

# FRIidays

FERGUSON ROAD INITIATIVE  
SERVING FAR EAST DALLAS

FALL 2025  
ISSUE 42

## Far East Dallas COMMUNITY BUILDING



### In this Issue

Building the Future of Far East Dallas p. 1

“See Something, Say Something” p. 2 & 3

FEDPID Approved p. 4

CREEKSIDE: Building a Recreation Mecca p. 5

A Commitment to Diverse Development p. 6

Little Casa View Builds Community p. 8

FRI: The Backbone of Community Change p. 9

Bayles Elementary Thrives Under New Principal p. 12

Bryan Adams HS Leadership Academy p. 13

The Evolution of Lakeland Hills Park p. 14

Greening Dallas, One Pocket Park at a Time p. 15

Forgotten Cemetery Sparks Renewal p. 16

Nearly Complete: 2005 Intersection Upgrades p. 19



# START HERE. GO ANYWHERE!



## uplifteducation

For nearly 30 years, Uplift Education has been a pillar in the Dallas-Fort Worth community, dedicated to providing a free, high-quality education that prepares students for success in college, careers, and beyond.

Free Tuition | Safe Campuses | Certified, Caring Teachers  
International Baccalaureate® Curriculum

### There's a free Uplift Education school near you!

Pre-K – 12th



Bryan & Annex  
in Old East Dallas

Pre-K – 5th



I-30 & Ferguson Rd.  
A dual language school

Pre-K – 12th



I-30 & Hwy 80



Learn more, schedule a tour, or apply today for free!  
[uplifteducation.org/start-here](https://uplifteducation.org/start-here)

*Limited seats still available for the 2025-26 school year.*

# Building the Future of Far East Dallas

Letter from FRI Board President



By Jared Greco

In February 2025, I was honored to be elected President of the Ferguson Road Initiative (FRI) Board of Directors. I want to express my gratitude to Dan Ortman for his many years of dedicated leadership as Board President. Under his guidance, FRI executed strategic plans that brought us to this pivotal moment. Though Dan has stepped down as president, we are fortunate that he continues to serve as an active and valued board member.

This issue of FRIday's Magazine celebrates the power of community building. The foundation of Far East Dallas is not bricks, parks, or roads—it's people. Neighbors who give their time, talent, and passion because they believe in FRI's vision: *Far East Dallas is strong and vital.*

Our history proves what happens when a community comes together. In 1998, after the tragic death of a child walking to Bayles Elementary School, FRI led a grassroots campaign that secured \$3.5 million in bond funding to rebuild a dangerous street, Highland Road (from Ferguson to Jim Miller Roads). More than 1,200 parents, apartment residents, homeowners, churches, and businesses signed petitions and packed bond hearings—demanding

action and getting results.

That model—identify a need, communicate it clearly, unite partners, and mobilize residents—has made FRI one of Dallas's most effective community-building organizations. For nearly 3 decades, this approach has delivered transformative public amenities:

- 2012 – White Rock Hills Library opened
- 2021 – White Rock Hills Park opened
- 2022 – Highland Road reconstructed with bike lanes and sidewalks
- 2023 – Trinity Forest Spine Trail and CreekSide Bike Park opened

This proven strategy led to two major victories in 2024–2025:

1. \$18.1 million in bond funding to design and build the White Rock Hills Recreation Center (scheduled to open in 2029). (see p. 5)
2. City Council approval of the Far East Dallas Public Improvement District (FEDPID), launching January 2026 to enhance safety, beautification, and economic vitality. (see p. 4)

FRI's results speak for themselves: 28 years of consistent leadership, community partnerships, and a clear vision for the future of Far East Dallas. But our work isn't finished.

On September 18, we invite you to join us for North Texas Giving Day. Your support fuels this mission—helping us build a stronger, safer, and more vibrant community for residents of Far East Dallas. Together, we are building the future.

Community Building since 1998

*"We support FRI because we know strong communities aren't found; they're made— and FRI has improved Far East Dallas one project, one person, and one purpose at a time."*  
-Charles Schwab Bank



## North Texas Giving Day

September 18  
Early Giving  
September 2-17



[northtexasgivingday.org/organization/Ferguson-Road-Initiative](https://northtexasgivingday.org/organization/Ferguson-Road-Initiative)

### CONTACTS & CREDITS

FRI Office (physical):  
1451 John West Road  
Suite 200  
Dallas, TX 75228  
P.O. Box 570417 (mail)  
Dallas, Texas 75357  
Phone: 214-324-5116  
[fergusonroad.org](https://fergusonroad.org)

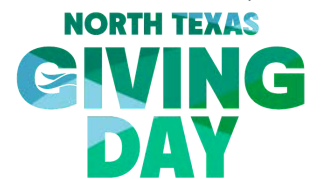
### FRI Staff:

Vikki J. Martin: Executive Director  
Maria Valenzuela: Director of Finance & Operations  
Susan Hopper: Director of Communication & Marketing  
Zitziki Sanluiseno: Membership & Special Projects Administrator

### FRIdays News Staff:

Publisher: Vikki J. Martin  
Editor/Layout: Susan Hopper  
  
To place an ad in FRIdays magazine, call Vikki Martin 214-324-5116 or email [vikki@fergusonroad.org](mailto:vikki@fergusonroad.org)

COMMUNITIES FOUNDATION of TEXAS



SPONSORED BY amazon



# See Something



## Ferguson Road Initiative “See Something, Say Something” Campaign

The Ferguson Road Initiative has launched a community wide “See Something, Say Something” campaign to raise public awareness about how to report crime, terrorism, or suspicious activity to law enforcement. FRI’s goal is to empower YOU to become proactive partners in crime prevention by reporting **suspicious activity**. It takes ALL of us to build a safer, stronger community! To report suspicious activity, call [214-671-4TIP](tel:214-671-4TIP) (214-671-4847) or use the iWatch app to upload photos, videos, audio recordings, and gps locations.

### What to Include in Your Report:

1. **Who** or **what** you saw;
2. **When** you saw it;
3. **Where** it occurred; and
4. **Why** it’s suspicious

If there is an **emergency, call 911.**



### Key Details to Provide When Calling 911:

**Location:** Give the exact address. If unsure, describe nearby landmarks or intersections to help responders locate you quickly.

**Nature of the Emergency:** Clearly state what is happening—fire, medical issue, accident, crime in progress, etc.

**Phone Number:** Share the number you are calling from in case emergency responders need to call you back.

## DOWNLOAD



**iWatchDallas** is a community program to keep neighborhoods safe from crime and terrorism. It’s designed to make reporting **suspicious activity** to the Dallas Police Department easy and direct, allowing for faster investigation and response times.

Police can communicate with app users in **real-time** (anonymous chat). You can send them additional info on a tip if the situation or location changes. They can ask you follow up questions if they need more details.



