

**Mayor's Southern Dallas Task Force  
Area Two Meeting  
January 13, 2009  
Meeting Summary**

The Mayor's Southern Dallas Task Force, Area Two Committee, met on Tuesday, January 13, 2009, at 4:00 p.m. at Dallas City Hall, 1500 Marilla Street, in the South Side Cafeteria on the 7<sup>th</sup> Floor.

Committee members in attendance: Chair Ken Benson, Vice Chair Nancy Bingham, Soyini Waltin Dube, Coen Enright, Thomas E. Hendricks, Timothy Lynch, Linda Tomlinson, and Theodore "Bear" Wojtowicz.

Committee members not in attendance: Michael Blackmon, Derwin Broughton, Fatina Ashley Ekwenugo, Mamie J. Fletcher, Dillie Johnson, Laurie Larrea, Albert Martin, Leonard Olele, LaQuitha Richards, James Richardson, Vaughn Thompson, and Wally Welch.

City of Dallas staff members in attendance: Shenika Brooks, Katina Johnson, Cory Morgan, Ron Patterson, Jared White, and Joey Zapata.

**Welcome**

Ken Benson introduced himself and welcomed everyone to the meeting. He introduced Nancy Bingham as the Co-chair of the committee. He briefly reviewed the agenda as distributed.

**Short Introductions**

Each attendee briefly introduced themselves by name, work, and area of residence.

**Review of Activities: Ron Patterson**

Ron Patterson thanked committee members for being part of the effort to come up with a plan to redevelop the Southern sector. Some have questioned if this is a duplication of previous efforts. The difference this time is that Councilman Tennell Atkins and Mayor Tom Leppert are committed to finding a solution and have pledged their support to help implement the findings of the area groups.

The committees are charged with coming up with some implementable deliverables. They are looking for ideas, suggestions and methods of making the community reach its fullest potential. He asked the group to focus on things that can be eliminated. The focus can also be on education, health, crime. It's a great opportunity to prioritize the things that the City needs to focus on doing.

In addition to the 10 Area committees, three special groups will work with all the committees on the projects they come up with. Those groups are finance and funding, special economic development project, and small business. Ron cautioned the committee not to focus on huge projects unless they can be delivered in a short period of time.

**Longer Introductions by Committee Members**

Committee members were asked to provide their professional and civic experience; what skills they bring to the committee; why they volunteered for the Southern Dallas Task Force; and what they would like to see accomplished.

**Ken Benson** – Executive Director of the Dallas Breakfast Group, an organization of high-level business executives in Dallas who get involved in non-partisan local races for the Dallas City Council, Dallas ISD, and Dallas County Community College District. He also runs a public affairs practice assisting groups such as the Hotel Association with public policy issues. He's

lived in Dallas for 30 years, graduated from SMU and University of Southern California. His goal is to build on the plans already developed to come up with 3 to 4 really good ideas that can be implemented.

**Nancy Bingham** – serving her fifth year as a trustee on the Dallas Independent School District. She lives in Area Two and retired after 32 years of teaching school. She has served on 4-5 land use studies in the general Area Two area. When the Kleberg area was annexed to the City in the late 1970s, Ms. Bingham made sure city services were delivered in the area. Her work in the area gives her insights into its long history, what is already in the area, and what the needs are. Because of its location near I-20 and I-75 close to the inland port, there is a lot of potential for the area.

**Ron Patterson** – Senior Coordinator of the Office of Economic Development and one of the lead coordinators on this project for Council member Atkins. He has been with the City of Dallas for three years and before that spent 30 years as a commercial banker in Dallas.

**Soyini Waltin Dube** – Works as an engineer for Frito Lay in Plano. She is a graduate of University of Pennsylvania. She has experience with equipment and building engineering and project management. She moved from New York to Dallas a year ago. Sandra Lohr told her about the community and she thought it would have a huge impact.

**Bill Freeman** – a resident of the Kleberg area, he participated in the last two land use studies. He is a business owner of the oldest marble company in North Texas. He has advanced degrees in criminal justice and corrections and organizational psychology. He's been watching growth in the surrounding communities and wants the City to be assertive about bringing in services and resources to develop the area.

**Vocive Fasauee** – staff member with the Office of Economic Development. Her time was volunteered by the City. Her areas of expertise are developing financing options and TIFs. She currently monitors 3 TIF districts. She will provide expertise and guidance in these areas.

**Linda Tomlinson** – works with a Hawaii-based group who own four buildings in the West End. She manages cash flow for this small company with 28 employees. She's been on the Board of the West End Association and met Sandra during the Trinity Festival.

**Timothy Lynch** – business development consultant for WorkForce Solutions. His background is in organizational development. He is trained in visional leadership and strategic planning. He's been in Dallas for 12 years and is originally from Virginia. He wants the City to build on current studies, not reinvent the wheel. He wasn't sure how he got on this committee, but he transacts with 200-300 businesses a month.

