



Community Connection Annual Membership Meeting

Tuesday, February 12, 2013
6:30 - 8:30 p.m.
White Rock Church of Christ
9220 Ferguson Road, Dallas, Texas 75228

2013 Board of Directors Nominees

Eric Boon

Doctors Hospital at White Rock Lake,
Director of Business Development
Serving since 2012

Dr. Kenneth Cantrell, *Secretary*

East Dallas Veterinary Clinic,
Serving since 1998

Jerry Clancy, *Treasurer*

Lone Star Credit Union, President
Serving since 1998

Bill Coleman

Casa Linda Forest N.A., Resident
Serving since 1998

Doug Hunt

Access Self Storage, Business Owner
Serving since 2004

Dr. William "Gerry" Jones

Forest Hills N.A., Resident
Serving since 2012

Ed Leyden

Bishop Lynch High School, President
Serving since 2011

Vikki J. Martin, *President*

Claremont Addition N.A. Resident
Serving since 1998

Monica Smith

Downs & Smith, Esquire
Serving since 2010

Ed Snyder

Lakeland Hills Crime Watch, Resident
Serving since 2011

J.T. Walker

Claremont Addition N. A., Resident
Serving since 2011

Susan Walker, *Vice-President*

Lakeland Hills Crime Watch, Resident
Serving since 2003

FRI Founder's Circle

Patrons - \$5,000 a year for 3 years

- Biomat Grifols, Fall 2011 (Gina Madrid, Contact)

Partners - \$2500 a year for 3 years

- Jerry Clancy, Lone Star Credit Union, Fall 2011
- Larry & Sue Ingram, McDonald's, Fall 2011
- Mark Wolcott, White Rock Hills Townhomes, Winter 2013