Send up to 5 photos regardless of resolution.



Send accurate gps coordinates to police in a tip or in chat. GPS can be disabled.



Make an audio recording to describe complex or dynamic situations



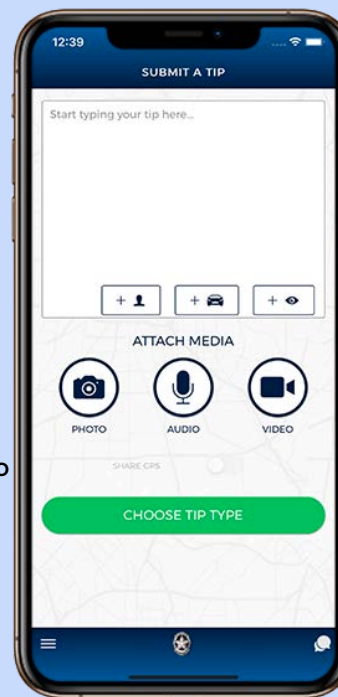
Police can send informational and emergency alerts to users with the location of incident.



Send camera videos to police, or upload from your doorbell or home security cameras.



Spanish-speaking users will see all app features and functions in their native language.



**Download iWatch**  
[dallas.iwatch911.us/](https://dallas.iwatch911.us/)



# Say Something

**Reporting SUSPICIOUS BEHAVIOR = CRIME REDUCTION**

When reporting suspicious behavior on iWatch, use specific, factual, and neutral language. Avoid guessing motives—stick to what you see, hear, and observe.

### Use Key Words When:

#### Describing Behavior

- Disturbance/fighting
- Acting nervous/pacing/looking around frequently
- Attempting to open doors/checking car handles
- Loitering in the area for \_\_\_ minutes
- Following people/approaching multiple houses
- Taking photos or videos of \_\_\_ (unusual target)

#### Describing People

- Male/female, approximate age/height
- Wearing (color) (clothing item/shoes)
- Distinctive features: tattoos, scars, limp, etc.
- Carrying \_\_\_ (bag, backpack, tool, etc.)

#### Describing Vehicles

- Make/model/color/license plate (even partial)
- Parked in an unusual location/circling repeatedly/ time & location
- Occurred at (exact location) around (time)

## Working Together for a Safer Dallas

By Deputy Chief Patricia Mora

Have you ever heard of the catch phrase, “See something, Say something?” In 2021, the Dallas Police Department implemented a nationally acclaimed Violent Crime Reduction Plan. This plan is derived from crime statistics. This data provides critical insight that guides decision making at every level. It dictates how we allocate our resources and ensure public safety.

When data is reliable and timely, it allows us to identify crime patterns, deploy officers effectively, and respond to emerging threats with precision. Moreover, accurate data fosters transparency and accountability. When the Dallas Police Department tracks and publishes crime statistics, it builds trust and ensures our actions are subject to oversight. Ultimately, accurate data is not just a tool; it is the backbone of fair, effective, and informed law enforcement in today’s complex society.

It’s very important that we continue to partner with our communities, stakeholders, and businesses to maximize our success with decreasing crime. We cannot do this alone. *Call 911 or use the iWatch app if you see a crime being committed. If you think a crime is being committed, call 911 or report on the iWatch app. If you think something is not right, call 911 or report on the iWatch.* We need to hear from you to truly make a difference in the neighborhoods that you live in.



### Far East Dallas Neighborhood Police Officers

Sgt Sammie Robinson NPO Coordinator	sammie.robinson@ dallaspolice.gov	214-670-4762
PO Theron Akin	theron.akin@ dallaspolice.gov	214-557-3873
Snr. Cprl. Dung Nguyen	dung.nguyen@ dallaspolice.gov	469-610-6127
PO Gabriel Ortiz	gabriel.ortiz2@ dallaspolice.gov	214-681-0641
PO Bobby Jones	bobby.jones@ dallaspolice.gov	469-601-9419



Sgt. Sammie Robinson (center) & Neighborhood Police Officers (NPO) Team



# FEDPID Approved: A Game-Changer for Safer, Stronger Far East Dallas

By Karl Zavitkovsky



Far East Dallas is entering a new chapter of community-led revitalization. On May 28, 2025, the Dallas City Council unanimously approved the creation of the Far East Dallas Public Improvement District (FEDPID). This effort to establish the FEDPID was led by the Ferguson Road Initiative (FRI) with strong support from Councilmembers Adam Bazaldua (District 7) and Jesse Moreno (District 2).

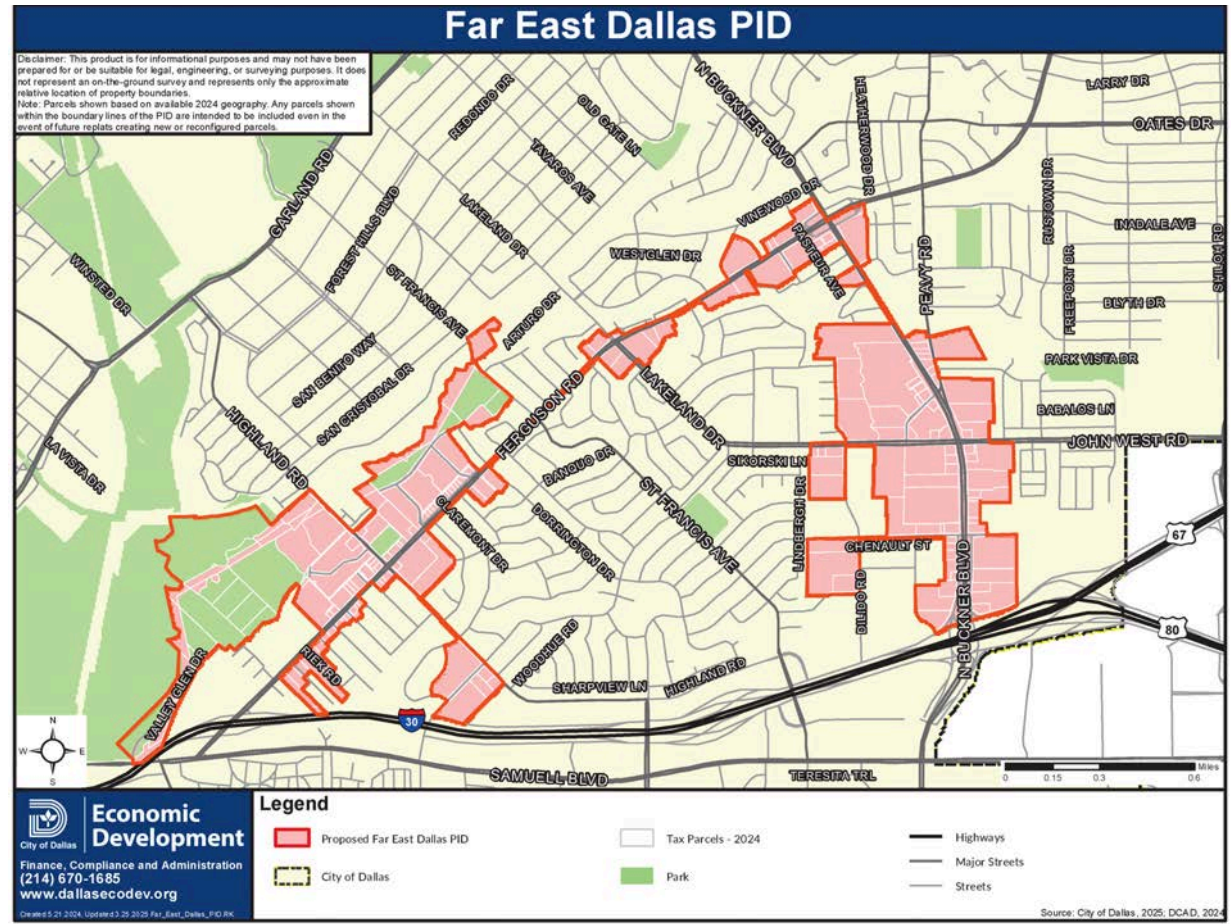
What is A Public Improvement District (PID) and what does it mean to me? A PID is formed at the request of business, apartment, and commercial property owners through a petition process. Owners agree to a supplemental assessment—distinct from a tax—added to their property tax bill. The funds are reinvested directly into the district, providing enhanced services beyond what the City typically offers. Local

