

Quality of Life Council Committee

Meeting Record (DRAFT)

Meeting Date: 1-25-2010

Convened: 12:01 p.m.

Adjourned: 2:00 p.m.

Pauline Medrano, Chair
Vonciel Jones Hill, Vice-chair
Sheffie Kadane
Steve Salazar
Carolyn R. Davis
David Neumann
Angela Hunt

Briefing Presenters:

-Troy Thorn, Convention & Event Services
-Mark Nerenhausen, AT&T Performing
Arts Center
-Joey Zapata, Code Compliance

Non-members:

Delia D. Jasso
Dwaine Caraway

Staff Present:

Forest Turner, Lori Chance, Adrian Dade,
Laurietta Stewart, Rick Galceran, Errick
Thompson, Davis Fisher, Barbara Martinez,
Stephanie Coleman, Kent Robertson

Special Guests:

Former Councilmember Veletta Lill
Monica Green, Dallas Convention Business
Bureau
Animal Services Advisory Committee

AGENDA:

1. Approval of January 11, 2010 minutes

Presenter(s):

Information Only: _____

Action Taken/Committee Recommendation(s):

Motion to approve the January 11, 2010 minutes.

Motion made by: Vonciel Jones Hill

Item passed unanimously: __X__

Item failed unanimously: _____

Motion seconded by: Sheffie Kadane

Item passed on a divided vote: _____

Item failed on a divided vote: _____

2. NBA All-Star 2010-Dallas: Community Initiative

Presenter(s): Troy Thorn

Information Only: __X__

Action Taken/Committee Recommendation(s):

The NBA All-Star week is on February 10-14, 2010 which will benefit North Texas and provide potential long term community gains. On October 30, 2008 the NBA announced Dallas' successful bid to host the 2010 All-Star week in North Texas.

NBA Cares is the league's social responsibility initiative that addresses important issues with an emphasis on programs that support education, youth and family development and health related

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causes. During the NBA All-Star 2010, NBA Cares and the Dallas Mavericks will partner with schools government and local non-profit organizations in Dallas and surrounding areas. NBA Marketing and Media partners will participate in a wide range of projects to strengthen the cause-related marketing of NBA All-Star as well.

On Wednesday, February 10th the NBA All-Star Caravan will make site visits. On Thursday, February 11th the NBA Fit All-Star Youth Celebration will take place. Friday, February 12th will be a Day of Service for NBA Cares as well as the T-Mobile Rookie Challenge and Youth Jam. A Jam Session will also take place Thursday through Saturday.

The NBA All-Star week is estimated to bring an attendance in excess of 300,000. The State Comptroller projects the City's incremental tax revenue gain from direct event related spending to be \$2.49 million. North Texas has also responded with over 6,000 volunteer applications, suggesting that the benefits have reinvigorated volunteerism and touched individual lives.

Motion made by:

Item passed unanimously:

Item failed unanimously:

Motion seconded by:

Item passed on a divided vote:

Item failed on a divided vote:

3. AT&T Performing Arts Center: Accomplishments in the First 90 Days

Presenter(s): Mark Nerenhausen

Information Only: X

Action Taken/Committee Recommendation(s):

The AT&T Performing Arts Center has partnered with its resident companies, other arts, cultural, entertainment, educational and community organizations, and the City of Dallas to enhance the City's standing, broaden its opportunities and contribute to the success of the Dallas Arts District. Positive feedback is being received due to the diversity, cultural stature and affordable prices for all.

In the first 90 days of operation there have been: 212 events, 119 ticketed events, 93 non-ticketed events such as meetings, dinners, etc., and 21 major tours hosted. There have been: more than 93,000 patrons, 800 volunteers, 150 media personnel, 71% of total ticket purchases were from new buyers, and 120 buses dropping off students. The center has also increased education, tourism, positive publicity for Dallas, local business, the Downtown image, and new community partnerships. Two additions to the area include the Annette Strauss Artist Square and the City Performance Hall, scheduled to open in 2010.

Motion made by:

Item passed unanimously:

Item failed unanimously:

Motion seconded by:

Item passed on a divided vote:

Item failed on a divided vote:

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4. Code Compliance – Animal Services Update

Presenter(s): Joey Zapata

Information Only: X

Action Taken/Committee Recommendation(s):

The Code Compliance Animal Services division has 135 positions with a budget of \$7.2 million. The division also provides field services in the City of Dallas 24 hours / 7 days a week. Field operations consist of 65 employees who provide the following services: respond to services requests reported through 311, conduct sweeps for loose and aggressive dogs based on data from CRMS, investigate animal cruelty reports, provide humane traps for animals, and provide rapid response investigation of loose or aggressive dogs or dog packs.

Animal Services received a total of 66,800 service requests in FY 08-09. Loose aggressive animals and loose animals consisted of 45% of all service requests received by Animal Services. This increased as a result of proactive service requests by officers. Priority service requests are dispatched directly to the field officers by 311 operators, this includes: loose aggressive animals, confined animals, sick/injured animals, animal cruelty, animal bites, unsanitary conditions and tethering.

For FY 08-09, Public Education efforts included: 32 events, 58 community presentations, 15 school presentations, 11 tours of the shelter, over 140 Responsible Pet Ownership classes in English and Spanish reaching nearly 800 people, surpassed best of 27 animal adoptions in one day to 34, hosted six open houses at the Westmoreland shelter, held microchip fairs every fourth Saturday, organized “Santa Pictures with Your Pet” with volunteers which resulted in 200 free pictures and \$350 in donations to the shelter, received 250 Karunda beds donated by Metroplex Animal Coalition and increased number of trained volunteers by 400% to utilize in various areas.

A Customer Survey is conducted on an on-going basis at the Dallas Animal Shelter to gain customer feedback. 821 individuals completed the survey between June 2009 and December 2009 and provided the following purpose for visiting the Animal Shelter: 791 for adoption, 10 for lost and found, 1 to reclaim a pet, and 19 for a tour. 92.5% of those surveyed rated the “cleanliness of the shelter” and the “condition of the animals” as good or excellent. 97.5% of those surveyed rated the “service received” as good or excellent, 744 would recommend the shelter to others, and 149 said they would be interested in volunteering at the shelter.

Motion made by:

Item passed unanimously:

Item failed unanimously:

Motion seconded by:

Item passed on a divided vote:

Item failed on a divided vote: