

Deep Ellum Foundation
Board of Trustees Meeting Minutes
Tuesday, June 8, 2010

Trustees:

- Barry Annino, President
- Randy Redmond, Treasurer
- Jon Hetzel, Vice President
- Denny Hunt
- Arvel Jernigan
- Al Jernigan
- Cash Harbaugh
- Karl Stundins and Jim Greenwalt
City of Dallas
Economic Development
- Sean Fitzgerald,
DECA representative

- Tanner Hockensmith
- Bud Melton

Lee Ann Stone, minutes
Ashleigh Vroom, PR

Also attending:

Don Cass
Gene Dennis
Chuck Hixon

Special guests: Police Chief
Brown and the Dallas Police
Department

Meeting called to order: 9:00

Secretary Report:

There were no May minutes to approve in June meeting. The May board meeting was replaced with the PID luncheon. The June minutes will be available for the July meeting next month.

Treasurer Report:

The P&L was available for review. However the balance sheet was not available after the audit due to customary changes made in the 2009 Quickbooks report after our audit. We will have the complete financial report next month.

Maintenance Report:

- No pressing matters to report. Maintenance is status quo.

President Report:

- Barry Annino and Arvel Jernigan won the case to retrieve the stolen Deep Ellum sign. It is being stored in one of the Jernigan property warehouses. We are in the process of having them refurbished, our new one to hang on the outside of the community center.
- We have financial approval to go ahead with Pillar Park. The opening will be held in September and we will need all our funding from City of Dallas by September 21st.
- We were published in the travel section in the NY times and Rolling Stone Mexico.
- The PID has had to return \$20,000 to the city to cover the refunds from protested taxes of property owners from 2009.

Ashleigh Vroom: PR report

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

- Location changes each month
- Food is provided by the Foundation
- Chosen location has special drink prices
- Next happy hour will be at LaGrange on May 9th, from 6:30 – 8:30

Youth Arts Workshop – Worked with ArtLoveMagic and Dallas Youth Council, Inc. (Mayor Pro Tem Dwaine Caraway's foundation) to host a kid's art workshop

- May 15th – Visual Art – 60 kids met with 6 different visual artists
- May 22nd – Music – 25 kids met with 6 different musical artists

DeepEllumTexas.com – A completely new website is being created.

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

Community Gardens – The Deep Ellum Sustainability Project is working to build small community gardens all throughout Deep Ellum. These gardens will be available for the public to use, whether it be herbs, flowers, or fruit and vegetables. Three planters have already been constructed and are at the Deep Ellum Community Center.

Deep Ellum Outdoor Market -

- Previously known as Malcolm’s Swap Meet
- Deep Ellum Foundation will partner with the original coordinators and DECA to build a bigger and better outdoor market for local artists and businesses that will include live music

2nd Deep Ellum Pup Crawl - October

- This event will feature the Greyhound Adoption League of Texas
- All proceeds will go to G.A.L.T., and in return the Foundation will receive a donation
- Planned for October

1st Annual Deep Ellum Youth Arts Competition – November

The Deep Ellum Youth Arts Competition will give Dallas area students the opportunity to compete in several different areas of visual art. Currently there are forty high schools in Dallas. The areas of visual art will include, but may not be limited to:

- Drawing – landscape, portrait, still life
- Painting – landscape, portrait, still life
- Photography (traditional and nontraditional) – landscape, portrait, still life
- Sculpture – clay, metal

Each category will be judged by a credible local artist chosen by the Deep Ellum Foundation and ArtLoveMagic.

ArtLoveMagic is an organization founded in 2007 by three guys with a common vision. The inspiration of ArtLoveMagic is the belief that a staggering amount of artistic talent in our area goes unrecognized and/or underdeveloped. The Deep Ellum Foundation and ArtLoveMagic will be working together on this project to ensure that we produce the most rewarding experience possible for these students.

Certificates for first, second and third place will be awarded to each participant who places. First place winners will also receive \$50 in prize money.

Budget

Description	Quantity	Unit Cost	Total Cost
Producer	1	\$500	\$500
Judges	5	\$100	\$500
Photographer	1	\$100	\$100
1 st Place Winner Payout	14	\$50	\$700
ArtLoveMagic Services	1	\$300	\$300
Venue Rental	1	\$1,500	\$1,500
Posters	130	\$0.90	\$117
Certificates	42	\$0.73	\$30.66
			Total: \$3,747.66

Current Donors

Donor Name	Donation Description
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Deep Ellum Foundation	\$1,000
Art Institute of Dallas	\$250
Creative Arts Center of Dallas	4 art classes for top 4 winners – worth \$1,000

