

FRIIdays

SERVING THE FAR EAST DALLS AREAS OF FOREST HILLS, CASA LINDA, WHITE ROCK HILLS, GREATER CASA VIEW & WHITE ROCK EAST

FALL 2011

blurring the line
between



commerce & community

FRI Face Obstacles, Opts For Growth

A Letter from the President

by Vikki J. Martin



There are many great stories about FRI and its impact over the last dozen years, but the one that seems to stick with people is the origin story -- My new bicycle was stolen from our home, leaving Rob and me with a choice. Would we move from our home? Would we stay, accept that this was a neighborhood that couldn't have nice things? Or would we do something to effect a change?

We chose that latter path. We were fortunate enough to find hundreds of our neighbors ready to make the same stand. Our decision to stay and work to change things made a big difference in our community.

Today, we all face the same decision. Something has been taken from us, and we must decide whether to accept, flee or fight.

For much of the last decade, federal *Weed and Seed* programs provided most of the funding for FRI's work. This means that we've been able to focus all of our energies on our mission of eradicating crime, building community and bringing important amenities to an otherwise forgotten corner of the city. Our new library and a safer community are testaments to the success of that work.

But in April, the federal money went away for good. The *Weed and Seed* program itself was killed in Washington, meaning that we could not, as we'd done twice before, add another federal grant to fund our operations.

We began preparations for this new reality last year with our "Everything's Comin Up Roses" gala celebration, raising more than \$27,000 in our first-ever fundraiser. However, actual termination of our federal funding came even sooner than we had anticipated.

This was a major setback. We had to lay off our full-time staff, keeping our Executive Director, Alice Zaccarello, on a few days a week to help us try to find a way forward. As we struggled to keep up our services with a drastically reduced budget, there was serious discussion about shutting down FRI.



Brenda Perez (Area Manager), Larry Ingram (Owner/Operator), and Jingles (Marketing) of McDonalds (I-30 and Jim Miller), are supporters of the FRI Community Connection membership program.

But, just as the community rallied to form FRI 13 years ago, I am pleased and touched that our community is "rising up" to ensure that our good work continues. In addition to the board, a group of business leaders has gathered and launched the FRI Community Connection membership program. This program seeks to bring together our residents and businesses in a more meaningful way, while at the same time raising the funds we need to be self-sustaining.

These are still the early days, but an impressive Founder's Circle of the FRI Community Connection stepped forward and voted with their wallets -- providing seed funding that we need you to feed with your participation as well. Just watch us grow!

We will continue to consider every resident and business a member of our community. But in order for us to continue to serve and grow, as a minimum we need you to register online as a Registered Member (it is free), so that you can receive important messages from us and from the local businesses who support our mission. By joining as a Contributing Member or joining the Founder's Circle, you ensure that our work can continue. You can become a Registered or Contributing Member or join our Founder's Circle on our website (www.fergusonroad.org) or by completing and returning the form in this news magazine.

Dr. William G. "Gerry" Jones, representing Texas Cardiothoracic Surgery Associates, PA and FRI President Vikki Martin are part of a new collaboration to unite local far East Dallas businesses with its residents.



One of the remarkable things that has happened this summer is that by engaging with our businesses and residents to solve this dilemma, we have realized that not only are we averting the end of FRI, but we are also stepping up to a new and exciting challenge for this community. Just as a graduating student takes their skills and knowledge out into the world, as we graduate from the federal *Weed and Seed* program, we have the opportunity to expand on our work and make far East Dallas one of Dallas' most desirable communities.

These are extraordinary times. This is the worst economy many of us have ever experienced. We need your help more than ever. This is not the standard, run-of-the-mill request for support. Today is the day you must decide: Is our work done? Or is it just beginning?

I believe we're at a beginning, not an end, but we need you to join us. Use the form on the facing page or on our secure website at www.fergusonroad.org, to show your support for the FRI vision.



FRI Community Connection . . . Count Me In!

CONTRIBUTING MEMBERSHIP LEVELS

I want to support the Ferguson Road Initiative (FRI)
by becoming a member of the Community Connection.
(please check your desired membership level below)

Individual and Nonprofit Membership:

- Household @ \$50 per year
- Nonprofit and Churches @ \$70 per year
- Neighborhood Associations @ \$70 per year
- Patron @ \$100 per year

Business Membership: (please select based on number of employees in your business)

- 1 to 10 employees @ \$175 per year
- 11 to 50 employees @ \$375 per year
- 51 to 100 employees @ \$575 per year
- 101 to 500 employees @ \$1,275 per year
- 501+ employees @ \$2,775 per year
- Apartments based on the number of units

FOUNDER'S CIRCLE

I want to support the Ferguson Road Initiative (FRI) with a multi-year pledge by joining the FRI Community Connection Founder's Circle. Includes a complimentary membership at the appropriate level.