homeowners will be the residual beneficiaries from the PID, they will not be assessed. FEDPID will serve 235 businesses and 30 multi-family properties in the White Rock Hills and White Rock East neighborhoods. However, its reach extends to 18 residential neighborhoods, 10 churches, and 7 schools, creating safer, cleaner, and more vibrant surroundings that encourage community pride and economic growth along the Ferguson Road and Buckner Boulevard corridors. (See FEDPID map).

Planned services include extended neighborhood patrols, marketing and business promotion, and potential upgrades to key community assets such as the White Rock Hills Library and the Trinity Forest Spine Trail.

Launching in January 2026, FEDPID is projected to generate more than \$500,000 in its first year, with revenue increasing annually over its initial seven-year term. FRI envisions this as a sustainable funding model that could be replicated in other areas like Casa Linda and Casa View.

The approval of FEDPID is more than a policy decision—it's proof of what grassroots advocacy and determined leadership can achieve for Far East Dallas.



*“Safer places will encourage better housing and increase pride in an area as well as businesses seeing Far East Dallas as a place to relocate.”*  
— Ann Bagley, FEDPID Committee & Forest Meade Resident

*“Lone Star Credit Union supports the FEDPID because we think additional police presence through extended neighborhood patrol will greatly reduce crime in the area.”*  
— Marcy Phillips, President & CEO, Lone Star Credit Union

Far East Dallas Public Improvement District Map

# CREEKSIDE: Building a Recreation Mecca Along Ash Creek

By Vikki Martin



Dallas is on the brink of a transformative leap in community recreation, thanks to FRI's bold initiative and the major boost from the 2024 bond election. With \$18.1 million secured, the long-envisioned White Rock Hills Recreation Center (CENTER) is set to rise by 2029, anchoring a vibrant corridor of parks and trails stretching from St. Francis Drive to Samuell Boulevard.

Nestled at 2131–2165 Highland Road, the CENTER will be more than just a building—it will be a symbol of connectivity, wellness, and community pride. Designed to serve the diverse residents of Far East Dallas, the CENTER will be the centerpiece of a growing network of green spaces and trails that follow the natural contours of Ash Creek.



*Conceptual Drawing of CENTER by Jacobs Engineering, 2015*

The next milestone in this ambitious project is the selection of a construction firm by the Dallas Park and Recreation Department.

This firm will lead a design charrette in fall 2025. A design charrette is a hands-on, collaborative workshop where residents will help shape the CENTER's design and programming. With a dramatic 40-foot topographical drop at the site, the challenge is clear: create an iconic, accessible space that harmonizes with the surrounding mixed-income housing.

FRI and the City of Dallas are committed to ensuring that the CENTER reflects the needs and dreams of the community. Additional outreach meetings are scheduled for early 2026 to finalize plans and build consensus. The CENTER is not just a facility—it's a promise of inclusive growth, environmental stewardship, and neighborhood revitalization. As the vision for Creekside takes shape, Ash Creek is poised to become a destination for recreation, connection, and community spirit.



Bring in this ad for **30% off** food.

Dine-in only | Tues-Fri 7am–4pm | Expires October 31, 2025

## WE OFFER

- Fresh, delicious breakfast and lunch items
- Specialty menu items
- Beer and wine
- Event space for up to 60 people

LubellasPatisserie.com | 10323 Ferguson Rd. (Casa View Shopping Center)



# A Commitment to Diverse Development

By Gary Hasty



FRI believes that mixed-income housing is a cornerstone of healthy, thriving communities. It promotes social and economic mobility, reduces concentrated poverty, and fosters neighborhoods that are diverse, inclusive, and safe.

Mixed-income workforce housing developments offer residents access to better schools, services, and job opportunities. They create communities where people from different backgrounds can live, work, and grow together.

FRI is cautious about new multi-family zoning. While we support housing that serves a range of incomes, FRI is generally opposed to new developments that require rezoning from single-family residence to multi-family. Far East Dallas has more than 50 apartment communities. Our focus is on expanding homeownership opportunities—particularly through single-family homes and townhomes—so that families can build equity, generational wealth, and long-term stability.

Community Benefits of Mixed-Income Housing:

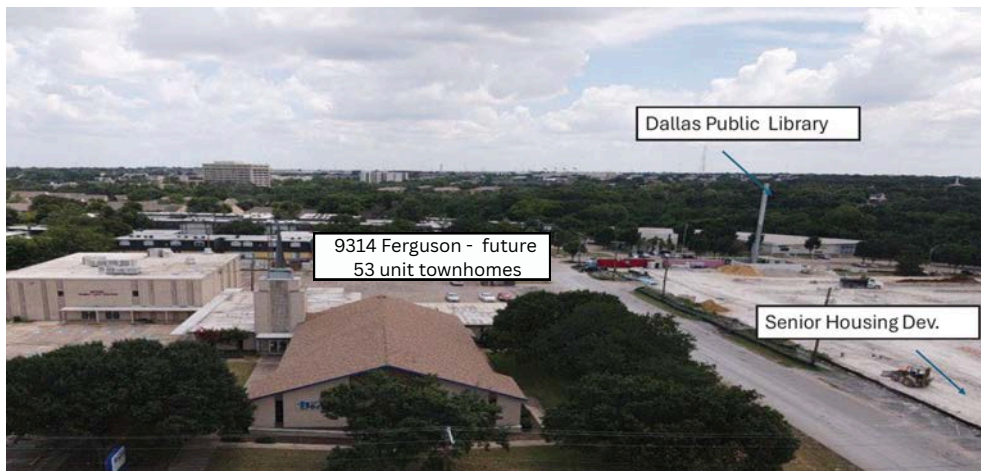
- Reduces concentrated poverty

- Integrates low-income residents into economically diverse neighborhoods, helping to break the cycle of poverty and promotes upward mobility
- Builds resilient communities
- Fosters stronger social networks, civic engagement, and neighborhood stability
- Promotes equity
- Helps ensure fairer access to quality schools, transportation, healthcare, and other essential services

