

# Memorandum



CITY OF DALLAS

DATE April 22, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT **Update: Nominations for the City of Dallas Economic Development Corporation Board of Directors**

The purpose of this memo is to provide an update on the applications received to date for the Economic Development Corporation (EDC) Board of Directors, and to request your assistance in creating a strong and diverse applicant pool for consideration by the nomination committee.

The City of Dallas opened the nomination process for the board on March 11, 2022, and applications will be accepted until 11:59 pm on April 30, 2022. All nominated persons will be considered by a nomination committee consisting of the Mayor, City Manager, Chair of the City Council Economic Development Committee, and two nominees from the Economic Development Task Force ([Cullum Clark](#) and [Hilda Galvan](#)). The nominating committee will present an initial slate of candidates to the City Council prior to the City Council Recess in July.

## How You Can Help

The nominee pool and final EDC Board of 15 individuals should ideally reflect the diversity of the City of Dallas and possesses many of the desired areas of expertise necessary to guide the EDC. Currently, the variety of the pool is not reflective of the city overall. We want to request your assistance in attracting applicants that more accurately reflect the diversity of the city's population by:

- ▶ Increasing the number of female applicants
- ▶ Increasing the number of Asian, Hispanic or Latinx, and Multiracial or Biracial applicants
- ▶ Contacting emerging and young leaders

All potential nominees are invited to submit their information via the online form: <https://survey.zohopublic.com/zs/NNRx1g>. If you would like to know whether someone has applied, or if you prefer to have someone from TIP Strategies or the Office of Economic Development reach out to a nominee directly, please contact Jenn Todd-Goynes at [jenn@tipstrategies.com](mailto:jenn@tipstrategies.com) or Robin Bentley at [robin.bentley@dallascityhall.com](mailto:robin.bentley@dallascityhall.com) with that person's name and email address.

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**Results to Date**

As of April 18<sup>th</sup>, 276 people have clicked on the nomination form, and more than 50 people have completed applications to serve on the board. A more detailed description of the current applicant pool is below:

*Gender Identity*

Males are currently over-represented in the nomination pool.

What is the gender identity of the nominee?	Response Percentage	City of Dallas Percentage
Male	64.15%	49.6%
Female	35.85%	50.4%
Non-binary	0.00%	N/A
Prefer not to disclose	0.00%	N/A
Prefer to self-describe	0.00%	N/A

*Race/Ethnicity*

The nomination pool is currently less racially/ethnically diverse than the population of Dallas.

Which of the following best describes the nominee?	Response Percentage	City of Dallas Percentage
Asian	1.89%	3.6%
Black or African American	28.30%	24.3%
Hispanic or Latinx	20.75%	41.5%
Native American or Alaska Native	0.00%	0.3%
White or Caucasian	43.40%	57.7%
Middle Eastern or North African	0.00%	N/A
Native Hawaiian or Other Pacific Islander	0.00%	0%
Multiracial or Biracial	3.77%	6.4%
A race/ethnicity not listed here	1.89%	N/A

Note: race/ethnicity percentages for the City of Dallas are derived from ACS 2021 estimates, which do not include a category for Middle Eastern or North African, or a race/ethnicity not listed here.

*Areas of Expertise*

Each of the desired areas of expertise for the board members are represented in the current pool of candidates. Each nominee was permitted to choose no more than six areas of expertise.

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Nominee's primary area(s) of expertise	Response Percentage
Economic development	55.77%
Business	46.15%
Real estate development or construction	32.69%
Diversity, equity, and inclusion	30.77%
Education	28.85%
Affordable housing	26.92%
City/community planning	26.92%
Small business	25.00%
Finance or accounting	23.08%
Workforce/talent development	21.15%
Other (Please specify):	21.15%
Arts and culture	19.23%
Innovation	19.23%
Marketing or branding	19.23%
Global or international business	17.31%
Sustainable development	15.38%
Ethnic or minority chamber of commerce	13.46%
Fundraising	11.54%
Design	9.62%
Infrastructure	9.62%
Healthcare	5.77%
Historic preservation	3.85%
Transportation	3.85%

When selecting '**other**', nominees can enter an area of expertise manually. Currently, these additional areas of expertise include

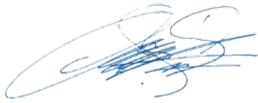
- ▶ Accessibility and access
- ▶ Entrepreneurship
- ▶ Data analytics

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- ▶ Financial education/advocacy for children and youth
- ▶ MWBE participation
- ▶ Nonprofit governance or leadership
- ▶ Project management
- ▶ Tax law
- ▶ Urban agriculture
- ▶ Work supporting children, families, and seniors
- ▶ Zoning and permitting

If you have additional questions, please contact Robin Bentley, Director of the Office of Economic Development, at 214-671-9942 or [Robin.Bentley@dallascityhall.com](mailto:Robin.Bentley@dallascityhall.com).



**Majed A. Al-Ghafry, P.E.**  
Assistant City Manager

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Robert Perez, Interim Assistant City Manager  
Carl Simpson, Interim Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors