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CITY SECRETARY
DALLAS, TEXAS

City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Public Notice

210172

POSTED CITY SECRETARY
DALLAS, TX



Quality of Life, Arts and Culture Committee

February 23, 2021

9:00 AM

The Quality of Life, Arts & Culture Committee meeting will be held by videoconference. The meeting will be broadcast live on Spectrum Cable Channel 95 and online at [bit.ly/cityofdallastv](https://cityofdallas.tv).

The public may also listen to the meeting as an attendee at the following videoconference link: <https://dallascityhall.webex.com/dallascityhall/onstage/g.phpMTID=e9deef45cebba01504ad7c59e5879e8cc>

2021 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
ECONOMIC DEVELOPMENT Atkins (C), Blewett (VC), Gates, McGough, Narvaez, Resendez, West	ENVIRONMENT AND SUSTAINABILITY Narvaez (C), West (VC), Atkins, Blackmon, Gates
GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT Mendelsohn (C), Gates (VC), Bazaldua, McGough, Thomas	HOUSING AND HOMELESSNESS SOLUTIONS We, Thomas (C), Mendelsohn (VC), Arnold, Blackmon, Kleinman, Resendez, West
PUBLIC SAFETY Gates (C), Kleinman (VC), Arnold, Bazaldua, Blewett, McGough, Medrano, Mendelsohn, Thomas	QUALITY OF LIFE, ARTS, AND CULTURE Medrano (C), Atkins (VC), Arnold, Blewett, Narvaez
TRANSPORTATION AND INFRASTRUCTURE McGough (C), Medrano (VC), Atkins, Bazaldua, Kleinman, Mendelsohn, West	WORKFORCE, EDUCATION, AND EQUITY Thomas (C), Resendez (VC), Blackmon, Kleinman, Medrano
AD HOC JUDICIAL NOMINATING COMMITTEE McGough (C), Blewett, Mendelsohn, Narvaez, West	AD HOC LEGISLATIVE AFFAIRS Kleinman(C), Mendelsohn (VC), Atkins, Gates, McGough
AD HOC COMMITTEE ON COVID-19 RECOVERY AND ASSISTANCE Thomas (C), Atkins, Blewett, Gates, Mendelsohn, Narvaez, Resendez	

(C) – Chair, (VC) – Vice Chair

Note: A quorum of the Dallas City Council may attend this Council Committee meeting.

Call to Order**MINUTES**

- A. [21-304](#) Approval of the January 19, 2021 Minutes

Attachments: [Minutes](#)

BRIEFING MEMORANDUM

- B. [21-306](#) Fair Park Multimedia Center Update
 [Catherine Cuellar, Director, Communications, Outreach & Marketing]

Attachments: [Memorandum](#)

EXECUTIVE SESSION

- C. [21-307](#) Legal issues regarding regulation of Short-Term Rentals (STRs) (Sec.
 551.071 T.O.M.A.)

ADJOURNMENT

EXECUTIVE SESSION NOTICE

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

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]
6. 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]



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Agenda Information Sheet

File #: 21-304

Item #: A.

Approval of the January 19, 2021 Minutes

Quality of Life, Arts & Culture Committee Meeting Record

The Quality of Life, Arts & Culture Committee meetings are recorded. Agenda materials are available online at
www.dallascityhall.com.

Meeting Date: January 19, 2021

Convened: 9:04 a.m.

Adjourned: 10:21 a.m.

Committee Members Present:

Adam Medrano, Mayor Pro Tem, Chair
Tennell Atkins, Vice Chair
Carolyn Arnold
David Blewett
Omar Narvaez

Committee Members Absent:

Other Council Members Present:

Paula Blackmon
DMPT Adam B. McGough
Chad West

Presenters:

Anna Holmes, City Attorney's Office
Jill Haning, City Attorney's Office
Carl Simpson, Director, Code Compliance
Joey Zapata, Assistant City Manager

AGENDA

Call to Order (9:04 a.m.)

A. Approval of the November 16, 2020 Meeting Minutes

Presenter(s): Adam Medrano, Mayor Pro Tem Adam, Chair

Action Taken/Committee Recommendation(s): A motion was made to approve the minutes for the November 16, 2020 Quality of Life, Arts & Culture Committee meeting.

Motion made by: Omar Narvaez
Item passed unanimously: X
Item failed unanimously:

Motion seconded by: Tennell Atkins
Item passed on a divided vote:
Item failed on a divided vote:

B. Special Recognition for Kate Bouchillon

Presenter(s): Chad West, Councilmember

Action Taken/Committee Recommendation(s): Recognition for her work on the I-30 and Sylvan beautification project.

Motion made by:
Item passed unanimously:
Item failed unanimously:

Motion seconded by:
Item passed on a divided vote:
Item failed on a divided vote:

C. Short-Term Rentals (STR) Task Force Recommendations

Presenter(s): Joey Zapata, Assistant City Manager; Carl Simpson, Director, Code Compliance; Anna Holmes, City Attorney's Office; Jill Haning, City Attorney's Office

Action Taken/Committee Recommendation(s): The Committee discussed: The City's response to "party houses". Tenant's responsibility on complaints. Legal risks of banning STR's. Percentage of STR's causing issues. Individual Council District meetings to receive public input from residents. Hotel Occupancy Tax (HOT) collections from STR's and zoning issues for STR's. Distinction between tax code and zoning.

Motion made by:

Item passed unanimously:

Item failed unanimously:

Motion seconded by:

Item passed on a divided vote:

Item failed on a divided vote:

D. Briefing Memorandum: Project Update for Memorial to Victims of Racial Violence

Presenter(s): Joey Zapata, Assistant City Manager

Action Taken/Committee Recommendation(s): The Committee discussed: The procurement process for the artist and site. Timeline for the project.

