

ARTS, CULTURE & LIBRARIES COMMITTEE
DALLAS CITY COUNCIL COMMITTEE AGENDA

RECEIVED

2016 AUG 12 AM 9:11

CITY SECRETARY
DALLAS, TEXAS

MONDAY, AUGUST 15, 2016
CITY HALL
COUNCIL BRIEFING ROOM 6ES
1500 MARILLA
DALLAS, TX 75201
3:00 P.M. – 4:30 P.M.

Chair, Mayor Pro Tem Monica R. Alonzo
Vice-Chair, Councilmember Mark Clayton
Deputy Mayor Pro Tem Erik Wilson
Councilmember Carolyn King Arnold
Councilmember Jennifer S. Gates
Councilmember Scott Griggs

Call to Order

1. Approval of June 20, 2016 Minutes

BRIEFINGS

2. Dallas Public Library: FY16 – 17 Outlook
Jo Giudice
Director, Dallas Public Library
3. FY 2016-17 Budget Summary and Season Preview
Jennifer Scripps
Director, Office of Cultural Affairs

BRIEFING MEMO

4. Dallas Public Library: Integrated Library System
Maintenance and Support Renewal

Adjourn


Monica R. Alonzo, Chair
Arts, Culture & Libraries Committee

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

A quorum of the City Council may attend this Council Committee meeting

1. Contemplated or pending litigation, or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.
6. Deliberations regarding economic development negotiations. Section 551.087 of the Texas Open Meetings Act.

Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."

Arts, Culture & Libraries Committee Meeting Record

Meeting Date: June 20, 2016

Convened: 3:15 p.m.

Adjourned: 4:46 p.m.

Committee Members Present:

Monica R. Alonzo, Chair
Mark Clayton, Vice-Chair
Deputy Mayor Pro Tem Erik Wilson
Jennifer S. Gates
Scott Griggs

Committee Members Absent:

Carolyn King Arnold

Briefing Presenters:

Joanna St. Angelo, Executive Director,
Sammons Center for the Arts

Jennifer Scripps, Director, Office of
Cultural Affairs

Council Members Present:

Jo Giudice, Director, Dallas Public
Library

Staff Present:

Anne Adiele, Zaida Basora, Benjamin Espino, David Fisher, Clifton Gillespie, Jo Giudice, Don Knight, Clinton Lawrence,
Lucy Livingston, Marty Van Kleeck, Joey Zapata

Special Guests:

Lucy Livingston and Jay Lorch, Municipal Library Board Members,
Jean Paul Batiste (Chair), John Spriggins, Rodger Carroll, Leland Burk, Cultural Affairs Commission Members

AGENDA:

1. **Approval of May 16, 2016 Minutes**

Presenter(s):

Information Only:

Action Taken/Committee Recommendation(s): Approve the minutes of May 16, 2016.

A motion was made to approve the minutes of May 16, 2016

Motion made by: Mark Clayton

Item passed unanimously:

Item failed unanimously:

Motion seconded by: Deputy Mayor Pro Tem Erik Wilson

Item passed on a divided vote:

Item failed on a divided vote:

2. Sammons Center for the Arts Tour and Overview

Presenter(s): Joanna St. Angelo, Executive Director, Sammons Center for the Arts

Information Only:

Action Taken/Committee Recommendation(s):

The Executive Director for the Sammons Center, Joanna St Angelo, gave the committee members a tour and overview of the facility.

3. Dallas Public Library Programming & 7th Floor Re-Opening Update

Presenter(s): Jo Giudice, Director, Dallas Public Library

Information Only:

Action Taken/Committee Recommendation(s):

Vice Chair Clayton requested the attendance rates of students who participated in the "Book Buddies" program co-hosted by Dallas Independent School District and the Dallas Libraries.

Deputy Mayor Pro Tem Wilson requested more information on the "Teen MVP" and "Lift Off Academy" Library Programs.

Chair Mayor Pro Tem Alonzo requested a flyer that could be shared with constituents and partners about the Dallas Library Summer events

Motion made by:

Motion seconded by:

Item passed unanimously:

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

4. Summer 2016 Arts and Cultural Programming

Presenter(s): Jennifer Scripps, Director, Office of Cultural Affairs

Information Only:

Action Taken/Committee Recommendation(s):

Deputy Mayor Pro Tem Wilson and Vice Chair Clayton requested to see more initiatives focused on programming black box theaters.

Motion made by:

Motion seconded by:

Item passed unanimously: Item passed on a divided vote:
Item failed unanimously: Item failed on a divided vote:

5. Upcoming Agenda Items

Presenter(s):

Information Only:

Action Taken/Committee Recommendation(s): A motion was made to move the items forward to the June 22, 2016 City Council Agenda Meeting.

Information about the following upcoming item on the June 22, 2016 Council Agenda was included in the briefing materials:

- A. Agenda Item #30 - Authorize Supplemental Agreement No 2 to the professional services contract with Conley Group, Inc., for Dallas Museum of Art Sculpture Garden Repairs, Located at 171 North Harwood – Not to exceed \$176565, from \$226,8282 to \$403,393 – Financing: 2006 Bond Funds
- B. Agenda Item #25 - Authorize (1) the rejection of proposals received for food and beverages services at the Morton H. Meyerson Symphony Center and Dallas City Performance Hall; and (2) the re-advertisement for new proposals – Financing: No cost consideration to the City

Motion made by: Mark Clayton

Motion seconded by: Deputy Mayor Pro Tem Erik Wilson

Item passed unanimously: Item passed on a divided vote:
Item failed unanimously: Item failed on a divided vote:

6. Reception for New OCA Director Jennifer Scripps

Presenter(s):

Information Only:

Action Taken/Committee Recommendation(s)

A reception was held at the Sammons Center for the Arts to welcome the City of Dallas' new Office of Cultural Affairs Director, Jennifer Scripps.

Motion made by:

Motion seconded by:

Item passed unanimously: Item passed on a divided vote:
Item failed unanimously: Item failed on a divided vote:

Mayor Pro Tem Monica R. Alonzo
Chair

Memorandum



CITY OF DALLAS

DATE August 12, 2015

Honorable Members of the Arts, Culture & Libraries Committee: Mayor Pro Tem Monica R. Alonzo (Chair), Mark Clayton (Vice-Chair), Deputy Mayor Pro Tem Erik Wilson, Carolyn King Arnold, Jennifer S. Gates, Scott Griggs

SUBJECT **Dallas Public Library: FY16 – 17 Outlook**

Monday, August 15, 2016, the Arts, Culture, and Libraries Committee will be briefed on Dallas Public Library: FY16 – 17 Outlook by Jo Giudice, Director of Dallas Public Library.

