members.

Additionally, the school is expanding its STEM (science, technology, engineering and math) program by including biomedical science and computer engineering options.

Crews are busy with renovations at Bryan Adams High School as improvements are being made to replace the old heating system. The work will continue into the fall.

Construction continues at George W. Truett Elementary School on the new 55,015-square-foot addition. When all the dust settles, each grade level will have its own wing or corridor. There will be 10 new kindergarten classrooms,

a new media center, a music room, a science lab, an art room, enclosed courtyards for outdoor learning and much more. The spring rains slowed construction down a bit, but the addition should be ready for occupancy in October, and we expect all the exterior improvements to be completed by December. We'll also see a new pick-up and drop-off lane to ease traffic congestion on Gross and Peavy roads. That will be a welcome addition as well.

Aerial and ground-level views of George W. Truett Elementary School



Bryan Adams High School



12th annual Bayles Elementary Kids 'n' Kits Festival

A number of schools will get new principals, including Bayles Elementary, which will welcome Robby Wilson to the helm.

You can help an elementary school student at Bayles, Truett, Kiest, Casa View, Gill and other East Dallas elementary schools catch up in reading by volunteering as a reading tutor for one hour per week. No prior experience is necessary and training is provided. Studies have shown that children not reading at grade level by third grade are four times more likely to drop out of school. You can help change the world for a child.

Bishop Lynch Students Excel in Math

by Mari L Madison

Each year, Bishop Lynch High School's math department and Mu Alpha Theta, the National High School and Community College Mathematics Honor Society, sponsor students to enter the American Mathematics Competition (AMC), the longest running and most prestigious math contest in the country. During the competition, over 350,000 students are presented with a set of questions rich in content designed to make them think.

The 2015 Bishop Lynch winners: Michael Gao, junior, AMC 12, and Lani DuFresne, sophomore, AMC 10.

Named to the AMC 12 winning team were seniors Caitlin O'Connor and Emily Sabetti, and named to the AMC 10 winning team were sophomores Nick Ramirez and Zach Zipper.

Ferguson Road Initiative congratulates these bright students and appreciates the faithful support and leadership of Bishop Lynch High School in its efforts in the community.



AMC 10/12 winners and winning team: Caitlin O'Connor, Lani DuFresne, Michael Gao and Zach Zipper. Not pictured: Emily Sabetti and Nick Ramirez

A Legacy of Higher Education Continues



by Mari L. Madison

Two Bryan Adams High School graduates, Stephanie Chheng and Armando Marquez were recognized for their submissions to the Lamar Medal award by the Roy Stanley Masonic Lodge.

The Lamar Medal scholarship program carries on a 176-year-old tradition of higher education in the state of Texas. Named for fellow Mason Mirabeau B. Lamar, the local lodge awards the medal to students and educators in recognition of outstanding personal achievement in academics, citizenship, community service or sports.

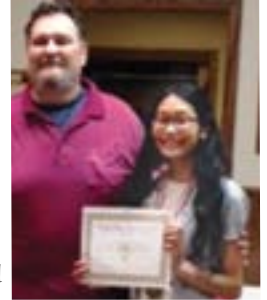
Mirabeau B. Lamar was the second president of the Republic of Texas. In 1839, he proposed that the Texas Congress establish a system of education, saying "a cultivated mind is the guardian genius of democracy." An act passed on January 26, 1839, set aside land for public schools and

two universities. Lamar's advocacy earned him the nickname "Father of Texas Education."

Finalists for the Lamar Medal are required to submit a short academic biography, their community service activities, a written essay and an oral presentation on volunteerism.

Chheng received the \$2,000 scholarship and \$200 in cash. A National Honor Society member, she tutored and mentored at Bryan Adams and volunteered for the Rory Myers Children's Adventure Garden at the Dallas Arboretum and Botanical Garden.

A valued member of the debate team, Marquez was awarded \$800 cash.

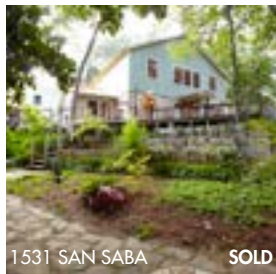


Above, James Ball and Stephanie Chheng

Below, Armando Marquez



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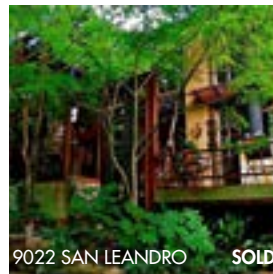
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Greater Casa View Alliance Gaining Momentum in Visibility and Significance



by Mike Nurre

Greater Casa View Alliance leadership has been focused on actively promoting the Greater Casa View area, living its mantra “Forgotten Far East Dallas no more.”

