DIRECTORS MANUAL

A GUIDE FOR MEMBERS OF THE
DOWNTOWN ARLINGTON MANAGEMENT CORPORATION
BOARD OF DIRECTORS

DOWNTOWN ARLINGTON

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DOWNTOWN ARLINGTON

WELCOME TO THE BOARD

Dear Board Member,

On behalf of the Downtown Arlington Management Corporation, thank you for your commitment to the future of our district. I look forward to working side by side with you to advance the priorities of the organization.

The mission of DAMC is to support and advance economic prosperity, arts and cultural activity, and positive placemaking throughout our district.

Although Downtown Arlington is registered as a 501(c)(3), our funding differs from a typical nonprofit organization. We receive the majority of our funds through three key partnerships:

1. The Business Improvement District was adopted in 2010, and reinstated in 2015 and 2025 through a vote of the property owners within the downtown boundaries. This assessment fee funds our efforts in creating a clean, safe, and economically vibrant Downtown.
2. The organization was originally funded by a unique three-party public-private partnership, whereby the City of Arlington and the University of Texas at Arlington entered into an Economic Services Agreement to advance the priorities of these organizations, including public safety, business recruitment and retention, and other community services.
3. Downtown Arlington hosts several signature events each year, including our Downtown Arlington Annual Meeting, the Classic Car Show, the Arlington Holiday Lights Parade, and First Thursdays. These events are self-funded through community sponsorships.

Downtown is also an official State of Texas cultural district, a designation earned by our concentration of public art, artists, education programs, media/digital art interests, and visual and performing arts venues. Downtown reaps endless benefits from its proximity to UTA, a world class research hub and source for a labor force eager to work, live and play in a college town setting.

In Downtown, it's our know-how and can-do spirit that make us strong! Your active participation on Board will make us even stronger, helping us envision and pave the way for Downtown Arlington's bright and sustainable future.

Thank you and again, welcome to the Board.

Sincerely,

Garret Martin, President and CEO
Downtown Arlington Management Corporation

Downtown Arlington Management Corporation
FY27 Board of Directors

First Name	Last Name	Company	Email	Board Position
Doug	Hafer	Curnutt & Hafer, LLP	dhafer@curnutthafer.com	Chair
Doreen	Bruner	Downtown Property Owner/ Hotworx	doreenmbruner@gmail.com	Immediate Past Chair
Jim	Minge	Texas Trust Credit Union	jminge@texastrustcu.org	Vice Chair
Jennifer	Guse	Sutton Frost Cary	jennifer@sfcllp.com	Treasurer
John	Arnot	Coble Cravens Financial Services	jarnot@ccfsi.com	Asst. Treasurer/Secr
Liesl	Best		lieslsbest@gmail.com	Director
Mary Tom	Curnutt	Tarrant County	mtcurnutt@curnutthafer.com	Director
John	Hall	UTA	jhall@uta.edu	Director
Corey	Houston	Ann's Health Food Store	corey@AnnsHFC.com	Director
Nina	Jones	The Franklin Imagine Group	nina@ninajonescpa.com	Director
Walid	Joulani	MEI Group	wj@ikontechnologies.com	Director
Tom	McCarty	LBL Architects	tmccarty@lblarchitects.com	Director
Nikki	Moore	MMA	nmoore@mmatexas.com	Director
Austin	Roberson	The Man's Shop	austin@themansshop.com	Director
Chad	Woodard	AllTex Insurance	chad@alltexinsurance.com	Director
Georgie	Zang	The Zang | Adams Group	georgie@zangadams.com	Director

DOWNTOWN ARLINGTON

DOWNTOWN CALENDAR

BOARD MEETINGS



FISCAL YEAR 27

November-TBD
December 8th
January 12th
February 9th
March 9th
April 13th
May 11th
June 8th
July 13th
August 10th
September 14th

ANNUAL EVENTS



Downtown Arlington Classic Car Show
Holiday Lights Parade
Arlington Independence Parade
UTA Homecoming
Dreamfest Weekend
Levitt Pavilion Seasons
First Thursdays
Farmers Market
St. Patricks Day

DOWNTOWN ARLINGTON

DOWNTOWN TEAM

CONTACT

DOWNTOWN ARLINGTON

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Blake James, Operations Manager
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Homeless Outreach Hotline - 817-301-2497