The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Christopher D. Bowers, Interim City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

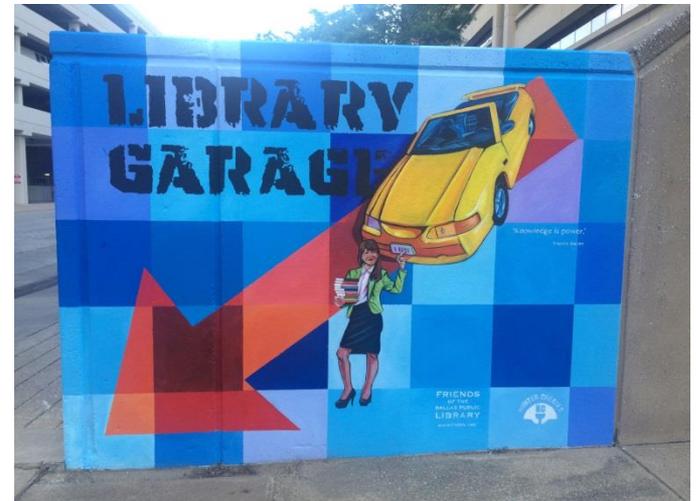
DALLAS PUBLIC LIBRARY: FY 16-17 OUTLOOK

Briefing to the Arts, Culture, and Libraries Committee
August 15, 2016



Dallas Public Library

- The Mission of the Dallas Public Library is to ***link resources and customers to enhance lives***. The Library is committed to inform, entertain, enrich, and to foster the learning process by facilitating access to its collections, services, and facilities to all members of the community. All service efforts will focus on customer expectations and needs.
 - J. Erik Jonsson Central Library
 - Bookmarks in NorthPark Center
 - 27 Branch locations
 - Virtual Library – www.dallaslibrary.org
 - Downloadable books, magazines and audiobooks
 - Educational databases
 - Online Library card account management