These benefits are the reason FRI supports ownership-based development. FRI actively collaborates with developers who share our vision. Here are a few recent projects where we've successfully advocated for alternatives to traditional multi-family developments:

Location	Project Type	Status
9314 Ferguson Road	53-unit single-family townhomes	Breaking ground in 2025
2671 John West Road	43-unit condominium development	Construction begins in 2026
8625 La Prada Drive	58-unit single-family townhomes	Preparing for City Plan Commission

FRI remains committed to building a stronger, more inclusive Far East Dallas through thoughtful, community-centered development. Our priority is to expand homeownership opportunities that empower families, foster long-term neighborhood stability, and create pathways to generational wealth. By supporting innovative, ownership-based alternatives to traditional multi-family housing, FRI continues to champion a vision of growth that reflects the needs and aspirations of our diverse community.



9314 Ferguson will be the location of 53 single-family townhomes across the street from new Senior housing



1,696 square foot townhome schematic



# Thank you to our 2025 Founder's Circle Donor Members

Founder's Circle Donors make a 3-year pledge (as of July 31, 2025)

**\$10,000**

Access Self Storage  
Anonymous

**\$ 6,100**

Granite Redevelopment

**\$6,000**

Oncor

**\$2,500**

Lone Star Credit Union  
Daniel J. Micciche

**\$2,500**

Resource One  
Credit Union  
Uplift Education

**\$1,500**

Atmos Energy  
Brazos Residential  
Casa Pacifica  
Apartments  
Estates at Shiloh  
Farrell Architects  
Owenwood Farm &  
Neighbor Space  
RaceWay

**\$1,000**

Aspire  
Hunter Bickford  
Bishop Lynch High School  
Art Bloodworth &  
Dr. John Carlo  
Casa View Shopping  
Center  
City Credit Union  
CMIT Solutions  
Dallas College/Eastfield  
East Dallas Veterinary Clinic  
El Rio Grande Latin Market  
Austin Endo  
Frost Bank

Gary Garcia  
Jared Greco  
John & Anne Griggs  
Hayden Hanson  
Gary Hasty  
Matt & Alicia Henry  
Christopher Jackson  
Karrington Realty  
LDG Development  
LightChurch  
Lira Bravo Law  
T. Robert & Bette J.  
Martin In Memoriam  
The Meara Company  
Mill Creek Residential

The Museum School  
Daniel & Linda Ortman  
Dr. Angela Scheuerle  
Steven Spooner  
Sunbelt, LLC  
Harry Swanson  
Dr. Eddie Tealer  
Terra RE Ventures  
Dr. Mike & Mrs. Janice  
Walker  
Walmart  
White Rock Medical  
Center  
White Rock Montessori  
Karl Zavitkovsky



**SPONSOR**  
**TOWNHALL MEETING**  
**THANK YOU!**

*13th Annual* **Ferguson Road Initiative LITTER CLEAN-UP**

**THANK YOU SPONSORS!**









**THANK YOU!**




**Blood Drive Sponsors**



## Thank you


### North Texas Giving Day Challenge Donors

Anonymous	Nancy Weber
Ferguson Road Initiative Board of Directors & Staff	Peter Kavanagh
Dee Bert	Joe Baggett
Tom & Jan Daulton	Baldwin & Associates
Matt & Alicia Henry	Buzz Urban Planning LLC
Atmos Energy	Casa View Shopping Center
Casa Pacifica Apartments	Lone Star Credit Union Employees
Emad Noorizadeh	Becky Reed
Henry Hakimian	Dr. Theresa Daniel
Presidium Group	Others
Brent & Monica Christopher	
Estates at Ferguson	

\*as of July 31, 2025

COMMUNITIES FOUNDATION of TEXAS


## NORTH TEXAS GIVING DAY

SPONSORED BY 


Scan the QR code to view **FRI's Board of Directors and Advisory Council**




Scan the QR code to view **FRI's Membership**

We do it all — we defend your data, protect your devices, and fix technology issues 24/7.




[Free Assessment](#)



Owners, Carmen Parra & Jaime Rodriguez

[cmitsolutionsdallas.com](http://cmitsolutionsdallas.com)  
(214) 785-6194





### Community Connection Townhall Meeting

September 15th @ 6:30 p.m.  
1451 John West Road

Subscribe to the monthly digital NewsFlash to stay current on news happening in Far East Dallas.

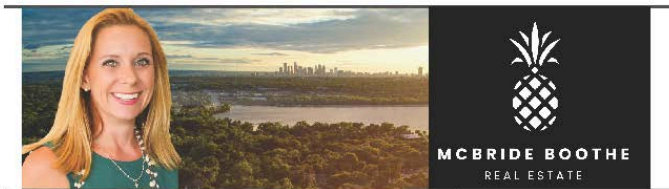


Become a member of FRI.



## YOUR EAST DALLAS REAL ESTATE TEAM

McBride Boothe Real Estate is a full service brokerage specializing in the communities around White Rock Lake.



**KRISTEN BOOTHE**  
OWNER/BROKER  
kristen@mcbrideboothe.com  
214.796.7021  
www.mcbrideboothe.com  
1501 Verano, Dallas

## Little Casa View Neighborhood Builds Community

By Meredith Rowley and Heidi Bassett

In the heart of Far East Dallas, the Little Casa View Neighborhood Association is transforming its community through connection, service, and celebration. With a mission to make the neighborhood a great place to live, the Association embraces the diversity of its residents by offering a variety of ways to get involved.

Some neighbors enjoy social events, while others find fulfillment in service projects. Quarterly meetings at Harry Stone Recreation Center keep residents informed, while casual gatherings at local restaurants foster connection with each other and with city partners like Dallas Police and Code Compliance.



*Little Casa View Neighbors join in the annual FRI Operation Beautification Litter Clean-Up*

Recent service efforts include a collaborative mural painted on a graffiti-covered dumpster enclosure, bi-annual neighborhood cleanups, planting flowers along Gus Thomasson, and refreshing the staff break room at Reinhardt Elementary. An active Volunteers in Patrol group helps keep the neighborhood safe.