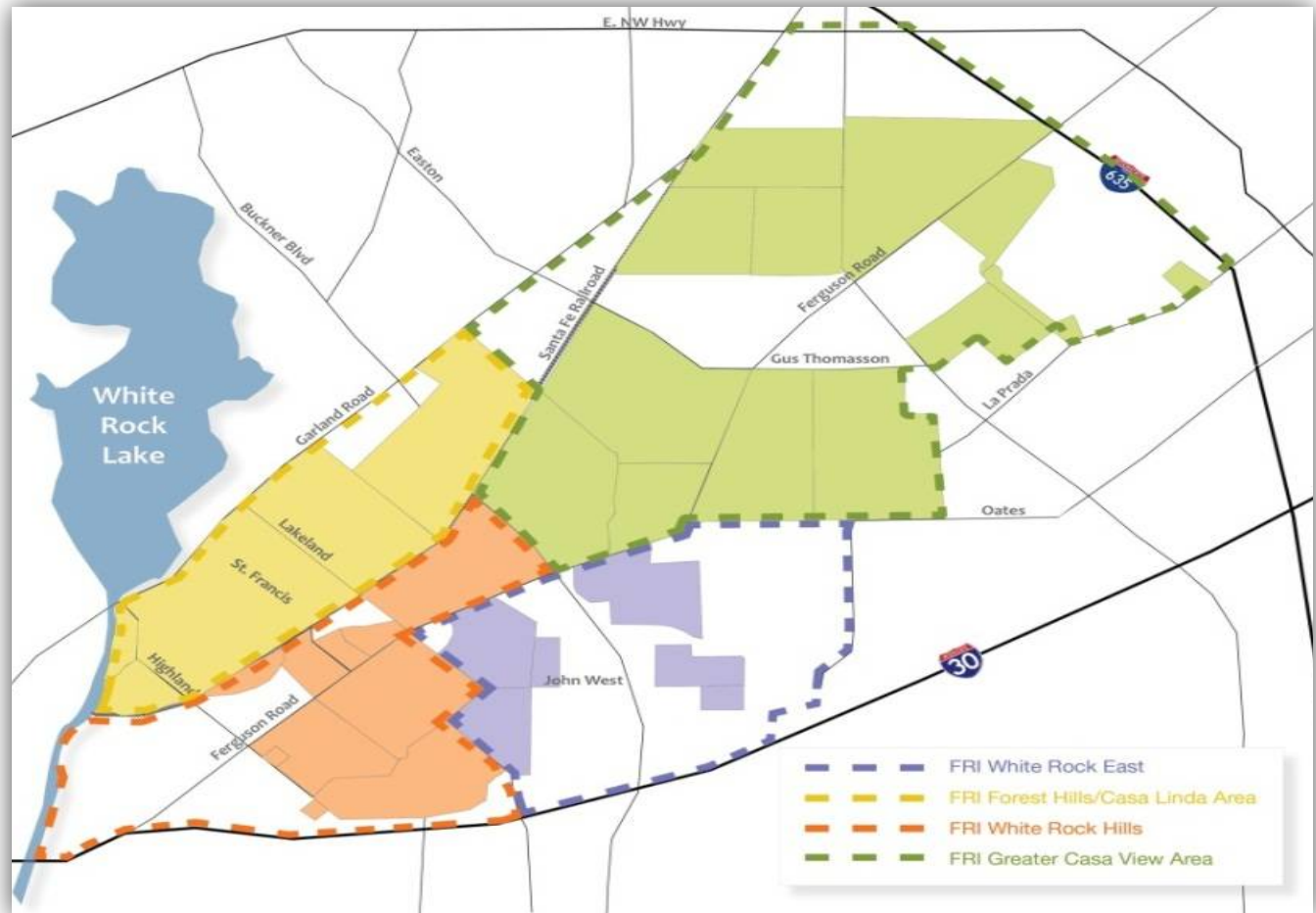
Friends - \$1,000 a year for 3 years

- Debbie Chitsey, Fall 2011
- Bill & Mirella Coleman, Fall 2011
- Doctors Hospital at White Rock Lake, Fall 2011 (Eric Boon)
- East Dallas Veterinary Clinic, Fall 2011
- Zane Drake, Villas of White Rock, Fall 2011
- Trevor & Melissa Fetter, Winter 2012
- Suzanne Gaberino, Casa Pacifica Apartments, Winter 2012
- Doug Hunt, Access Self Storage & Truck Rental, Fall 2011
- Mac Lawson, Casa San Luis Apartments, Fall 2011
- Gary & Tina Millican, Enchanted Hills Apartments, Fall 2011
- Erle & Alice Nye, Winter 2012
- Dr. Angela Scheuerle, Fall 2011
- Ed Snyder, Fall 2011
- Diana Gilbert & Susan Walker, Fall 2011
- Walgreens, Winter 2012 (Fred Gillis, Manager)
- J.T. & Nayna Walker, Winter 2012
- John & Linda Van Buskirk, Fall 2012
- Wells Fargo, Casa Linda Branch (Chris Binion, Manager), Winter 2013
- State Senator Royce West, Spring 2012

**Total Pledged
\$97,000**

FRI Service Area

The FRI service area covers more than 73,290 residents, 26,980 households and 2,000 unique business entities.



35 Neighborhoods

1. Alger Park/Ash Creek NA / CW1153
2. Braeburn-Glen
3. Briarwood NA & CW
4. Casa Linda Estates NA
5. Casa Linda Forest NA
6. Casa View Heights CW
7. Casa View Haven
8. Casa View Oaks CW
9. Claremont Addition NA
10. Club Manor HOA & CW
11. Crestview Park NA
12. Eastwood Hills NA
13. Enclave at Ash Creek HOA
14. Enclave at Grove Hill
15. Enclave at White Rock HOA
16. Fairway Estates HOA
17. Forest Creek Owners
18. Forest Hills HOA
18. Forest Meade HOA
19. Forest Oaks CW
21. Highland Apartments CW
22. Highlands on the Creek NA
23. Hillridge CW
24. Hillview Terrace NA
25. Lakeland Hills NA
26. Lake Park Estates
27. LightPointe Place HOA
28. Linda Heights CW
29. Little Forest Hills NA
30. Skyline Heights CW
31. St. Andrews CW
32. Stonegate @ Forest Hills
33. Truett Community CW
34. White Rock Forest NA
35. White Rock Village CW

Neighborhood Safety

Community Public Safety Grant

- There is a \$10,000 grant through Winston-Salem State University's Center for Public Safety, the evaluation partner of the Dept. of Justice.
- The grant funds evaluation of former DOJ Weed & Seed sites after funding cycles have concluded.
- The grant will help determine how successful the Weed & Seed program has been over time.
- The application process will be open by early summer 2013 and FRI will apply.

2012 Accomplishments

The White Rock Hills Branch Library at 9150 Ferguson is a LEED certified building and very energy efficient. It includes:

- 100 parking spaces.
- Meeting/classroom space seating 100 with kitchen and restrooms that can be used after-hours.
- 45,000 to 50,000 volume collection of books/media.
- Separate public areas: Adults, Teen Centers, and Children's Area.
- Public computer stations and laptops for public use.
- Free wireless access.
- Two self-checkout stations.
- Drive-up access for book and media returns.
- Easy access to DART or alternate transportation.