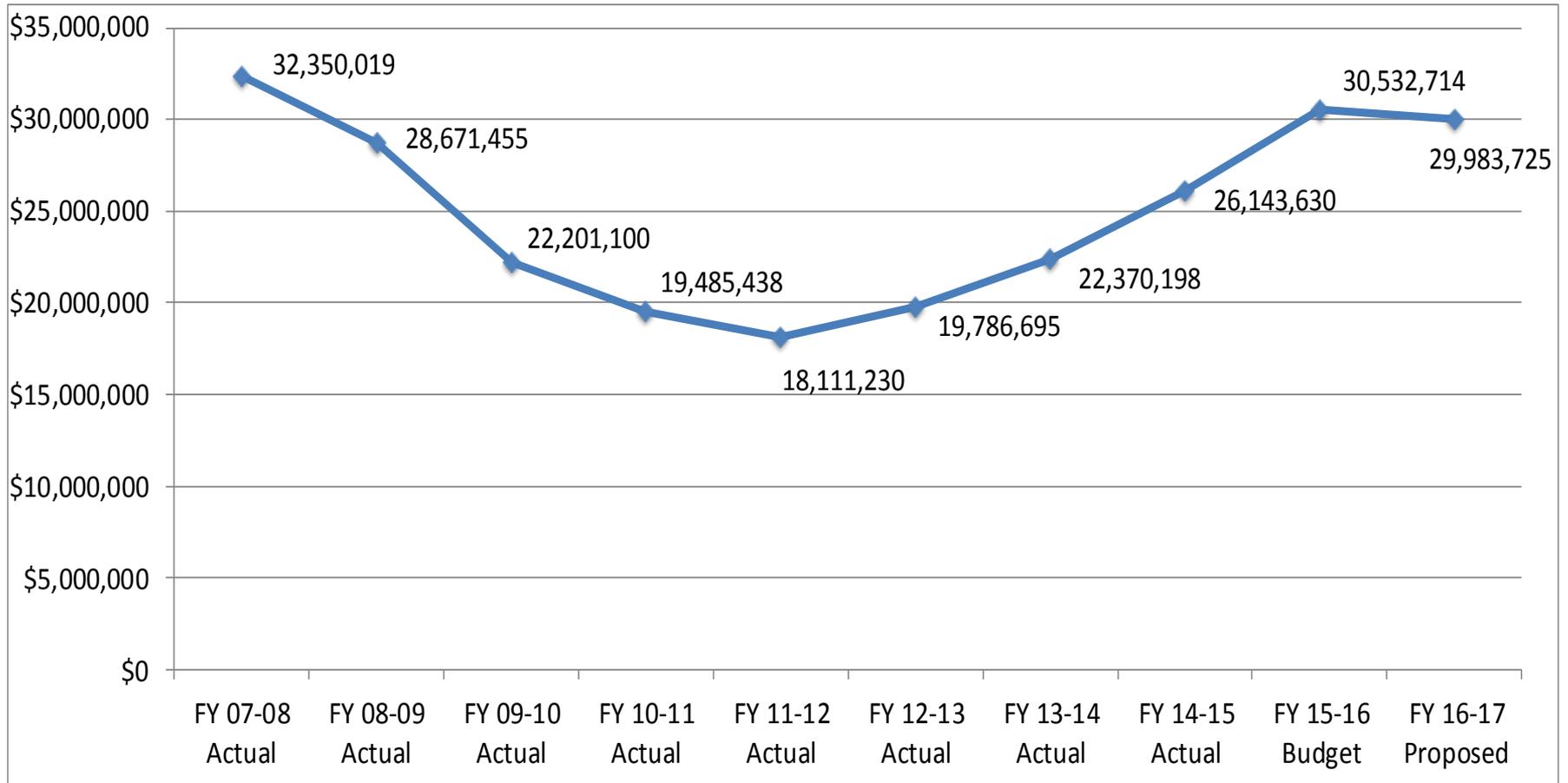


Purpose

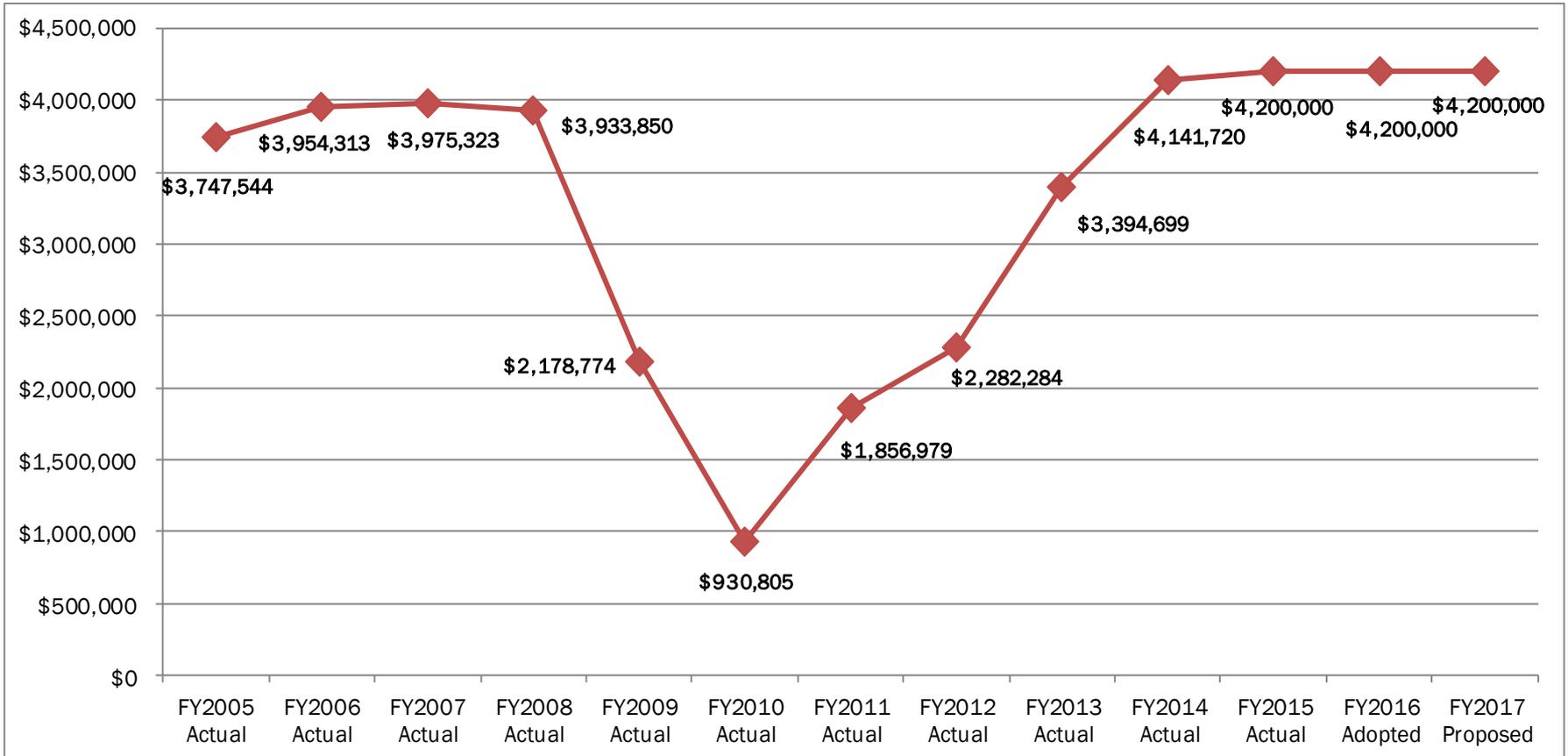
- Provide an overview of:
 - Library's Budget History
 - Proposed FY17 Budget
 - Library Hours and Programs



Library Budget



Library Materials Budget



Library Hours

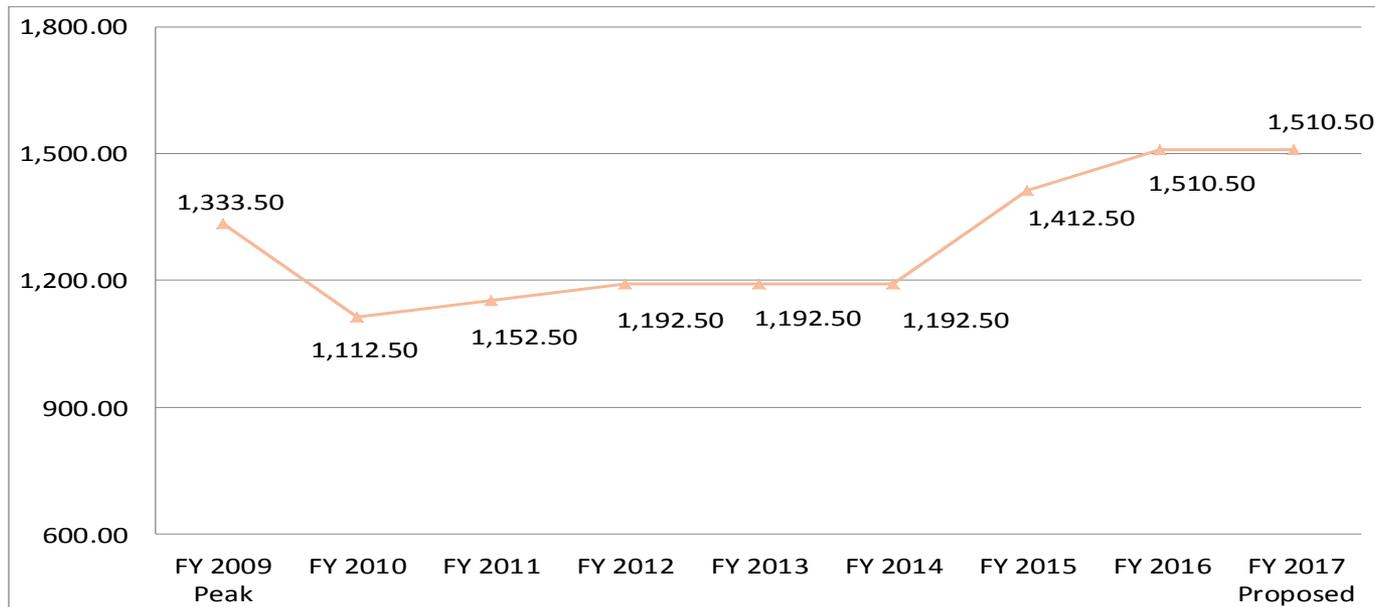
Number of Library Locations open per day

	Total Sites	SUN	MON	TUE	WED	THU	FRI	SAT
FY 2008 - Peak	27	11	27	26	27	15	16	27
FY 2014	29	2	3	28	29	29	29	29
FY 2016 - Current	29	14	15	28	29	29	29	29

