



**Uptown Dallas, Inc. Board Meeting  
Wednesday June 18, 2025 | 8:30am  
ABOG – 2727 Laclede**

**Members in attendance:** John Armstrong, Joel Behrens, Aaron Bidne, James Blanton, Kevin Butkus, Kelem Butts, Phil Cobb, De’On Collins, Tara Green, Iman Harris, Kevin Hickman, Wade Johns, Yolanda Lawson, Ramsey March, Michael Massad, Jacob Moore, John Murray, Amanda Novak, Paula Peters, Elliot Prieur, Chase Prospere, Sharon Quist, Scott Sherwood, Tyler Sibley, Neal Sleeper, Melissa Swope, Seth Thatcher, Cheryl Thompson, Bill Weinberg, and Shan Zaidi.

**Other parties in attendance:** Jennifer Scripps, Larry Gordon, Larry McCoy, Lacey Ruiz, Noelle LeVeaux, Chuck DelTufo, Megan Mummaw, Bailey Criado, Sophia Morgan, and Sydney Green.

**Members absent:** Michael Alost, Josh Bock, Chris Cleghorn, Buddy Cramer, Corbin Eckel, Judy Hearst, Pasha Heidari, Adam Maciak, Ryan McManigal, Paula Nemec, Kyle Noonan, Tony Page, Joseph Pitchford, Zachary Porter, Pretlow Riddick, Katy Slade, Lily Smith, Mike Turner, Kevin Welsch, and Robert Wright.

**Call to Order:** Ramsey March, Uptown Dallas Inc. “UDI” Chairman of the Board, called the meeting to order at 8:35am. He welcomed the members and reminded them of the Conflict of Interest and Confidentiality policy. He introduced two new Board members that were present: Amanda Novak and Michael Massad.

**Chairman’s Report:**

- **Minutes: Cheryl Thompson motioned to approve the April meeting minutes. Sharon Quist seconded the motion. Motion unanimously approved.**
- Ramsey then introduced Jennifer Scripps, President and CEO of Downtown Dallas Inc. “DDI”, who presented on the “Safe in the City” initiative. Because of slower development downtown over recent years, public safety challenges in the CBD have increased. Safe in the City was announced formally on May 21<sup>st</sup> – a culmination of many months of work alongside DPD, Housing Forward, and many City departments, with the goal being a new, increased focus on enforcement and police presence in Downtown. Jennifer explained DDI’s 6-Point Plan and fielded questions from UDI Board members on how Uptown will be impacted and how FIFA coming to Dallas has played a part.
- After Jennifer’s presentation, Ramsey continued the Chairman’s Report and introduced another new Board member, Jacob Moore, and UDI’s summer intern, Sydney Green.
- He then updated the members on the UDI Executive Director search, first thanking Noelle for her nine months as interim Executive Director, and then the staff and the ED Search Committee members for their continued support. He explained the Committee’s process, noting that the position was posted on various job boards and received 50+ resumes. The ED Search Committee interviewed seven candidates, then conducting a second-round

roundtable interview with the two finalists and the Executive Committee. Ramsey announced that UDI has offered the Executive Director position to Kelem Butts, long-time UDI Board member and Uptown resident. Kelem joined Ramsey at the podium and thanked him and the Committee, introduced himself, and explained his vision for the neighborhood and organization.

#### **Executive Director's Report:**

- Noelle LeVeaux, UDI Interim Executive Director, recapped the UDI Safety HQ Unveiling that occurred on June 3<sup>rd</sup>. She thanked the Board members that attended and explained the media coverage and its impact. Five news outlets were in attendance, and FOX4 recorded two live interviews. There was a total of 1.7 million views, totaling a local market publicity value of \$111.7K. She also explained the Safety HQ's next steps, such as furnishing and staffing.
- Noelle then presented progress on the Salesforce CRM Sophia Morgan and Sydney Green are building out. The team is currently in Phase 2, which involves entering data for the various public assets in Uptown.
- Noelle provided an update on the Strategic Plan draft received early May from planning partner, Starkey Strategies. She thanked the Strategic Planning Committee for their months of feedback and discussions and presented the four key priority areas and their respective visions and goals. **Amanda Novak motioned to approve the Strategic Plan draft as final for 2025-2028. De'On Collins seconded, and the motion carried unanimously.**
- Noelle closed with a thank you to the Board and staff for her time as Interim Executive Director and noted that she will continue to serve on the Renewal Committee.

#### **Treasurer's Report:**

- Tara Green, UDI Treasurer of the Board and Finance Committee Chair, reviewed the May 2025 financials, calling out any notable variances during the month, such as the delay of capital improvement projects and the sponsorship contributions for the Katy Trail 5K and the BisNow event. Phill Cobb asked if UDI expects to receive the predicted remaining PID assessment dollars, and Lacey Ruiz, the City of Dallas PID Coordinator, confirmed that 99% of Uptown property owners pay their assessment fees each year.
  - **Neal Sleeper motioned to accept the May financials. De'On seconded, and the motion carried unanimously.**

#### **Committee Reports:**

- **Nominating Committee:** Ramsey spoke on behalf of the Nominating Committee, nominating John Hall as UDI's MetLife representative, replacing Melayne Packer who has since retired. **Aaron Bidne motioned to add John Hall to the UDI Board, and De'On seconded. The motion carried.**
- **Maintenance Committee:** John Armstrong, UDI Maintenance Committee Chair, updated the Board on the Griggs Park basketball court resurfacing, and the partnership with the Mavs Foundation to do so. He mentioned that there will be an event at the court this summer with two players in attendance, the official date to be determined.

- **Public Safety Committee:** Chuck DelTufo, UDI Director of Public Safety and Operations, recapped the Safety HQ's next steps and spoke on recent homelessness issues in Uptown. He also asked the Board to reach out directly if they had any furniture in their various office spaces that could be donated to the HQ.
- **Two-Way Committee:** Neal Sleeper, UDI Two-Way Committee Chair, updated the Board on the project's progress regarding granular details like parking and left turns. He expects the 60% plans to be available in October and the full plans by Spring 2026. He doesn't expect construction to begin until after FIFA leaves Dallas mid-Summer 2026.
- **Renewal Committee:** On behalf of the Renewal Committee, Noelle updated the Board of the new city-wide regulation for PIDS: to establish or renew a public improvement district in Dallas, support is needed from 50% of property owners and/or total value of the district. This now aligns with the state of Texas regulations. Noelle also informed the Board of Uptown's plans for renewal – the rate, term, and boundaries are staying the same. The City is also allowing PIDs to use DocuSign this year. UDI has hired Ranger Tax Consulting to assist with identifying authorized petition signers.
- **Marketing, Outreach, and Placemaking Committee:** Ramsey announced the new Block Party location for 2025 – across from The Quad in the parking lot owned and maintained by Lincoln Properties. Bailey Criado, UDI's Marketing and Events Manager, reminded the Board that Block Party is on Wednesday, October 1<sup>st</sup>, and spoke on themes, potential activations, and niche sponsorship packages. She also reminded the group that "Let's Talk Uptown: The Year of Public Safety" is June 25<sup>th</sup>, and that Kelem Butts will be moderating.

#### **Stakeholder Discussion:**

- Ramsey opened for stakeholder discussion, and Larry McCoy of Klyde Warren Park spoke on the expected deck construction at the end of 2026, and the success of the Cover to Cover live music event in May. He also reminded the Board of the annual 4<sup>th</sup> of July event at the park.

**Ramsey March adjourned the meeting at 9:58am.**