2012 Accomplishments

<u>Week of:</u>	<u>Gate Count (Avg)</u>	<u>Audiobook</u>	<u>Books</u>	<u>DVD</u>	<u>Music CD</u>
10/1/2012	451	194	3,362	3,433	390
10/7/2012	381	200	3,242	3,569	500
10/14/2012	494	172	3,259	3,639	464
10/21/2012	424	160	3,248	3,510	452
10/28/2012	437	205	3,068	3,269	374
11/4/2012	438	175	3,156	3,273	383
11/11/2012	488	169	2,982	3,131	387
11/18/2012	514	147	2,679	3,388	326
11/25/2012	397	137	2,969	3,498	342
12/2/2012	448	209	3,024	2,318	403
12/9/2012	421	161	2,737	3,388	324
12/16/2012	322	185	3,273	3,311	334
12/23/2012	377	154	2,803	3,511	320

About 400
people a
week use the
library!



The White Rock Hills Branch Library Programs

1. English as a Second Language (ESL) Classes
2. Third Thursday Book Club
3. Teen Gaming
4. Library Live!
5. Boogie Woogie Books
6. Baby Bounce Basics
7. Fun with Math & Science Preschool Storytime

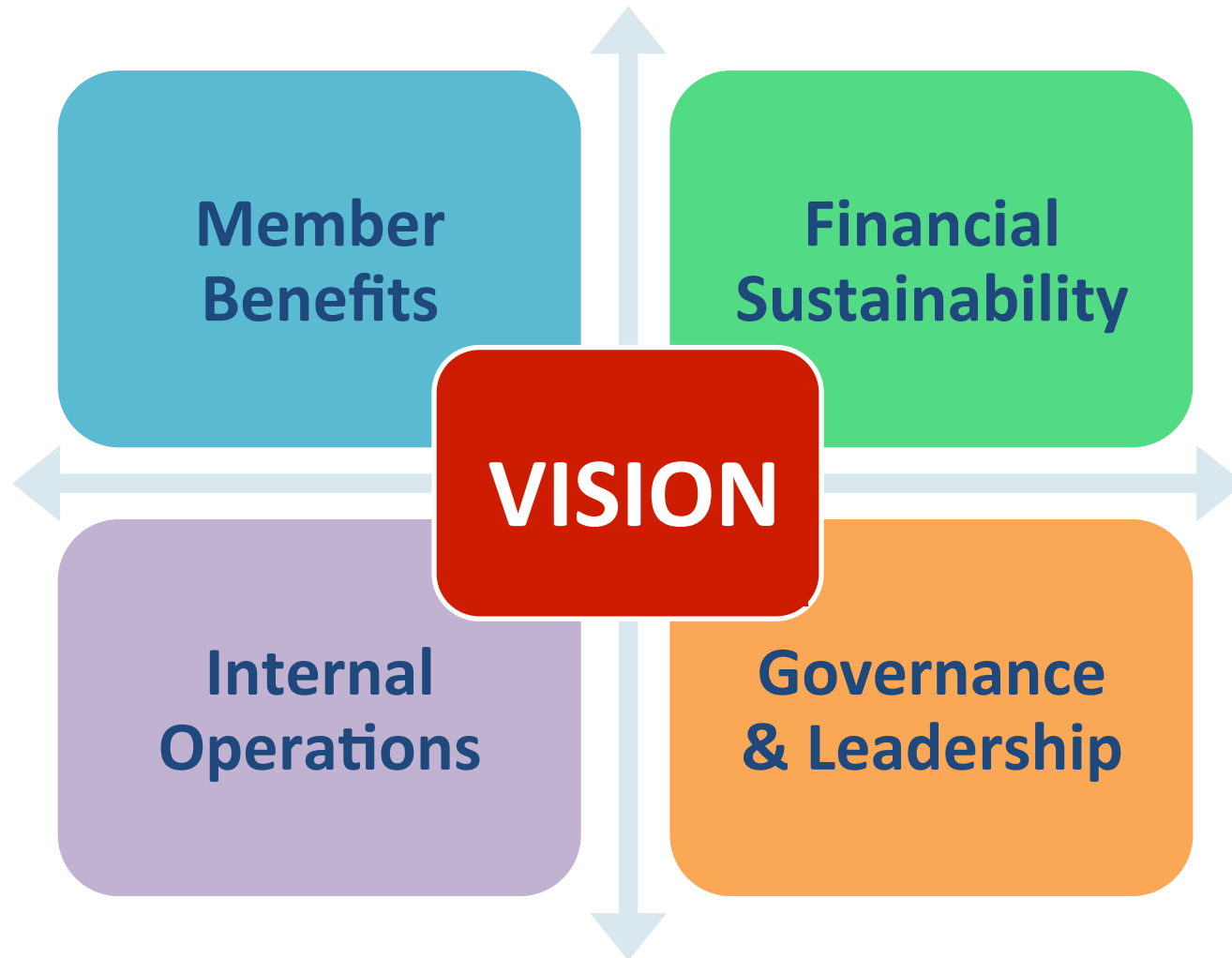
2012 Accomplishments

The Harry Stone Recreation Center at 2403 Millmar will include

- A circular, glass-enclosed office,
- A 1500 square foot, state-of-the-art fitness center,
- A commercial kitchen with adjacent dining,
- Meeting rooms,
- Landscape and lighting for greater safety
- 2 refurbished gymnasiums
- A dance studio with special flooring and mirrored walls



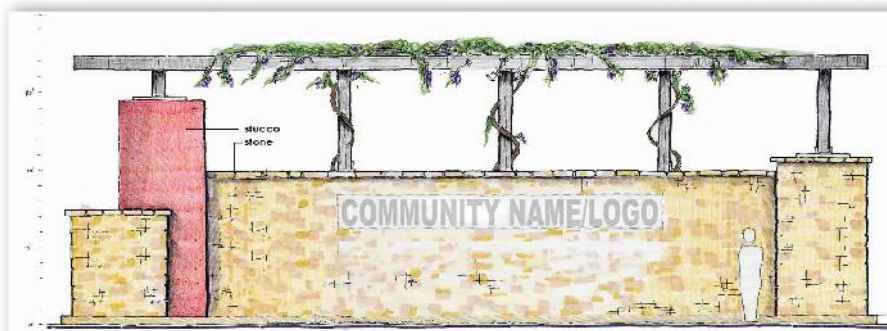
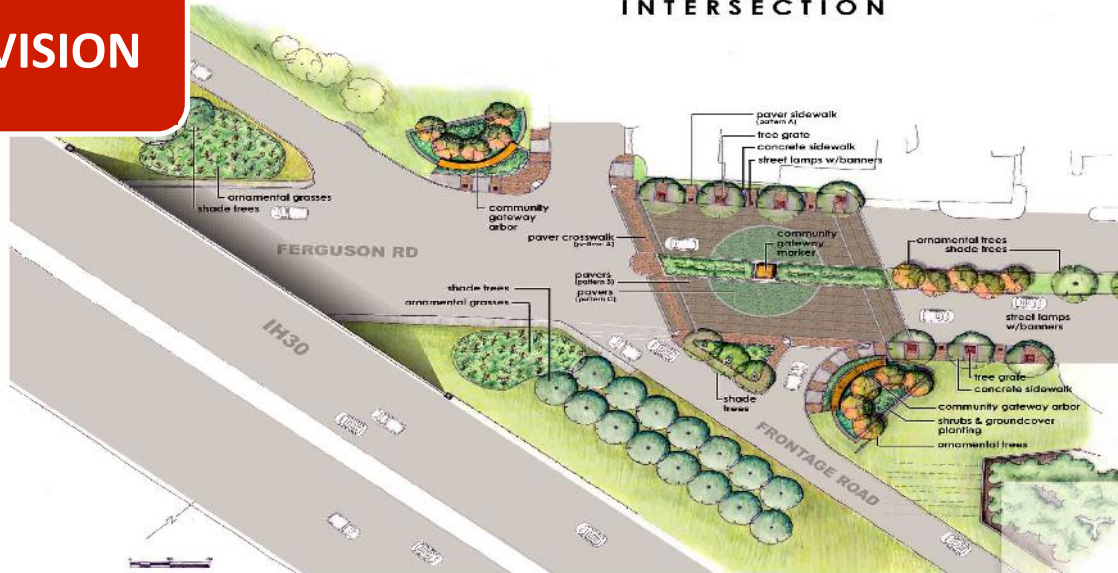
State of FRI



