

South Dallas/Fair Park Opportunity Fund Board

Teams Virtual Meeting Record

March 25, 2024 / 6-7:30pm

The South Dallas/Fair Park Opportunity Fund Board meetings are recorded. Agenda materials and virtual WebEx recording may be reviewed/copied by contacting Jessa Saldana at 469-265-8140

Meeting Date: March 25, 2024 **Meeting Start time:** 6:06 P.M.

Committee Members Present: Leander T. Johnson (Chair) Kimberly Sims Daymond Lavine Vee Brooks Karl Enriquez Shaine Hailey Erin Peavey Christian Marquez Destanie Okwumabua William Dawkins Board Members Absent: Carla McKinzie Trent Hughes	Staff Present: Joyce Williams – Director, SBC Regina Onyeibe - Sr. Coordinator, Board Liaison Jesse Saldana – Program Administrator Anthony Barwick – Small Bs Program Administrator Maritza Guiterraz Ramirez - Economic Development Coordinator Other Presenters: Darren James, Chair Fair Park First Attorney(s) on Record: Veronica Barbosa
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AGENDA:

- I. **Call to Order - Leander Johnson, Chair**
- II. **Approval of Minutes – March 25, 2024, SDFPOF Advisory Board Meeting**
- III. **Public Speakers**
- IV. **Discussion on Fair Park Projects by Darren L. James, Board President of Fair Park First**
- V. **Staff update – First 2024 SDFPOF NOFA Release**
- VI. **Staff update - SDFPOF Budget Presentation**
- VII. **Staff update - City Secretary’s Office Hold Over SDFPOF Advisory Board Members Not Yet Reappointed**
- VIII. **Adjournment**

Action Taken/Board Recommendation(s): Motion to approve minutes February 26, 2024 Meeting`

Motion made by: Bill Dawkins	Motion second by: Kimberly Sims
Item passed unanimously: <u>X</u>	Item passed on a divided vote: _____
Item failed unanimously:	Item failed on a divided vote: _____

Public Speakers

Darren James – Board President Fair Park First

Darren James gave an update to the Board on who Fair Park First is and an overview of the progress their making in Fair Park.

Background:

Fair Park First was selected from a city solicitation in 2017 for a non-profit to oversee the day-to-day operations for the 277 acres of Fair Park. Now acquired by OBG360, which is the for-profit arm.

Tenants now housed in Fair Park include:

- Children’s Aquarium
- Sports Commission
- State Representative, Venton Jones
- Councilman Bazaldua
- KERA’s operations is now housed in a studio in Fair Park

A community park will be built on 18 acres of green space, with a groundbreaking slated for later this fall. The community park will be along Fitzhugh and Lago.

Prop 8 dollars will be invested to leverage hotel-motel tax within certain geographic area to aide in capital improvements on facilities inside the park which will impact overnight stays.

First investment 80/20 split between Convention Center and Cotton Bowl. \$140M to improve Cotton Bowl game day experience. When built in the 1920s, the Cotton bowl originally had 28,000 seats, it now has 92,000 seat capacity. Funds will be used to improve main concourse within the next 2 years. Groundbreaking for this work is 10:00 AM on March 28th. Mr. James invited all Advisory Board members to take part in the groundbreaking. Parks and Rec will be managing that project going forward.

Fair Park First works with both the Park and Rec Department and the Park Board to ensure all parties are engaged.

SEC new conference moving into the Cotton Bowl. The UT and University of Oklahoma game has extended their contract until 2030.

John Corona gifted the Cotton Bowl \$5M to enhance the Cotton Bowl Plaza, as well to relieve some flooding concerns.

Small

FPP will create additional 1-to-3-acre parks at primary entries of the park so the entire neighborhood can benefit from green space.

Mr. James spoke about a lot of investments coming into the neighborhood and how they look forward to working with the SDFPOF Advisory Board.

They are working with James Madison and Lincoln High. 20 students every year get paid for their time; they get real jobs. FPP takes the students on field trips to other venues, AA Center, Cowboy stadium etc. to expose them to different things.

Commissioner Sims thanked Darren James and asked about an old program that was funded by the Trust Fund which taught students how to run the Imax theater projector equipment. She wanted to know if IMAX was still functional. Mr. James indicated it is not operational at this time. His team is tasked with looking for new tenants for each of the unoccupied or underutilized spaces. There has been some interest in Science Place 1, however nothing concrete at this time.

Commissioner Marquez asked if there was feedback or data that shows barriers, for-profits run into. He asked how the Board could help Fair Park First with ensuring those in the community are patronized. He asked if Fair Park First was intentional with reinvesting locally.

Mr. James indicated Board could help by creating avenues to more funding through relationships the Board members may have.

Commissioner Okwumabua asked Mr. James, what is the best way to inform the community of job opportunities/internships other than just their website?

She asked who is responsible for the improvement of buildings in Fair Park? Mr. James indicated all buildings are still city owned, however, the city has tasked his organization to raise philanthropic funds where possible to get tenants in unoccupied spaces. He indicated there is some bond money left for safety issues at Fair Park and that the State Fair also contributes a small amount of funds for various projects.

Commissioner Peavey asked, what is the best way to get information into the hands of the people who need the money? How can the Board help Fair Park First?

Mr. James indicated that an external program director will plug the Board in to information on how to best help.

Chair Johnson asked if there a way for the Board to partner with Fair Park First to ensure interns have opportunities to learn and grow? Mr. James indicated they like to stay with 20 interns yearly so they can get ample, varied experiences on how things work.

He also asked if there was any feedback from the community on what types of businesses they would like to see in the community.

Mr. James indicated a grocery store always comes up when talking with the community.

Mr. James went on to share that \$140M of the rehabilitation dollars will go to restrooms, and concourse improvements, Chair Johnson asked that Darren James elaborate on the balance of the funds. Mr. James stated, the allocation is predicated on financial markets. He indicated that for now, this is the initial allocation. It is a 30 year maturity and final numbers are still being calculated by financial advisors and the CFO of the City of Dallas. The major renovations will focus on pushing restrooms to lower level, working on the concourse, and improving overall game day experience.

Staff update on 2024 latest NOFA release

SBC did two (2) NOFA information Sessions in March for the release of the first 2024 NOFA with 26 non-profits in attendance, partnering with the Black Chamber of Commerce. Advisory Board member Lavine came to lend support, as well as learn more about how the NOFA process works.

SBCs Human Development NOFA was released April 1, 2024 in Bonfire with deadline for submission being May 15, 2024.

Commissioner Dawkins asked about process by which we arrived at NOFA release dates. He suggested a methodology where we could arrive at an algorithm for the release dates. He suggested Board leaves that decision to staff on what fits best. We tabled it for another meeting.

Staff reiterated that Board should not speak with any applicants or concerning the live NOFA. All questions should be referred to SBC, then applicants will be sent the Bonfire link for applicants to submit questions through Bonfire.

Director Williams let Board know that there is no conversation about NOFAs until active procurement until determination has been made on who will be awarded. This is not the same date as the NOFA deadline submission, but after all applicants that reach the 80 threshold has been presented to the Board and the Board as decided those applicants move forward.

Director Williams indicated Anthony Barwick and his team is in the process of developing a Strategic Outreach Plan and presenting at the 2024 Board retreat.

Chair Johnson asked that marketing collateral be created by Program Administrator, Anthony Barwick's team. He indicated Board could get familiar now and take a deep dive during the 2024 retreat.

Opportunity Fund Budget Presentation – SBC Director, Joyce Williams

SBC Director, Joyce Williams gave current SDFPOF budget allocation numbers to date which is \$6,720,425.00. Encumbered amount to date is \$1,045,711. Actual expenditures \$924,287. Unobligated amount for this year is \$4,750,427.00 as of February 23, 2024. The goal is for 50% of those dollars to be expended this year.

Commissioner Marquez asked that Anthony Barwick send information on the numbers of those who actually applied for loans vs those who have viable applications who can begin the process.

Chair Johnson asked that next week Anthony Barwick come prepared to take a deep dive into the numbers of those who apply vs. those who get funded.

Commissioner Lavine

Asked about the process of getting items put on the agenda to discuss.

Ms. Williams informed Board that SDFPOF budget does not cover marketing. Stated they should look for creative ways on how that could get funded.

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Martiza is working on Infographics for the SBC in Spanish and English. This is paraphernalia that can be posted on social media, calendar etc.

Director Williams asked that the Board send ideas or examples of what they would like to see for the SDFPOF in the near future.

Commissioner Sims asked if it were possible to set up sub-committees around some of the items the Board would like to see.

Chair Johnson asked that Board members let him know who from the Board would like to be on sub-committees for.

1. Marketing
2. Outreach

Commissioners Lavine and Marquez volunteered.

CAOs Veronica Barbosa advised there is issue with "walking quorums". Board would need to work with the CAO prior to these sub-committees beginning to meet.

Board indicated they would liaise with the CAO regarding sub-committees prior to anyone meeting or having calls.

Commissioner Lavine asked about "current "pain points" with regard to reaching possible applicants for funding. Mr. Barwick indicated he will get staff member Mario King up to speed and he will be addressing this at the next meeting.

Update on Boards & Commissions regarding Holdover position

Board Liaison Regina Onyeibe informed the Board that she will receive information in April on those who are still considered "Holdovers". I will then let the Chair know I will be sending this information to the Board member(s) to get handled by June 30th which is the cutoff date. July 1, 2024 anyone still considered a "hold over" will no longer have a seat on the Board.

Resignations are to be addressed to the CSO's office, NOT the Chair or the Board Liaison. You should cc Chair Johnson and Board Liaison, Regina Onyeibe, as well as the Council office you represent.

Action Taken/ Motion to adjourn February 26, 2024 SDFPOF Advisory Board meeting

Motion made by: Bill Dawkins	Motion second by: Erin Peavey
Item passed unanimously: <u>X</u>	Item passed on a divided vote: _____
Item failed unanimously:	Item failed on a divided vote: _____

Meeting Adjourned: 7:30 PM

Leander Johnson

Approved, Leander Johnson - Chair