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CITY SECRETARY DALLAS, TEXAS

City of Dallas

1500 Marilla Street, Council Chambers, 6th Floor Dallas, Texas 75201

Public Notice

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CITY SECRETARY
POSTED DALLAS, TX



Quality of Life, Arts, and Culture Committee

June 9, 2025 9:00 AM

2023 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE		
ECONOMIC DEVELOPMENT Atkins (C), Narvaez (VC), Arnold, Bazaldua, Ridley, Stewart, West	GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT West (C), Blackmon (VC), Mendelsohn, Moreno, Resendez	
HOUSING AND HOMELESSNESS SOLUTIONS Moreno (C), Mendelsohn (VC), Gracey, West, Willis	PARKS, TRAILS, AND THE ENVIRONMENT Stewart (C), Moreno (VC), Arnold, Bazaldua, Blackmon, Narvaez, West	
PUBLIC SAFETY Mendelsohn (C), Stewart (VC), Atkins, Moreno, Willis	QUALITY OF LIFE, ARTS, AND CULTURE *Ridley (C), Resendez (VC), Bazaldua, Blackmon, Gracey, Schultz, Willis	
TRANSPORTATION AND INFRASTRUCTURE Narvaez (C), Gracey (VC), Atkins, Mendelsohn, Resendez, Schultz, Stewart	WORKFORCE, EDUCATION, AND EQUITY *Arnold (C), *Schultz (VC), Bazaldua, Blackmon, Resendez, Ridley, Willis	
AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS Atkins (C), Mendelsohn, Moreno, Ridley, Stewart	AD HOC COMMITTEE ON GENERAL INVESTIGATING AND ETHICS Mendelsohn (C), Gracey, Johnson, Schultz, Stewart	
AD HOC COMMITTEE ON JUDICIAL NOMINATIONS Ridley (C), Resendez, West	AD HOC COMMITTEE ON LEGISLATIVE AFFAIRS Mendelsohn (C), Atkins, Gracey, Narvaez, Stewart	
AD HOC COMMITTEE ON PENSIONS Atkins (C), Blackmon, Mendelsohn, Moreno, Resendez, Stewart, West, Willis	AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION Gracey (C), Blackmon, Johnson, Moreno, Narvaez, Resendez, Schultz	

(C) - Chair, (VC) - Vice Chair

* Updated:6/28/24

General Information

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Información General

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Handgun Prohibition Notice for Meetings of Governmental Entities

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"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."

"Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon into any open meeting on this property."

"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propriedad."

This City Council Quality of Life, Arts, and Culture Committee meeting will be held by video conference and in the Council Chambers, 6th Floor at City Hall. The public may attend the meeting virtually; however, City Hall is available for those wishing to attend the meeting in person. The Quality of Life, Arts, and Culture Committee will be broadcast live on Spectrum Cable Channel 16 (English) and 95 (Spanish) and online at bit.ly/cityofdallastv. The public may also listen to the meeting as an attendee at the following video conference link:

https://dallascityhall.webex.com/dallascityhall/j.php?MTID=m3c255fca0624e4b31dff59de0351a702

Call to Order

MINUTES

1. Approval of the May 19, 2025, Quality of Life, Arts, and Culture Committee 25-2060A Meeting Minutes

Attachments: Minutes

BRIEFING ITEMS

Citywide Arts & Culture Events: AURORA Α. 25-2024A [Joshua King, Co-Founder and Executive Director, AURORA]

Attachments: Presentation

B. 25-2061A SMART Summer at Dallas Public Library

> [Heather Lowe, Interim Library Director, Dallas Public Library; Melissa Dease, Assistant Director, Dallas Public Library; LaTari Prater, Youth Service Administrator, Dallas Public Library]

Attachments: Presentation

BRIEFING MEMOS

C. WRR 101.1 FM Broadcast Tower Lease Renewal 25-2025A

> [Martine Elyse Philippe, Director, Office of Arts and Culture; Glenn Ayars, Assistant Director, Office of Arts and Culture; Anna Hubbell Petang,

Assistant Director, Office of Arts and Culture]

Attachments: Memorandum

FORECAST

D. Quality of Life, Arts, and Culture Committee Forecast 25-2059A

Attachments: Forecast

ADJOURNMENT

EXECUTIVE SESSION NOTICE

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- 1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
- 2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
- 3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
- 4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
- 5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
- discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt . Code §551.087]
- 7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]