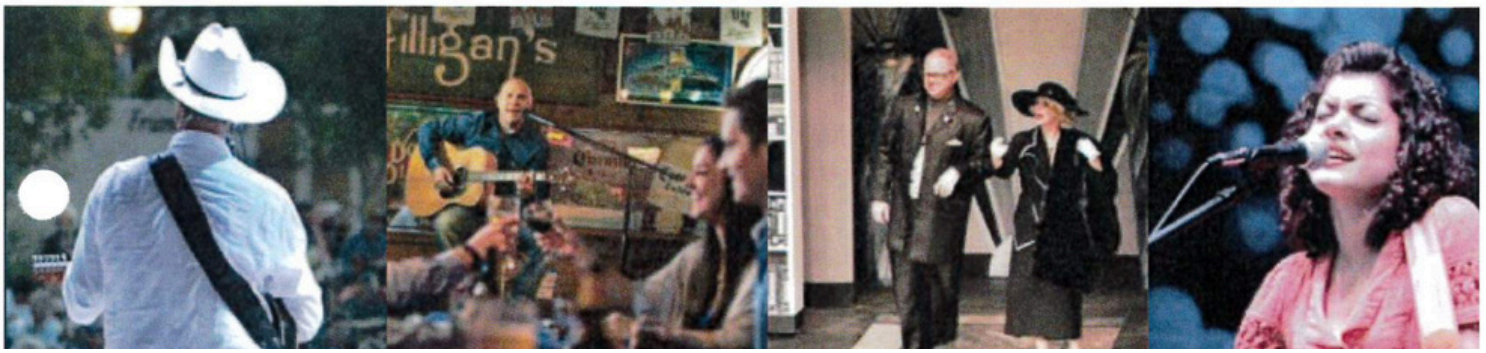
DOWNTOWN ARLINGTON

Downtown Arlington Overview

Founded in 2006, Downtown Arlington is a private, non-profit community development organization dedicated to revitalizing and developing Downtown Arlington. Our organization manages a three-party agreement between Downtown Arlington, the City of Arlington and the University of Texas at Arlington (UTA) to accomplish our mission. We are governed by a 16-member Board of Directors representing a cross-section of downtown stakeholders. We forge alliances between property and business owners, residents, visitors, the City of Arlington, and UTA to improve and enhance the economic and cultural vitality of Downtown Arlington.

Beginning in 2011, Downtown Arlington gained the property owners' support to create a financing method to provide their support for the Downtown Business Improvement District (BID), funding marketing, events, economic development, security, and beautification services.

In 2016, Downtown Arlington became the steward for the Arlington Cultural Arts District, collaborating with key cultural arts partners such as the Levitt Pavilion, Theatre Arlington, the Arlington Museum of Art, UTA, the Arlington Music Hall, and many more to gain the Cultural Arts District designation.



DOWNTOWN ARLINGTON

THE HEART OF ARLINGTON

THE PLACE



According to U. S. Census Bureau 2020 estimates, Arlington has a population of 394,266, making it the third largest city in North Texas, the seventh largest city in the state, and the 50th largest in the U.S. In 2021, Wallet Hub ranked Arlington as the 8th most diverse city in America.

Within its 2-mile radius, Downtown extends from North St. to Collins St. to the east, 2nd St. to the south, and Monroe St. to the west. It's situated between the city's Entertainment District and UT Arlington.
downtownarlington.org/about/history



THE CULTURE

Designated a Cultural District by the State of Texas in 2016, Downtown Arlington is the epicenter of the city's visual and performing arts, public art, the University of Texas at Arlington, and many historic landmarks.

downtownarlington.org/about/cultural-district

DOWNTOWN ARLINGTON

MISSION AND ORGANIZATION



THE MISSION

The Downtown Arlington Management Corporation is a private, non-profit 501(c)3 community development organization whose purpose is to forge alliances between property owners, business interests, residents and the City of Arlington to improve and enhance the economic vitality and overall environment of Downtown Arlington.

THE BOARD

Property owners and stakeholders drive the activation of the Downtown Master Plan and priorities of the BID through the DAMC Board of Directors and its committees.

Board members expectations include a working knowledge of Downtown history, priorities and initiatives; Board meeting attendance; participation in at least one committee; and visibility/involvement as an active member of our community.



