



**Board of Directors Meeting
March 10, 2026, 12:00 p.m.
Downtown Dallas Inc.**

In Attendance: Laura Crawford, Larry Daniels (virtual), Mattia Flabiano III (virtual), Susan Harris (virtual), Amy Lewis Hofland, Todd Howard, Suzan Kedron, Chris Kleinert, Michael Peterson, Billy Prewitt, Matt Renna, Arthur Santa-Maria, Josh Shane, Sana Sayed, Michael Tregoning, Gary Tress, Sam Tucker, Ray Washburne, Bradford Williams and Lindsay Wilson.

Absent: Brian Bergersen

Guest: Charles Elk, Oncor

Staff in Attendance: Jennifer Scripps, Amy Tharp, Larry Gordon, Mike Hunter, Shalissa Perry, Evan Sheets and Paulette Cherubin.

Call to Order

With a quorum present, Chair Amy Lewis Hofland called the meeting to order at 11:58 a.m.

Consent Agenda Items – Administration (A-D)

Ms. Hofland called for a motion to approve the voting items as presented on the agenda, including approval of the meeting minutes, financials, the appointment of Charles Elk to the Board of Directors, and the slate of new Governors. Mr. Howard moved, and Ms. Harris seconded. The motion carried unanimously.

FIFA Preparation Updates, Shalissa Perry, Chief Experience Officer, Mike Hunter, Chief of Parks & Public Space, Larry Gordon, Chief of Public Safety & Field Operations

Ms. Perry provided an update on FIFA World Cup 2026 planning, including the announcement of nine matches at Dallas Stadium and The Adolphus as the official team hotel. She also shared updates on the fan festival, DART transportation plans, DDI preparation projects along Main and Akard Streets, activation priorities, and a draft framework for Main Street parking. Ms. Perry noted ongoing efforts to secure partners and sponsorships.

Mr. Hunter provided an update on Downtown improvements, including project tracking, sidewalk enhancements, and other general improvements.

Mr. Gordon discussed public safety planning for the 2026 FIFA World Cup, including law enforcement preparations, crowd management, drone and airspace security, multi-



agency coordination, emergency services readiness, VIP protection, and geopolitical monitoring.

Ms. Perry concluded with an overview of the FIFA calendar and key events.

City Hall, 2026 Downtown Plan and Work Ahead, Jennifer Scripps, President & CEO, Evan Sheets, VP, Planning & Policy

Ms. Scripps and Mr. Sheets provided a City Hall update, noting that on March 4, the City Council passed a resolution to advance both renovation and relocation options for Dallas City Hall. Key milestones included completion of a comprehensive facility assessment led by the EDC, identification of approximately \$1.14 billion in potential repair and renovation costs, strong market response with competitive proposals for alternative locations, and initial efforts to assess economic opportunities for the current City Hall site.

Ms. Scripps and Mr. Sheets also presented an overview of Downtown 2026 planning efforts. She noted that MIG has been engaged to support a rapid visioning process focused on delivering 5–10 priority “Big Moves” to position Downtown for long-term success within a condensed six-month timeline. The process will include broad stakeholder engagement, leveraging local expertise, and deeper involvement from the DDI Board and Downtown property owners. The final deliverable is anticipated to be presented at the State of Downtown in September 2026.

Ms. Scripps outlined next steps, including finalizing scope and deliverables with MIG based on Board feedback, confirming workshop dates and timelines, identifying key stakeholders, and continuing coordination with City staff and elected officials.

Ms. Scripps presented the following action items for Board consideration

Downtown 2026 Planning Effort

Move that up to \$150K from Membership Cash Surplus funding is approved for the proposed MIG study on Downtown planning.

Downtown Parks Government Relations Support

Move that \$50K is approved from Membership Cash Surplus towards the proposed \$100K contract with Allyn Media for consulting work with the Park Board and staff, with the remaining \$50K funded by PID Parks budget line item.

Ms. Hofland called for a motion to approve up to \$150,000 from Membership Cash Surplus for the Downtown 2026 Planning Effort (MIG study). Mr. Todd moved, and Ms. Harris seconded. The motion carried.



Ms. Hofland called for a motion to approve \$50,000 from Membership Cash Surplus for Downtown Parks Government Relations Support, to be applied toward the \$100,000 contract with Allyn Media, with the remaining \$50,000 funded through the PID Parks budget line item. Mr. Howard moved, and Ms. Crawford seconded. The motion carried.

President's Report, Jennifer Scripps

Ms. Scripps provided a brief State of the Market update, noting increased leasing activity year-to-date and highlighting several significant leases.

Ms. Scripps also shared Public Safety updates, including a reported decrease in CBD crime attributed to the establishment of a dedicated Downtown police division, as well as operational enhancements such as UTV deployment and expanded foot patrols. The report concluded with highlights of upcoming DDI events.

Adjournment

Mr. Hofland adjourned the meeting at 1:22 p.m.

Minutes prepared by Paulette Cherubin.