City of Dallas

1500 Marilla Street Council Chambers, 6th Floor Dallas, Texas 75201

Agenda Information Sheet

Approval of the May 19, 2025, Quality of Life, Arts, and Culture Committee Meeting Minutes

MINUTES OF THE CITY COUNCIL COMMITTEE MONDAY, MAY 19, 2025

25-0010

QUALITY OF LIFE, ARTS, AND CULTURE CITY COUNCIL CHAMBER, CITY HALL/VIDEO CONFERENCE COUNCILMEMBER PAUL E. RIDLEY, PRESIDING

PRESENT: [7] Ridley, Resendez (**9:16 a.m.),, Gracey (**9:26 a.m.), *Bazaldua,

*Blackmon, Schultz, Willis

ABSENT: [0]

The meeting was called to order at 9:01 a.m. with a quorum of the committee present.

The meeting agenda, posted in accordance with Chapter 551, "OPEN MEETINGS," of the Texas Government Code, was presented.

After all business properly brought before the committee had been considered, the meeting adjourned at 10:18 a.m.

ATTEST:	C 'hair
City Secretary Staff	Date Approved

The agenda is attached to the minutes of this meeting as EXHIBIT A.

The actions taken on each matter considered by the committee are attached to the minutes of this meeting as EXHIBIT B.

The briefing materials for this meeting are filed with the City Secretary's Office as EXHIBIT C.

*Note: Members of the Committee participated in this meeting by video conference.

** Note: Indicates arrival time after meeting called to order/reconvened.

MINUTES OF THE CITY COUNCIL COMMITTEE MONDAY, MAY 19, 2025

EXHIBIT A

RECEIVED

2025 HAY 15 PM 5:35 CITY SECRETARY DALLAS, TEXAS

City of Dallas

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Pub[k Notice

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POSTED CITY SECRETARY DALLAS, TX



Quality of Life, Arts, and Culture Committee

May 19, 2025 9:00 AM

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Call to Order

MINUTES

1. 25-1730A Approval of the April 21, 2025, Quality of Life, Arts, and Culture Committee Meeting Minutes

Attachments: Minutes

BRIEFING ITEMS

A. 25-1811A Omnibus Ordinance Review

[Liz Cedillo-Pereira, Assistant City Manager, City of Dallas; Luis Loya, Management Analyst, City of Dallas]

Attachments: Presentation

B. 25-1723A Developing a Quality of Life Strategy - Senior Strategic Plan

[Jessica Galleshaw, Director, Office of Community Care and Empowerment; Holly Holt, Assistant Director, Office of Community Care and Empowerment]

Attachments: Presentation

BRIEFING MEMOS

C. 25-1725A Cultural Facilities Update: Bath House Cultural Center and Oak Cliff Cultural Center

[Martine Elyse Philippe, Director, Office of Arts and Culture; Glenn Ayars, Assistant Director, Office of Arts and Culture; Anna Hubbell Petang, Assistant Director, Office of Arts and Culture]

Attachments: Memorandum

D. 25-1728A Update on the Dallas Street Seats Program

[Ghassan Khankarli, Director, Transportation and Public Works; Rosa Fleming, Director, Convention and Event Services]

Attachments: Memorandum

E. 25-1729A FY 25-26 Budget Development

[Jack Ireland, Chief Financial Officer, City of Dallas; Janette Weedon,

Director of Budget and Management Services]

<u>Attachments:</u> Memorandum

FORECAST

F. 25-1731A Quality of Life, Arts, and Culture Committee Forecast

Attachments: Forecast

ADJOURNMENT

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MINUTES OF THE CITY COUNCIL COMMITTEE MONDAY, MAY 19, 2025

EXHIBIT B

MAY 19, 2025

Item 1: Approval of the April 21, 2025, Quality of Life, Arts, and Culture Committee Meeting Minutes

Councilmember Schultz moved to adopt the minutes as presented.

Motion seconded by Councilmember Blackmon and unanimously adopted. (Resendez, Gracey absent when vote taken)

MAY 19, 2025

BRIEFING ITEMS

Item A: Omnibus Ordinance Review

The following individuals briefed the committee on the item:

- Liz Cedillo-Pereira, Assistant City Manager, City of Dallas;
- Luis Loya, Management Analyst, City of Dallas;
- Casey Burgess, Assistant City Attorney, City Attorney's Office; and
- Cedric Secoundiata, Assistant Director, Code Compliance Services

MAY 19, 2025

BRIEFING ITEMS

Item B: Developing a Quality of Life Strategy - Senior Strategic Plan

The following individuals briefed the committee on the item:

- Jessica Galleshaw, Director, Office of Community Care and Empowerment;
- Tabitha Taylor, Age Friendly Officer, Office of Community Care and Empowerment;
- Rick Henley, Associate Director, Guidehouse, Inc.; and
- Jayson Wright, Managing Consultant, Guidehouse, Inc.