What makes this inner loop suburb so distinctive is the inventory of affordable homes – including historic mid-century modern houses; established neighborhoods with tree-lined streets, local shopping and churches; engaging neighborhood groups and a neighborhood recreation center; and close proximity to White Rock Lake and the Dallas Arboretum and Botanical Garden. All are just a 15-minute drive from downtown Dallas. With help from the Alliance’s leadership, this area’s popularity is growing and the area is flourishing.

The Alliance’s leaders represent the common interests of 10 neighborhoods along north Ferguson Road from Oates Drive to LBJ Freeway, and they serve as an advocate and conduit to and from city hall. Their recent activities included:

- A feature in the May 11 issue of the *Advocate* that highlighted the Alliance, its history and activities to elect a city council candidate from east of White Rock Lake. The story included its rallying cry, “Forgotten Far East Dallas no more.”
- Leadership or participation in four District 9 city council candidate forums.
- Meeting with Councilman Mark Clayton to discuss the area’s top-three challenges that could be addressed before year-end. Streets and medians were discussed as the top priority for the area.

- Participation in Northeast Dallas – area meetings with state legislators and lobbyists regarding the expansion of LBJ Freeway east of Central Expressway to I-30 and voted unanimously to support this effort, which is sorely needed to create continuous service roads.
- Plans for an upcoming meeting with the Urban Design committee prior to presenting the Alliance’s area plan to the Dallas Planning Commission. The final step will be city council approval of the plan before the end of the year.
- Previewing the area plan to the Greater East Dallas Chamber of Commerce; the White Rock Partnership has asked for a similar presentation in October.
- Attendance at the second annual White Rock Neighborhoods’ Summit on April 11, where 22 neighborhoods shared common interests, challenges and ideas. The next summit is scheduled for April 2016. The Alliance is a founding organizer of this event.
- Continued support of the area’s diversity by continually encouraging participation in community work and the area’s schools where PTAs and parent participation is almost nonexistent.



Destruction day for uninhabitable property

- Saluting community prosecutor Amanda Chase for efforts in getting a long-vacant house in Casa View Heights demolished in July. This type of action helps to restore vitality to Greater Casa View and demonstrates that the city of Dallas is committed to investing in our neighborhood.

Board members are beginning to explore the next big idea – community-supported agriculture space.

If you’re interested in becoming involved in the Greater Casa View Alliance’s initiatives, see greatercasaview.org for more information.

Rock Legend Creates a Local Buzz

When rock star Steven Tyler of *Aerosmith* tweeted “ON MY WAY TO HIT RECORDS RIGHT NOW IN DALLAS ... GETTIN’ ME SOME RON ROSS LOVE.” It didn’t take long for this photo to make its way to the Casa View Facebook page. According to the online chatter, Tyler and Ross, the owner of Hit Records for over 30 years, go way back. Another poster shared a friend’s photo who showed up for a selfie with the rocker, confirming that it was indeed the man himself. Casa View is the authentic mid-century cool.

Steven Tyler





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Wells Fargo's Financial Literacy Program Breaks the Cycle of Poverty



by Kerry L. Goodwin

Financial illiteracy and crime can lock communities into a stagnant cycle of poverty and recidivism. Wells Fargo, Casa Linda Branch, and Ferguson Road Initiative (FRI) is supporting the effort to disrupt this pattern by empowering the disenfranchised to take control of their lives with help from some innovative sources.

Financial Literacy 101 – Last February, Wells Fargo and state Rep. Eric Johnson brought the National Urban Technology Center's (Urban Tech) financial literacy program to Far East Dallas. It joins high-performing community-based organizations in four other pilot cities – Miami, Atlanta, Seattle and Newburgh, New York.

Urban Tech, funded by the Wells Fargo Foundation, developed the Financial Education Network (FEN), an e-learning portal of online curriculum and resources for teaching financial education and promoting homeownership, entrepreneurship and managing financial assets.

FEN offers tools to navigate through your first allowance, buying your first car, saving for college, starting a family, investing in your first home, starting a new business and rebuilding your credit. The free, easy-to-use computer-based program is accessible on any Internet-based device, and workshops in two different languages provide decision support and facilitate learning.

"Urban Tech has demonstrated an increase in home ownership, higher education goals and business development efforts," said Vikki Martin, president of FRI. "We're thrilled to have the support of Wells Fargo and Rep. Johnson in bringing this inventive program to Far East Dallas."

