

# Mayor's Southern Dallas Task Force Pleasant Grove Area #1

Meeting Minutes

April 6, 2009

## Opening:

The regular meeting of the Mayor's Southern Dallas Task Force Pleasant Grove Area #1 was called to order at 6:02 pm on 4/6/2009 at the Pleasant Grove Branch of the Dallas Public Library facilitated by Dr. Shirley King.

**Present: Dr. Shirley King, Keith Brown, Annelda Crawford, Carolyn McInnis, Imelda Aguilera, Ralph Castro, Keith Payne, Brenda Cotton, Rev. L. Smith, Anthony Washington**

**City Staff: Ron Patterson, Derrick Shead, Phyllis Sparks, Erma Saracho, Joy Johnson**

**Absent: Barry Bowens, Pastor Derrick Bowman Sr., Jessie Diaz, Mia Lowe, Antonio Montanez, Rechelle Nettles, Carl Raines, Don Robinson, Felix Vasquez, Corey Morgan, Robert Milligan, Keith McKeague, Javier Olguin, Chris Johnson, Marcie Himes, Hector Garzo, Teri Benavides, Azlee Baker, Bhavin Parekh**

## A. Introduction to Meeting

We began the meeting with a quick overview of all the March minutes to bring everyone up to speed with what's been going on. There were several new members who joined the group, so we had a mini ice breaker/introduction.

## B. Open Issues

We continued to discuss the ideas we were going to present to City Council. The group completed a chart of short term, intermediate and long term goals. The chart is listed below:

<p><b>Short Term</b> <u>CBG Project:</u> Crawford Park Revamp Banners, Signs, and Lighting down Buckner Blvd, Lake June and Elam Roads Gateways at all 4 entries (N,S,E,W)</p> <p><b>Intermediate</b> Market Study Master Plan</p> <p><b>Long Term</b></p>
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Cameras on major streets and intersections were also mentioned as a possible short term project.

It was suggested and adopted to begin the work from the southern end of Pleasant Grove and work towards the northern end. However, it was noted that preference would be to approach all entrances (NSEW) simultaneously. In order to bring in new commercial and/or residential developments, it was agreed that efforts must improve the infrastructure of amenities that are already standing. Once work has been done to enhance the existing facilities (bathroom accommodations, barbecue pits and other convenience services), efforts to bring in restaurants, housing, and other venues can be pursued.

Reverend Smith informed us on some references we could use to assist us in revitalizing the area. He mentioned the use of TIF and possibly PID's.

**Tax Increment Financing (TIF)** - TIF districts finance new public improvements in designated areas that stimulate new private investment and neighborhood revitalization. Additional tax revenues from higher property values are used for public roadways, utilities, streetscapes and lighting.

**Public Improvement Districts (PID)** - PIDs are special assessment areas created at the property owners' request. Owners pay a supplemental tax assessment, which is used for activities such as additional security, landscaping or lighting.

A lot of the group's main focus will now be on the CBG project. It was suggested that we contact the Parks and Recreation department. They may be able to give us a better insight on how to enhance Crawford Park.

### **C. New Business**

We've added members to the following sub-committees:

- ◆ **Communications/PR/Advocacy**-Structure electronic and print media ideas. (Joy Johnson and Keith McKeague)

Contacts:

[joy.johnsones@dallascityhall.com](mailto:joy.johnsones@dallascityhall.com)

- ◆ **Beautification**-Speak with economic planners and identify areas to begin beautifying Pleasant Grove. (Chris, Annelda, Javier, Erma, Anthony)

Contacts:

Chris Johnson \_ [chrisjohnson@launchingadream.com](mailto:chrisjohnson@launchingadream.com)

Rev. Annelda Crawford - [pastor@pmupumc.org](mailto:pastor@pmupumc.org)

Javier Olquin - [JavierEOlquin@dcccd.edu](mailto:JavierEOlquin@dcccd.edu)

Erma Saracho - [Erma.saracho@dallascityhall.com](mailto:Erma.saracho@dallascityhall.com)

Anthony Washington - [awash@swbell.net](mailto:awash@swbell.net)

- ◆ **Community Events/Outreach-** Map out events so they are shared on community calendar amongst residents and various organizations. (Keith B., Chris, Hector)

Contacts:

Keith Brown - [Keithbrow4@aol.com](mailto:Keithbrow4@aol.com)

Chris Johnson - [Chrisjohnson@launchingadream.com](mailto:Chrisjohnson@launchingadream.com)

- ◆ **Education/Arts-** Work with Community Events in bridging educational events (i.e. college opening) with other events in area. (Hector, Javier)

Contacts:

Javier Olquin - [JavierEOlquin@dcccd.edu](mailto:JavierEOlquin@dcccd.edu)

- ◆ **Economic Development-** Come up with ideas to finance the goals we are trying to reach. (Kevin, Rick, Ralph, Robert, Carl, Brenda, Rev. L. Smith, Carolyn M., Anthony)

Contacts:

Kevin Payne - [pkevinpayne@sbcglobal.net](mailto:pkevinpayne@sbcglobal.net)

Ralph Castro - [caskoach1@aol.com](mailto:caskoach1@aol.com)

Robert Milligan - [Robert@pbrcars.com](mailto:Robert@pbrcars.com)

Carl Raines - [craines@stebbinsfive.com](mailto:craines@stebbinsfive.com)

Belinda Cotton - [bcotton12@sbcglobal.net](mailto:bcotton12@sbcglobal.net)

Rev. L. Smith - [rev.smithservant@gmail.com](mailto:rev.smithservant@gmail.com)

Carolyn McGinnis - [Carolyn.M@sbcglobal.net](mailto:Carolyn.M@sbcglobal.net)

Anthony Washington - [awash@swbell.net](mailto:awash@swbell.net)

Everyone please consult with your fellow sub-committee members so we can get the ball rolling, enter the race and increase the likelihood that we will make the changes we desire in Pleasant Grove!

#### **D. Agenda for Next Meeting**

We are scheduled to meet again on 4/20/09 at 6:00 pm to follow up and finalize some points. We must move forward, initiate our plans and begin the revitalization process.

#### **Adjournment:**

Meeting was adjourned at 8:03 pm by Shirley King. The next general meeting will be at 6:00 pm on 4/20/2009 in **Pleasant Grove Branch of the Dallas Public Library**.

Minutes submitted by: *Joy Johnson*

Approved by: *Dr. Shirley King*