

UCPID

Board of Directors

Meeting Record

The University Crossing Public Improvement District Board of Directors meetings are not recorded but agenda materials and other documents can be reviewed/copied by contacting the Office of Economic Development, Staff Coordinator and Offices of University Crossing PID at 214-670-1685.

Meeting Date: April 9, 2015

Meeting Start time: 9:06am

Board Members Present: *Jud Pankey, Brian Leslie, Frank Meneghetti, Jon Pettee, Margaret DiFrancesco, Andrea Sanders, Paul Ward, Greg Barbour, David Lemmond*

Others in attendance: *Larry Walton, Suzanne Massey, Kristin Munson, Liz Ashurst*

Staff in attendance: *Barry Annino*

AGENDA:

1. Review and approve minutes from Board Meeting from 1/27/15

Information Only: *Suggestion was made to post minutes to website after approval.*

Action Taken/Committee Recommendation(s):

Motion made by: Jon Pettee	Motion seconded by: Paul Ward
Item passed unanimously: X	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

2. Treasurer Report

Information Only: *Everything to date is on point. Largest expenditure is security. Discussed the improvement list and bond initiatives. Dollars will be spent on those plans and marketing.*

3. President's Report

Information Only: *Annual meeting will be held on **June 18th** at the Holiday Inn. We will have a detailed marketing package and a review of all activities that have occurred to date. Annual report will be sent to the City by this time. Next board meeting will be **July 23^d** at The Highland.*

4. 2015 St. Patrick's Day Parade Review/Update

Information Only: *Everyone has agreed to continue making this event better. A lot of animosities were accomplished this year. Observer put in \$5,000. They have agreed to be partners. We spent an additional \$500 for clean-up. Restaurants made money. There was a lot of energy. The event was a success.*

5. Security Committee

Information Only: *Panhandlers are staying away. Albert got a promotion but will continue to manage our ENP. Officers are getting a lot of positive feedback from local businesses/contacts in the area. Officers are constantly making an effort to meet people in the district and spread the word about the ENP program. Many are now on a first name basis with business owners and other security individuals.*

UCPID Board of Directors Meeting
April 9, 2015
Meeting Record – Page 2 of 2

6. Marketing Committee

Information Only: Next Happy Hour mixer is on **May 5th**. There will be a social media contest to help increase our following. Going to add Public Improvement District to banners. There are a limited number of toppers, so we will put them on the perimeter. Missy will send an example of sign toppers. Everyone agreed to go with the color red. Missy will send newsletter information. We currently have a 40% open rate – which is good. Approximately 300-400 people – want to increase this database with social media contest. 3200 likes. The Tennis event has been delayed until the fall. Landscape plan – incorporate lights into master plan. Engaged landscaper from Opportunity Center to help. Look into the DMN Article about plants that are drought resistant.

7. Improvements/Maintenance Committee

Information Only: \$8,000 committed with Jacobs for our area master plan, to take a fresh look and give us suggestions for pedestrian safety while keeping an urban design. What do they see? Some items will go to the general budget, while others can be achieved through bond/TIF, etc. They will help us to establish a vision for the next couple of years. Also are in the process of getting a TxDOT study done. We have made contact with Rep. Morgan Meyer to make intersections safer. He has gotten a group together to produce a study – we meet with City on 23rd to help eliminate red tape and get some changes made. TxDOT does have a budget. As far as the Bond package goes – they have given us their list, so we are working on that. Will keep you posted. Katy Trail – City has all the documents from owners and are waiting on the City. "Ridgewood Trail" is the current name. Katy Trail is very expensive, so they don't want to have more responsibility. We need board letter recommending "University Crossing Bridge" and "University Crossing Trail" names for the segments through our district. We will notify board if additional letters/calls are needed.

*** Send info for Katy Trail 5K on June 11 to Board**

Meeting adjourned at: 10:21am

I attest that these are an accurate reflection of the business conducted by the UCPID Board on this date.



(Meeting Chair Signature)



(Board Secretary Signature)