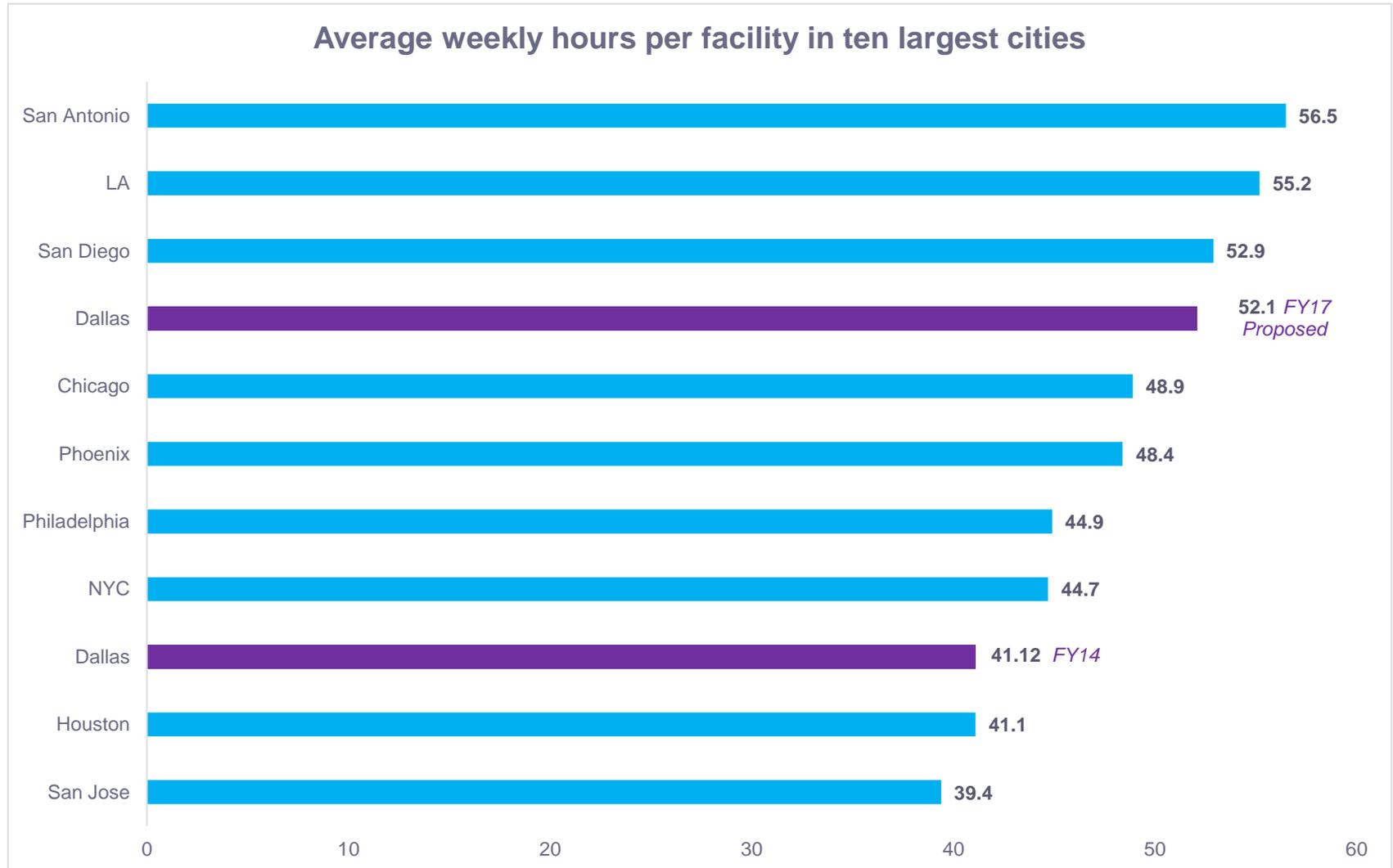
Notes:

- 29 sites in FY 2016 include 1 central, 25 branches, 2 DISD co-locations, and 1 NorthPark Center
- New sites (not replacements) opened since 2008 include Prairie Creek and White Rock Hills

Total hours open per week

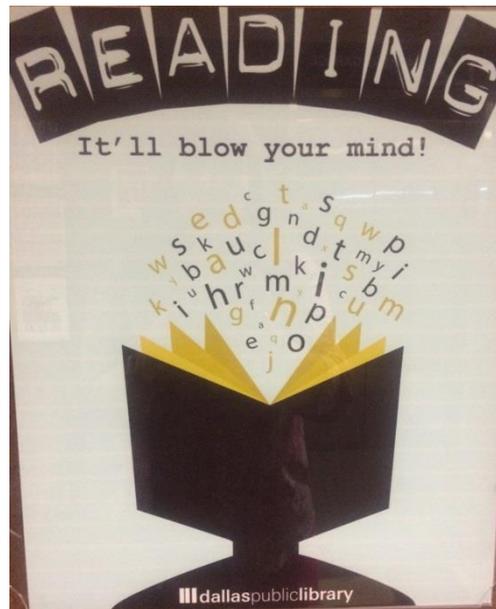


Peer City Hours Comparison



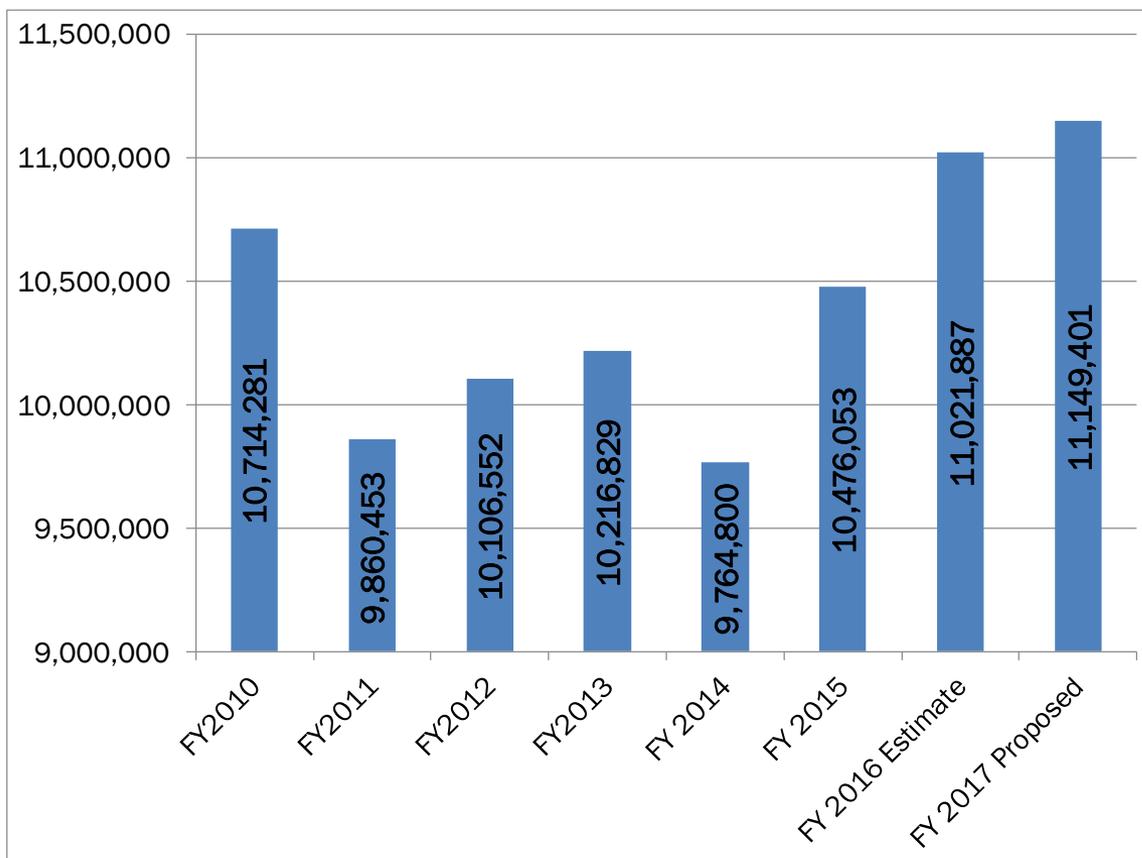
Library Budget Services

- Library has three services
 - Library Materials and Collection Management
 - Library Operations and Public Service
 - Literacy Initiatives, Education & Community Engagement



