



Downtown Fort Worth, Inc.
Fort Worth Public Improvement District #1
Advisory Board Meeting

**NOVEMBER 10, 2021
MINUTES**

The Advisory Board for the Fort Worth Public Improvement District #1 met on Wednesday, November 10, 2021 in the Magnolia Room at the Sheraton Fort Worth Downtown Hotel, located at 1701 Commerce Street, Fort Worth, Texas 76102.

Advisory Board Members in Attendance: Larry Auth, Laura Bird, Johnny Campbell, Carlos De La Torre, Drew Hayden, Marie Holliday, Michelle Lynn, Renee Massey, Mark Michalski, Don Perfect and Jed Wagenknecht and Bryan Eppstein (via Zoom).

By Proxy: Gary Cumbie, Jim Finley, Taylor Gandy, Aaron Oquendo, and John Yeung.

Advisory Board Members unable to participate: David Ayres, and Walter Littlejohn.

DFWI Staff present: Andy Taft, Matt Beard, Nicole Fincher, Brandi Ervin, Becky Fetty, Melissa Konur and Arrie Mitchell.

City Staff present: Crystal Hinojosa

With a quorum being present, Chairman Larry Auth called the PID 1 Advisory Board meeting to order.

CONSIDERATION OF THE JULY 28, 2021 MINUTES – Mr. Auth called the Board's attention to the July 28, 2021 minutes. The minutes were emailed prior to today's meeting.

UPON A MOTION by Carlos De La Torre and duly seconded by Drew Hayden, the PID #1 Advisory Board of Directors unanimously approved the July 28, 2021 minutes as presented.

CONSIDERATION OF FOURTH QUARTER ACTIVITY REPORT FY21 – Chair Auth called the Board's attention to the fourth quarter activity report which was emailed prior to today's meeting.

UPON A MOTION by Drew Hayden and duly seconded by Jed Wagenknecht, the PID #1 Advisory Board unanimously approved the fourth quarter activity report for FY21 as presented.

ACTION ITEMS:

Discussion and consideration of a landscape plan for City of Fort Worth owned planter beds adjacent to Sundance Square properties (Matt Beard, PID Director):

- **Option 1 – Hybrid.**
 - > Sundance Square plants landscaping (perennials) as presented.
 - > PID #1 to continue planting seasonal color varieties three times annually in the 160 City of Fort Worth owned planter beds (outside of Sundance.)

DISCUSSION

Mr. Beard stated that the PID currently maintains 160 planter beds and showed where the planters are located. We do three seasonal plantings throughout the year. Mr. Beard showed the 42 planters that Sundance has been maintaining under a long standing informal agreement. All of the planters are covered under the City-DFWI PID maintenance agreement.

Last week, Mr. Beard, Mr. Taft and DFWI board representatives met with the City and Sundance Square to discuss the maintenance and planting of the 42 raised and in-ground planter beds in the Sundance area. Since March, Sundance has studied downtown's trees and what they feel is best for their health. Sundance showed a plan of what they would like to do in the city's planter beds.

They propose to plant evergreens and perennials. We left the meeting with the understanding that Sundance would plant these and the PID would evaluate whether to follow suit.

Marie Holliday: Under Option 1, will this be the only thing they will be doing year round?

Matt Beard: We were told that the intent is to install plants that don't need to be changed seasonally. This will decrease the amount of digging at the base of the trees. The intent is to reduce digging near the roots.

Marie Holliday: Would there be any monitoring by the PID of those so that we would have input if they didn't meet our standards?

Matt Beard: Under this scenario, we would work out a maintenance agreement to outline who is responsible for what so that there is no confusion.

Marie Holliday: Are the plantings what we would want to see?

Matt Beard: Referred to an earlier slide that showed the types of proposed plants. Tree health is what they are striving for. The intent is also, according to Sasha Bass, to create a diverse ecosystem that creates a diverse and inclusive downtown.

Johnny Campbell: The raised planter bed have stars attached to the outsides of them. They hold braces that run through the planters because the trees are healthy and mature and are pushing the planters apart. It confuses me a little that an arborist believes that deeper plantings rather than smaller annuals is a good idea. There is no room in there.

Mr. Campbell added that three color changes is common practice and this should be a PID Board decision. We need to have something in writing explaining it very clearly - this is critical. At this point, it is a good time to memorialize that.

- **Option 2 – Maintain continuity along North/South corridors of the district with seasonal color.**
 - PID #1 to continue planting seasonal color varieties three times annually in the 160 City of Fort Worth owned planter beds as outlined in the PID contract.
 - PID to assume maintenance of 42 City of Fort Worth owned beds adjacent to Sundance Square properties for a total of 202 planter beds.
- **Option 3 – Maintain continuity on North/south corridors of the district with perennials**
 - Sundance Square plants landscaping (perennials) as presented in their area
 - Pending review by PID, horticulturists/arborists and the approval of budget adjustments, PID will begin planting the same or similar varieties included in the Sundance Square landscaping plan.

DISCUSSION

A question was raised about what this will do to the PID Budget.

Mr. Beard said if we begin maintenance of the Sundance area planters with our current planting program, it would require an increase of about \$15,000.

Mr. Taft added, depending on what Sundance plants and after initial investment, if the PID follows their plan, the reduced planting costs throughout the rest of the PID could save the PID money in the long run. Perhaps as much as \$90,000.