MAY 19, 2025

BRIEFING MEMOS

Item C: Cultural Facilities Update: Bath House Cultural Center and Oak Cliff Cultural

Center

Item D: Update on the Dallas Street Seats Program

Item E: FY 25-26 Budget Development

The committee discussed the items.

MAY 19, 2025

FORECAST

Item F: Quality of Life, Arts, and Culture Committee Forecast

The committee discussed the item.

MINUTES OF THE CITY COUNCIL COMMITTEE MONDAY, MAY 19, 2025

EXHIBIT C



City of Dallas

1500 Marilla Street Council Chambers, 6th Floor Dallas, Texas 75201

Agenda Information Sheet

Citywide Arts & Culture Events: AURORA [Joshua King, Co-Founder and Executive Director, AURORA]



Citywide Arts & Culture Events: AURORA

Quality of Life, Arts and Culture
June 9, 2025

Joshua King, AURORA Co-Founder & Executive Director

22

Presentation Overview



- Purpose & History
- Growth Opportunity
- Community Programs & Team
- Testimonials
- Next Steps

DALLAS AURORA

Purpose









Dallas AURORA has had 200,000 VISITORS &

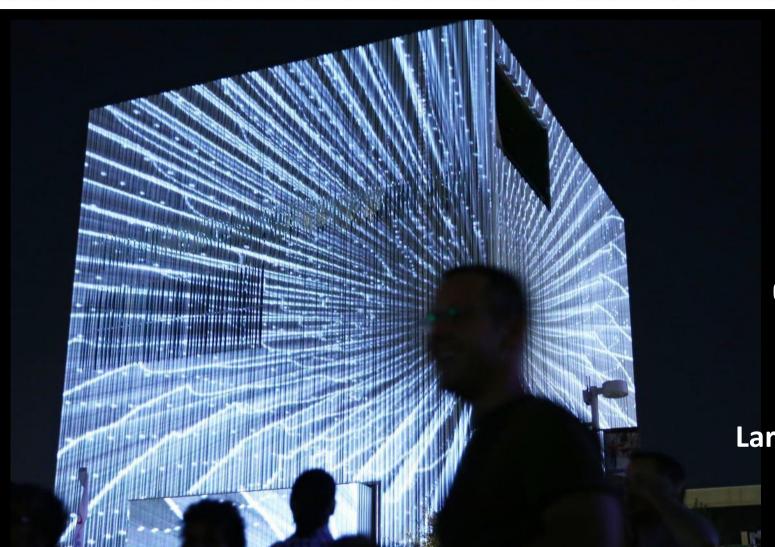
COMMISSIONED OVER 413 ARTISTS FROM 70 COUNTRIES

ON OVER 200 ACRES OF PUBLIC LAND IN DALLAS

OVER THE LAST 15 YEARS.