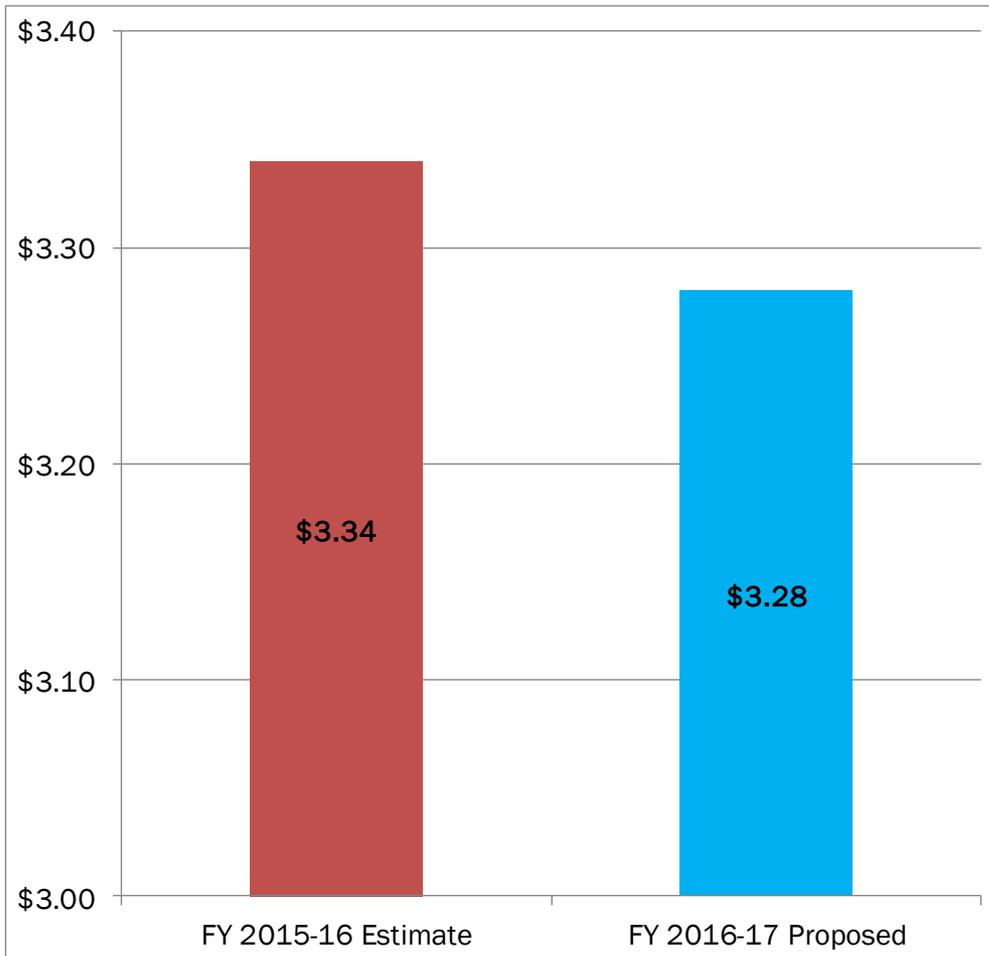
Library Materials and Collection Management

- Total number of library materials used annually



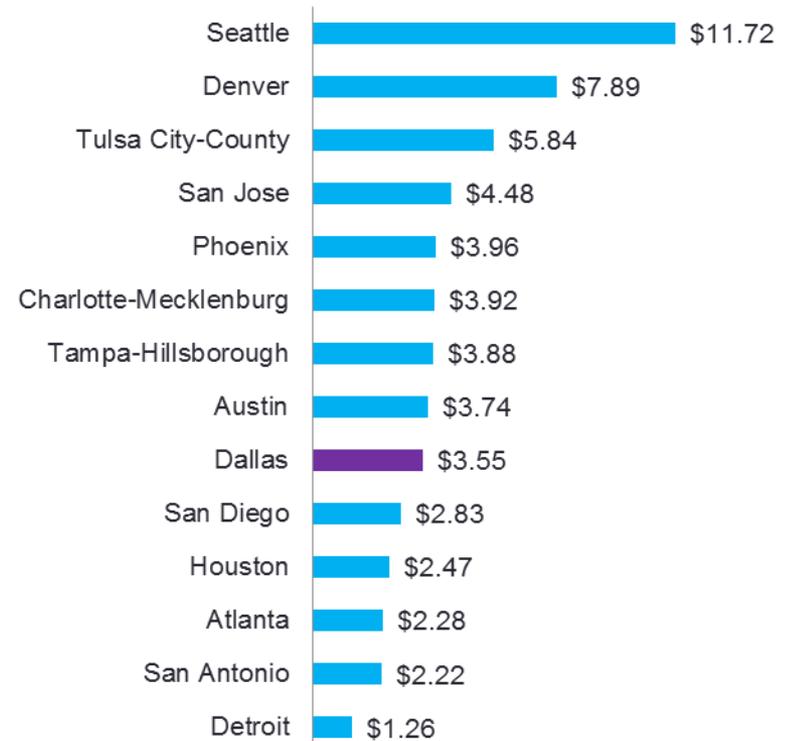
Library Materials and Collection Management

