



**Uptown Dallas, Inc. Board Meeting  
Thursday August 21, 2025 | 8:30am  
ABOG – 2727 Laclede**

**Members in attendance:** Michael Alost, John Armstrong, Joel Behrens, Aaron Bidne, James Blanton, Kevin Butkus, Phil Cobb, De’On Collins, Corbin Eckel, John Hall, Judy Hearst, Pasha Heidari, Kevin Hickman, Wade Johns, Jacob Moore, John Murray, Paula Nemec, Amanda Novak, Tony Page, Joseph Pitchford, Chase Prospere, Sharon Quist, Melissa Swope, Seth Thatcher, Mike Turner, Bill Weinberg, and Shan Zaidi.

**Other parties in attendance:** Larry Gordon, Councilmember Paul Ridley, Lacey Ruiz, Kelem Butts, Chuck DelTufo, Megan Mummaw, Bailey Criado, Sophia Morgan, Juliette Coulter, Ross Coulter, and Blake Strunk.

**Members absent:** Josh Bock, Chris Cleghorn, Buddy Cramer, Tara Green, Iman Harris, Yolanda Lawson, Adam Maciak, Ramsey March, Michael Massad, Ryan McManigal, Kyle Noonan, Paula Peters, Zachary Porter, Elliot Prieur, Pretlow Riddick, Scott Sherwood, Tyler Sibley, Katy Slade, Neal Sleeper, Cheryl Thompson, Kevin Welsch, and Robert Wright.

**Call to Order:** Aaron Bidne, Uptown Dallas Inc. “UDI” Vice Chairman of the board, called the meeting to order at 8:35am. He welcomed the members and shared that he was filling in for UDI Chairman Ramsey March, who is currently traveling. He reminded the board of the Conflict of Interest and Confidentiality policy and introduced new board member, John Hall.

**Chairman’s Report:**

- **Minutes: Amanda Novak motioned to approve the June meeting minutes. Sharon Quist seconded the motion. Motion unanimously approved.**

**Executive Director’s Report:**

- Kelem Butts, UDI Executive Director, welcomed the board, as this was his first board meeting serving as Executive Director. He recapped his first month and a half at the organization, sharing his experiences thus far with the UDI Staff, the Executive Committee, and key stakeholders such as Councilman Paul Ridley, Downtown Dallas Inc., Visit Dallas, Friends of the Katy Trail, and more.
- Kelem then introduced Juliette and Ross Coulter of The Coulter Group, UDI’s public relations team.
- The Coulter Group recapped their work since partnering with UDI in May, starting with promoting Hero Fest, the Safety HQ unveiling, and Kelem’s new hire press release. They provided a link to their media report to date via QR code.
- Following The Coulter Group’s presentation, Kelem updated the board on recent changes to the Executive Committee: Elliot Prieur is now the McKinney Avenue Transit Authority (MATA)

Chair, and Wade Johns is the Public Safety Chair. Robert Wright is the Vice Chair of the Public Safety Committee, and Kelem encouraged other Chairs to add Vice Chairs to their committees as well.

- Kelem then touched on key projects in Uptown, such as 2811 Maple, 23 Springs, Central Market, and the PHB crossing installation on Cedar Springs.

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

- Tara Green, UDI Treasurer of the Board and Finance Committee Chair, was traveling and unable to attend, so Kelem provided a brief Treasurer's Report on her behalf. Due to the transition of ownership of the Chase bank account and credit cards, UDI has not been able to close July financials prior to the August board meeting. The Executive Committee will approve July and August financials at the September meeting.

#### **Committee Reports:**

- **Nominating Committee:** Mike Turner, Nominating Committee Chair, reported that the committee has nominated Ross Odland of Gables Residential and Alan Neuhoof of Bellomy Capital to join the UDI Board of Directors. **De'On Collins motioned to add Ross and Alan to the UDI Board, and Judy Hearst seconded. The motion carried.**
- **Public Realm and Capital Improvements Committee:** Tony Page, UDI Public Realm and Capital Improvements Committee Chair, updated the board on UDI engagement with Speck-Dempsey for a Public Realm Design Study. A sub-committee will be working closely with the consultant team and Dallas City officials on this project.
- **Public Safety Committee:** Wade Johns, UDI Public Safety Chair, reported that the Safety HQ is operational, and encouraged board members to stop by and tour the space. He informed the board that UDI is building out an Uptown SeeSay app, just like Deep Ellum, Downtown, and the DFW Airport. It will be in-service in about a month. He also noted that five cameras are being installed across the district by UDI and monitored at the Safety HQ.
- **Renewal Committee:** Joseph Pitchford, Renewal Committee Chair, updated the group on renewal progress, noting that the signature verification process is potentially more complicated than originally thought. He and the Uptown staff plan to meet with the City PID staff to discuss further. Joseph also presented the renewal mailer that is being sent to property owners this month.
- **Marketing, Outreach, and Placemaking Committee:** Bailey Criado, UDI Marketing and Events Manager, reminded the board of upcoming fall events, focusing specifically on Block Party. She and Kelem both noted that sponsorship opportunities are still available. Bailey also presented the new mural installation on Cedar Springs.

#### **Stakeholder Discussion:**

- Kelem opened for stakeholder discussion, and Councilmember Paul Ridley updated the board of key City on Dallas initiatives. Bill Weinberg gave PREVIOUS NOTICE of his intention to introduce a motion to adopt the following resolution at the next board meeting:  
**RESOLVED that Uptown Dallas, Inc. terminate funding and all other support of the McKinney Avenue and Cole Avenue Two-Way Conversion Project.**

**Kelem Butts adjourned the meeting at 9:39am.**