52,000

DALLAS AURORA's

Largest attendance at a signal event















Growth







Growth







Growth



DALLASAURORA









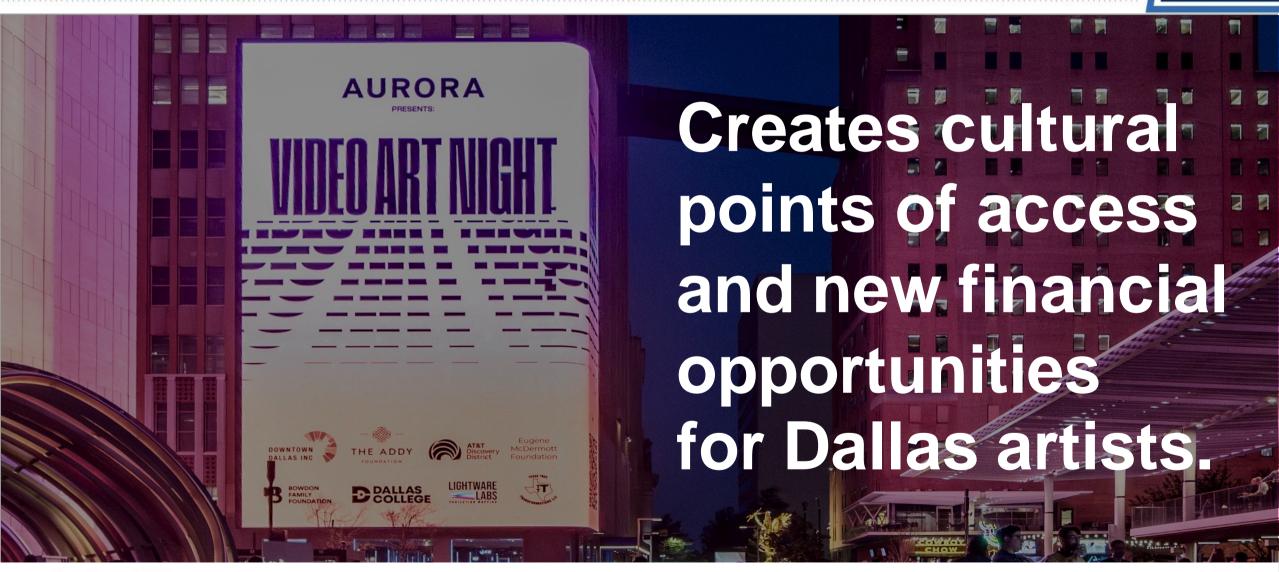




SXSWL

Community Programs







Community Programs







Community Programs





AURORA Board of Directors





Heather Reichstadt

Board President Work: Art Bridges Foundation



Veletta Forsythe Lill

Board Vice Chair Work: AURORA Co-Founder, Former Executive Director of Dallas Arts District. Former City Council Member



Shalissa Perry

Board Secretary/Treasurer Work: Chief Marketing Officer, Downtown Dallas, Inc



Arthur Santa Maria

Board Director Work: Vice President, Hoque Global



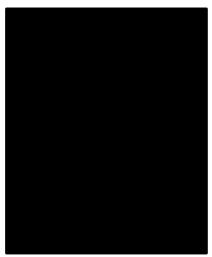
L.D. Thomas

Board Director Work: Managing Attorney at The Law Office of L.D. Thomas, PLLC



Megan Ruth Bowdon

Board Director Work: Co-Founder at the Cedars Union



Jacob Navarrete

Board Director Work: Founder at Connected College Counseling

Donors, Sponsors & Partners



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The J. Erik Jonsson Fund
The Addy Foundation
Levy Family Foundation
THOMA Foundation

The Evelyn and M.R. Hudson Foundation
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Civic & Community:

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Programming Partners:

AT&T Performing Arts Center

Bruce Wood Dance

Cedars Union

Dallas Cultural Centers

Dallas Public Library and Rec Centers

Dallas Museum of Art

Dallas Contemporary

Fair Park First

Gallery 86

Klyde Warren Park

Nasher Sculpture Center

Plaza of the Americas

Therme Dallas



^{*} This list represents a 15-year history and is not comprehensive

Testimonials



AURORA is a cornerstone event for the arts in North Texas, it has reshaped the art viewing experience for tens of thousands of people and shows that Dallas is a unique cultural destination that can host an international art event of this magnitude.

- Former Dallas Mayor Mike Rawlings.

Downtown Dallas is a place known for its unique skyline – in large part because of the lights that make us stand out. Downtown Dallas, Inc., has been proud to work with AURORA and bring their beautiful and interactive light-based art to life here and furthermore to support the artists who contribute so much to Dallas.

- Jennifer Scripps

One of the most unique aspects of Aurora is its visionary approach to reflecting our community through its immersive public art. Every experience is transformative and engages audiences to think in new ways!

- Lily Weiss



Next Steps





- Set Attendee, Footprint & Timeline for Growth
- Establish city alliance, funding & resource sharing
- Create a National communication plan
- Grow year-round community programming

Together Dallas Can Make The Arts Accessible For Millions Of People

Joshua King 940-453-8489 joshua@dallasaurora.com

DALLASAURORA.com





Citywide Arts & Culture Events: AURORA

Quality of Life, Arts and Culture June 9, 2025

> Joshua King, AURORA Co-Founder & Executive Director

URORA



City of Dallas

1500 Marilla Street Council Chambers, 6th Floor Dallas, Texas 75201

Agenda Information Sheet

SMART Summer at Dallas Public Library

[Heather Lowe, Interim Library Director, Dallas Public Library; Melissa Dease, Assistant Director, Dallas Public Library; LaTari Prater, Youth Service Administrator, Dallas Public Library]



SMART Summer at Dallas Public Library

Quality of Life, Arts, and Culture committee June 9, 2025

Heather Lowe, Director (I)

Melissa Dease, Assistant Director (I)

LaTari Prater, Youth Services Administrator

Dallas Public Library

City of Dallas

Presentation Overview



- May 31 to August 9
- Reading and learning challenge for all ages
- Science, Math, Art, Reading and Technology
- Includes hands-on activities and guest performers at every location—and reading









MARGOT PEROT









DEEDIE ROSE



KAHN EDUCATION FOUNDATION





LAUREN AND WILL WALDROP

HANK YOU TO OUR SPONSORS!



