



Minutes

Community Connection Semi-Annual Town Hall Meeting

Monday, September 19, 2016.

White Rock Church of Christ, Fellowship Hall

9220 Ferguson Rd, Dallas, TX 75228

FERGUSON ROAD INITIATIVE

Serving Far East Dallas: Casa Linda/Forest Hills, Greater Casa View, White Rock East, & White Rock Hills Neighborhoods

Thanks FRI Supporters! Your contributions helped us raise nearly \$25,000 in donations to FRI on North Texas Giving Day! Without your support our good work would be impossible! Thank you!

MEETING PURPOSE

Hear community announcements, reports, update on the WRH Community Recreation Center/urban farm, view our new video, and learn how you can help FRI on North Texas Giving Day and throughout the year!

OUTCOMES

1. Approved tonight's Agenda & Minutes from February 1, 2016
2. Reviewed Key Announcements from Reading partners, VITA, Uplift Schools, GCVA, and FRI Membership Committee.
3. Reviewed McDonalds Challenge Grant.
4. Reviewed area status from City Councilmembers, DISD, Senior Affairs Commission, County Commissioners, and DPD.
5. Reviewed status of the WRH Community Recreation Center
6. Reviewed importance of NTGD.
7. Reviewed upcoming important dates

ROLES

- *Sponsors:* FRI Board of Directors
- *Facilitator:* Vikki J. Martin, President
- *Scribe:* Gary Lawler
- *Timekeeper:* Susan Hopper

GROUND RULES

- Listen to and respect comments and ideas of others.
- Honor time limits.
- Stick to the agenda.
- Share your experience and perspective.

DECISION MAKING

We strive for consensus at all of our meetings, and fall back to a majority vote of those present when needed.

MINUTES

ATTENDANCE:

GUESTS

Sara Albert, Ec Dev Committee
 Jenna Bryan, Reading Partners
 Philip Campbell, Hillridge
 Mark Clayton, Council, Dist 9
 Erica Cole
 Lionel Cortez
 Linda Downey
 Erica Hefner, Lakeland Hills

Maj. Barbara Hobbs, DPD
 Renee Latour
 R.J. Loera
 Harold Marshall
 Natalie McAdams, WRH Library
 Dan McDonald
 Mike McGann
 Joe Mitchell, Forest Oaks

Juanita Mitchell, Forest Oaks
 Erin Moore, Cnt Comm. Aide
 Mark Moore
 Linda Newland, CANA
 Mark Schumann, Eastwood Hills
 Stephanie Statay
 Joyce Smith, CANA
 Stanley Smith

Mary Ann Sparks, Snr. Affairs
 Comm., Dist 9
 Desi Tanner, Truett CW
 James Turknett
 Daniel Wood, Buckner Terrace
 Dianna Wood, CANA
 Tiffinni A. Young, Council, Dist 7

MEMBERS

Evangeline Ayala, CANA
Ann Bagley, Forest Meade
Bridgette Bennett, CANA
Jeff Bennett, CANA
Bobbi Bilnoski, FRI
Robert Brown, CANA
Brad Boling, Alger Park/Ash Creek
Bill Coleman
Dr. Theresa Daniel, Cnty
Commissioner

Cannon Flowers, Snr. Affairs
Comm., Dist 7
Ray Gilliam, Casa View Oaks
Eric Goodloe, Uplift
Kerry Goodwin, Rep. Eric
Johnson's Office
Susan Hopper, CLFNA
Doug Hunt, FRI Board
Larry Ingram, McDonalds
Sue Ingram, McDonalds

Jan Johnson
Ethan Joubran, Lakewood
Neely Kerr, Casa View Haven
Georgia King, Truett CW
Sidney King, Truett CW
Gary Lawler, FRI
Bob Lucero, McDonalds
Mari Madison, Casa View Oaks
Vikki Martin, CANA, FRI
Dan Micciche, Sch Board Trustee

Nicole Miller, Hillridge
Mike Orren, SpeakEasy
Liz Renfro, CANA
Mel Renfro, CANA
Ed Snyder, Lakeland Hills
Jan Steele, Truett CW
Ann Stevenson, Uplift
Maria Valenzuela, CANA, FRI
Debbie Van Zant, CLENA
Nancy Weber, Lakeland Hills

Vikki Martin started the meeting at 7:55 p.m. by dedicating the meeting to J.T. Walker (FRI Board Member) and Keith Paul Young (Young Chevrolet) both Founder's Circle members who recently passed away.