Family-friendly events are an essential part of the Association's success - from fire station visits and summer front yard socials to National Night Out and festive holiday celebrations. To celebrate community pride, the Association also recognizes neighbors with a Yard of the Month award from May through September.

In Little Casa View, residents are proving that a strong community begins with strong connections!



# FRI: The Backbone of Community Change

By Ryan Krone, Ph.D



Effective community building begins with a shared vision—whether reducing crime, eliminating urban blight, creating public spaces, or improving affordable housing. This vision drives the creation of community development infrastructure through a grassroots model that encourage resident participation and collaboration, ensuring communities have ownership in their transformation.

Community development organizations implement this vision by assessing problems and needs, identifying barriers, and developing practical solutions. Done correctly, these activities create what theorists call collective impact: improved wealth, health, knowledge, and trust within communities.

FRI exemplifies this approach in Far East Dallas, serving as a backbone organization for participatory community development. Rather than creating isolated programs, FRI consults residents through town halls, develops comprehensive plans, and builds project coalitions of stakeholders including government, police, nonprofits, businesses, and civic organizations. As a backbone organization, FRI provides the connective tissue that holds together community development project coalitions and propels them forward.

FRI achieves this through strategic advocacy, communication with residents, facilitating stakeholder meetings, and coordinating sustained efforts until projects are realized. This backbone approach is rare because community development has historically been fragmented and isolated in impact.

Examples of FRI's hard work can be found throughout the community. The FRI *Weed and Seed* initiative (2000-2011) resulted in a significant reduction in crime. Important public amenities like the White Rock Hills Library was developed under FRI's leadership. FRI shepherded the White Rock Hills Park and the Trinity Forest Spine Trail which have provided essential recreational spaces. These are a few of the many project coalitions that FRI has developed in the community since its founding.

Backbone organizations like FRI demonstrate how sustained, coordinated community development truly moves the needle, creating lasting change through collaborative partnerships and resident-driven solutions.

## FOLLOW FRI ON SOCIAL MEDIA



**@FRICOMMUNITYTX**



**@FERGUSONROAD**

## MLC Insurance Group Questions on Medicare, Marketplace, or Life Insurance?

### WE CAN HELP!

- **Services 100% Free to You**
- **Representing all major carriers**
- **Local and Family owned**

*Contact us and get answers to your health insurance questions today.*

**MLC Insurance Group  
4550 Gus Thomasson Rd. Suite 16  
Mesquite, TX 75150**

Monday - Thursday  
9:00am to 5:00pm

*Call or text me to schedule a weekend or after hours appointment.*



# Invest in the Vision: Far East Dallas is Strong & Vital

COMMUNITIES FOUNDATION of TEXAS



## NORTH TEXAS GIVING DAY



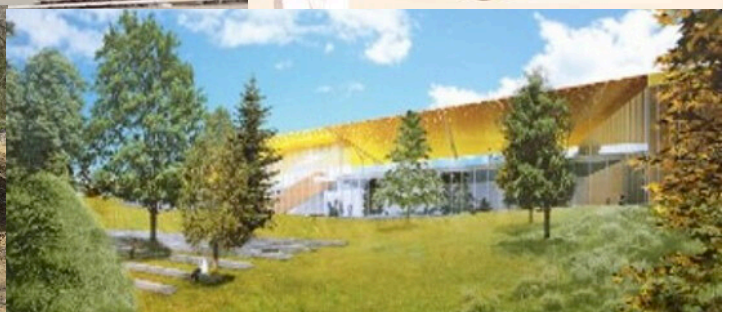
Help us meet our \$60,000 Goal

SPONSORED BY amazon

September 18th

Early Giving September 2 - 17

[northtexasgivingday.org/organization/Ferguson-Road-Initiative](http://northtexasgivingday.org/organization/Ferguson-Road-Initiative)





FRIdays Magazine Writers Advisory Board Members

Volunteer Income Tax Assistance Townhall Meetings



# Thank you Volunteers!

*"FRI volunteers share their time, skills, and passion to extend our reach and deepen our impact. Thank you for advancing the greater good in Far East Dallas."*

*-Vikki Martin, Executive Director of FRI*

*Interested in Volunteering?*



[.fergusonroad.org/volunteer/](https://fergusonroad.org/volunteer/)

Advocacy Efforts Operation Beautification Litter Clean-up

FRI Board Members Community Events Blood Drive

FRI engages an average of **485 volunteers** each year, contributing over **3,688 hours** of service—equivalent to **\$117,024 in value.**

Volunteers not only expand FRI's capacity through their time and effort, but also play a vital role in advancing our mission.

Opening  
Fall 2026

## Inspired by Museums, Built by Families!

- Extended Day
- Immersive Learning
- Documented Student Learning
- High-Quality Student Work

**Come Curious. Leave Confident.**



[tmseastdallas.com](https://tmseastdallas.com)

## Bayles Elementary Thrives Under New Principal

By Alyson Black



Since becoming Principal of Bayles Elementary, Mr. Miguel Campuzano has made a powerful impact on the school community. With a strong focus on academic achievement, family engagement, and campus improvement, he has introduced

several initiatives that reflect his commitment to student success.

One of his top priorities has been increasing parent and community involvement. In partnership with the Parent Engagement Department, Bayles now hosts academic workshops that provide families with tools to support learning at home.

Health and nutrition are also central to his vision. Through a partnership with Brighter Bites, Bayles families receive free fresh fruits and vegetables every two weeks—encouraging healthy habits at school and at home.

To strengthen community connections, Mr. Campuzano introduced two new events: the first annual Walk to School Day welcomed over 100 participants, promoting fitness and safe commuting. The inaugural Bayles Color Run brought together over 100 registrants from Bayles and the surrounding Claremont neighborhood, celebrating community spirit and togetherness.

Campus beautification has also been a key focus. Mr. Campuzano secured a \$27,000 grant from the Exchange Club of East Dallas and a \$3,210 donation from the White Rock Spring Games to upgrade important areas of the school, including the auditorium and redirection classrooms. These improvements are helping to create a more inspiring and welcoming space for students.

Under Mr. Campuzano’s leadership, Bayles Elementary has grown into a vibrant, community-driven campus focused on student well-being, academic success, and strong partnerships with families. His leadership continues to inspire pride and progress throughout the Bayles community.



Principal Miguel Campuzano with students who participated in National Walk to School Day

**50 YEARS OF EXCELLENCE IN EDUCATION**

**AMERICAN MONTESSORI SOCIETY®**  
education that transforms lives  
**ACCREDITED**

**SERVING  
18 MONTHS - 8<sup>TH</sup> GRADE**

**214-324-5580**

**WHITEROCKMONTESSORI.ORG**

**1601 OATES DR, DALLAS TX 75228**

**SCHEDULE A TOUR TODAY!**



# Bryan Adams High School Leadership Academy – 2025 Year in Review

by Dan Micciche



Bryan Adams High School continues to uplift the community through extraordinary accomplishments in academics, athletics, leadership development, and school spirit.