Motion made by:

Item passed unanimously:

Item failed unanimously:

Motion seconded by:

Item passed on a divided vote:

Item failed on a divided vote:

E. Action Item: Consideration of a resolution requesting the Board of Adjustment to authorize compliance proceedings for Bar 3606 located at 3606 Greenville Avenue, Ste. B, Dallas, Texas

Presenter(s):

Action Taken/Committee Recommendation(s): The Committee discussed:

Motion made by: Tennell Atkins

Item passed unanimously: X

Item failed unanimously:

Motion seconded by: Omar Narvaez

Item passed on a divided vote:

Item failed on a divided vote:

F. Action Item: Consideration of a resolution requesting the Board of Adjustment to authorize compliance proceedings for Big D Cut Rate Beer and Wine located at 1405 Martin Luther King, Jr. Boulevard, Dallas, Texas

Presenter(s):

Action Taken/Committee Recommendation(s): The Committee discussed:

Motion made by: Omar Narvaez

Item passed unanimously: X

Item failed unanimously:

Motion seconded by: David Blewett

Item passed on a divided vote:

Item failed on a divided vote:

G. Action Item: Consideration of a resolution requesting the Board of Adjustment to authorize compliance proceedings for Good Price Beverages located at 1519 Martin Luther King, Jr. Boulevard, Dallas, Texas

Presenter(s):

Action Taken/Committee Recommendation(s): The Committee discussed:

Motion made by: Omar Narvaez

Item passed unanimously: X

Item failed unanimously:

Motion seconded by: Tennell Atkins

Item passed on a divided vote:

Item failed on a divided vote:

Adjourn (10:21 a.m.)

APPROVED BY:

ATTESTED BY:

Adam Medrano, Chair
Quality of Life, Arts & Culture Committee

Juan Garcia, Coordinator
Quality of Life, Arts & Culture Committee



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Agenda Information Sheet

File #: 21-306

Item #: B.

Fair Park Multimedia Center Update

[Catherine Cuellar, Director, Communications, Outreach & Marketing]

Memorandum



CITY OF DALLAS

DATE February 19, 2021

TO Honorable Members of the Quality of Life, Arts & Culture Committee

SUBJECT **Fair Park Multimedia Center Update**

The purpose of this memo is to update the Committee on Fair Park Multimedia Center (FPMC).

Recent Activity

Since our last briefing on September 17, 2020, several projects were completed with the aid of FPMC's facilities, including:

- 1) MLK Jr. Celebration Week Awards & Scholarship Gala
- 2) Bilingual (Spanish) voiceover recording for internal employee training videos
- 3) *Conversations 2020* miniseries with Office of Community Police Oversight & Community Police Oversight Board
- 4) *Stay on Guard, Dallas* COVID-19 PSAs in both English and Spanish
- 5) Fire-safety messages from Dallas Fire-Rescue's Chief Artis
- 6) Virtual dedication of Office of Arts & Culture's Kiest Park public art installation honoring Stevie Ray & Jimmie Vaughan

Communications, Outreach and Marketing (COM) also tentatively has an Office of Arts & Culture (OAC)-funded performing arts organization which is housed in and performs at City-owned facilities scheduled to pilot use of the FPMC for content recording in mid-March.

The FPMC has shared generator power with WRR throughout the February 2021 emergency weather conditions to maintain the facility without incident.

The Dallas Apprenticeship Program with two apprentices from the Dallas College PTECH program (seniors at Dallas ISD's Thomas Jefferson High School) delayed its launch to the week of Feb. 22, weather permitting. The paid apprentices will begin their program of study virtually but will also have hands-on production experience using FPMC equipment.

Plans are also currently underway to use the FPMC to record performances for the broadcast of the City Council Inauguration on June 14.

Update on Equipment Buildout RFCSP

Proposals for the capital acquisition and integration of equipment to fully outfit FPMC were due on February 5. Four proposals were submitted by Beck TV, Digital Resources Inc., TM Television, and Puro Pintor LLC. Evaluation of the submitted proposals is currently in-progress and will be completed after proposer presentations, which are tentatively scheduled for the week of

DATE February 19, 2021
SUBJECT **Fair Park Multimedia Center Update**

February, 22. COM still anticipates the FPMC to be complete, open, and fully operational for the creation and broadcast of original content by the end of fiscal year 2021.

Metrics

Content produced at FPMC has been viewed over 8,500 times for a total of 226.4 hours.

Figure 1 – *OCPO & CPOB Conversations 2020*



Figure 2 – *Demond Fernandez & Tashara Parker, MCs for MLK Jr. Community Center Scholarship & Awards Gala*



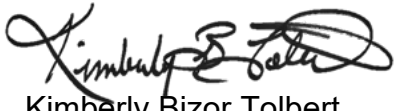
Figure 3 – *Dallas Fire-Rescue Chief Dominique Artis on Holiday Fire Safety*



Figure 4 – *Dallas Mavericks CEO Cynt Marshall delivering her keynote for the MLK Jr. Community Center Scholarship & Awards Gala*



DATE February 19, 2021
SUBJECT **Fair Park Multimedia Center Update**



Kimberly Bizzor Tolbert
Chief of Staff to the City Manager

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors



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Agenda Information Sheet

File #: 21-307

Item #: C.

Legal issues regarding regulation of Short-Term Rentals (STRs) (Sec. 551.071 T.O.M.A.)