



**Board of Directors Meeting  
May 13, 2025, 12:00 p.m.  
Downtown Dallas Inc**

**In Attendance:** Brian Bergersen, Laura Crawford, Larry Daniels(virtual), Mattia Flabiano III, Jim Greer, Ted Hamilton, Susan Harris, Amy Lewis Hofland, Todd Howard, Steve Hulsey, Arthur Santa-Maria, Katy Murray, Michael Peterson (virtual), Billy Prewitt, Matt Renna, Sana Sayed, Josh Shane, Bradford Williams, Michael Tregoning

**Absent:** Colin Fitzgibbons and Suzan Kedron

**Staff in Attendance:** Jennifer Scripps, Amy Tharp, Gary Johnson, Shalissa Perry, Larry Gordon, Michael Graham, Evan Sheets, Monica Gonzalez, Mike Hunter, David Davis and Paulette Cherubin

Ms. Murray called the meeting to order at 11:51 AM and introduced the New Board of Governors. Ms. Murray asked if the Board had any questions on the Minutes and Financials. Approved by Mr. Peterson, second by Ms. Lewis-Hofland, and the board unanimously approved.

Ms. Tharp provided an update on the 1-cent investment initially approved by the Board last year to support tree planting and median enhancements, which are currently underway. She proposed continuing the 1-cent assessment (keeping the rate at 13.9 cents) for another year to support additional public space improvements in anticipation of the upcoming FIFA event. She also requested approval to allocate \$100K from the membership cash surplus toward the Safe in the City campaign and up to \$200K for FIFA-related public improvements, with total funding drawn from reserves and surplus cash.

Ms. Murray asked the team to provide the Board with what exactly the funds will be used for specifically, so they have an overview. Ms. Tharp stated that Ms. Perry will discuss some of the funds that will be allocated.

Ms. Perry provided an update on Downtown Dallas' ongoing preparations for FIFA World Cup 2026, including participation in key committees focused on public safety, human rights, sustainability, and marketing. DDI is leading coordination with adjacent neighborhoods and working closely with Visit Dallas, the City of Dallas, and stakeholders to identify and prioritize infrastructure improvements such as streetscapes, transit, wayfinding, and ADA accessibility. Potential projects include intersection and crosswalk enhancements, lighting upgrades, sidewalk appeal initiatives, and public art installations, with estimated costs totaling over \$700,000.

Ms. Scripps shared highlights from the April monthly reports, including the successful Downtown Public Safety Meeting, where Major John Madison was introduced as the new Downtown Commander and recognized for his strong engagement with the DDI team, emphasizing that DPD's recent investments are making an impact. She also noted the unveiling of the official FIFA 2026 poster, a major visual initiative to build local and visitor awareness across host cities.



Additionally, she reported that the City of Dallas has officially purchased the former Dallas Morning News site to support the future redevelopment of the Convention Center.

Mr. Gordon shared that overall crime Downtown is down 29.3% year-to-date, with 207 fewer victims, driven primarily by reductions in non-violent offenses, while violent crime rose slightly by two incidents. Dallas Police Downtown staffing has increased to 98 officers, with plans to grow to 130 by mid-summer, and efforts like the Street-to-Home initiative have housed 170 individuals since July, aiming for 250 by mid-May. Additional public safety strategies include a new Downtown law enforcement command center, expansion of the community court model to better serve the unsheltered population, and the launch of a public awareness campaign, all supported by increased coordination between city agencies and private partners.

Mr. Sheets provided a legislative update outlining DDI's priorities for the 89th Legislative Session, which include support for economic development incentives, public safety funding, homelessness services, mixed-income housing, infrastructure investments, and workforce development. She highlighted key legislation advancing through committees, such as bills related to film production incentives, crisis service models for homelessness and mental health, zoning for office-to-residential conversions, and school choice vouchers. Additionally, DDI is closely monitoring PID-related legislation, with Ms. Scripps and other PID representatives and partner entities testifying before the Senate Local Government Committee and is currently tracking approximately 130 bills in total.

Ms. Scripps provided updates from City Hall, including the May 14th approval of the new Fire Station No. 18 funded by the Downtown Connection TIF, upcoming Council hearings on parking reform and the convention center, and digital kiosk vendor selection set for May 28th. She shared the results of the recent City Council elections, with runoff elections scheduled for June 5th and full inauguration on June 16th. In her market update, she noted a decline in office leasing activity for 2025 compared to 2024, highlighted major leases including HNTB at Ross Tower, and announced upcoming events such as the Downtown Public Safety VIP Reception, PID Ratepayer Meeting, and the State of Downtown scheduled for October 29, 2025.

Ms. Murray held an Executive Session, and the meeting adjourned at 1:30pm

**Minutes prepared by Paulette Cherubin.**