We are incredibly proud of the Class of 2025! They set new school records in scholarships (over \$34 million!), including another Gates Scholar! Over 50 BA seniors earned associate’s degrees from Dallas College at the same time as they graduated from high school, and hundreds more earned industry-based certifications in traditional and new areas of vocational education.



*Bryan Adams’ graduates are all smiles*

Every student at Bryan Adams also participates in its unique leadership academy, which builds essential skills in communication, critical thinking, and self-reflection. Every sophomore and senior makes presentations to educator and community panels.

Coach Juan Rivas was named the Dallas ISD High School Athletic Coordinator of the Year in June for his impactful leadership across various high school athletic programs. Additionally, athletic trainer Nellasha Davis received the Phil Francis Making a Difference Award, which recognized her exceptional impact on student-athlete health, and Daniel Forsythe was recognized as the Greater East Dallas Chamber of Commerce’s High School Teacher of the Year.

Since its 2022 renovation, the campus now includes a secure vestibule, an upgraded library, a fine arts complex, and a competition gym/storm shelter—all foundational for today’s thriving 2025 programs.

**WHITE ROCK YMCA**  
Learn more about the White Rock YMCA.

**CONTACT US**

📞 214.328.3849  
📍 7112 GASTON AVE.



**DISCOVER THE WHITE ROCK YMCA**

Whether you’re looking to reach your fitness goals, connect with your community, or find a fun and safe place for the whole family, the White Rock YMCA has something for everyone. With state-of-the-art facilities, youth programs, group exercise classes, and more, we’re here to help you live healthier and feel your best—spirit, mind and body.







**AMENITIES**

- Locker Room
- GroupEx Classes
- Outdoor Pool
- Cycle Studio
- Basketball Court
- Green Space
- Functional Fitness Area
- Childwatch





Scan for more info!

**YMCA MISSION: TO PUT CHRISTIAN VALUES INTO PRACTICE THROUGH PROGRAMS THAT BUILD HEALTHY SPIRIT, MIND AND BODY FOR ALL.**

[HTTPS://YMCADALLAS.ORG/LOCATIONS/WHITE-ROCK-YMCA](https://ymcadallas.org/locations/white-rock-ymca)



# COME MAKE ART WITH US

**REGISTER** for one of our 96 classes & workshops:

**JEWELRY FABRICATION, CHAIN MAKING, LOST WAX CASTING, ENAMELING, FUSED GLASS, STAINED GLASS, METAL SCULPTURE, STONE CARVING, OIL PAINTING, ACRYLIC PAINTING, PLEIN AIR PAINTING, WATERCOLOR, DRAWING, ILLUSTRATION, MOSAICS, THROWING & HANDBUILDING CERAMICS, RAKU, CLAY SCULPTURE, SEWING, ENCAUSTIC, MIXED MEDIA COLLAGE, PHOTOGRAPHY, & PRINTMAKING.**

**CREATIVE ARTS CENTER**  
of Dallas

Classes meet **October 14 - December 15**  
**Once a week for 3hrs.**

Located at 2360 Laughlin Dr.  
off Ferguson Road  
214-320-1275  
[creativeartscenter.org](http://creativeartscenter.org)



# The Evolution of Lakeland Hills Park

By Daniel Wood



Lakeland Hills Park, 2600 St. Francis Ave., an 8-acre neighborhood park in Far East Dallas, has transformed over five decades from a simple green space into a flourishing community hub.

Opened in 1974, the park offered basic amenities—drinking fountains, picnic tables, and grills—a quiet spot for family gatherings. In 2000, a walking trail was added, attracting people of all ages, encouraging a healthier lifestyle.

In 2007, Lakeland Hills Park made history in Dallas by establishing the first skate park, creating a destination for youth. The park expanded with a pavilion, an updated playground, and new soccer and rugby fields in 2017.

The park’s latest transformation in 2025 is the creation of a dog park. By transitioning an underutilized

baseball field, the dog park will include small and large paddocks, water fountains, shade structures, and benches. It will become a lively social space that strengthens neighborhood connections. Join the ribbon cutting celebration on October 18<sup>th</sup>.

Also part of recent improvements is the outdoor fitness equipment to promote wellness and 40 new trees to enhance the shade canopy.

Responding to growing demand, tennis courts are being upgraded to include pickleball. On the horizon, the skate park will include a \$1.5M expansion, making it a professional grade facility. Construction will begin in 2026 and be completed within 18 months.

A new playground is also planned to replace aging equipment.

From a modest neighborhood park to a multi-use recreational destination, Lakeland Hills Park’s evolution tells a larger story: when public spaces grow with their community, they become more than parks—they become places where neighbors connect, families thrive, and safety flourishes.



Lakeland Hills Dog Park waiting to welcome furry friends



**LIZ RENFRO**  
REALTOR®  
CERTIFIED PROBATE REAL ESTATE SPECIALIST



**214.924.9676**  
LRenfro@sbcglobal.net  
5706 E Mockingbird Ln. #250  
Dallas, TX 75206



Adam Bazaldua  
Dallas City Council  
District 7

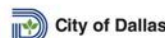


Daniel Wood  
Dallas Park and Recreation  
Board  
District 7

**SATURDAY SÁBADO**  
**OCTOBER 18**  
18 DE OCTUBRE  
**9:00 AM - 10:30 AM**  
2600 St. Francis, Dallas 75228

Join Adam Bazaldua, Dallas City Council District 7, and Daniel Wood, Dallas Park and Recreation Board District 7, for the Lakeland Hills Dog Park Ribbon-Cutting.

Únase a Adam Bazaldua Concejal de Distrito 7 de Dallas, y a Daniel Wood, Miembro de la junta de Parques y Recreacion del Distrito 7, para el Corte de cinta del parque para perros de Lakeland Hills.





# Greening Dallas, One Pocket Park at a Time

By Susan Hopper, Ph.D



Dallas is building a healthier future block by block. The new pocket park planned at Ruidosa Avenue & Cotillion Drive is part of the Trust for Public Land’s (TPL) ambitious Dallas Greening Initiative—a plan to turn 15

underutilized city lots into neighborhood greenspaces that put a park within a 10-minute walk for more than 300,000 residents.

TPL and the City of Dallas began by mapping vacant, city-owned parcels in areas void of parks. Using GIS and ParkServe data, they identified 15 prime sites—including the Ruidosa and Cotillion corner—as top priorities based on equity and access metrics. Funded through ARPA and philanthropic gifts totaling \$2.5 million, the pilot cohort of five parks is slated to break ground in summer 2025, with full build-out rolling out over five years.