Why SMART Summer



- Addresses summer learning loss in reading, math and science
- Provides enrichment opportunities for kids in all neighborhoods
- Supports different learning styles and reading trauma – read what you want!
- Encourages reading as a family value





2024 Results



- 9,388 children and adults registered to track their reading and activity
- 41,818 children and families attended more than 2,000 library programs
- 15,829 free meals were served to children





Youth Challenge





Read 20
 minutes a day,
 including
 books,
 magazines,
 being read to,
 etc.



- Attend a library event
- Research family history
- Learn about planes
- Visit a new park
- Learn to roller skate



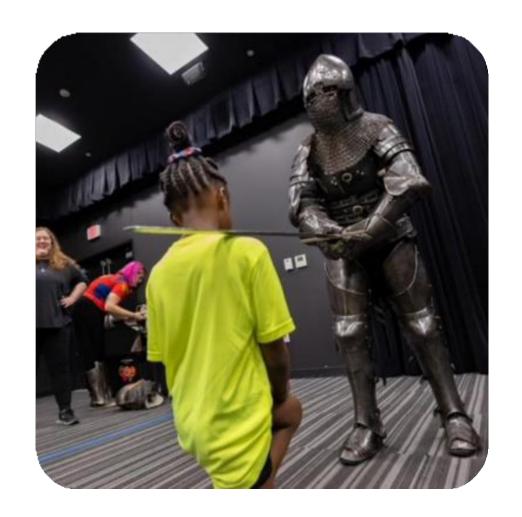
- Draw, color or paint
- Write a poem
- Learn to dance
- Visit a new park
- Create a costume
- Make applesauce



How it Works



- Read 20 minutes a day for 10 days
- Discover or learn 10 new things
- Create or make 10 new things
- Earn a free book every 10 days or 10 activities (up to 5 times during the summer)
- Complete 30 days and 20 activities to be entered in the grand prize drawing





Adult Challenge



- Read 30 minutes a day for 15 days
- Discover or learn 5 new things
- Create or make 5 new things
- Earn a free book every 15 days of reading
- Pick a prize from the "prize bag" for every 5 activities
- Adults who complete 45 days of reading and 10 activities are entered in the grand prize drawing





Programs & Events



- Hands-on STEM activities
- Live animals
- Magicians
- Music and Dance
- Science demonstrations
- Programs from partners including Perot Museum, Dallas Museum of Art and others

Plus free summer lunches and snacks at some locations provided by Education PV through the Texas Department of Agriculture.





Library + Parks



- 10 library branches are hosting PKR summer camps
 - Includes regular "library time"
- DPL is a partner in PKR's Teen All Access Pass, providing Teen DIY Kits to passholders in July





Summer Saturdays at Central



- Activating the Central Library & Attracting new people to downtown
 - Shakespeare's REN Day
 - Nature Expo
 - An Evening at Pemberley
 - Get Lit
- More than 2,000 people attended these events in 2024





SMART Summer at Dallas Public Library

Quality of Life, Arts, and Culture committee June 9, 2025

Heather Lowe, Director (I)

Melissa Dease, Assistant Director (I)

LaTari Prater, Youth Services Administrator

Dallas Public Library

City of Dallas



City of Dallas

1500 Marilla Street Council Chambers, 6th Floor Dallas, Texas 75201

Agenda Information Sheet

WRR 101.1 FM Broadcast Tower Lease Renewal

[Martine Elyse Philippe, Director, Office of Arts and Culture; Glenn Ayars, Assistant Director, Office of Arts and Culture; Anna Hubbell Petang, Assistant Director, Office of Arts and Culture]

Memorandum



DATE June 6, 2025

TO Honorable Chair and Members of the Quality of Life, Arts, and Culture Committee

SUBJECT WRR 101.1 FM Broadcast Tower Lease Renewal

On June 11, 2025, City Council will consider authorizing an amendment to an existing lease agreement with American Tower Corporation, to use the one five-year renewal options for each of the primary and the auxiliary radio broadcast towers, the Cowboy Tower, and the Milton Tower for an amount not to exceed \$1,045,845.79. Financing: Enterprise Fund 0140 with total reimbursement by vendor (see Fiscal Information)

Historical Context

WRR 101.1FM officially began broadcasting in 1921, initially licensed for municipal and police transmissions for the City of Dallas. It later expanded its programming to include comedies, dramas, news, and sports, before eventually focusing on classical music in 1964. WRR became the first licensed radio station in Texas and the second in the United States. Making it the second oldest radio station in America, WRR is now 104 years old as of 2025.