She also acknowledged and thanked Baylor Scott White Medical Center at White Rock for their \$10,000 Founder's Circle Membership and Resource One Credit Union for the printing of the FRI 2015 Annual Report.

KEY ANNOUNCEMENTS:

Reading Partners: Jenna Bryan of Reading Partners announced that they are now at 21 schools in several ISD's. Their volunteers do one-on-one reading tutoring once a week. This year RPs is located at George W. Truett Elementary School in Far East Dallas.

VITA: Kerry Goodwin with Volunteer income Tax Assistance (VITA) announced that this is FRI's 10th year with VITA. We have served 1354 families, generated \$2.44M in refunds this year through 80 volunteers, and have generated \$15MM in refunds over the past 10 years. VITA will be operating at the First Community Church, located at 9120 Ferguson Road in 2017.

Uplift: Eric Goodloe with Uplift Schools announced that construction on the White Rock Hills Preparatory School at Ferguson Road and I-30 is on schedule for completion in July 2017. Ann Stevenson (CAO) said they plan to open in August 2017, will begin recruiting students this December. They will have a groundbreaking ceremony on Monday, October 10, 2016 at 10 a.m.

GCVA Cliff May Home Tour: Brad Boling, Greater Casa View Alliance, announced their home tour on Saturday October 15. The tour will include 7 homes representing the architect of CA style mid-century modern homes, Cliff May.

FRI Event & Support DPD: Nicole Miller and Debbie Van Zant spoke on FRI memberships. Their goal is to create opportunities for public service opportunities, need volunteers to help develop strategy. FRI will be selling pro-police signs at the family event on October 1, at the Ferguson Glen Shopping Center by the post office. The signs cost \$15 and benefit the Assist The Officer Foundation and FRI. The Assist The Officer Foundation is an organization whose mission is to provide financial assistance to officers who are facing the loss of income due to serious injury, life-threatening illness or other catastrophic events. ATO also provides immediate assistance to an officer's family in the event of the death of an active officer.

In light of the July 7th tragedy which involved the killing of four DPD officers and one DART officer, FRI wants our Far East Dallas community to remember our Dallas Police Department and the sacrifices they make every day to keep our community safe.

Yard Signs supporting the Dallas Police Department and the Ferguson Road Initiative are being sold to the community for \$15. Proceeds from the sale of the Yard Signs have raised more than \$200. If you are an FRI member, let us know and we will place a sign in your yard for free. If you would like to purchase a yard sign, click on our website address www.fergusonroad.org to make your contribution and we will ensure that you

receive a sign. Or, you can make an on-line donation directly to the ATO Foundation at <https://atodallas.org/support>

FRI's goal is to raise \$1000 by the end of October for the ATO Foundation. Please purchase a sign in support of our Dallas Police Department and FRI so that we can present our check to the foundation in November. Call Maria Valenzuela for more information at the FRI Office, 214.324.5116.



MCDONALDS CHALLENGE GRANT

Larry Ingram, owner of McDonalds on Jim Miller at I-30, said "Every neighborhood needs an FRI." He looked back on the declining neighborhood 20 years ago and how FRI has turned things around. He introduced Bob Lucero, who is taking Jingles place in public relations. McDonalds will be the community focal point as a donation station for FRI on North Texas Giving Day, Thursday, September 22. They are providing part of a \$10,000 challenge grant for FRI for North Texas Giving Day. Ingram encouraged everyone to contact their friends, neighbors and business associates about the event, which will include resident and former Dallas Cowboys star Mel Renfro.

Action Item: Bill Coleman moved and Liz Renfro seconded a motion to approve tonight's agenda and the minutes from February 1, 2016. The motion passed.