Dr. Holliday said we might want to look at whether or not we could have a hybrid and looking at what they (Sundance) did and what we were proposing, as opposed to just going ahead and adopting their model.

Laura Bird said that we will be very well informed by September of next year the direction we want to take once the plantings go through a cold season. Mr. Beard stated that the PID Board will meet again before our next plantings. He will get pricing for all three options.

One board member said that the actual color of seasonal plantings add to the aesthetics. The perennials are just green and not as aesthetically pleasing. Another board member said that the evergreens could be pleasing and will look good with the brick.

Mr. Campbell said that with every color change downtown got noticed with posts and pictures. This idea of color changes is one of the most cost effective ways to have things look fresh all the time. Dr. Holliday said that color change is important since we do not get a lot of seasonal colors in Fort Worth. It is fresh and brings up your spirit. Continuity throughout downtown is important.

Based on this discussion, Mr. Beard will pursue costs for Options 2 and 3 for the next PID meeting. In the meantime, Mr. Beard will work in concert with the city's arborists and will ask them about varieties.

Mr. Auth said that his hotel guests are looking for continuity throughout downtown.

TREE LIGHTS

Sundance appears interested in removing the string lights and replace them with up lighting.

Mr. Campbell said it is pretty important to know who owns the sidewalks, trees, lights...everything. And who has the contracted responsibility for the maintenance of them? When you change something like this, it effects cost. The timing is so important too. Those twinkle lights (in Sundance) have been off for months and it is very dark. Those glitter lights were chosen because they are romantic and festive and more appealing for retail rather than the campus look of the up lights. We need to time it better. We are heading in to Christmas season with dark sidewalks.

Mr. Auth said that people trip on up lights. He likes the continuity of the twinkle lights.

FINANCIAL REPORT FOR 4TH QURTER (FY2021)

Brandi Ervin reported the following:

- Previous year's assessments: \$74,000. This is a timing issue - we sent the PID generated revenue back to the city.
- PID generated revenue exceeded budget by \$11K. This was due to the increase in banner revenue.
- Contractual Services variance - lower by \$55K. The majority of this variance is due to weather and lack of events.
- Other expenses are over by \$10K - tree lights.
- Planning Projects – under by \$22K due to Molly the Trolley not in operation.
- Marketing Budget ended at 97%
 - Research – the State of Downtown was under budget. Last year's SOD was online only due to covid.
- Administration finished the year at 96%.
- Total Operating Expenses finished at 97%.
- \$144K net income has been sent back to the city's PID 1 reserve fund.

Drew Hayden asked if Molly the Trolley is paid out of the PID. Mr. Taft said that is correct, in partnership with other partners.

UPON A MOTION BY Marie Holliday and duly seconded by Johnny Campbell, the PID Advisory Board unanimously approved the financial report for 4th quarter (FY 2021) as presented.

MARKETING

Mural - Nicole Fincher reported that the 3rd Street mural project is moving forward. Final design includes a gutter system where mud coming down underneath the railroad tracks will be diverted. "Our Neighborhood" is the concept. It will be a welcoming gateway into downtown and Hillside. Ms. Fincher shared images of the interior and exterior walls. The gutter walls and painting will begin next week, pending weather. We hope to finish in January. The mural is part of the 1st-3rd Street pedestrian improvement project funded by BNSF. This project was part of the mitigation of the BNSF 1st Street closure for the Tower 55 improvements.

Singing Trees - will be coming to Burnett Park. It is an interactive light installation that will be on the four park deck trees. The debut for the singing trees is December 1 at 5:30pm with a Cliburn in the Community program. There will be two performers on one piano. We hope you can all join us for this event. Neighbors House will be selling wine, beer and light bites. The performance will be approximately 1 hour.

TRANSPORTATION & PLANNING UPDATE

- Melissa Konur talked about the revised design for Heritage and Paddock Parks. The big change is the stair and canopy walk. We had meetings with the technical committee, city officials and county. Legge Lewis Legge will be holding stakeholder and public meetings regarding art. Ms. Konur showed some renderings of Heritage Park where the stairway and canopy walk intersect. Kimley Horn is conducting a study around the new city hall location for pedestrian and vehicular safety.
- Molly is back in service thanks to Bob Jameson and the hoteliers.
- Groundbreaking took place at Deco 969. This is a 27-story residential high rise tower. We have received other high-rise residential inquires since this project broke ground.
- We have received four consultant team proposals for the Strategic Action Plan 2033. We are in the selection phase and will be interviewing three teams on November 29. If you have any interest in serving on any of the sub-committees, please contact Melissa Konur at Melissa@dfwi.org.

Johnny Campbell asked if there were any new teams that submitted proposals. Ms. Konur said that none of the teams are from Fort Worth.

OTHER MATTERS

Mr. Taft announced that Arrie Mitchell accepted a position with the City's Economic Development Department and will be starting there next month.

Nicole Fincher was promoted to Director of Community Engagement. Nicole has done a wonderful job with Burnett Park, social media, events, banners and marketing and her portfolio has continued to grow since she joined DFWI.

The Board congratulated Mr. Mitchell and Ms. Fincher with a round of applause.

REQUESTS FOR FUTURE AGENDA ITEMS – There were no requests for future agenda items.

PRESENTATIONS BY THE PUBLIC – There were no presentations by the public.

ADJOURNMENT OF MEETING – With no other business matters to come before the board, the PID #1 Advisory Board meeting was adjourned.

Respectfully Submitted,



Larry Auth, Chairman