WRR is an integral component of the City's commitment to supporting our local arts organizations and providing information about arts experiences to Dallas residents and the nearly eight million North Texas residents capable of receiving the station's signal.

On June 8, 2005, City Council passed Council Resolution 05-1722 which authorized two (2) twenty-year leases with American Tower, with one five-year renewal option for each, the primary and auxiliary towers, Cowboy Tower and Milton Tower not to exceed \$3,174,332.

In 2021, the City of Dallas explored alternative operating models for the station due to eight consecutive years of lower-than-expected revenue. They concluded that private management would be better suited to operate the station

On June 3, 2022, The Dallas City Council approved an agreement between North Texas Public Broadcasting Inc., ("NTPB") and the City of Dallas to manage Dallas-based classical music station WRR 101.1 FM. In this agreement, NTPB agreed to pay for all City-incurred expenses for operation of the station, including the leases of the two (2) broadcast towers.

This amendment permits the continued broadcasting of WRR 101.1 FM. WRR, a Class C full-time classical FM radio station, transmits 100,000 watts to the Dallas-Fort Worth area from Cowboy Tower in Cedar Hill.

DATE June 6, 2025

SUBJECT **WRR 101.1 FM Broadcast Tower Lease Renewal**

2 of 2 PAGE

> This amendment would include a five-year renewal option for each primary and auxiliary tower, with a lease cost totaling \$1,039,845.79. An additional \$6,000.00 is allocated for Common Area Maintenance reimbursement charges over the same period, making the combined cost \$1,045,845.79.

The five-year renewal will begin on July 1, 2025, through June 30, 2030.

FISCAL INFORMATION

FUND	FY 2024-25	FY 2025-26	FY 2026-27	FY 2027-30
	Year 1	Year 2	Year 3	Year 4 & 5
WRR Enterprise Fund:	\$63,142.93	\$192,715.32	\$199,460.22	\$590,527.32

This action has an initial cost to the City funded through dedicated WRR enterprise fund 0140.

Please contact Jesse Geiger, WRR Business Analyst or the Director of Arts and Culture, Martine Philippe, with any questions.

Sincerely,

C:

M. Elizabeth (Liz) Cedillo-Pereira

Assistant City Manager

Kimberly Bizor Tolbert, City Manager Tammy Palomino, City Attorney Mark Swann, City Auditor Bilierae Johnson, City Secretary Preston Robinson, Administrative Judge Dominique Artis, Chief of Public Safety Dev Rastogi, Assistant City Manager

Alina Ciocan, Assistant City Manager Donzell Gipson, Assistant City Manager Robin Bentley, Assistant City Manager Jack Ireland, Chief Financial Officer Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I) **Directors and Assistant Directors**



City of Dallas

1500 Marilla Street Council Chambers, 6th Floor Dallas, Texas 75201

Agenda Information Sheet

File #: 25-2059A **Item #:** D.

Quality of Life, Arts, and Culture Committee Forecast

QUALITY OF LIFE, ARTS, AND CULTURE

COMMITTEE 2 MONTH FORECAST

	TITLE	DEPARTMENT		
Monday, August 18, 2025, 9:00 A.M.				
	Special Events Permit/Extraordinary Neighborhood Events	Code Compliance, Convention and Event Services, Transportation and Public Works		
BRIEFING ITEMS	Dallas Animal Services Operations Overview	Dallas Animal Services		
	Cultural Facility Hadata	Office of Arts and Culture		
BRIEFINGS BY MEMORANDUM	Cultural Facility Update	Office of Arts and Culture		
	QOLAC 2 Month Committee Forecast	City Manager's Office		
Monday, September 15, 2025, 9:00 A.M.				
BRIEFING ITEMS				
	Cultural Facility Update	Office of Arts and Culture		
BRIEFINGS BY MEMORANDUM				
	QOLAC 2 Month Committee Forecast	City Manager's Office		