Crime Prevention – In keeping with FRI's long-term crime prevention initiatives, last November it partnered with Unlocking DOORS

Texas Reentry Network (DOORS), a comprehensive statewide diversion, reentry and integration network for the formerly incarcerated. With the goal of reducing recidivism by serving as an advocate for individuals reentering society, DOORS offers the keys to successful integration. This one-stop resource provides assistance with clothing; dental, medical and mental health care; education and legal advice; housing; job readiness skills and referrals; transportation – and now, with the addition of Urban Tech's FEN, financial literacy.

As part of the DOORS intake process, every client signs up for FEN and is encouraged to complete each section and pass the corresponding tests. Since the November launch, DOORS has served 192 students with an 88 percent success rate.

"Through our program, we feel certain that crime and overall recidivism rates will be cut drastically, creating a safer community while leaving our tax base intact," explained Christina Melton Crain, president and CEO, DOORS.

Crain is the only woman to have served as the chairman of the Texas Board of Criminal Justice. She has practiced law for more than 20 years, specializing in children and juvenile representation and governmental issues.

FEN is available to anyone wishing to take advantage of the education – DOORS staff, board members, volunteers, families and donors.

"This tool is great and will be very useful to me when I become employed," said Gregory Bishop. "I'm excited to be in the DOORS program."

Learn more about FEN at www.urbantech.org/cms/fen and see the program's educational site at www.urbantech.org/fen.



Gregory Bishop

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Community Calendar

FRI Community Connection Town Hall

Monday, September 28, 6:30-8:30 p.m.

White Rock Church of Christ

9220 Ferguson Road

Eat Well Live Well, Senior Health Event

Friday, October 2, 10 a.m.-1 p.m.

Harry Stone Recreation Center

National Night Out

Tuesday, October 6

Reception, Arick Doyle (library architect)

Saturday, November 7, 2-3 p.m.

White Rock Hills Library

9150 Ferguson Road

FRI Operation Beautification, Litter Clean-Up Event

Saturday, November 14, 9 a.m.-noon

Place, to be determined

Shop Online With a Smile and Do Good Locally



by Mari L. Madison

Now there are two easy ways to support Ferguson Road Initiative (FRI) while shopping and searching online – without costing you money.

Amazon Smile: Shopping at smile.amazon.com is just like shopping at amazon.com, only when you buy eligible products the Amazon Smile Foundation will automatically donate .5 percent of the purchase price to FRI when you designate them as your charity. Simply log on to smile.amazon.com to designate FRI and then shop as usual.

Goodsearch: Select FRI as your cause on this patent-protected, Yahoo-powered search engine, and it will donate about a penny for nearly every search you do. A bonus: You also get access to some of the most powerful coupons available. Go to www.goodsearch.com for more information and to get started.

Remember, the more friends that you get involved for FRI on either of these sites, the more you're investing in your local community – without costing you a dime!

Doctors Hospital at White Rock Lake Spring Match Challenge Grant

Thank you, FRI friends and supporters, we did it! On July 4 we exceeded our \$10,000 goal and raised a total of \$10,475 from 88 donors! A special thank you to FRI's partner, Doctors Hospital at White Rock Lake, for supporting us through our FRI Community Connection Founder's Circle Membership pledge of \$10,000 for three years.



Pictured: Jay Krishnaswamy, Dr. William G. Jones, Vikki J. Martin and Dan Ortman

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Volunteers Needed

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

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

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 volunteer opportunities contact the FRI Community Connection at communityconnection@fergusonroad.org or call 214-324-5116.



Call FRI at 214-324-5116 – 9 a.m.-1 p.m.

JOIN! GIVE! PARTICIPATE! Become a Member Today and Invest in Your Community!

Membership Levels

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

Please 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
- Sustainer a pledge of \$100 to \$999
- \$_____ per year for ____ years

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
- 500 + employees \$2,775 per year
- Apartment complexes \$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. Please check one:

Level of Support

- \$1,000 per year for 3 years (\$3,000 total)
- \$2,500 per year for 3 years (\$7,500 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)

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- All of the above plus recognition at public business and community meetings
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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

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If you are a member and do not see your name, please contact the FRI office at 214-324-5116 so that we can correct our records. Forgive us for this oversight.