(The offer for our Founder's Circle will end at midnight on November 30, 2011)

Level of Support: (please check one)

- \$1,000 per year for 3 years (\$3000 total)
- \$2,500 per year for 3 years (\$7500 total)
- \$5,000 per year for 3 years (\$15,000 total)
- \$7,500 per year for 3 years (\$22,500 total)
- \$10,000 per year for 3 years (\$30,000 total)

Benefits:

- Donor Plaque, and quarterly recognition in the FRI E-Blast
- All the above plus* semi-annual recognition in the FRIdays News Magazine (mailed to 16,000 households)
- All the above plus* your logo on the FRI website, 15% discount on FRIdays News Magazine advertising
- All the above plus* recognition at Public Business & Community Meetings
- All the above plus* a permanent banner on the FRI website, and recognition at ALL Special Events

PAYMENT

Please go to our website at www.fergusonroad.org to pay by credit card or check
Or complete and mail the information to our office as FRI, PO Box 570417, Dallas TX 75357

Check enclosed \$ _____

Charge my VISA / MASTERCARD /Discover(circle one) # _____ Exp. ___ / ___ Code: _____

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Billing address if different than below: _____

CONTACT INFORMATION

Date: _____

Name: _____

Company: _____

Address: _____

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Max Wells
VP Sterling Bank

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Civic Leader

FRI wishes to thank Kerry Goodwin for his 7 years as our *Weed & Seed* Coordinator. His tireless dedication and energy have left a very positive mark on the FRI organization and community.

BOARD OF DIRECTORS

Vikki J. Martin, President
Claremont Addition Neighborhood Association, Resident

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Derek Smith
YMCA-White Rock Branch, Executive Director

Monica Smith
Thompson & Knight LLP, Attorney

CONTACTS & CREDITS

Weed & Seed Office:
7229 Ferguson Road, Suite 4101
P.O. Box 570417 (mail)
Dallas, Texas 75357
Phone: 214.324.5116
Fax: 469.546.3622
fergusonroad.org

Satellite Office:
2615 Hibiscus

FRI Staff:
Alice Zaccarello: Executive Director
Edna Foster: Victim's Outreach
Coordinator
Maria Valenzuela: Bookkeeper

To place an ad in FRIdays News
Magazine, call 214.324.5116 or
e-mail Maria Valenzuela at Maria.Valenzuela@fergusonroad.org

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Drema Chaves

We would like to make a correction to the credits in our Spring 2011 issue. The photographer for the cover and page 5 photos is Diana Gilbert.

Our publication may include paid ads by political and faith-based organizations. These ads solely reflect the position of the advertiser. Some advertisers may not name the advertiser in the ad, however, the advertiser can be accessed through their stated website.

For a copy of FRI's Annual Report please refer to our website at <http://www.fergusonroad.org>

Remarkable Transition in White Rock East

by Ellen Childress



Maybe just changing the name from 2-Points to White Rock East has had some kind of transformational influence, but there is definitely a change for the better in our part of far East Dallas. The word this week from Principal Megan Barringer at George W. Truett Elementary is upbeat. She reports that while there are definitely tight places in the new budget, Truett will get to keep its full-day Pre-K program. Those students will allow the school to have two Assistant Principals and several new staff positions. She also reports that according to her calculations, Truett missed achieving "Recognized" status by only 3 points in science and achieved "significant gains" in both reading and math. This from a school that, a little over a year ago, was fluctuating between "Unacceptable" and "Acceptable" status! This past school year has also produced the first PTA Truett has had in more than 12 years with a current paid membership of over 80 parents and community supporters, and the first graduated group of parents from Concilio, a wonderful program to help parents become active advocates for their children. FRI brought 12 workshops from the Museum of Nature

and Science to 672 students at Truett, focusing on science and math to reinforce classroom instructions. Ms. Barringer also states that she is planning a "Truett Makeover" day soon to add some new color to the walls and a wider range of decor for classrooms. Anyone who would like to help at Truett at any time is welcome. If interested in volunteering at Truett, contact Truett's Office Manager Genevieve Williams at 972-749-8000 or genwilliams@dallasisd.org.

