



**Uptown Dallas, Inc. Board Meeting
Thursday, February 20, 2025 | 8:30am
ABOG – 2727 Laclede**

Members in attendance: John Armstrong, Aaron Bidne, James Blanton, Kevin Butkus, Kelem Butts, Chris Cleghorn, Phil Cobb, Tara Green, Iman Harris, Judy Hearst, Pasha Heidari, Yolanda Lawson, Ramsey March, Paula Nemece, Zachary Porter, Chase Prospere, Sharon Quist, Tyler Sibley, Scott Sherwood, Neal Sleeper, Seth Thatcher, Cheryl Thompson, Whit Thompson, Mike Turner, Bill Weinberg, and Shan Zaidi.

Other parties in attendance: Cricket Griffin, Councilmember Paul Ridley, Noelle LeVeaux, Chuck DelTufo, Megan Mummaw, Bailey Criado, and Sophia Morgan.

Members absent: Michael Alost, Joel Behrens, Josh Bock, De’On Collins, Buddy Cramer, Corbin Eckel, Kevin Hickman, Wade Johns, Adam Maciak, Ryan McManigal, John Murray, Kyle Noonan, Melayne Packer, Tony Page, Paula Peters, Joseph Pitchford, Elliot Prieur, Pretlow Riddick, Katy Slade, Lily Smith, Melissa Swope, Kevin Welsch, and Robert Wright.

Before the meeting began, the Uptown Dallas Inc. (“UDI”) Board of Directors (“the Board”) took a group photo in the ABOG lobby.

Call to Order: Ramsey March, UDI Chairman of the Board, called the meeting to order at 8:51am. He welcomed the members and reminded them of the Conflict of Interest and Confidentiality policy.

Minutes: Neal Sleeper motioned to approve the December meeting minutes. Judy Hearst seconded the motion. Motion unanimously approved.

Executive Director’s Report:

- Noelle LeVeaux, UDI Interim Executive Director, reviewed 2024 dashboards with the group, focusing on events, marketing, Griggs Park, public safety, and maintenance.
- Noelle noted that many statistics came from Placer.AI, a software UDI has purchased that pulls demographic and psychographic data through location services on smart phones.
- She then provided an update on the strategic plan process with Starkey Strategies, recapping the consultant team’s visit in early February.

Treasurer’s Report:

- Tara Green, UDI Treasurer of the Board, reviewed the January 2025 financials, noting that assessments are coming in later than typical this year. She also introduced two policies that the Finance Committee would like to put in place in 2025 – a cash carry forward policy and an investment policy.

- Neal motioned to approve the January financials. Sharon Quist seconded the motion. Motion unanimously approved.

Committee Reports:

- **Public Realm & Capital Improvements Committee:** Megan Mummaw, UDI Director of Planning & Public Realm, presented a 2025 project list.
- **Marketing, Outreach, and Placemaking Committee:** Iman Harris, UDI Marketing, Outreach, and Placemaking Chair, presented the 2025 partnerships, projects, and events. Bailey Criado, UDI Marketing & Events Manager, noted that a sponsorship prospectus packet will be sent out to the Board via email by the end of February.
- **Public Safety Committee:** Kelem Butts, UDI Public Safety Chair, Chuck DelTufo, Director of Operations & Public Safety, and Sophia Morgan, UDI Executive Assistant & Office Manager, updated the Board on UDI Command Center progress. They presented the location – 2222 McKinney Ave. – and an expected timeline for opening.
- **Governance Committee:** On behalf of the Governance Committee, Ramsey presented a recommendation to increase the UDI Board of Directors' size from 50 to 55 members. He noted that a vote will occur via email in one week.
- **Two-Way Conversion Committee:** Neal Sleeper provided a brief update on the Two-Way Conversion project on McKinney and Cole.
- **Executive Director Search Committee:** Ramsey summarized the committee's first meeting and explained the next steps of utilizing a search firm to help find candidates.

Ramsey March adjourned the meeting at 9:50am.