Board of Directors Meeting
July 21, 2026, 12:00 p.m.
Microsoft Teams
(Virtual)

Members Present: Brian Bergersen, Laura Crawford, Larry Daniels, Charles Elk, Mattia Flabiano III, Amy Lewis Hofland, Todd Howard, Chris Kleinert, Michael Peterson, Billy Prewitt, Arthur Santa-Maria, Sana Sayed, Michael Tregoning, Gary Tress, Sam Tucker, Bradford Williams and Lindsay Wilson.

Members Absent: Susan Harris, Suzan Kedron, Matt Renna, Josh Shane, and Ray Washburne.

Guests Present: Scott Goldstein (Goldham Group); Chris Beynon and Marcia Boyle (MIG).

Staff Present: Paulette Cherubin, Matt Murrah, Shalissa Perry, Jennifer Scripps, Evan Sheets, and Amy Tharp.

Call to Order
With a quorum present, the meeting was called to order at 12:02 p.m. by Chair Amy Lewis Hofland.

Action Items – Administration (A-E)
Ms. Lewis Hofland presented Action Items A–E for consideration, including approval of the May 19, 2026, Board of Directors meeting minutes; the amended November 18, 2025, Executive Session minutes; acceptance of the June 2026 financial statements; approval of the Brigade Contract; and approval of the appointments of Eduardo Castaneda (Arcadis, Associate Principal), Greg Bibb (Dallas Wings, CEO), Marisol Lopez (Hall Arts Hotel, Director of Sales & Catering), Ed McGonigle (The Beck Group, Principal Architect), Abby Swink (PlainsCapital Bank, Senior Vice President), and William Munck (Munck Wilson Mandala, Global Managing Partner) to the Board of Governors**.** Ms. Wilson moved to approve the action items as presented. Mr. Howard seconded the motion, and the motion carried unanimously.

June Monthly Report, Jennifer Scripps, President & CEO
Ms. Scripps provided an update on Downtown Dallas, Inc.'s strategic planning initiative, noting that the organization has been working diligently to advance the plan, which has been rebranded from "Big Moves" to "Big Ideas, Bold Action" following stakeholder feedback for greater clarity. She thanked MIG for leading the strategic planning process and expressed appreciation to Board members Todd, Lindsay, Josh, and several of their

firms for hosting tables and facilitating the June 2 community workshop. Ms. Scripps also highlighted the success of the Dallas Pride Parade weekend, during which DDI parks, including Main Street Garden, Harwood Park, and Pacific Plaza, hosted three daytime festivals that attracted nearly 30,000 attendees. The Dallas Sunset Pride Parade drew an estimated 52,000 attendees along the Main Street corridor. She concluded with updates on DDI's activation efforts, including the launch of Better Block and Social Saturdays in June, as well as the implementation of the Seasonal Ambassador program to support downtown activation and visitor engagement.

FIFA Recap: Early Insights & Key Takeaways, Shalissa Perry, Chief Experience Officer
Ms. Perry shared a video highlighting Downtown Dallas activation and provided an update on DDI-led improvements, including lighting, greening, wayfinding, placemaking, staffing enhancements, and the completion of 79 projects funded in part by the 2026 special $0.01 assessment. She showcased before-and-after improvements throughout downtown and highlighted activation efforts such as Better Block, Main Street Social Saturdays, the Pegasus Plaza Chill Zone, public art installations, and the Seasonal Ambassador Program. Ms. Perry also shared positive community feedback from Activate Main Street, noting strong support for a more pedestrian-friendly Main Street and increased downtown visitation, while reporting positive business impacts during the FIFA Club World Cup. She concluded by acknowledging challenges related to street closures, extreme heat, quality-of-life concerns, and public safety incidents, and thanked the Dallas Police Department for its response.

2026 Downtown Dallas Big Ideas Initiative – Chris Beynon, Vice President, MIG, and Marcia Boyle, Project Manager, MIG
Mr. Beynon**,** Managing Principal with MIG, presented an overview of the Downtown Dallas Big Ideas initiative, summarizing key themes from the June Big Moves Workshop and outlining a long-term vision to reposition Downtown Dallas through bold, transformational strategies. He discussed three primary focus areas: Reinvest in the Core**,** Reconnect the Neighborhoods, and Reinvigorate the Human Experience**,** with strategies that include expanding housing opportunities, addressing office vacancies, repositioning the AT&T campus, improving transit connectivity and walkability, strengthening neighborhood connections, enhancing public spaces, and creating a vibrant mixed-use downtown environment. Mr. Beynon emphasized that these initiatives are intended to leverage public and private investment, establish measurable goals, and serve as the foundation for future implementation. He concluded by outlining next steps, including further refinement of the strategies and presentation of the Big Ideas to the community at the August 18 public engagement event, followed by a discussion and feedback from the Board.

City Hall Updates, Evan Sheets, VP, Planning & Policy
Mr. Sheets provided an update on the City of Dallas budget process, noting the City is addressing a current-year budget shortfall through cost-saving measures while preparing for a projected FY 2026–27 General Fund gap driven by reduced sales tax revenue, increased pension obligations, public safety hiring, and employee compensation costs. He explained that departments have been asked to identify budget reductions; partnerships and stipends are under review and outlined the timeline for budget adoption. Mr. Sheets also reviewed the City's proposed bond package, including funding for police and fire pension obligations and public safety facilities, with a potential November bond election pending Council action. He concluded with an update on the City Hall relocation process, noting the City Council's decision to reject the building repair option and authorize due diligence on potential relocation sites, with a final recommendation anticipated following the July Council recess.

President's Report, Jennifer Scripps
Ms. Scripps provided a State of the Market update, reporting increased leasing activity through mid-July, highlighting several significant office leases, and discussing major economic development initiatives, including Morgan Stanley's proposed expansion at Fountain Place. She also shared updates on advocacy and communications efforts, including crisis communications training, strategic messaging for downtown parks, and upcoming park initiatives. Ms. Scripps reviewed progress on the PID renewal process, including outreach to City and County leaders, stakeholder engagement, and the timeline for service plan approval and petition circulation. She concluded with a public safety update, noting that overall crime in the Central Business District continues to trend downward despite a recent increase in homeless-on-homeless assaults, and emphasized DDI's ongoing coordination with the Dallas Police Department, Housing Forward, DART, and other partners to address homelessness and public safety. She also highlighted upcoming DDI events, including the 2026 State of Downtown**,** scheduled for Wednesday, September 30, 2026, at the Fashion Industry Gallery.

Executive Session
Chair Amy Lewis Hofland announced that no Executive Session was necessary.

Adjournment
There being no further business, the meeting was adjourned at 1:36 p.m.

Minutes prepared by Paulette Cherubin.

Next Meeting: Tuesday, September 15, 2026, Downtown Dallas, Inc.