



FORT WORTH PUBLIC IMPROVEMENT DISTRICT (PID) # 14  
ADVISORY BOARD MEETING

Thursday, July 27, 2023  
1:00 P.M.  
Downtown Fort Worth, Inc.  
777 Taylor Street, Suite 100  
Fort Worth, TX 76102

A G E N D A

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|-------|---|-------------|
| I.    | Call to Order                                 | Tom Struhs  |
| II.   | Consideration of Minutes of January 12, 2023  | Tom Struhs  |
| III.  | Financial Report for Third Quarter of FY 2023 | Matt Beard  |
| IV.   | Consideration of the Draft Budget for FY 2024 | Matt Beard  |
| V.    | PID #14 Report                                |             |
|       | a. Transportation & Planning                  | Matt Beard  |
|       | b. Marketing                                  | Becky Fetty |
|       | c. Research Update                            | Shane Smith |
| VI.   | Fiscal Year 2024 Board Appointments           | Tom Struhs  |
| VII.  | Requests for Future Agenda Items              | Tom Struhs  |
| VIII. | Presentations by the Public                   |             |
| IX.   | Adjourn                                       | Tom Struhs  |



**Downtown Fort Worth, Inc.  
Fort Worth Public Improvement District #14  
Advisory Board Meeting  
Wednesday, January 12, 2023  
DRAFT**

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The Advisory Committee for the Fort Worth Public Improvement District #14 met on Thursday, January 12, 2023 in the Conference Room at Downtown Fort Worth, Inc., located at 777 Taylor Street, Suite 100, Fort Worth, Texas 76102.

**Advisory Committee Members in Attendance:** Tom Struhs, Kent Bogle, and Jeff Fulenчек.

**Advisory Committee Members unable to Attend:** Anthony Renda, Debbie Diaz, and Tara Pittman.

**Vicky Moss with the City of Fort Worth was also in attendance.**

**DFWI Staff in Attendance:** Andy Taft, Matt Beard, Brandi Ervin, KayLee Pratt, Shane Smith and Barbara Sprabary.

**With a quorum being present, Chair Struhs called the Advisory Board meeting of PID #14 to order.**

**CONSIDERATION OF MINUTES:** Chair Struhs called The Advisory Committee's attention to the minutes from the the November 3, 2022 meeting. The minutes were emailed to the Committee prior to today's meeting.

**UPON A MOTION BY Kent Bogle and duly seconded by Jeff Fulenчек, the PID #14 Advisory Board unanimously approved the minutes from the November 3, 2022 meeting as presented.**

**FINANCIAL REPORT FOR 1ST QUARTER FY 2023** – Brandi Ervin's report included the following:

- As of December 31, PID #14 assessments are at 21.7% of the annual budget.
- Expenses are at 0%. (The work for the beautification project has been done, but we are waiting for the final invoice.)
- PID 14 spent \$1,358 on tree lights.
- Banners have not yet been purchased for the district.
- Overall expenses are at 20.8% of the annual budget.
- As of December 31, PID #14's net income is \$833.

**UPON A MOTION BY Jeff Fulenчек and duly seconded by Kent Bogle, the PID #14 Advisory Board unanimously approved the 1st quarter FY2023 financial report as presented.**

**PID #14 REPORT**

**MAINTENANCE, LANDSCAPING & AMBASSADOR PROGRAM** – Matt Beard stated that he has not been out to assess the banners after the wind, but he will check to see if any of the banners need to be replaced.

At the last PID #14 meeting, the committee approved funds for beautification projects within PID 14. Two weeks ago, twenty percent of the trees were trimmed, and dead wood was removed, just west of Towne Place Suites. Tree lights that started to suffer from the dead wood were removed and replaced by electricians. Ninety percent of the tree lights were removed and will be replaced and installed soon. (Kent Bogle said that Villa De Leon did their own lights.) New LEDs were part of the budget approval from the last meeting. Visibility has improved with

the trimming of tree canopies, and you can now see down Samuels. Beard said that he will work with the city's tree farm to replace a dead tree that was removed from the corner of Towne Place Suites.

Pioneers Rest was discussed as part of the beautification project. If you will recall, the committee discussed doing something along their 600 feet of linear sidewalk. Mr. Beard said that Pioneers Rest is installing flowers for the run of that. Staff will work with the landscape team if we need to provide supplemental watering. The cemetery is looking great. Their new leadership is taking an active role.

#### **Upcoming Events:**

- **The Stock Show Parade** is this Saturday, January 14 at 10am. The parade route will travel south along Main to the Convention Center, go up Houston Street, and end at Panther Island.
- **The Martin Luther King, Jr. Parade** and rally will be Monday, January 16 from 11am-3pm. The rally will be in Sundance Plaza.