**Kenneth Gwyn** – with the Office of Strategic Customer Services, was representing Katina Johnson, who was assigned to this committee. With 25 years at the City of Dallas, from Director of Aviation to Human Resources for 10 years. As assistant to Mayor Starke Taylor, he led one of the first economic development studies. As Director of Strategic Customer Services, he assigns service area coordinators. He will contribute how to bring about change from the City perspective and is sitting in on a number of the meetings.

**Tom Hendricks** – lived in Dallas for 30 years. He has broad industrial experience and came to Dallas in 1986 with LTV. He also spent 6 years in banks on asset management and litigation training and has been active with homeowner and condo associations. Action oriented in

finding multiple solutions to problems including research and decision making. He volunteered for the committee and has studied growth directions in Dallas. He sees this as an opportunity to do it right in developing the area to benefit people. Mr. Benson had already received a 2-page memo from Mr. Hendricks and promised to forward it to the committee members.

**Jared White** – City of Dallas in master planning and master development. He was asked to sit in on the Area 2 committee. He's been with the City for three years and trained as planner of parks including grant writing. He was previously with the transportation department of NCTCOG. His experience includes park and pedestrian planning—getting people to walk and ride more, with a goal of creating developments with public areas that work for people. BA from Texas A & M with environmental emphasis. He lived in Richardson for 20 years, in Dallas for the last nine years, including the last five years in downtown Dallas. Least familiar with this area but excited about being able to encourage development in the area and getting parkland set aside up front.

**Coen Enright** – business owner with electrical and satellite communications since 1991. Lived in Dallas since 1991 and was invited to participate by Nancy Bingham. He has served on several land use studies in the Kleberg area. Company does commercial satellite for ABC and CBS networks. His experience is in engineering and project management and is currently working to get ABC on HD for February 17. Interested in trying to make the community grow.

**Bear Wojtowicz** – lived in area since 1981. As a retired utility contractor, he has served on a lot of the land use studies and has lots of free time. He was invited by Nancy Bingham to help. He's been involved with homeowner associations including Committee for the Betterment of Far Southeast Dallas, which meets with developers to keep standards high. The area has too many trailer houses and doesn't need more affordable housing, but nicer developments are lacking.

**Shenika Brooks** – a management development associate in the City Manager's office, she was asked to be the scribe for this meeting.

### **Discussion by Committee on Activities and Objectives**

For the discussion, Mr. Benson relayed the guidelines proposed by City staff, which are:

- to discuss causes before solutions
- review the strengths and weaknesses of Area 2,
- what presents the most challenges,
- to keep a focus on short term and re-development,
- to leave the meeting with three to four good ideas that can be implemented within six months and within two years.

Points of discussion:

- Businesses won't bring development to the area because housing numbers are too low.
- There are thousands of trailer houses in the area, but their rooftops don't count.
- There is almost no commercial development, no grocery stores, etc.
- Area is not in any TIF or grant areas.
- Kleberg was a town which goes back to the 1800s before it was annexed by Dallas.
- Area has identity issues and needs an advocate.
- It is a low income area, 50% of residents haven't graduated from high school.
- Median income is less than \$20,000.

- Code enforcement is an issue, in particular animal control.
- There are large tracts of undeveloped land in prime locations on major highways.
- The area will be close to the inland port facilities.
- Suggestion made to ask City for \$25,000 to hire consultants to come up with a marketing package for Kleberg—to market Kleberg as a destination for investment.

At the conclusion of discussion, a short-term goal was proposed to get the business owners in the area together to discuss forming a business association; a suggested name was Kleberg Business Association.

Katina Johnson will coordinate invitations for appropriate city staff for the next meeting to include Code Enforcement and Planning or Economic Development Departments.

### **Assign Homework**

For the next meeting, committee members volunteered to read and summarize for the Committee the following studies:

- I-20 Community Plan – Nancy Bingham;
- Forward Dallas – Tim Lynch; and
- East Kleberg Community Plan – Linda Tomlinson.

In addition, all committee members were asked to read the West Kleberg Community Plan in its entirety. The Plans can be found on-line at: [www.southerndallas.org](http://www.southerndallas.org).

### **Set Future Meeting Date**

For future meetings, the consensus was to have one meeting in Area 2 to invite business owners, with suggested locations at the library or recreation center. The committee also agreed to monthly meetings on the second Tuesday of each month.

It was suggested that Dr. Kerry Gordon with the Planning Department be invited to the next meeting to provide good maps of the area. Jared White also offered map services.

**The next Area Two committee meeting was set for February 10, 2009 at Dallas City Hall from 4:00 to 6:00 p.m.**

### **Adjournment**

Vice Chair Bingham thanked City staff for their participation and Chair Benson adjourned the meeting at 6:05 p.m.