A New Ferguson Road

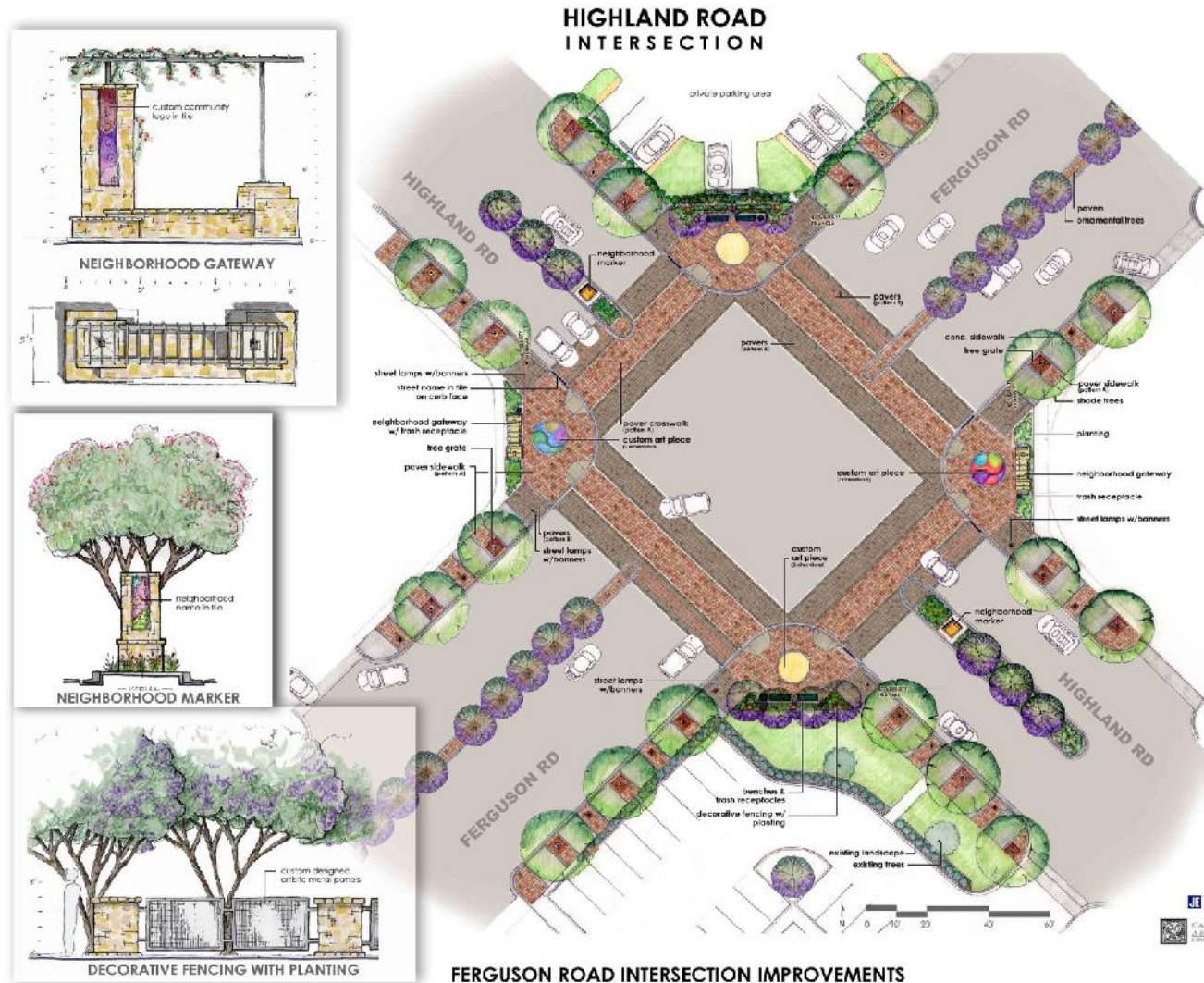
VISION

INTERSTATE HWY 30 INTERSECTION



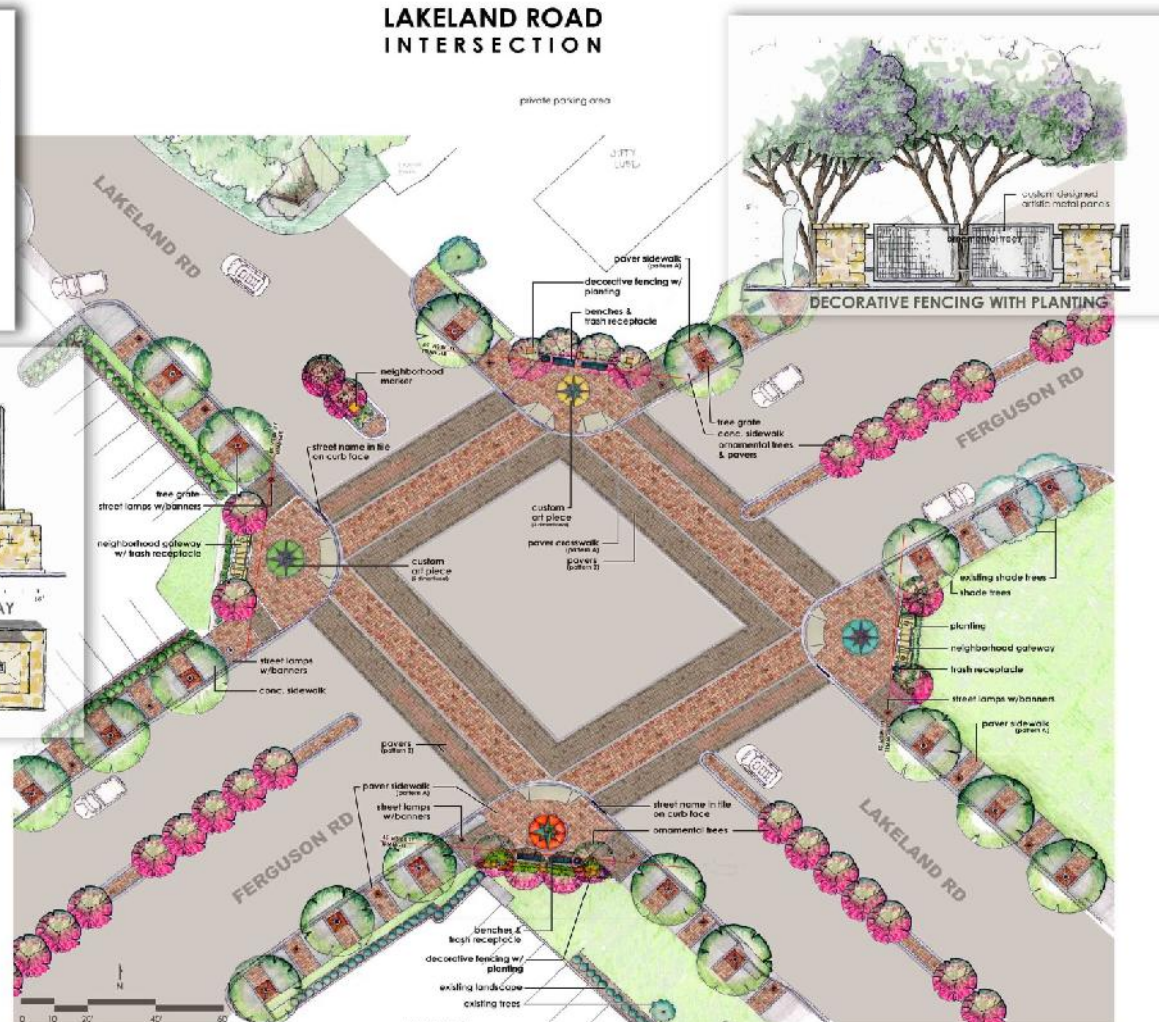
A New Ferguson Road

VISION



A New Ferguson Road

VISION



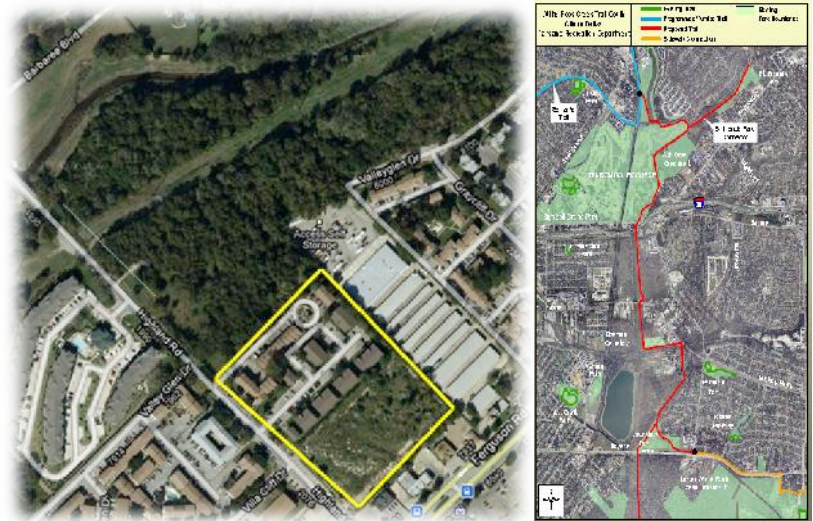
FERGUSON ROAD INTERSECTION IMPROVEMENTS

09/05

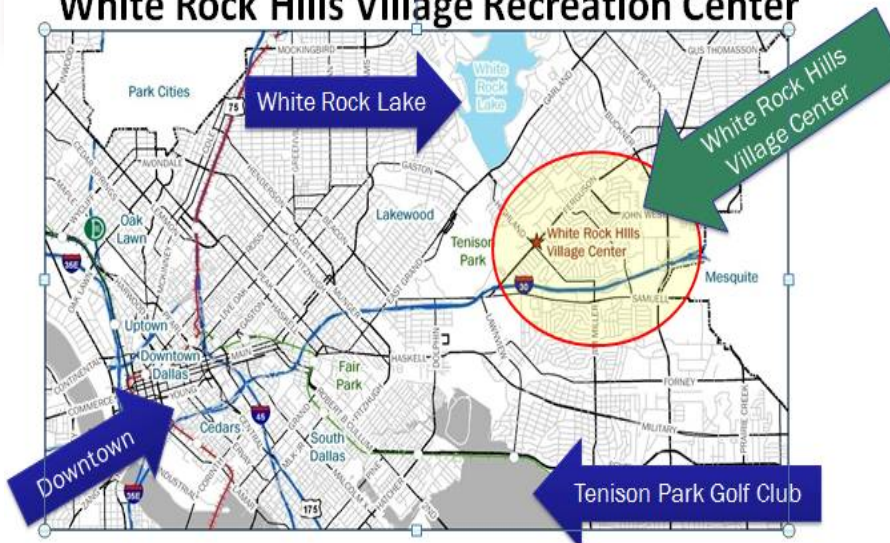
Vision for the Future

VISION

White Rock Hills Community Family Wellness Center . . . on White Rock Trail



White Rock Hills Village Recreation Center



Vision for the Future

The White Rock Hills Community Family Wellness Center will include:

- Modern gymnasiums
- Public meeting spaces for all ages/stages
- Indoor and outdoor aquatic
- Workout facilities
- Jogging paths and connection to White Rock Trail
- Elegant and casual design to blend in with the community.



VISION



In 2013, FRI commits to focus
on our long-range goal of building a
**Community & Family Wellness
Center**

at the intersection of
Ferguson and Highland Road.

5 Step Plan