DOWNTOWN ARLINGTON

BRAND IDENTITY

DOWNTOWN ARLINGTON IS WHERE CREATIVITY, AUTHENTICITY, AND HOMETOWN PRIDE THRIVE AND DRIVE WHAT'S NEXT.

NOMENCLATURE

At the direction of the Board and guided by input from numerous stakeholders, in 2019 DAMC modernized every aspect of the Downtown Arlington brand. Through these efforts, "Downtown Arlington" became the name given to both the place and the organization, a purposeful acknowledgement that people are and have always been at the heart of the brand. The brand promise (above) reflects this vision. Language inspired by the brand promise is integrated consistently throughout all communication channels.

LOGO AND MARKS

While the most recognizable visual element is the logo, the Downtown Arlington brand family encompasses several official logos and marks, colors and typography. Vigilance is paid to the application of every brand element. Use of any logo or mark by other entities must be agreed upon in advance.

WEBSITE

Launched in early 2020, the Downtown Arlington website is a next gen marketplace of resources. It was designed from the bottom up to demonstrate the brand and serve the growing needs of Downtown and its constituents. The site incorporates robust functionality, user-friendly search navigation, interactive district map, engaging storytelling, and BID member-generated content. Contact Katie or Garret with questions about member portal access.

SOCIAL MEDIA

Social media, digital content and the website blog play critical roles in engaging stakeholders with the brand and in the ongoing development of the brand's personality and scope. Board members are encouraged to comment on and share Downtown Arlington social content on their personal feeds. Follow us at Downtown Arlington and dtarlington.

DOWNTOWN ARLINGTON



BOARD OF DIRECTORS JOB DESCRIPTION

A member of the Board of Directors of Downtown Arlington Management (DAMC) actively participates in determining policies necessary for conducting the business of the organization. A board member helps secure funds and encourages peer participation to help support the organization and supports the programs and efforts of DAMC. A board member monitors organizational performance, assesses the effectiveness of the chief executive, and assumes an advocacy role for the organization.

Term of Office: Two years (may be re-elected for additional two-year terms).

Meeting attendance:

Regularly: Board meetings as called by the board chair, usually monthly. Standing committee (participation on a minimum of one board committee). Each board member will serve their term on the committee of choice.

Occasionally: Attends special events (at least two each year).

Responsible to: Board chair.

Resignation: In writing to the board chair.

Responsibilities:

The board of directors establishes policies for administering programs and services that are in harmony with the mission of Downtown Arlington Management Corp. The board employs the chief executive officer and assesses CEO performance. Board members secure funds required for current expenses and future growth by joining other board members, staff, and volunteers in securing on-going support for the BID and other necessary programs to support financial needs of the organization. The board of directors ensures that financial affairs of DAMC are conducted on a responsible basis in accordance with established policies and accounting procedures.

Participation:

- Attendance at board meetings.

  -- Regular, timely and informed participation at board meetings.

  -- Become well-informed in advance of all agenda items.

  -- Contribute knowledge and express points of view based on experience.

- Attendance at meetings or standing committees as well as any special ad hoc committees, to which appointed.
- Introduce and cultivate at least two prospective friends or associates with a stake in Downtown Arlington to become active on committees and projects of the organization.



- Support annual fund-raising special events.
- Contribute in-kind gifts.
- Assume board leadership responsibilities as requested and as possible (e.g., committee chairperson, elected officer, etc.)
- Be an advocate for Downtown Arlington at community events with other organizations and private individuals.
- Be informed about Downtown Arlington's programs, policies, and services, and how they address the needs of the consumers and stakeholders.

Qualifications:

No less than 51% of all Directors must represent a financial stake in Downtown Arlington as defined by the ByLaws of the Downtown Arlington Management Corporations. Directors possess a breadth of skills including financial, planning, and communication to assist the organization in fulfilling its missions. They must also have the ability to comprehend the challenges facing the organization, the integrity and mature judgment essential to effective decision-making, and the tact and sensitivity to be collaborative board members.

DAMC BOARD OF DIRECTORS

COMMITTEES

Nominating Committee:
A minimum of three, maximum of five members form the Nominating Committee, appointed by the Board of Directors. Prior to the Annual Meeting each year, the Nominating Committee shall meet and select one nominee for each upcoming Director vacancy to be filled. In selecting nominees, the Nominating Committee shall strive to maintain a diverse representation on the Board so that the interests of the Corporation may be represented.

