



**Downtown Fort Worth, Inc.
Fort Worth Public Improvement District #14
Advisory Board Meeting
February 2, 2022
Minutes**

The Advisory Board for the Fort Worth Public Improvement District #14 met in person at the offices of Downtown Fort Worth, Inc., located at 777 Taylor Street, Suite 100, Fort Worth, Texas on Wednesday, February 2, 2022 at 9am.

Advisory Board Members who attended: Jeff Fulenchek, Anthony Renda (Trinity Bluff Development), Donna Anderson (Rocklyn), and Debbie Diaz (TownePlace Suites) and Kent Bogle (via proxy).

Advisory Board Members unable to attend: Tom Struhs.

DFWI Staff: Matt Beard, Brandi Ervin, Becky Fetty, Nicole Fincher and Andy Taft.

Also present for today's meeting: Crystal Hinojosa, PID Administrator with the City of Fort Worth.

Jeff Fulenchek chaired today's meeting. With a quorum being present, Mr. Fulenchek called the PID #14 Advisory Board meeting to order.

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

UPON A MOTION BY Anthony Renda and duly seconded, the PID #14 Advisory Board of Directors unanimously approved the July 28, 2021 minutes as presented.

FY2021 FINANCIAL REPORT – Ms. Ervin reported that PID #14 ended FY21 at 96% of the budget.

- Trash was at 73% due to credits received for \$970 (for pressure washer, because of construction and sidewalks being closed for approximately 9 months.)
- \$500 was not spent on tree light repairs last fiscal year. This will be done during this fiscal year.
- Ambassador Program (aka Security Enhancement) ended at 101% of the budget, as a result of a slight increase in the contract for \$265.

UPON A MOTION BY Anthony Renda and duly seconded by Jeff Fulenchek, the PID #14 Advisory Board unanimously approved the FY2021 Financial report as presented.

1st QUARTER FINANCIAL REPORT 2022:

- PID #14 is at 35% of the revenue, due to painting of poles and Pioneers Rest.

Mr. Beard added that 75-80% of the work at Pioneers Rest is complete. This project was approved by the PID #14 Advisory Board at the July 2021 meeting. At this time, we are waiting for their board to make some decisions.

- They are working on raising the main gate to 14 feet.
- We have painted the gate.
- Their Board did not like the enhancement opportunity of painting the finials gold. We will be replacing 100 of those, which have been ordered.

- We cleaned up the landscaping and painted over the graffiti (this was not part of the scope).
- 600 linear feet of the gate has been painted.
- We welded some spots on the gate to re-secure and erect it straight.
- The columns will remain and they will raise the archway. They are trying to determine if the letters are cast and may recast them themselves.
- We will add new signage that represents the historic cemetery.
- 80% of the works has been done for this year.
- The reserves were going to be for the pedestrian poles.

Pole Painting - There was \$3,400 in excess reserves that was going to be used for the pole painting program. However, it did not work out due to mid-year timing. Mr. Beard asked the PID Advisory Board if the reserves could be used this fiscal year to paint the remaining 19 poles.

There is \$4,300 in excess reserves. It will cost \$3,325 to paint the remaining poles. This will require approval and a mid-year adjustment by the PID #14 Advisory Board. *The request for the mid-year adjustment will be submitted this month and Council will review in April.*

UPON A MOTION BY Anthony Renda and duly seconded by Debbie Diaz, the PID #14 Advisory Board unanimously approved the mid-year adjustment of \$4,300 to paint the 19 pedestrian light poles and \$300 for tree lights.

Ms. Ervin stated that the GFCIs were replaced in October. GFCIs are required by the city.

Debbie Diaz asked about the LED lights on the pedestrian poles. The globes by TownePlace Suites need to be cleaned or replaced. The bike stations need good lighting as well. Mr. Beard stated that he would ask TPW to look into replacing those.

UPON A MOTION BY Anthony Renda and duly seconded by Jeff Fulenchek, the PID #14 Advisory Board unanimously approved the 1st Quarter 2022 Financial report as presented.

AMBASSADOR REPORT

- **Business and Hospitality** contacts ramped up in 2021. There Board commended how much ground the Ambassadors cover in PID 14.

