

Deep Ellum Foundation
Board of Trustees Meeting Minutes
Tuesday, Dec. 8, 2009

Trustees:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Barry Annino, President | <input checked="" type="checkbox"/> Sean Fitzgerald,
DECA representative |
| <input checked="" type="checkbox"/> Randy Redmond, Treasurer | <input checked="" type="checkbox"/> Tanner Hockensmith |
| <input checked="" type="checkbox"/> Jon Hetzel, Vice President | <input type="checkbox"/> Bud Melton |
| <input type="checkbox"/> Silas Graham, Secretary | |
| <input type="checkbox"/> Denny Hunt | |
| <input checked="" type="checkbox"/> Arvel Jernigan | |
| <input checked="" type="checkbox"/> Al Jernigan | Special Guest: |
| <input checked="" type="checkbox"/> Cash Harbaugh | <u>Frank Campagna</u> |
| <input checked="" type="checkbox"/> Karl Stundins and Jim Greenwalt | <u>Lee Ann Stone</u> , minutes |
| City of Dallas | |
| Economic Development | |

Meeting called to order: 9:05

Secretary Report:

- **Motion to approve:** Jon Hetzel
- Second:** Tanner Hockensmith
- All in favor.**

Treasurer Report:

- **Motion to approve:** Jon Hetzel
- Second:** Al Jernigan
- All in favor.**

Maintenance Report:

- No report

President Report:

- The meeting for the restaurant owners was held on Wednesday, December 9th to discuss the future for the marketing for their businesses and how the foundation could contribute.

- Barry Annino proposed taking down the old Deep Ellum sign at Good Latimer and Main and replacing it with another larger, more visible sign, possibly concrete. The Parks Dept. will need to be involved in this.
 - **Karl Stundins** said there would need to be a proposal sent in to the city of Dallas like the proposal for the Art Park.
 - **Sean Fitzgerald** proposed sponsoring a competition for the sign.
 - **Frank Campagna** doesn't like the concrete idea. He would like other ideas.

Old Business:

- **News wall**
Frank Campagna proposed exterior wall of the former Arrangement building which has become available to promote upcoming events submitted by the establishments in Deep Ellum. The previous wall used for this purpose has become obscured by trees and is no longer viable. It would include an artistic border and an area which would be regularly updated. The cost to the foundation would be \$500 a month.

Motion to approve: Randy Redmond

Second: Al Jernigan

All in favor.

- **Green meeting**
Meeting was held Saturday, December 13th concerning the community garden project. Katy Jenson who has valuable experience in this area is taking the lead. There were around 65 attendees, many volunteering to help. Discussed were the possibilities for buildings and land for its use. Zoning may be an issue concerning the use of a vacant lot vs. land attached to an existing building. Katy is weighing property options.

New Business:

- Proposal for a bonus for Lee Ann Stone and Jammal Muhammed for \$250 was made by Barry Annino

Motion to approve: Tanner Hockensmith

Second: Cash Harbaugh

All in favor.

- **New name for CBD Fair Park link**
Discussion and vote will be held Wednesday, December 9th. All are encouraged to show up and state their opinion.

Meeting adjourned: 10:10

Deep Ellum Foundation Board members,

I have been asked by Barry Annino to address the 12 x 18 ft exterior wall outside the former Arrangement that faces the DART rail and Good Latimer Expressway. Due to the trees along Good Latimer outside the Door (former Gypsy Tea Room) have grown so large, this wall lacks the impact it once had for promoting upcoming events and the view has become obscured by trees along the parking lot exterior. The fact that the Arrangement wall just became available is perfect in it's timing.

The 'Arrangement' has the potential to take this concept to a new level, having the highest visibility upon entering the neighborhood available. I believe if painted with a layout featuring a proper header such as Now Entering DEEP ELLUM TEXAS and reference to the new deepellumtexas.com website, we can effectively point the general public towards upcoming events. This would include a permanent artistic border around a monthly calendar featuring text only updates. This method should serve the neighborhood best in a cost effective manner.

Listings will consist of dates and event titles only for all pre-approved upcoming events from the Deep Ellum Foundation, the Deep Ellum Community Association and the Deep Ellum Enrichment Project. Some annual listings examples that come to mind include; DEF and DECA events and projects, community garden news, the Deep Ellum Art Festival, the DEEP Art Walks and Film Night, the Stevie Ray Vaughan Memorial Bike Rally, Art Conspiracy's SEED etc.

All upcoming info from all three sectors must be submitted no later the 24th of each month for inclusion by the first of each month. Ashleigh would be the intake person for events, working with DECA and other volunteers. Your cost, \$500.00 a month including materials.

thank you for your consideration,

Frank Campagna
214 287 9070