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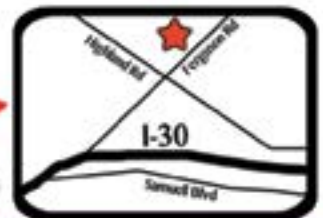
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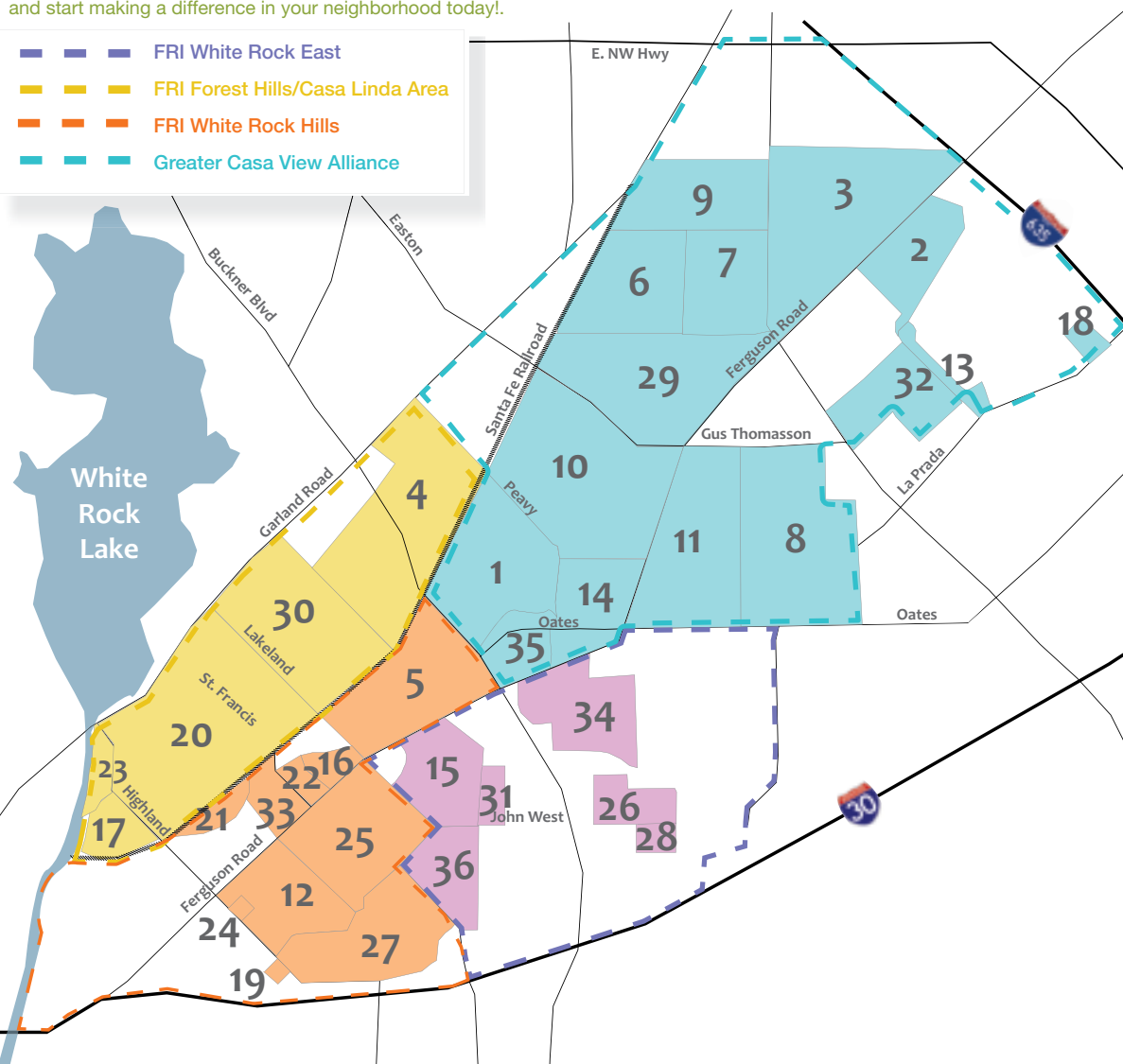
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-  FRI Forest Hills/Casa Linda Area
-  FRI White Rock Hills
-  Greater Casa View Alliance



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- 2 - Braeburn Glen CW (1132)
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214.967.5078 (Voicemail)
- 3 - Briarwood NA (1258)
www.briarwoodna.com
- 4 - Casa Linda Estates NA
www.casalindaestates.com
- 5 - Casa Linda Forest NA
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- 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
- 25 - Hillridge CW
214-967-5080 (Voicemail)
hillridgecrimewatch@yahoo.com
- 26 - Hillview Terrace NA
- 27 - Lakeland Hills CW
214-967-5084 (Voicemail)
- 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
jessicakyoung@me.com
- 33 - Stonegate at Forest Hills
- 34 - Truett CW
www.truettareacw.org
- 35 - White Rock Forest NA
- 36 - White Rock Village CW
info@neighborhoodlink.com
whiterockvillage.com
214-967-5190 (Voicemail)