



## Area 7, West Dallas Meeting Minutes

**MEETING DATE:** January 14, 2009

**LOCATION:** Los Barrios Unidos Community Clinic  
809 Singleton Blvd., Dallas, Texas 75212

**MEMBERS ATTENDING:**

<i>Chair:</i> John Cappello	Norman Henry
<i>Vice Chair:</i> Butch McGregor	Ana Maria Narro
Lisa Alexander	Regina Nippert
Joleen Bagwell	Leonor Marquez
Herlinda Bonilla	Erma Saracho
Joyce Campbell	Matt Stevens
Theresa Canales	Mark Story
Linda Gabriel	<i>City of Dallas Support Staff:</i> Kathleen Cervenka, Lee McKinney, David Whitley
Michael A. Gonzales	

**DISTRIBUTION DATE:** February 12, 2009

ITEM	DISCUSSION	ACTION
I. Introductions	The meeting began with introductions and a sign-in sheet was circulated. Members were reminded about the Southern Dallas Task Force website located at <a href="http://www.southerndallas.org">http://www.southerndallas.org</a> .	
II. Capabilities of Task Force	<ul style="list-style-type: none"> <li>• Overview of the Task Force: The Area 7 Task Force is part of the Mayor's Southern Dallas Task Force which was created at the direction of Mayor Leppert to accelerate the economic growth of Southern Dallas. Each team that is part of the overall Task Force has been asked to identify ideas that are implementable for their area.</li> <li>• Identifying Deliverables: This Task Force has been asked to identify deliverables / projects for the West Dallas area and to report those to the full Mayor's Southern Dallas Task Force. Some ideas may include a municipal service center, retail/private sector opportunity, infrastructure improvements, etc. Our Task Force will be talking about what we would like to see and identifying the area's needs.</li> <li>• Discussion of things we are doing               <ul style="list-style-type: none"> <li>○ Butch McGregor shared an overview of his development project with approximately 60 acres near the Trinity River Project. They are currently</li> </ul> </li> </ul>	



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### II. Capabilities of Task Force (cont.)

looking for a developer; it is important that there is enough critical mass to be viable for development. Education is key for development in the area.

- Lisa Alexander noted two challenges in attracting people (20's and 30's) to the area include (1) the lack of retail and (2) the perception of high crime.
- It was added that the "per household income" in the community is an issue when it comes to attracting retail to the area.
- Regina Nippert provided an overview of the West Dallas Master Planning Taskforce. The team has met several times and includes many different organizations coming together and developing a strategy for the area. This includes an education initiative that is exploring the challenges facing children and families in the area. She suggested that the West Dallas Master Planning Taskforce be incorporated into this group.
- Michael Gonzales noted several points, including the need for increased opportunities for minorities in land acquisition; the fact that there is a higher rate of minority high school dropouts; the need for more business development opportunities and an integrated housing community in this area and the City. To address some of these issues, legislative action may be necessary to change housing policies (require affordable housing in all developments) and an increase of M/WBE requirements for business development.

### III. Organization of Team

The Chair called for volunteers for the committees that will be part of the Area 7, West Dallas Task Force. One person will be identified as chair for each committee and a report will be requested at each full meeting of the Task Force.

The committees include:

- Economic Development/Transportation/Commercial Buildings
- Education and Youth
- Mixed-Income Housing
- Quality Recreation, Arts and Culture
- Healthcare and the Environment
- Public Safety
- Planning, Zoning and Code

### IV. Goals for First Meeting

A questionnaire was distributed prior to the meeting with a request for input on the SWOT (strengths, weaknesses,



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opportunities, threats) analysis for the area. The team continued to brainstorm ideas and complete the SWOT analysis for the area. The Area 7 Task Force will use the SWOT analysis to develop the project ideas and deliverables.

### V. Plan Next Meeting

Future meeting should not be scheduled on Wednesdays due to the conflict with Dallas City Council meetings. At the next meeting, the team will use the SWOT analysis to develop project ideas to deliver to the City.

The next Area 7, West Dallas meeting will be **February 12, 2009 from 2:00-3:30 p.m.** at the same location (Los Barrios Unidos Community Clinic located at 809 Singleton Blvd., Dallas, Texas 75212).

The minutes will be considered substantially correct unless notification is received no later than February 19, 2009.