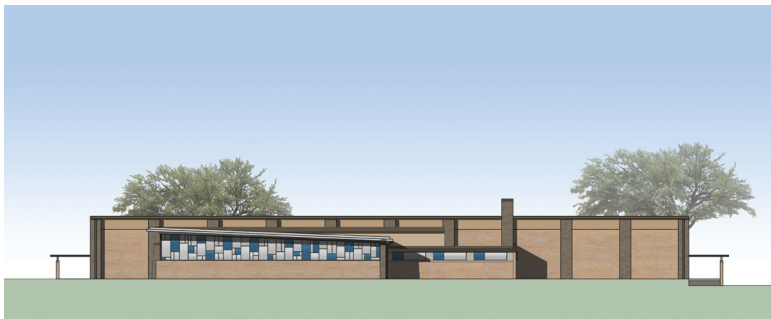
Our overall crime rate remains low. We have experienced one or two burglaries and some of the usual summertime mischief and vandalism. Truett Crime Watch membership continues to increase with a number of new members found among our Hispanic residents. Our work on an Area Land Use Study- Redevelopment Vision is wrapping up. The first draft is with the City of Dallas. A community-wide meeting in the fall helped finalize the plan before it goes to the City Council in September. We are thinking ahead to projects we can use to pave the way for larger changes over time. We are seeing some hopeful signs already. For example, Save-a-Lot Grocery Store has opened a "training" grocery store in what was the Tom Thumb center at Buckner and John West. This is a convenience that residents here have not had in years. We can also offer several attractive spots for retail development on Ferguson Road, at North Buckner, and in the small industrial areas near I-30 and Chenault. As we begin to work toward the redesign and redevelopment of our neighborhoods and retail centers, this is a community on the move.



Recreation Center Gets Update

by Ellen Childress

The Harry Stone Recreation Center (2403 Millmar) closed at the end of August for renovation. The design and remodeling includes a circular, glass-enclosed office at the front of the building, a 1500 square foot, state-of-the-art fitness center, commercial kitchen with adjacent dining, new meeting rooms, and landscaping and lighting that will offer greater safety as well as a more attractive setting. The two gymnasiums will be refurbished, and the dance studio with its special flooring and mirrored walls will be rebuilt. The Center is expected to reopen in a year.



HARRY STONE RECREATION CENTER
EAST BEHAVIOR

Mayor Mike Rawlins



"The Ferguson Road Initiative has spent the last 13 years working to 'weed out' crime and 'seed in' human resources by growing people, their lives and their families. Now they are looking towards the next decade at how to grow their economy by uniting the business community with their residents. They are looking towards the future, they are mastering the art of fusing the pro bono abilities of their volunteers and leaders to find entrepreneurial ways to reshape and restore their community."

White Rock Hills Library - A Dream Coming True

by Gary Lawler

The Ferguson Road Initiative's vision to build a library in far East Dallas is now a reality. Located at 9150 Ferguson Road, the White Rock Hills Branch Library is scheduled to open in early 2012.



	CITY OF DALLAS		COUNCIL DIST #7	DALLAS CITY COUNCIL
	CAPITAL IMPROVEMENTS PROGRAM			
WHITE ROCK HILLS BRANCH LIBRARY				
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General Contractor:		JC Commercial		
Phone:		972-436-4622		
Construction Superintendent:		Mark Wall		
24 Hour Phone:		3-1-1		
Public Works and Transportation Department Phone: (214)-948-4601				
		DWAYNE R. CARAWAY MAYOR DWAYNE R. CARAWAY DIST. 4 (MAYOR PRO TEM) PAULINE MEDRANO DIST. 2 (DEPUTY MAYOR PRO TEM) DELIA D. JASSO DIST. 1 DAVID A. NEUMANN DIST. 3 VONCIEL JONES HILL DIST. 5 STEVE SALAZAR DIST. 6 CAROLYN R. DAVIS DIST. 7 TENNELL ATKINS DIST. 8 SHEFFRE KADANE DIST. 9 JERRY ALLEN DIST. 10 LINDA KOOP DIST. 11 RON NATINSKY DIST. 12 ANN MARGOLIN DIST. 13 ANGELA HUNT DIST. 14		

Library Sculpture *"FENESTRAE AETERNITATIS: DOORWAYS TO KNOWLEDGE"*

This sculpture by Jon Barlow Hudson is inspired by the ancient concept of "windows into eternity." The sculpture gives shape to the experience of ideas within one's mind leading into other ideas.