On April 13, 2024, TPL and Better Block turned the empty lot into a vibrant “pop-up park.” Tactical urbanism tools—modular benches, planters, cornhole, chess, shade structures, and community tables—helped residents “test drive” different amenities. Feedback highlighted priorities: walking loops, seating, native planting, solar lighting, and safety features.

The Cotillion-Ruidosa park is a living experiment in equitable placemaking. Guided by data and community voice, it’s set to deliver safe, accessible green space tailored to local needs.

Guided by community input and Studio Outside Landscape Architecture, plans for the future park will



Schematic of the Cotillion Drive Green Space including walking trails, butterfly garden, play areas, and more



Residents test drove different amenities at Cotillion “pop-up” event sponsored by Better Block

feature:

- Looped walking path with benches and picnic tables
- Native garden beds to attract pollinators
- Solar lighting and security cameras
- Dog-waste and trash stations, signage, and flexible open lawn
- Modest pavilion or playground area, subject to final charrette decisions



Want to know what your home is worth?

Give us a call for a free Comparative Market Analysis!

¿Quiere saber cuánto vale su casa?

¡Llámenos, le preparamos un Análisis Comparativo de Mercado gratis!

Arratia Group

Edna Arratia REALTOR®  
214.243.8171

Norma Arratia REALTOR®  
214.243.5759



# Forgotten Cemetery Sparks Movement for Renewal

By Julie Fineman



Tucked quietly behind St. Francis Avenue in East Dallas is Warren Ferris Cemetery—overlooked for decades, but now thriving with new life. This small plot contains the remains of Warren Angus Ferris, the first person to survey Dallas and a dedicated naturalist.

Although his name has faded from public awareness, his legacy lives on in the land he once mapped and cherished.

When I moved next door, the cemetery was overrun—remaining headstones crumbling, native plants smothered by invasive species. What started as a simple cleanup became something far more meaningful. Neighbors joined in. Engelmann daisies returned. And slowly, the land began to heal. That shared effort inspired the Constellation of Living Memorials (CLM), a two-year pilot to test proof of concept for a growing movement that restores forgotten cemeteries as native habitats and community spaces. We've transformed Ferris Cemetery into a pilot site for environmental restoration, cultural preservation, and neighborhood engagement.

Today, five historic cemeteries have joined the constellation project. With support from the City of Dallas and Texas A&M AgriLife Extension, each site reconnects with both nature and history, offering opportunities for master gardeners, naturalists, and youth outdoor experiential learning.

Across the street, Sanger Preparatory School is becoming a key partner. This fall, students will explore the cemetery's stories and ecology through our new CLM 4-H Leadership program.

Warren Ferris was a man of vision. By honoring his resting place, we carry forward that vision—turning forgotten ground into living memory. These sacred spaces are no longer just markers of loss, but symbols of life, resilience, and community.

Together, we're remembering what matters—and rooting that memory in native soil.



*Sanger students enjoy learning in their outdoor classroom at Warren Ferris Cemetery*



**hello dumpling**  
beijing soul food  
and boba tea salon

Your community spot, offering fresh dumplings, noodles and boba teas for dine in or carry out

1146 Peavy Rd (469) 779-1551  
8041 Walnut Hill Ln (214) 812-9011

## We've called East Dallas home since 1985.

- Loans
- Insurance
- Deposit Accounts
- Free Financial Education
- Great Rates

Visit us at [www.citycu.org/apply](http://www.citycu.org/apply)

Federally insured by NCUA





# COMMUNITY CONNECTION TOWNHALL MEETING



Monday, September 15, 2025

6:30 p.m. - 8:30 p.m.

Owenwood Farm & Neighbor Space  
1451 John West Road



## BIG IDEAS, BIG TEX: DRIVING DALLAS FORWARD 2025 ANNUAL ECONOMIC SUMMIT



GREATER EAST DALLAS  
CHAMBER OF COMMERCE



GET TICKETS  
RESERVE A TABLE





# It's time to break up with your bank.



## *It's not you, it's them.*

Tired of surprise fees, impersonal service, and feeling like just another number? Maybe it's time to move on. At Lone Star Credit Union, we put people first because we're not a bank, we're your financial partner.

Say goodbye to monthly maintenance charges and high-interest loans. We offer competitive loan rates and a checking account that rewards you with every swipe of your debit card. Plus, you'll get the convenience of modern tools like mobile deposit, online transfers, and real-time fraud alerts.

If it's good for you, it's good for us. That's not just our tagline, it's how we do business. Ready to break up with your bank? Let's make it official.

Switch today at [lonestarcu.org](http://lonestarcu.org).

7508 Ferguson Road  
Dallas, TX 75228 | 214.327.9367



*LoneStar*  
CREDIT UNION

Federally Insured  
by NCUA



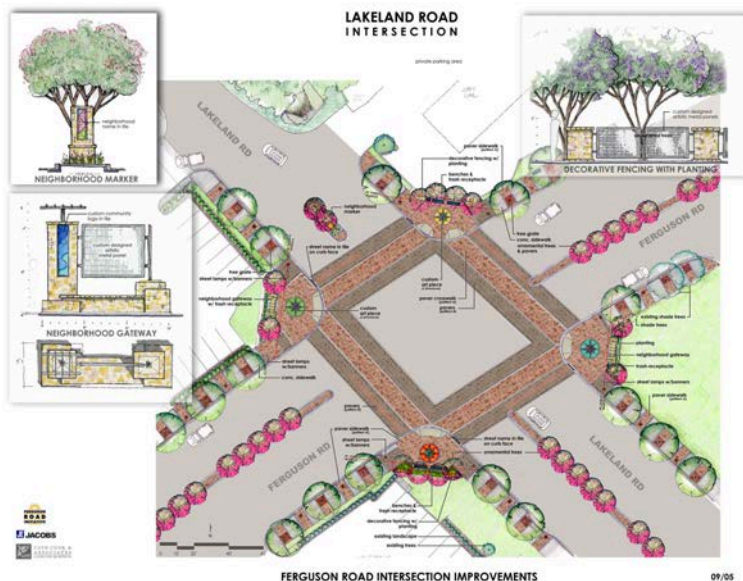
# Nearly Complete: 2005 Intersection Upgrades in Far East Dallas

By Vikki Martin



The 2005 improvements to two major intersections along Ferguson Road—at Lakeland Drive and Highland Road—are now nearing completion, bringing long-awaited upgrades to pedestrian safety and community identity in Far East Dallas.

With 95% of the sidewalk construction completed at Ferguson Road and Lakeland Drive and 80% of the sidewalk construction completed at Ferguson and Highland Roads, the intersections await the final component of the intersection design: 2 gateway markers at each intersection. These monuments are intended to symbolize the entrance into the White Rock Hills community and instill a stronger sense of identity, place, and pride for residents.