Anthony Renda brought up the area overpass at Belknap, Weatherford and Elm. That area is bad again underneath the bridge. He expressed his frustration at the lack of maintenance by Burlington Northern on their property...litter, railroad ties, broken fence, graffiti. He also mentioned trees that have been knocked down near the church. Mr. Beard stated that he would have our team clean up the trees and will contact the city about graffiti abatement. Mr. Beard said he would suggest an opportunity to BN to get a team together for the Cowtown cleanup on March 26.

- **Motorist and Safety** assists doubled over the past year.
- **Homelessness** - If you see anyone in PID #14 experiencing homelessness, contact an Ambassador and they will put individuals in touch with Paul Andrade, Outreach Coordinator. Paul has connected 114 people with social services to get IDs, placed on a housing wait list, or receive vouchers for housing. Of the 114, 30 have been housed and 11 are pending. County-wide there are 4K people experiencing homelessness and 40-50 in downtown. Two were victims of exploitation.

BUSINESS DEVELOPMENT

- **320 Samuels** – Broke ground in July. Estimated completion is July 2022. This is a 55,000sf hotel by IHG. It will have 104 rooms, pool, and a 24/7 coffee bar (open to anyone).

That project will pay an assessment, the net taxable will increase about 30%. Mr. Beard said that in FY2023, we will discuss opportunities to possibly having an Ambassador there full-time.

- **515 Samuels** – A Zoning change has been requested. This development is a proposed for a four-story residential, 27 units (for rent), 20 parking spaces. This project is south of Lincoln Town homes and north of Villa de Leon. They are currently going through the DDRB. Nothing has been approved yet. (This is not within PID #14.)
- **Hot Trinity Highline** – no update, but they are going back and forth with the DDRB. This project is less than 50 units. It is within PID #14.

TRANSPORTATION

- **Hampton Street Updates** – These roads are in the 2022 bond package that will go to council in May. Those roads are part of the \$70M dedicated to roadway improvements.
- **Discussion about the Molly** - Debbie Diaz said that many of her guests have inquired about the Molly going to Belknap. Mr. Beard asked if TownePlace or PID #14 would want to help finance the Molly to go there. Beard said he would get Ms. Diaz in touch with Ms. Konur to see what the numbers would look like to help fund the Molly going there, as it would be beneficial for the growth that is taking place within the PID.

MARKETING

Social Media – Nicole Fincher gave a 2021 overview for social media. At the end of the year, we landed at a total audience of over 224K. That was growth 9.4K net followers across Twitter, LinkedIn, Facebook, Instagram. Most of our growth is from Instagram. (Ms. Fetty added that this is not PID #14 specific, but social media for PID #1, PID #14 and all of downtown.)

In total, our posts collected in 2021 collected over 13.7M impressions and 675,000 engagements (likes, comments, link clicks to our website). We had a very strong year and we will continue to push through in 2022 with new strategies. We are expecting another great year in social!

Banners – A year ago there were issues within PID #14 with the wind or someone vandalizing the banners. We went to our banner producer to see if there was any better material and the tests deemed that the material we are using is the best for this area. New banners were produced and installed in November (last fiscal year) and they have maintained. We have money to replace the banners due to wear and tear, in this fiscal year. New banner hardware will be added to the poles in front of the Rocklyn.

The Downtown Neighborhood Alliance will be hosting its annual meeting on Wednesday, March 23. Location to be determined. Jay Downie, producer of the GM Financial Parade of Lights and the MAIN St. Fort Worth Arts Festival, and Andy Taft will be the guest speakers for this event.

Ms. Fincher mentioned that Trinity Bluff and Urban are building members and have opted to pay a reduced rate for their tenants to be a part of the DNA. If you are interested, please contact FWDNA.com.

NATIONAL WEATHER SERVICE...Reminder the winter storm is headed this way this evening. Please remind your tenants as this will affect traffic in downtown. FWISD just cancelled school. PID crews will put down de-icer in the walkable core. Ms. Fincher announced that Neighbors House Grocery will be open. We will keep everyone updated on the DFWI website.

FUTURE AGENDA ITEMS – Mr. Renda asked if we could get an update on the cleanup of BNSF's property.

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

ADJOURNMENT OF MEETING – With no other matters to come before the Board, Mr. Fulenckek adjourned the PID #14 Advisory Committee Meeting.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Tom Struhs", written over a horizontal line.

Tom Struhs, Chairman