

Deep Ellum Foundation
Board of Trustees Meeting Minutes
Tuesday, April 13, 2010

Trustees:

- | | |
|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Barry Annino, President | <input 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 checked="" type="checkbox"/> Bud Melton |
| <input type="checkbox"/> Silas Graham, Secretary | |
| <input type="checkbox"/> Denny Hunt | |
| <input checked="" type="checkbox"/> Arvel Jernigan | <u>Lee Ann Stone</u> , minutes |
| <input checked="" type="checkbox"/> Al Jernigan | <u>Ashleigh Vroom</u> , PR |
| <input checked="" type="checkbox"/> Cash Harbaugh | |
| <input checked="" type="checkbox"/> Karl Stundins and Jim Greenwalt
City of Dallas
Economic Development | |

Meeting called to order: 9:05

Secretary Report:

Motion to approve: Tanner Hockensmith

Second: Cash Harbaugh

All in favor.

Treasurer Report:

Motion to approve: Jon Hetzel

Second: Cash Harbaugh

All in favor.

Randy Redmond will be using his CPA to determine the funds in the “unrestricted net assets” category.

Maintenance Report:

- Arvel Jernigan reports that graffiti is way down. We will need to take the leaf blower to the shop very soon and that the power washer will need to be repaired or replaced.
- Arvel expressed concerns about using chalk to draw on the streets at the Arts Festival because the adjacent businesses are getting their buildings drawn on and require cleaning.

President Report:

Pillar Art Project

Barry Annino will be having a meeting with Pame'la from the City of Dallas regarding the pillar art and possible new stipulations for the art.

Bond Project

There will be a design group getting involved in the renovations to the Deep Ellum streets involving changing Elm St. and Commerce St. to two way traffic. This change is in motion and the city will be meeting soon to make that decision.

Deep Ellum Arts Festival

There were around 30,000 people attending the festival. Saturday was beautiful and drew the largest crowd. Sunday it rained but cleared later which made the crowd dwindle a little. But overall it was the best turnout in several years. Revenue was up around 30% and the artists were very happy with the turnout.

Deep Ellum Publicity

We have been getting a lot of publicity lately. Deep Ellum will be in the New York Times travel section. Barry Annino met with David Flick of the Dallas Morning News April 12. And Channel 33 was at the Deep Ellum Art Festival for most of Saturday.

Neon "Deep Ellum" sign

Arvel Jernigan got a bid to refurbish the sign but it was too high. We will be going with the City Signs bid at \$1600 to do a basic background color, repair the neon, and raise the pole 6 feet. The funds will come out of the Capital Improvements classification in the PID budget.

Motion was made by Cash Harbaugh to move ahead with the \$1600 repair.

Motion to approve: Cash Harbaugh

Second: Al Jernigan

All in favor.

Ashleigh Vroom: PR report

Bark Park – Working with Urban Paws to improve Bark Park

- Have meeting with Pame La on Thursday regarding steps to take
- Park & Rec is already considering gravel to cover muddy areas
- Renderings have already been drawn

Pup Crawl / Pet Parade

- Had 60 dogs at Pup Crawl and 40 dogs at Pet Parade
- Great press with Dallas Morning News and Pegasus News

- Raised \$2,376 combined after all expenses paid

Youth Arts Workshop – Working with ArtLoveMagic to host another kid’s art workshop

- Jeanne Blanton has donated \$3500
- May 15th – Visual Art
- May 22nd – Music
- Mayor Pro Tem Dwaine Caraway’s foundation – Dallas Youth Council, Inc.
- Contracted 6 local artists @ \$100 each to showcase their profession

Youth Arts Competition– Creating a youth arts contest for high school students that will allow them to enter their work into a credible competition that they may include on their college applications. This work will be implemented into the curriculum for the 2010-2011 school year

- ArtLoveMagic has ties with local artists and volunteers for judges
- Possible use of Randy Redmond’s indoor space
- In Contact w/ these possible sponsors: Asel Art, Dallas Art Institute, TX Commission on the Arts, Texas Art Education Association
- ArtLoveMagic will be applying for funds from the Texas Commission on the Arts in Austin, but we will also have to match these funds dollar for dollar

Monthly Happy Hour – arranged at the restaurant meeting for monthly HH for Deep Ellum residents in order to create more relationships within the neighborhood

- April 22 at Monica’s from 6:00 to 8:00
- Drink specials and appetizers provided

History Wall – working with Dallas Historical Society and Dallas Public Library to put together a history wall in the Foundation lobby with old photographs of buildings and such, with a short description of the history behind each photo

“Best-Of” Ad – working on an ad to list the restaurants (and possible art galleries) that have won a “Best-Of” award in the past three years

- AllGood Café – Best Half-Off Deal, D Magazine, Feb. ‘09
- Adair’s – Best Honkey Tonk, Observer, ‘09
- Twisted Root – Best Handcrafted Food, Observer, ‘09

- Local – Best Dining in the Rough, Observer, ‘09
- Etc.....

DeepEllumTexas.com – updates are in progress

- Links to businesses and restaurants
- Updates for events
- Building an online store for Deep Ellum T-Shirts and local merchandise
- ETA – May 1st

Old Business:

▪ **DECA**

- Website and iphone app for the website are still coming along. The brochure/iphone app/ and website will have complimentary designs to tie them in as one entity. The first phase of the app will be a Deep Ellum gallery map. Next will be a restaurant map and on from there. The website will pull in the events from the various Deep Ellum facebook posts but there will be no direct blogging on the website. The management of the website and app will be easy to manage and Ashleigh Vroom will be trained to do that.

New Business:

▪ **Malcolm Swap Meet**

Barry Annino proposed that the foundation partner up with this neighborhood flea market to improve their marketing and make it bigger news.

▪ **Community Garden Planters**

These large planters created by the Deep Ellum Community Association and the Community Garden effort were shown at the Deep Ellum Art Festival and will be for sale to place around the neighborhood. The foundation invested \$500 for the first three planters, basically the cost of materials. Two will be placed outside the Community Center office.

Arvel Jernigan proposed installing an outdoor faucet to water the planters at \$200.

Motion to approve: Randy Redmond

Second: Bud Melton

All in favor.

Meeting adjourned: 10:00