Pending Requests

Donor Name	Amount
Sofia Art Academy	\$500
Studio Arts Dallas	\$500
Leland Fikes Foundation	\$1,000
Todd Wagner Foundation	\$1,000

Beautification Project – tentative

Phase 1: The Deep Ellum Foundation plans to add public artwork to 48 of the TXDOT highway columns under I-75 along Good Latimer Expressway, Canton Street, and Commerce Street, as well as inside Bark Park Central. The Deep Ellum Foundation will select the columns for mural paintings (see Exhibit A). The mural images on the columns will be no higher than 12 ft and will represent the unique work of local mural artists. All of the proposed mural images are free from representations of hate, sex, and violence. The artwork will incorporate images that display the musical, industrial, historical, artistic, and futuristic elements, as well as common objects found in nature that define the cultural identity of Deep Ellum. The pillars inside Bark Park Central will depict dogs and common objects that are related to dogs, such as dog cartoons, bones and water bowls (see Exhibit B).

Phase 2: The Deep Ellum Foundation plans to improve Bark Park Central. This includes adding gravel to problem areas (see Exhibit C) and separating the gravel from the grass with wood beams (see Exhibit D). Raised wood platforms will be secured into the ground for dogs to jump on and run under (see Exhibit E).

Location: Deep Ellum Art Park and Bark Park Central, under I-75 along Good Latimer Expressway, Canton Street, and Commerce Street (see Exhibit F).

Implementation of Services: The Deep Ellum Foundation (DEF) with the Deep Ellum Community Association (DECA) will work together with Frank Campagna (DECA board member) to select a diverse group of local mural artists to comprise the team of artists completing the new artwork on the columns. The team of artists will be responsible for the washing, priming, and painting of the highway columns.

The contracted team of artists and/or the Deep Ellum Foundation will supply the paint, scaffolding, and other materials to complete the project. Neither TXDOT nor the City of Dallas will be responsible for providing any materials or funding for the project.

Project Timeline: Assuming the execution date of the agreement between the Deep Ellum Foundation and City of Dallas occurs before June 1st, 2010, the Deep Ellum Foundation will plan to complete the new public artwork on the highway columns by October 31st, 2010. If the agreement execution date occurs after June 1st, 2010, the Deep Ellum Foundation will adjust the project timeline accordingly considering the schedules of the Deep Ellum Foundation, weather, and the contracted team of artists.

Old Business:

Santa Fe bike trail

- Bud Melton spoke about the continued development of the trail. There will be a public meeting in the fall so our community input is needed to maintain a high profile for Santa Fe Trail for the North Central Texas Council of Governments. We need an influx of comments for the area that will connect the trail to Deep Ellum. The website for this input is dallasbikeplan.org, a category of the North Central Texas Council of Governments website.
- Karl Stundins suggested that community organizations be notified via Facebook, email blasts, etc., telling people to go to the mentioned website to submit comments on our stretch of the trail.

New Business:

Special guest: **Dallas Police, Chief Brown**

- **Relationships encouraged:**
 - The business owners are encouraged to have a measured reaction, an appropriate response to the homeless that give them problems. Build a strong relationship with the beat officers that patrol the streets as well as the lieutenant for the neighborhood.
 - Know all of the levels of officers, not just the Chief of Police and call them for a quicker, more immediate, response.
 - Assemble a meeting with neighborhood officers and business owners to get to know each other. Get on a first name basis with the officers, get their contact numbers, and hold them accountable for their service.
 - **Bud Melton** suggested increasing the bike patrol since the budget cuts from the City of Dallas will affect the police department. Chief Brown says that they will continue using the Segway program at this time.
 - **Arvel Jernigan** brought up the use of a satellite office for the neighborhood, a store front as a stopping point for our officers.
- **Homeless/panhandler issue**
 - Panhandlers are overwhelming the lunchtime and happy hour crowds and some of them are becoming aggressive. Chief Brown says that they will be arrested if they are caught in the act. The business owners should create relationships with their beat officers and call those contacts for a faster response. The property owners should call during the crime instead of submitting a complaint after the fact so that their criminal behavior won't escalate.
 - **Cass Harbaugh** suggested we create official police signs with the department logo reminding panhandlers and business customers that helping panhandlers is illegal.
 - **Denny Hunt** suggests calling 911 when the crime is taking place. Chief Brown again recommends that the beat officers be called.

- **Criminal Trespass Affidavit**
Business owners are encouraged to submit a **criminal trespass affidavit** to the police department to authorize the officers to enter their property to patrol for and arrest offenders without having to call beforehand for permission. The affidavit forms are available on the Deep Ellum Foundation website and in the community center office.
- **Chuck Hixon** suggested sitting in with city council to encourage better lighting and better sidewalks as a priority for increased safety.

Meeting adjourned: 10:35