

Quality of Life Council Committee

Meeting Record

(DRAFT)

Meeting Date: 4-14-2008

Convened: 12:02 p.m.

Adjourned: 1:50 p.m.

Pauline Medrano, Chair
Vonciel Jones Hill, Vice Chair
Carolyn R. Davis
Angela Hunt
Sheffie Kadane
David A. Neumann
Steve Salazar
Elba Garcia (non-member)

Briefing Presenters:

-Karl Zavitkovsky, Director of Economic Development
-Lisa Fullerton, Graffiti Coordinator of Code Compliance Services

Staff Present:

Laurie Evans, John Phipps, Forest Turner, Sheila Delgado, Lynetta Moore, Robert Curry, Daniel Oney

Special Guests:

Dr. Bill Peterson-Resident of Dist. 2,
The Senior Affairs Commission, Jim Reid & Levi Davis – former Assistant City Managers

AGENDA:

1. **Approval of March 24, 2008 minutes**

Presenter(s):

Information Only: _____

Action Taken/Committee Recommendation(s): No action taken.

Motion made by:

Item passed unanimously: _____

Item failed unanimously: _____

Motion seconded by:

Item passed on a divided vote: _____

Item failed on a divided vote: _____

2. **Earned Income Tax Credit**

Presenters: Karl Zavitkovsky

Information Only: _____

Action Taken/Committee Recommendation(s):

Earned income tax credit is defined as a tax refund for working families to supplement wages. It enables a family of 4 to earn up to \$40,000.00 per year and receive a maximum lump sum tax credit payment of up to \$4,716. Average credit is \$2,000.00 It was established by Congress in 1975 and indexed to inflation.

Local data from a Center for Policy Priorities/ Dallas Worksource Board study reflected: Dallas County (2003) had \$384 million claimed with \$118 million eligible, but unclaimed. The City of Dallas had \$81 million unclaimed. More than 20% of eligible families don't claim due to lack of awareness and complexity of filing.

Existing Dallas Program - Asset Building Coalition of Dallas/Denton Counties (ABCD) started in 2003 with assistance from IRS. ABCD mission is to assist working families through awareness and education, free tax preparation and asset building, and financial literacy. Its primary focus is on the VITA program. Its major growth constraint is lack of paid staff. ABCD's

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May report revealed that in 2006 there were 1,755 returns yielding \$1.2 million in benefits and in 2007 there were 2,744 returns yielding \$2.2 million.

The City contracted with Momentum Texas Inc. to prepare a report on EITC and VITA programs in Dallas. These programs experiences provided several lessons for success. Recommendations were made in areas including governance, management and operations, marketing and outreach as well as goals. Benefits to Dallas include potential to significantly increase aggregate income in low income neighborhoods of Dallas as well as potential to improve long term family economic stability.

Recommendations and next steps included the need to evaluate the MTI three year funding request from the City of Dallas (50K in FY 2009) in the context of the FY 2009 budget process. City contribution subject to specified funding matches from United Way, foundations and banks. Identify City resources to support marketing and outreach as well as appoint a City representative to the ABCD board.

Motion made by: Angela Hunt
Item passed unanimously: X
Item failed unanimously:

Motion seconded by: Vonciel Jones Hill
Item passed on a divided vote:
Item failed on a divided vote:

3. Clean Up Dallas (Trash Attack/Graffiti Wipe-out)

Presenter(s): Lisa Fullerton

Information Only: X

Action Taken/Committee Recommendation(s):

This event was formally known as Graffiti Wipeout but it has outgrown graffiti-only aspect. Its current goal is more inclusive to other areas like litter, which is a City-wide issue. This current goal allows for a larger age range to participate. Also more departments can be involved. This results in the creation of a united front and multi-faceted approach to improving City aesthetics.

The event's organization has changed with the creation of a planning team instead of a few individuals planning the entire event. More City of Dallas employees assist with planning instead of external entities. Also, a basic "How to" manual was created and will be amended as necessary. A logo has been created to "brand" the event and will be used for future events. Several departments are involved in various aspects for this year's event.

The event takes 4 months to organize. At 4 months, the date, time and satellite locations are determined. At 3 months, the sponsors and vendors are contacted and marketing information is created. At 2 months, special event permits are obtained, active sponsor recruitment is started and media is alerted of the event. At 1 month, number of sites to be cleaned is finalized, number of volunteers registered is confirmed, maps and sites are printed, supplies/paint/paperwork is delivered to satellite locations. The marketing of the event consists of printed, audio, and electronic medium.

Registration will be available through the form filling out process at Neighborhood meetings, through Neighborhood Patrol Officers, Service Area Coordinators, crime watch and home owner

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Motion made by:

Item passed unanimously: _____

Item failed unanimously: _____

Motion seconded by:

Item passed on a divided vote: _____

Item failed on a divided vote: _____

4. Ms. Hill moved to accept upcoming agenda items, Ms. Hunt seconded the motion.

Motion made by: Vonciel Jones Hill

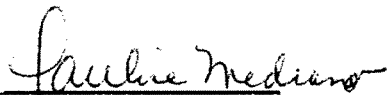
Item passed unanimously: X

Item failed unanimously: _____

Motion seconded by: Angela Hunt

Item passed on a divided vote: _____

Item failed on a divided vote: _____



Pauline Medrano

Chair