- Materials expenditure per capita



- Comparison to other cities

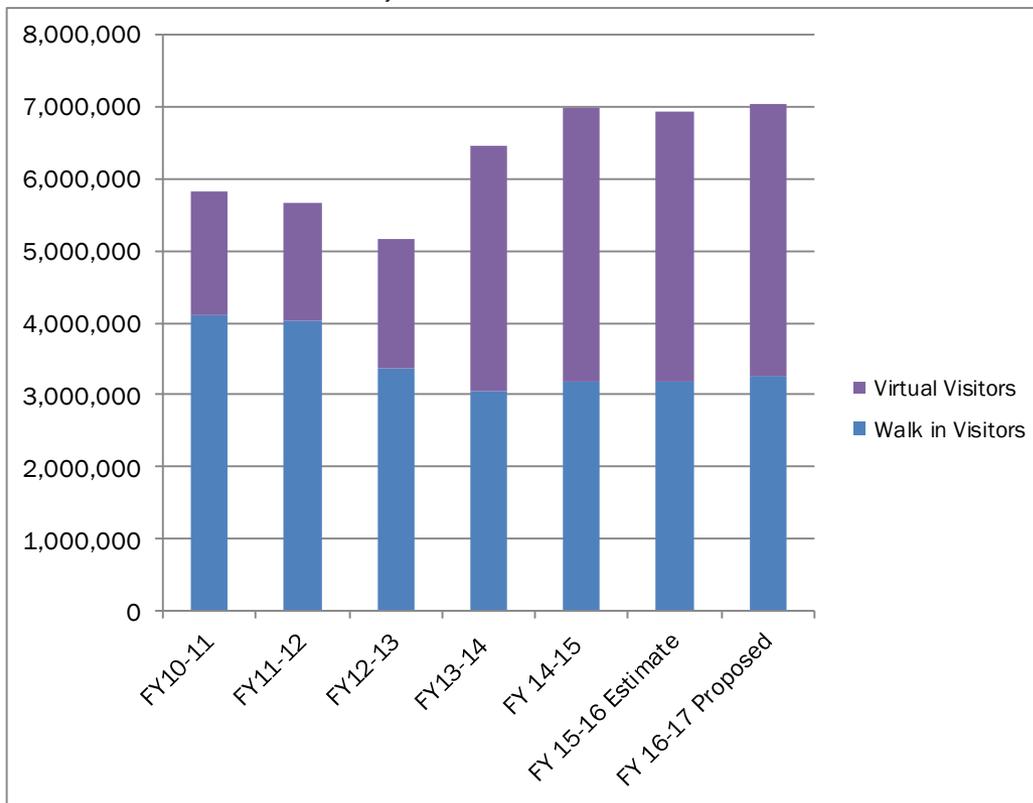
Materials Expenditures per Capita FY2015



Source: PLAmetrics

Library Operations and Public Service

- Number of visitors (in-person and virtual)



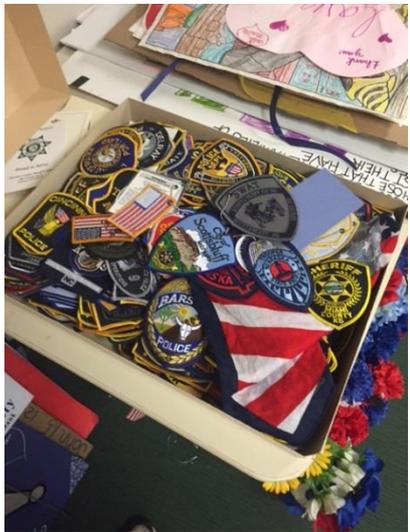
Engaging the Community



Engaging the Community



Supporting the Community



Growing Partnerships



Empowering the Staff



PUBLIC LIBRARIES
CHANGE LIVES.



Library... Today and Tomorrow

- **Adapt to the changing needs of our communities**
 - Literacy Centers @ Dallas West and Bachman Lake Branches
 - GED Testing Center – over 600 test takers since opening in 2015
 - Renovated Fretz Park Branch re-opened with a Black Box Theater
 - Strategic Planning process led by CivicTechnologies will be briefed in the fall
- **Create an experience**
 - Expanded Dallas Book Festival
 - New and improved library catalog app for mobile devices that stores the library card barcode and shows upcoming library events
 - Adult education combined with a family interaction
- **Educational opportunities – both informal and formal learning**
 - GED/ESL classes + adult basic education
 - Lynda.com an online learning site with over 3,000 courses in Business, Design and Information Technology

Library... Today and Tomorrow

- **Grow current partnerships and seek new ones**
 - Office of Cultural Affairs, Parks & Rec, Office of Economic Development, YMCA, Perot Museum of Nature and Science, City of Learning/Big Thought, SMU, Equal Heart, Atmos Energy, MoneyGram, Metro Dallas Homeless Alliance
- **Facility & Technology Enhancements**
 - Dallas History & Archives (7th floor, Central) renovation, opening **August 20, 2016 @ 10:30am**
 - Surface Pro's at each location to provide mobile customer service and outreach
 - New public computers and improved broadband since FY15
 - Scanner/copiers in all locations in FY16
 - Dallas B.R.A.I.N. (Business Resource And Information Network)

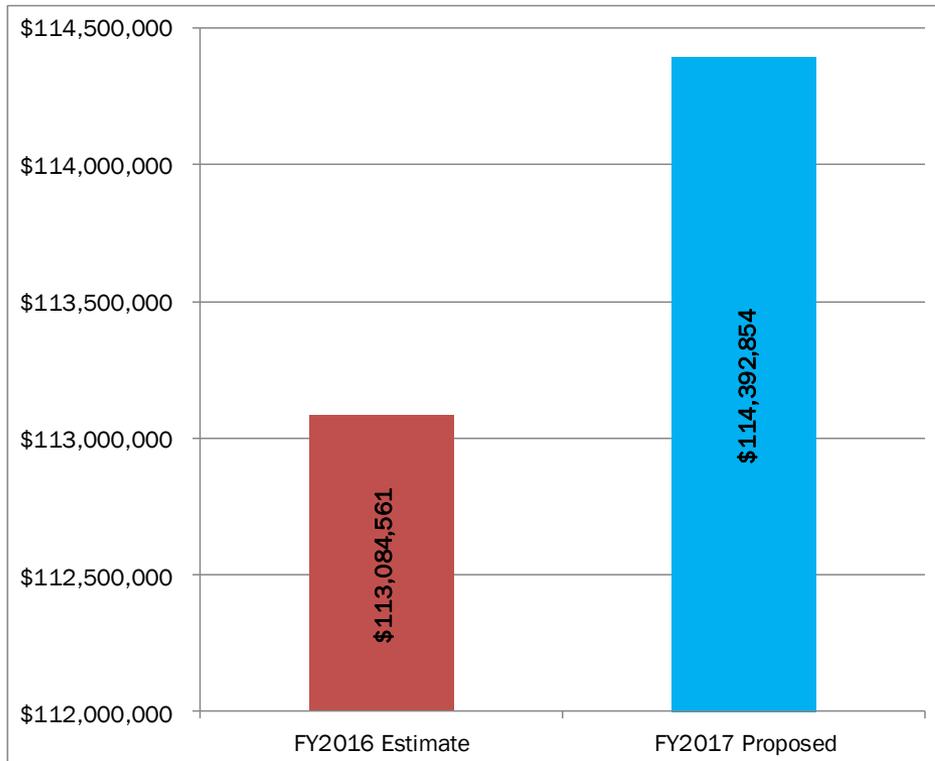
QUESTIONS?