#### **TRANSPORTATION & PLANNING** - Mr. Beard reported for Melissa Konur.

- **The Avid Hotel's** ground-breaking was July 2021. This project is 4 stories, 104 rooms and is located at 320 Samuels Avenue. The estimated completion date is in the 2nd quarter of 2023.
- **Urban Genesis** project, Trinity Highline is 4 stories and 172 units, with 160 parking spaces. Completion is expected sometime in the 1st quarter of 2024.
- **The Harrison** project located at 515 Samuels will have 4 stories and 27 units, with 20 parking spaces.

Kent Bogle asked why apartment buildings are not required to build parking spaces. Mr. Taft said that this is due to H-zoning. This is a long-term strategy to build density. The idea is that we want an environment for people and not for cars. (There was a brief discussion on parking, street parking, bike share, scooters, and transportation.)

**MARKETING** – KayLee Pratt reported that the next gathering for the Downtown Neighborhood Alliance will be this evening from 5:30pm-7pm at Parts Unknown, located at 410 Houston Street. 85 have rsvp'd for tonight's event. In 2022, the DNA events averaged between 30-40 attendees at their monthly events. Mr. Taft asked about DNA members from PID 14. Ms. Pratt said that Trinity Bluff pays for their residents to be a part of the DNA. Mr. Bogle said that he would like someone to go to Villa De Leon to talk about them joining the DNA. They have 23 units. Mr. Beard said he could also arrange a time to talk to those residents about the Ambassadors program.

**SOCIAL MEDIA** – Ms. Pratt said that in 2022, DFWI's social media efforts had a net growth following of 5K over all social platforms. This number has plateaued from previous years. The increase in social media in 2020 (15K net growth) and 2021 was due to COVID. However, trends and algorithms changed also because of COVID. DFWI's social media has seen an increase in impressions and engagements. We had over 8M impressions on social media feeds in 2022 and we are focusing on that for 2023. Some of our top performing posts in 2022 included an Instagram reel from Salsa in September which had 40K views; a Facebook post for the MAIN ST. Fort Worth Arts festival which reached 132K. Ms. Pratt said that DFWI will focus on increasing our engagement rate, which has increased significantly over the last 30 days. The more engagement, the more visibility and people wanting to experience downtown.

Mr. Struhs commended Ms. Pratt on her report. Mr. Taft added that PID 14 is largely residential and the more interest we have, the more beneficial this is to PID 14.

**RESEARCH** – Shane Smith reported that the State of Downtown is complete and will be distributed at the upcoming State of Downtown Breakfast in February.

Mr. Smith also talked about the census showing that Fort Worth is the 3<sup>rd</sup> highest in population growth and we are seeing that downtown. The price per sf is historically high. Townhomes and condos are leasing for \$2,400-\$2,700. Apartment living, post covid, has seen a sharp increase in prices. Studios and 3-bedroom apartments have had a sharp uptick in prices per sf. Three-bedroom apartments are in more demand.

Today, the Fort Worth Star Telegram announced that the Oncor building will be converted to apartment living. There will be 300 units. The Oil & Gas building will be converted to 180 apartments. In downtown, with current construction, and if we assume everything that is in planning comes to fruition, we are looking at an additional 3,371 units coming to downtown, with an average household size of 1.4. Within the next 3-4 years, downtown is looking at an increase of 5,400 more people living here. Presently we have 9K people living downtown.

**OTHER ITEMS DISCUSSED:**

- Jeff Fulenchek asked if downtown has made up the job losses that were moved out of downtown. Mr. Taft responded that downtown is probably even now from when XTO moved, but we are nowhere near the 30% market that is working from home. He went on to say that Class A and Class B are so competitive now. Class C buildings will be converted to hotels or residential. The downtown central business district has a great challenge. We are used to 90% occupancy. We do get prospects looking at Fort Worth, but we do not have rich corporate prospects. We win our fair share of looks but remain in the shadows of Dallas. We have been in serious conversations with the Chamber. We need some nationwide marketing.
- Mr. Struhs said that we need to have a nomination for a new PID 14 Chair as he will be stepping down. Since this was not on today's agenda, Mr. Taft asked if we would defer this discussion until the next meeting. We will have this on the agenda and place this in the PID newsletter.
- Mr. Struhs also mentioned voting in a representative from Pioneers Rest to have a seat on the PID 14 Advisory Board.

**REQUESTS FOR FUTURE AGENDA ITEMS** – Mr. Struhs called for requests for future agenda items. Mr. Beard mentioned the following:

- Panther Island Update
- Bike Share

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

**ADJOURNMENT OF MEETING** – With no other business to come before the Advisory Board, Mr. Struhs adjourned the meeting of the PID #14 Advisory Board.

Respectfully submitted,

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Tom Struhs, Chairman