1. Obtain the property.
2. Identify potential partners.
3. Determine the needs and desires of the community
4. Formulate plans, programs, and a timeline for construction.
5. Explore interim uses for the property.

Obtain the Property



Identify Potential Partners

FRI Economic Development Committee works to create a Public Private Partnership . . .

- **Public Partner:** The City of Dallas
- **Private Partner(s):** Developers, Non-Governmental Organizations (NGO'), Corporations, and Individuals
- **What do these partners bring to the table?**
 - Resources
 - Expertise
 - Vision
 - Commitment
 - Energy

Community Needs

- **Feasibility studies**
- **Community meetings and forums**
- **Work with other groups and organizations to coordinate and create synergies rather than competition and duplication**

Plans, Programs, Timeline





Interim Land Uses



VISION



White Rock Trail

- The trail ties into FRI's goal of making our community "walkable" and connecting our 35 neighborhoods. It will provide community health benefits of running, walking and cycling. Run it and you're ready for a marathon!
- North-south trail that connects North Dallas to the tip of White Rock Lake.
- Residents N. of Interstate 635 will park at Valley View Park, bike the trail south to the lake, complete the lake loop and ride back for a scenic 25-mile trip.
- Great for walking, horseback, bicycle, skating, and wheelchairs.
- Within existing city park land and ONCOR utility right-of-way adjacent to White Rock Creek in far east Dallas.
- Links Tenison Golf Course, Samuel Grand Park, Lawnview Park and Gateway Park – with our new White Rock Hills Community Family Wellness Center.
- Connects directly with the East Dallas Veloway South.
- Access from the planned Dallas Area Rapid Transit (DART) light rail Lawnview Station. A proposed spur would provide a link to the Ash Creek Greenbelt and St. Francis Park.
- An active Capital Project for the City of Dallas (PRK06503)

