

Mayor's Southern Dallas Task Force

February 19, 2009 – 4:30 p.m.

Area 10 Southwest Oak Cliff / Redbird

In Attendance:

John Johnson
Alex Johnson
Sophia Dembling
Tim Glass
Shilpa Ravande
Terrance Maiden
Edna Pemberton
Bryan Carter
Lee McKinney
Perry Johnson
Al Bryant
Tennell Atkins
Jeff Hurst
Clay Allard
Eli Davis
Sue Hounsel
Vonciel Jones Hill
Sydnee Freeman
Staci Thetford
Darren James

- I. Meeting called to order at 4:33 p.m.
- II. Minutes from 1/22/09 meeting were approved with no changes.
- III. Group discussion regarding under-performing, recognized, and exemplary rated schools was led by Perry Johnson.
 - a. Team members were provided with a list of the schools located within Area 10 in each of the three categories listed above.
- IV. An Area 10 Businesses/Resources Grid was prepared for the group by Al Bryant. Al Bryant along with Perry Johnson led discussions detailing the businesses, churches, malls, schools, hospitals, and other key interest areas which were detailed on the map. The map along with further discussion was used to generate ideas.

- V. Group discussion was used to help generate ideas for the short-term deliverable which can be taken to the Mayor and City Council.
 - a. The implementable deliverable idea has to be presented in May 2009.
 - i. Short-Term Deliverables under discussion and research:
 1. Signage / Maintenance
 2. Beautification
 3. Trash Attack
 4. Development Plan
 5. Expand Watch Groups

- VI. Update on Southwest Center Mall
 - a. CM Tennell Atkins gave an overview/update of Southwest Center Mall. Mr. Atkins discussed a number of issues as well as recent developments related to the SW Center mall.
 - i. Various problems with 34 landlords
 - ii. A land use study was never done for the area
 - iii. Problems with aesthetics of the mall
 - iv. Signage/Marking issues with SW Center Mall
 - v. Logistics of entering the mall
 - vi. Transportations to/from the mall
 - b. Mr. Atkins informed the group of upcoming meetings with developers who are looking into developing the area. Additionally, a land use study has already been requested and is currently in the RFP stage. Mr. Atkins believes that the "façade and approach" have to change for the success of the SW Center mall. CM Atkins and CM Hill are working together to further the ideas/initiatives of the MSDTF Area 10 group.

- VII. Recent Developments
 - a. Trash Attack
 - i. CM Vonciel Hill has enlisted the help of Clay Allard to have ten people from ten churches commit their time for the next Trash Attack (April 18th).
 - b. Selected Area 10 task force members are set to meet with our TxDOT representative, Bill Hale. The meeting with Mr. Hale will focus on the signage/markings for the SW Center Mall.

- VIII. Subsequent meeting time was set.
 - a. The next meeting will take place **March 26th 2009 – 4:30 p.m.**

- IX. Meeting adjourned at 6:14 p.m.