Jacobs Engineering Intersection Design for Lakeland Drive/Ferguson Road, 2005

Gateway markers are planned for installation after 2026, once funding for the Far East Dallas Public Improvement District is secured and insurance is in place. It should be noted that neighborhood representatives were deeply involved and committed to this initiative, reinforcing community engagement and a shared vision.

Far East Dallas is on the cusp of a visual and functional transformation. Once the final elements are in place, these upgraded intersections will better serve pedestrians, bolster safety, and highlight the unique character of White Rock Hills.

## Are You A Member Yet?

At **Resource One Credit Union**, banking goes beyond the basics—we're here to help you save more, earn more, and stress less. Enjoy direct deposit with our **Prime Spending Account**, which offers an instant-issue debit card, mobile banking, credit score monitoring, and easy money transfers.

Plus, get up to \$20/month in ATM rebates, interest-earning checking, cell phone protection up to \$400, roadside assistance, fuel rewards, and discounts from your favorite stores. We'll even help you lower your bills with Billshark. With the **R1 Rewards Credit Card**, earn 1.5 points for every dollar you spend—redeemable for gift cards, cash back, or statement credit, all with no annual fee.

**Need support?** Our **FREE Budget Buddy** program offers judgment-free financial coaching to help you stay on track. **So... are you a member, yet?** Let's do more with your money—together. **Join today!**

**Learn more today at:**

<https://www.r1cu.org/get-started/>



**MESQUITE**  
2750 North Galloway Avenue  
Mesquite, TX 75150

**NORTH GARLAND**  
2475 Arapaho Road  
Garland, TX 75044

**SOUTH GARLAND**  
302 West Centerville Road  
Garland, TX 75041

## ¿Ya eres miembro?

En **Resource One Credit Union**, la banca va más allá de lo básico—estamos aquí para ayudarte a ahorrar más, ganar más y preocuparte menos. Disfruta del depósito directo con nuestra cuenta **Prime Spending**, que ofrece una tarjeta de débito de emisión instantánea, banca móvil, monitoreo de su puntaje crediticio y transferencias de dinero fáciles.

Además, recibe hasta \$20 USD al mes en reembolsos de cajeros automáticos, cuenta con intereses, protección de celular de hasta \$400 USD, asistencia en carretera, recompensas en gasolina y descuentos en tus tiendas favoritas. Incluso te ayudamos a reducir tus facturas con Billshark. Con la **Tarjeta de Crédito R1 Rewards**, ganas 1.5 puntos por cada dólar que gastes—puedes canjearlos por tarjetas de regalo, efectivo o crédito en tu estado de cuenta, sin cuota anual.

**¿Necesitas apoyo?** Nuestro programa **GRATUITO Budget Buddy** te ofrece asesoría financiera sin juicios, para ayudarte a mantenerte en control. **Entonces... ¿ya eres miembro?** Vamos a hacer más con tu dinero—juntos. **¡Unase hoy!**

**Obtenga más información hoy en:**

<https://www.r1cu.org/get-started/>





# CLOSET TOO FULL?

It's time to declutter.

*Let us help you find extra space.*

# \$19.95

**Move - In Special**  
on 10' x 10' non climate units\*

**ACCESS**  
**SELF STORAGE**  
AND TRUCK RENTAL

## *Local, Affordable and Friendly Storage Solutions*

### MIDLOTHIAN

(469) 283-0929  
1630 US 67  
Midlothian, TX, 76065

### RED OAK

(972) 515-8600  
561 E Ovilla Road  
Red Oak, TX, 75154

### DESOTO

(469) 283-0123  
2140 North Hampton Road  
DeSoto, TX, 75115

### LANCASTER

(972) 224-4545  
1040 Cedar Valley  
Lancaster, TX, 75134

### EAST DALLAS

(214) 328-1899  
8047 Ferguson Road  
Dallas, TX, 75228

### OAK CLIFF

(214) 372-3880  
3427 Marvin D Love Fwy  
Dallas, TX, 75224

### PLEASANT GROVE

(214) 381-8900  
3241 S Buckner Blvd  
Dallas, TX, 75227

### GARLAND

(972) 494-2225  
3401 Forest Lane  
Garland, TX, 75042

\*Call for details. Admin fee and insurance not included.

**ACCESS**  
**SELF STORAGE**  
AND TRUCK RENTAL

[accessstoragedallas.com](http://accessstoragedallas.com)





# MODERA<sup>®</sup>

BY MILL CREEK  
TRAILHEAD

1, 2 AND 3-BEDROOM APARTMENT HOMES

## 8 WEEKS FREE



## AMENITIES

- Trail-oriented community with direct access to the Santa Fe Trail and The Loop, a 50-mile hike and bike trail around Dallas.
- Resort-style pool with spacious sundeck, cabanas, and in-pool chaise lounges.
- Nearby access to White Rock Lake, DORBA mountain bike trails at Creekside Park, golfing at Tension Park, and the Dallas Arboretum and Botanical Garden.
- Club-quality fitness studio with cardio equipment, spin bikes, and group fitness area.
- Smart home tech featuring keyless entry, USB outlets, and smart thermostats.
- Gourmet kitchens with quartz countertops, cabinets with soft-close drawers and doors, and under-cabinet lighting.

CONTACT US FOR MORE INFORMATION:



[ModeraTrailhead.com](http://ModeraTrailhead.com)



(469) 949-7088



Ferguson Road Initiative  
P.O. Box 570417  
Dallas, Texas 75357-0417

NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
DALLAS, TX  
PERMIT NO. 300



Help FRI meet our **\$60,000** Goal.  
Scan the QR code to go to the  
NTGD website & **GIVE** today



# Coming Soon!

## The Estates at Ferguson

9220 Ferguson Rd, Dallas, TX 75228

The Estates at Ferguson is a brand new resort-style community for 55+! An apartment-style community, with all the conveniences of home, without the work. Offering spacious studios, one- and two-bedroom apartments at an affordable rate. State-of-the-art amenities include: High-Speed Wi-Fi, Salon, Clubhouse, Resort-Style Swimming Pool, Community Theater Room, Community Laundry Room, Business Center with work stations, State-of-the-Art Fitness Center, and a fully enclosed off-leash dog park.

All apartment homes offer a variety of features: 9-foot Ceilings, Open “loft” Floorplans, Balconies, Faux Wood Flooring, Granite-Style Countertops, Energy Star Appliances, Ceiling Fans, Spacious Closets, Washer and Dryer Connections, Controlled Access Gates, and Pre-wired for Cable and Internet.



Please email [estatesatferguson@gmail.com](mailto:estatesatferguson@gmail.com) for more information.