CITY COUNCILMEMBERS, AREA STATUS

- Tiffinni Young, District 7, spoke on an Economic Development Bus Tour which covered challenges and opportunities, to spur more economic development in District 7. The tour included 50 individuals involved in retail, apartments, etc.
- She is working on an agreement on Fair Park management.
- She is working with Councilmember Mark Clayton, District 9 on the White Rock Hills Community Recreation Center and senior facilities.
- She asked residents and organizations to send her their requests for items to be included in the next bond election, planned for May or November of 2017.
- Mark Clayton, District 9, spoke on the importance of including \$5M set aside for The Center in next bond election.
- Work on the Casa View Shopping Center should have a December groundbreaking.
- The Northeast Community Center opened recently.

DAN MICCICHE, DISD, LOCAL SCHOOLS STATUS

- DISD School Board President Dan Micciche spoke on Bryan Adams High School as being academically unacceptable years ago and now improved to meeting 6 of 7 academic criteria.
- Alex Sanger Elementary meets 6 out of 6 criteria, is one of the top schools in DISD. He spoke on Mark Clayton's help in converting Sanger to an elementary/middle school.
- He said Conner Elementary has now met all standards.
- G.W. Truett was the most deplorable area school, now has a new start. Truett still needs help, such as volunteer reading tutors.
- He said that Dallas has the highest child poverty rate in the US.
- DISD is seeking early college programs in all high schools.

CANNON FLOWERS, CITY OF DALLAS SENIOR AFFAIRS COMMISSION

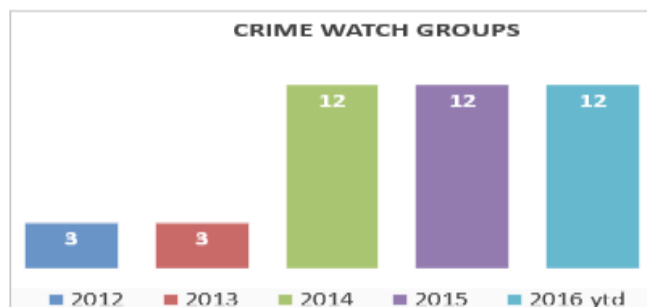
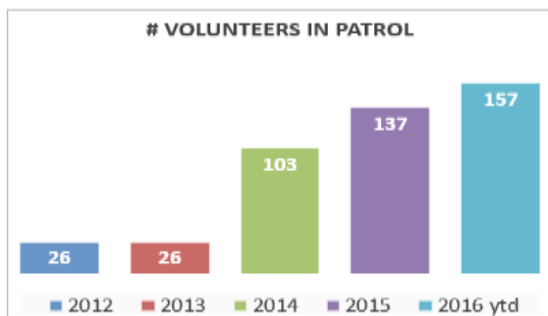
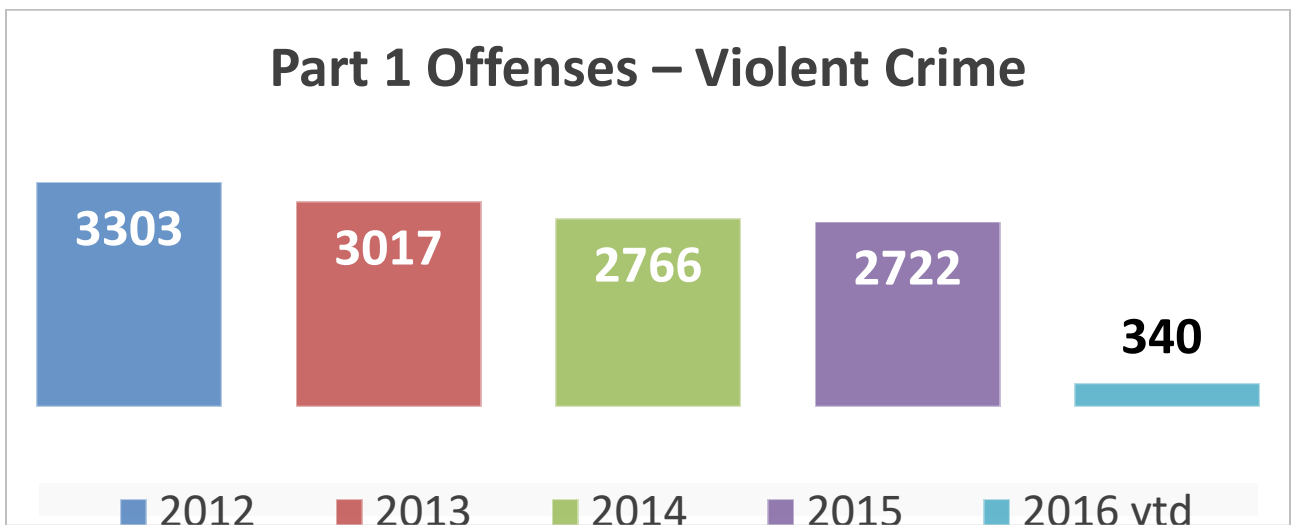
- Flowers, appointed member from City Council District 7, said their commission serves as advocates for those 55 and older.
- The commission works with the East Dallas Seniors Coalition on issues such as isolation, transportation, home security programs, and general services.
- C.C. Young provides food and home health care for area seniors.