Bob Barsamian, artist and FRI resident, was a member of the City of Dallas' Artist Selection Panel for the Public Art Project at the library. "Its title 'Doorways to Knowledge' lends itself to the Library image as well as its aesthetic representation of book-like forms magically connected to each other. Because of its scale it will also serve as a place for visitors to sit and read a book or perhaps even do a little homework," said Barsamian.





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Victim's Outreach Program to Continue

by Edna Foster



In April 2011, FRI hosted a Victim's Impact Panel at the New Creation Bible Church on Ferguson Road. This was a "Taking Back Life" event that included male and female survivors of sexual assault and domestic violence. "The 60 survivors in attendance provided testimonials and insight about how they reclaimed their lives over abuse and how their lives have been transformed," said Edna Foster, FRI's Victim's Outreach Coordinator. FRI is thrilled to report that our State of Texas funded Victim's Outreach Program has been renewed for 2012. FRI will continue to reach out to those in our community who are the victims of domestic, sexual and other criminal violence.

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State Representative Kenneth Sheets, District 107



“Community involvement is essential to community improvement. I am fortunate and proud to be a part of a community that truly cares about its citizens and their quality of life. The

far East Dallas community is very fortunate to have an organization like the Ferguson Road Initiative to provide a vehicle to bring residents, businesses, schools, churches and others together to achieve this. The dedication of the people involved with FRI is a true testament of what can be achieved when people come together and work toward a common goal. Thanks to FRI’s vision, programs, communications, and experience, the residents of the far East Dallas community continue to reap the benefits of these crucial collaborations.”

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State Representative Eric Johnson, District 100



“Our community is stronger, our streets are safer and our future is brighter because of the work of the people at the Ferguson Road Initiative. What they have accomplished stands as a shining example to every neighborhood in Dallas and throughout our state. I am proud to support their work and I am glad to be counted among their many supporters.”

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Special Guest Mayor Mike Rawlings and the FRI Board of Directors invite you to celebrate **13 years of success!**

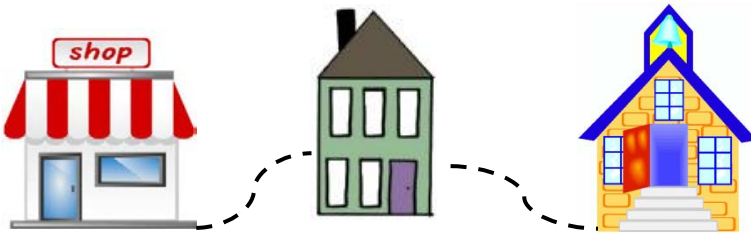
Community Connection

Breakfast Rally

Wednesday, November 9, 2011
7:30 - 9:00 a.m.

Highland Park Cafeteria
(in the Casa Linda Shopping Center)
1200 North Buckner Boulevard
Dallas, Texas 75218

Come meet local neighbors and businesses and hear about our exciting plans for the future! We have reserved a complimentary breakfast for you! Let us know if you'll be coming by November 2nd, seating is limited. You may RSVP at www.fergusonroad.org or for more information call (214) 324-5116.



R.S.V.P.

We have reserved a complimentary breakfast for you! Let us know if you'll be coming by November 2nd, seating is limited. Either RSVP at www.fergusonroad.org or complete and mail this form to FRI, P.O. Box 570417, Dallas, TX 75357.

Name(s): _____
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Accept with pleasure. Number of people in my party.
 Decline with regrets. Please contact me regarding membership.

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FRI Community Connection

Supporters as of August 31, 2011. This list grows daily.