White Rock Trail

Est. Funding Needed:	\$5M
Total Planned Length:	23,360 Linear Feet (4.4 miles)
Total Current Length:	0 Linear Feet
Percent Complete:	0%
Surface:	Concrete
Width:	12 feet
Right-of-Way Status:	<p>This will be the southern portion of the White Rock Creek Trail, as designated by the City of Dallas. City right-of-way available for 50% of the trail and license agreements will be required with ONCOR for the remainder. A license agreement with the Texas Department of Transportation (TXDOT) may be required for crossing under Interstate 30 at White Rock Creek.</p>

Financial Overview

2012 Operational Budget

Budgeted Revenue (Grants)	\$219,130	Actual Revenue (Grants)	\$238,141.26
Budgeted Revenue (Memberships)	\$76,675	Actual Revenue (Memberships)	\$36,500
Budgeted Expenses	\$295,305	Actual Expenses	\$245,931.64
Surplus/Deficit	\$500	Surplus/Deficit	(\$7,790.38)

2013 Operational Budget

Revenue - Community Connection	\$54,900
Revenue - Grants	\$3,237
Total Revenue	\$58,137
Expenses	(\$58,137)
Surplus/Deficit	\$0.00

Adjustments:

- The CC membership model was successful in creating additional unrestricted dollars, however, we fell short of our revenue goal in memberships.
- In order to sustain FRI, the board decided to reduce the staff to the bare minimum functions of Bookkeeper & Communications. They eliminated the interim ED position effective 12-31-12.
- The board formed working committees and to become laser focused on ONE BIG GOAL – building the Recreation Center!
- With limited capacity, the board decided to transfer the two remaining grant funded programs - VITA and OVAG - to other nonprofit organizations for 2013. Both programs are still operating in the community.

Questions?



*What
questions do
you have?*

*Help us
make THIS
dream come
true!*

FRI 5-Year Strategic Plan

Membership Programs

- **Deliver Core Programs** – Advocacy, Crime and Safety, and Economic Development.
- **Promote** networking and community service opportunities for members.
- **Advocate** for the needs of Far East Dallas including schools, streets, bridges, parks, recreation, business development, housing, and public improvements.

Financial Sustainability

- **Increase** membership base.
- **Increase** donor base and Founder's Circle membership pledges.
- **Reduce** staffing and operational costs.
- **Secure** capacity building grants.
- **Secure** national crime prevention grants.
- **Maintain** and report accurate financial, donor and member information.

Internal Operations

- **Consolidate** office and facility space.
- **Streamline** marketing/communications.
- **Monitor/maintain** an informative and interactive website.
- **Utilize** social media effectively to connect with the community.
- **Secure volunteers** to help run the office and provide support to part-time staff.

Governance & Leadership

- **Develop** engaged board and committees.
- **Eliminate** Executive Director position and restructure staff to part-time/contract.
- **Engage** Community Volunteer Leaders.
- **Enroll** all Neighborhood Associations and Crime Watch Groups in Far East Dallas.
- **Establish** a Public Private Partnership with the City to raise funds for the Center.

Call to Action

Take 4 Steps. . .

- 1. Become a Member**
- 2. Make a Pledge**
- 3. Join a Committee**
- 4. Send a Letter to Mayor Rawlings**

FRI Committees

- | | |
|----------------------------------------|------------------------|
| 1. Finance and Operations | Jerry Clancy, Chair |
| 2. Membership and Programs | Bill Coleman, Co-Chair |
| 3. Economic Development | Dr. Gerry Jones, Chair |
| 4. Branding and Communication | Ed Snyder, Chair |
| 5. Board Development | Ken Cantrell, Chair |
| 6. Community Volunteers | Susan Walker, Chair |
| 7. Grant & Fund Development | Ed Leyden, Chair |

FRI Committees



Won't you join us TODAY?

Important Dates

Event	Location	Date & Time
Black History Month-- The Tuskegee Airmen, Lt. Cavin J. Spann	WRHB Library, 9150 Ferguson Road, Auditorium	Sat., Feb. 16, 3:30-5 p.m.
ACTION Meeting	WRHB Library, 9150 Ferguson Road , Auditorium	Tues., Feb. 26, 6:30-8 p.m.
MEET! East Dallas	C. C. Young (The Point) 4847 West Lawther Dr. #100, Dallas, 75214 Phone: (214) 827-8080	Wed., Feb. 27, 5:30 - 7:30 p.m.
Harry Stone Recreation Center	Grand Reopening Celebration 2403 Millmar Dr.	Sat., Mar. 2
Litter Clean Up Day <i>Sponsored by Walgreens</i>	Coordinated by State Rep. Eric Johnson – contact Kerry Goodwin (469) 879-3878	To Be Determined, 9:00 a.m.- Noon