COUNTY COMMISSIONER THERESA DANIEL, COUNTY GOVERNMENT

- She provided brochures on ZIKA and West Nile Virus.
- She spoke on partnerships with DISD, housing and the homeless, and 36 road and bridge projects.
- She said the county is starting a study of connectivity of White Rock and East Dallas trails.

MAJOR BARBARA HOBBS, DALLAS POLICE DEPARTMENT, CRIME STATUS

Area violent crime dropped from 3313 events in 2012 to 2772 in 2015. There have been 340 area violent crimes in 2016 through August. She feels the success of crime reduction in the Far East Dallas areas is due in part to community involvement. The area had 26 Volunteers In Patrol participants in 2012, has 257 in 2016 ytd. Area had 3 Crime Watch groups in 2012, has 12 in 2016 ytd. She said the reason that DPD shows fewer groups than FRI is that several groups do not report to DPD.



ED SNYDER & BOBBI BILNOSKI, WRH COMMUNITY RECREATION CENTER STATUS

- Snyder presented a map showing recreation services gap in FRI area.
- He reviewed area demographics, showing that we have 36,542 households and 23,500 children. He said the fastest growing populations are youth and seniors.
- Program recommendations for The Center include Education, Economics, Environment, and Wellness.
- He reviewed maps and aerial photos of The CENTER area.
- Brochures were provided that showed special features of The CENTER.

- Bilnoski reviewed community needs: Recreation, Education, Food Desert, Medical Desert (lack of fresh food sources and medical facilities in area.)
- She spoke on health priorities, program priorities, top programs, and partnerships.
- Fundraising strategy for The Center includes \$5M in public funds, \$15M in private funds, and \$15M from foundations and grants, for a total of \$35M.
- The power point presented showing timelines, next steps, feasibility, partnerships, design & construction, etc. is available on FRI web site.

VIKKI MARTIN & MIKE ORREN, NORTH TEXAS GIVING DAY

A principal reason for giving to FRI on NTGD is because “FRI has been doing what they said they would do.”

Reducing crime and the building of the White Rock Hills Library were given as examples.

Those attending were urged to tell their friends in person or via Facebook to contribute to FRI.

More donors means more challenge grant funds.

FRI has not solicited donations since November 2015 and we have not had a Challenge Grant since February 2015.

Please view our promotional video <http://www.fergusonroad.org/give-for-good/>

CLOSING Martin reviewed the calendar of upcoming events and volunteer opportunities. Meeting Adjourned at 8:15 p.m.

1. VOTE	Exercise your civic right & duty!	Nov 8, 2016 7 am -7 pm	Neighborhood precinct
2. Uplift Charter School	Groundbreaking	Oct 20, 2016 10 am	7203 Ferguson Road
3. Volunteer Income Tax Assistance (VITA)	Free income tax assistance	Jan – April 2017	First Community Church United Christ
4. FRI Community Connection Town Hall Mtg/Election	FRI Updates	Feb TBD	TBD
5. Operation Beautification, sponsored by Young Chevrolet	Operation Beautification, Litter Clean-Up Event	Mar 4, 2017 9 am – Noon	Walgreen (Lakeland/Ferguson) 2301 Lakeland Drive

Volunteer Opportunities

- **Volunteer Photographer** with a flexible schedule who can shoot special FRI events, like the one on 10.1.16
- **Volunteer for our Office** familiar with Salesforce data entry
- **Volunteer for our Office** 1 time a week
- ****Volunteer Ad Salesperson for FRIdays Newsletter** 2 x per year (winter/summer) (monetary stipend