Finance Committee:
The Finance Committee has a minimum of three, maximum of five, board members appointed by the board. The committee shall oversee the annual audit of the Corporation's financial statements prepared by an independent certified public accountant or accounting firm and prepared in accordance with generally accepted auditing standards. Also, they shall also oversee the preparation of the annual budget and review the Corporation's financial position and make recommendations and reports regarding these matters to the Board of Directors. The final approval of the annual budget shall remain with the Board of Directors. Current Chair: Victor Erwin, Treasurer.

Our committee meets 3:00 pm the first Wednesday of every month at the DAMC office

This year's full schedule will be:

November 4th
December 2nd
January 6th
February 3rd
March 3rd
April 7th
May 5th
June 2nd
July 7th
August 4th
September 1st

DOWNTOWN ARLINGTON

DAMC BOARD OF DIRECTORS

COMMITTEES

Marketing Committee: The Marketing Committee advises the board on strategy, marketing campaigns and initiatives that amplify the brand and reputation of Downtown Arlington, provide expertise from their own marketing experience and knowledge, help guide our key marketing investments, and serve as volunteers for events and programs.
Current Chair: Lauren Carter

Our committee meets the second Thursday every month at 11:00 AM at the DAMC office. This year's full schedule will be:

November 12
December 10
January 14
February 11
March 11
April 8
May 13
June 10
July 8
August 12
September 9
October 14

DOWNTOWN ARLINGTON

DOWNTOWN MASTER PLAN 2018-2033

EXECUTIVE SUMMARY

VISION

The City of Arlington Downtown Master Plan establishes a strategic framework and specific action items to guide the next generation of development of Downtown Arlington. Arlington is The American Dream City and Downtown is the ideal place for those seeking opportunity to build their individual American Dream. This Plan builds on the substantial public and private investment in Downtown in the last several years.

The City and its partners leveraged a broad base of stakeholder input to inform the Plan. By leading a series of outreach activities with Downtown residents, businesses, developers, landowners, neighborhood associations, faith- and community-based organizations, and arts and cultural groups, the team was able to heed calls for a wide range of new public amenities, including increased culinary and retail options, more off ice and housing choices, green spaces, and cultural events.

GOALS AND STRATEGIES

The Arlington Downtown Master Plan seeks to mobilize this comprehensive vision through several key goals:

1. Attract more people downtown to live, work, socialize, and recreate.
2. Establish the city center as a local and regional destination with a distinct identity.
3. Ensure a robust, resilient economy in Downtown and its surrounding districts.
4. Foster a diversity of housing types at a range of price points.
5. Develop a critical mass of activity to support existing businesses and residents and attract new entrepreneurs and residents.
6. Activate streets, open spaces, and parks to ensure a safe, vibrant, and livable environment.
7. Strengthen the area as an entertainment destination and encourage and promote Downtown's arts, culture, and music scene.
8. Support civic and community-oriented uses, including a distinct public art program.
9. Create a diverse community that welcomes all residents, employees, students, and visitors.

DOWNTOWN ARLINGTON

DOWNTOWN MASTER PLAN 2018-2033

EXECUTIVE SUMMARY, CONTINUED

Several strategies are proposed to achieve these ends, including physical and placemaking improvements. The use of art, signage, and gateway treatments will support the cultivation of a distinct local identity while connectivity and streetscape improvements will make Downtown more walkable.

FOCUS AREAS

The Plan identifies several key Focus Areas that are centers of activity in Downtown and proposes specific strategies for their development:

1. Downtown Core
2. East Main Street
3. Front Street
4. West Main Street
5. Other opportunity sites including Abram and Cooper Streets; northwest of Division and Center Streets; northeast of Division and East Streets; and Border St./Southeast Downtown

Distinct in both character and land use, these areas form a complementary mosaic of districts that will facilitate the diversity of experiences outlined and envisioned by stakeholders, ranging from recreation and cultural celebration to commerce and industry innovation.

This Plan bears the fruit of a collaborative effort to create an activated Downtown that is vibrant, prosperous, and welcoming for all – one ensuring that Arlington continues to be a hub that both safeguards and nurtures the American Dream.

DOWNTOWN ARLINGTON