APPENDIX

Library Materials and Collection Management

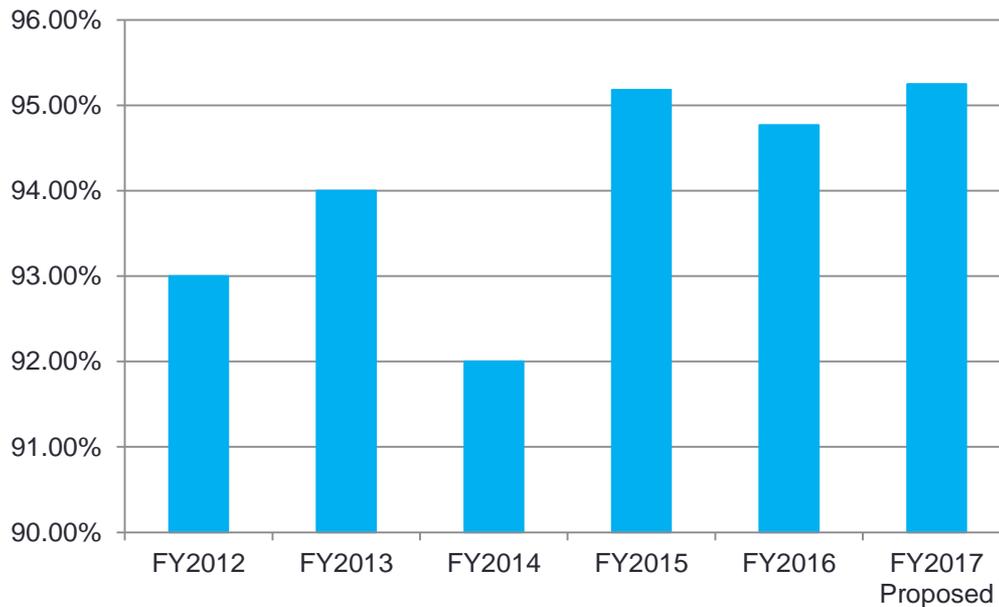
- Value of materials circulated



- Library materials include:
 - Books + e-books + audiobooks
 - DVDs & Blu-Rays
 - Music CDs
 - Online databases (over 100 resources available from home 24/7)
 - Historic photographs
 - Archives
 - Sheet Music
 - Patent & Trademark Collection
 - Government Documents
 - Genealogy

Library Materials and Collection Management

- Customers rating overall variety of materials as "excellent" or "good" (internal survey)



Andrea R Granados That's fantastic! I was just reading today a recommendation for acquiring new skills via Lynda, in which the person said "For just \$25 a month" ... how great that DPL is now able to include that service among those provided by our tax dollars and other funding sources. Thanks for letting us know. 😊

Unlike · Reply · Message · 3 · July 22 at 5:06pm

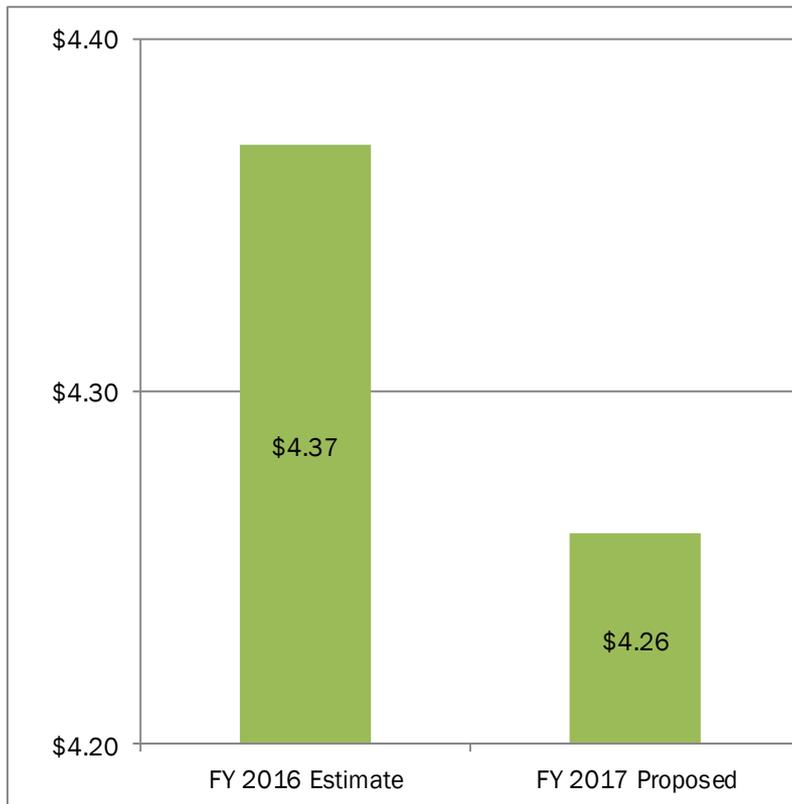


Sylvia Tooker Thank you for this amazing gift for learning!

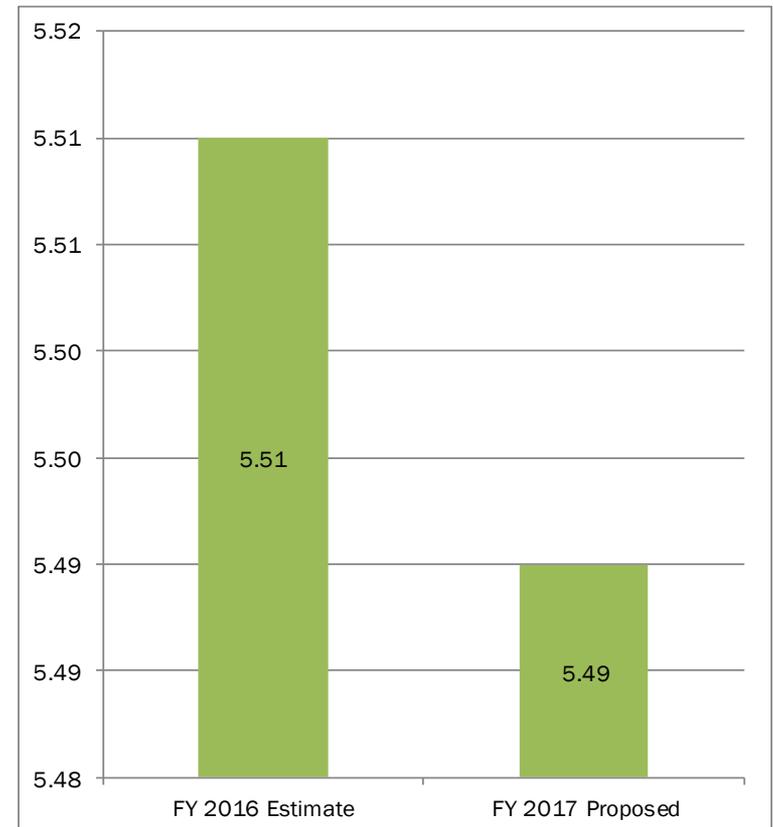
Unlike · Reply · Message · 1 · July 23 at 11:33am