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Zane Drake, Villas of White Rock Apartment
Diana Gilbert & Susan Walker
Doug Hunt, Access Self Storage & Truck Rental
Mac Lawson, Casa San Luis Apartments
Gary & Tina Millican, Enchanted Hills Apts
Ed Snyder

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Patty Bates-Ballard
Trevor & Melissa Fetter
Danielle and Troy McClelland
Raquel Yardeni,
Keith Young, Young Chevrolet

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Dr. & Mrs. William G. "Gerry" Jones

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Brad Boling
Robert D. Brown & Vikki J. Martin
Carolyn Bullard
Max & Denise Davis
James Duff and Hoong Nan Young
Edwina Dye
Eric & Steffanie Evans
Diana Gilbert
Dr. & Mrs. William G. "Gerry" Jones
Marvin & Sharon S. King
Richard Roper
Susan Walker
Church of the Resurrection (The Rev. & Ms. Phil Webster)
Jack & Judy Whalen
Gerry & Jan Worrall

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What Matters Most...People

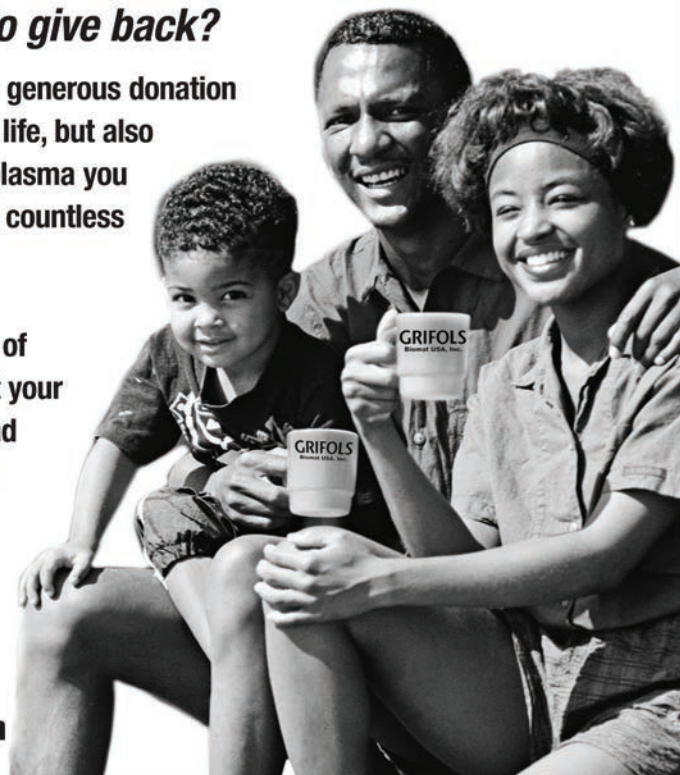
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The U.S. Postal Service provides guidelines on how to avoid fraud:

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- Sounds too good to be true.
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- Doesn't have the look of a real business.
- Something just doesn't feel right.

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- Never click on a link inside an e-mail to visit a website, type the address into your browser instead.
- If you have any doubts about a company's legitimacy, verify them with the Better Business Bureau.
- Report online fraud to the Federal Trade Commission at ftc.gov/complaint.
- Retain and review your receipts and statements for accuracy.
- Shred confidential documents instead of discarding them in the trash.

Fraud Facts

- Your bank will never e-mail or call you for your account number.
- Don't wire money to people you don't know. Be cautious of work-at-home job offers.
- There are no legitimate jobs that involve reshipping items or financial instruments from your home.
- Foreign lotteries are illegal in the U.S. You can't win no matter what they say.
- Check your monthly bank statements for charges you don't recognize.
- Order a copy of your credit report once a year from annualcreditreport.com.

Congresswoman Eddie Bernice Johnson, U.S. House District 30



"I applaud and support any efforts to stop crime and rebuild communities. I appreciate the work that the Ferguson Road Initiative is doing toward those ends. When communities come together, in partnership with law enforcement, great outcomes tend to be the result."



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Greater Casa View Kicks Off Land Use Study

by Gary Lawler

Greater Casa View (GCV) held town hall meetings in January and May of this year to develop a vision for the Upper Ferguson Road Corridor from Oates Drive to LBJ Freeway. Omniplan, a 55-yr-old architectural and planning firm, is guiding the community through the development of the study.

In January, the attendants broke into focus groups, identifying the Casa View Shopping Center, Sidewalks, Art, Gateways Into the Community, Development, Beautification, the Casa View Library Building, DART, Lighting, Better Retail, and Community Identity as their primary interests.

Councilmember Sheffie Kadane supported GCV's efforts, saying that when we work for a better quality of life, we make people want to come here to live.

Omniplan collected and compiled input from that meeting and prepared responses and design concepts, which they presented at the May meeting. They presented GCV's challenges and assets, gateway locations, development, green space opportunities, the connecting of pedestrian areas along the corridor, and community priorities.

Omniplan also presented conceptual drawings of Ferguson Road which included narrowing the road to 2 lanes in each direction in residential areas, adding bike lanes, adding room for landscaping by sidewalks, and adding underground power lines.

The community then broke out into groups to supplement Omniplan's presentation. Topics discussed included finding a new use for the Casa View Library Building, Neighborhood and Business Signage, DART Shelters, Mobility, and Community Identity.



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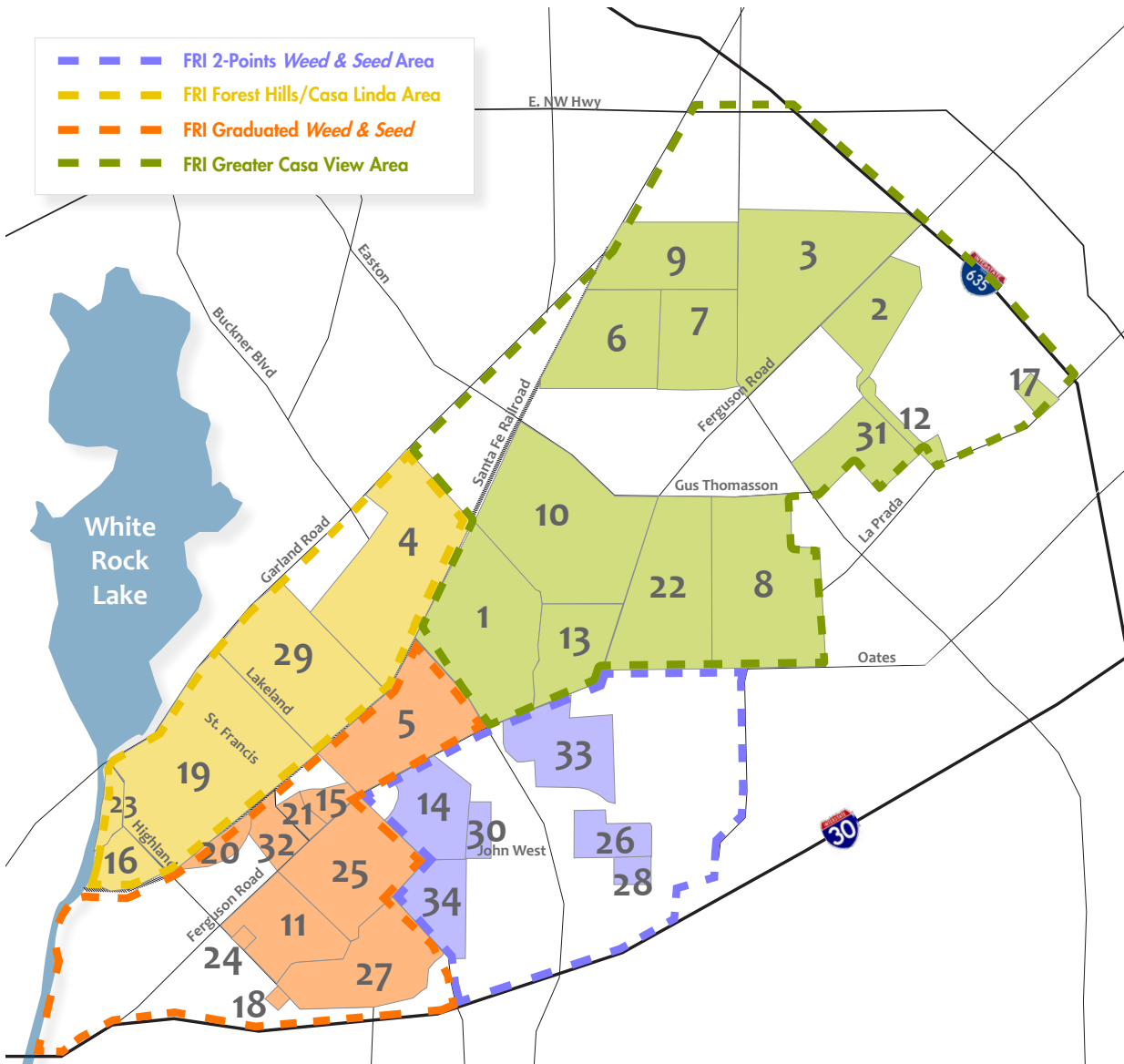
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