

## 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 18<sup>th</sup>).
  - 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.