Library Operations and Public Service

- Cost per visit (in-person and virtual)

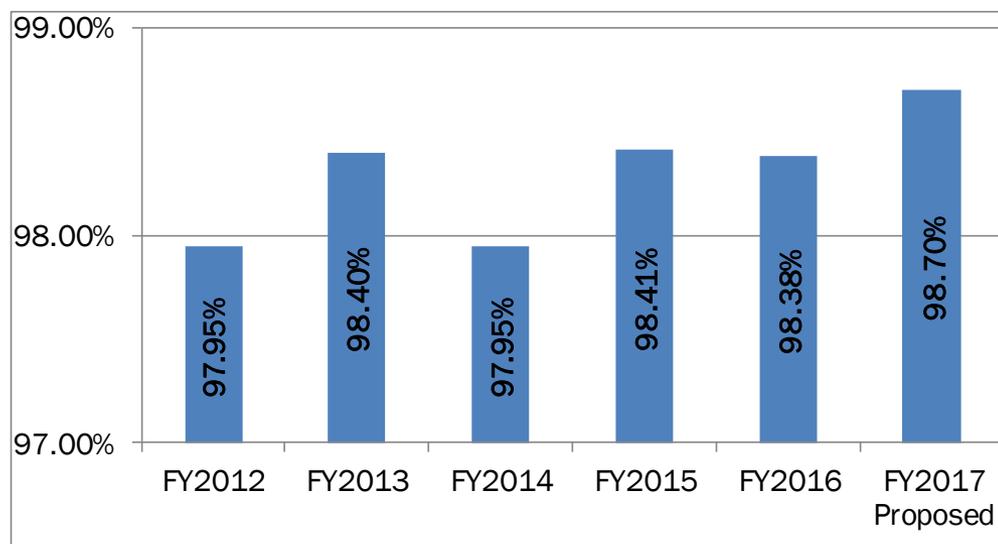


- Visits per capita (in-person and virtual)



Library Operations and Public Service

- Customers rating overall quality of service as "excellent" or "good" (internal survey)

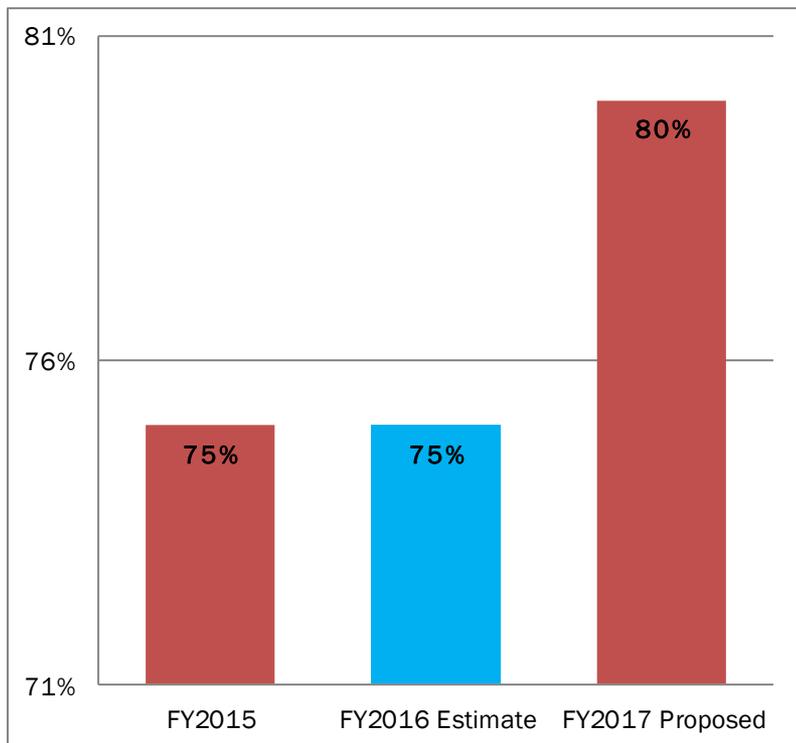


Manuel F. Valencia 🇲🇽 feeling hungry with Jacqueline Chen Valencia at NorthPark Center.
June 14 · Dallas, TX · 🌐

Chipotle Mexican Grill — we love our tacos — thanks Dallas Public Library for our reading reward :: books and beans, tacos on a Tuesday, chips, cheese and chapters, loose teeth and tortillas, pico and punctuation

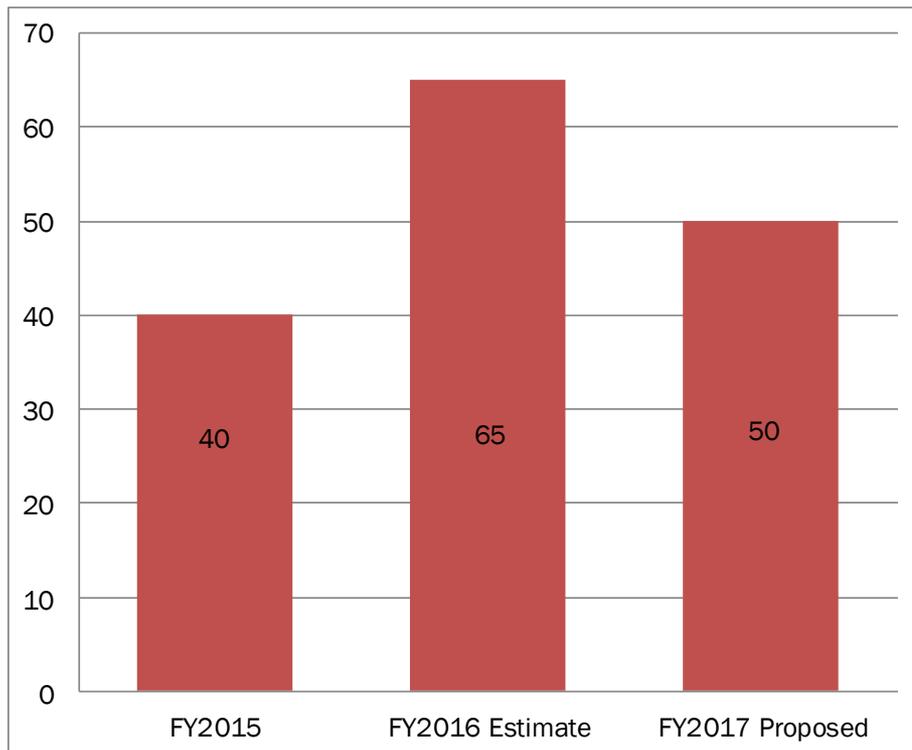
Literacy Initiatives, Education & Community Engagement

- Percent of library ESL students whose post-test scores indicate improvement in English proficiency upon completing an ESL class



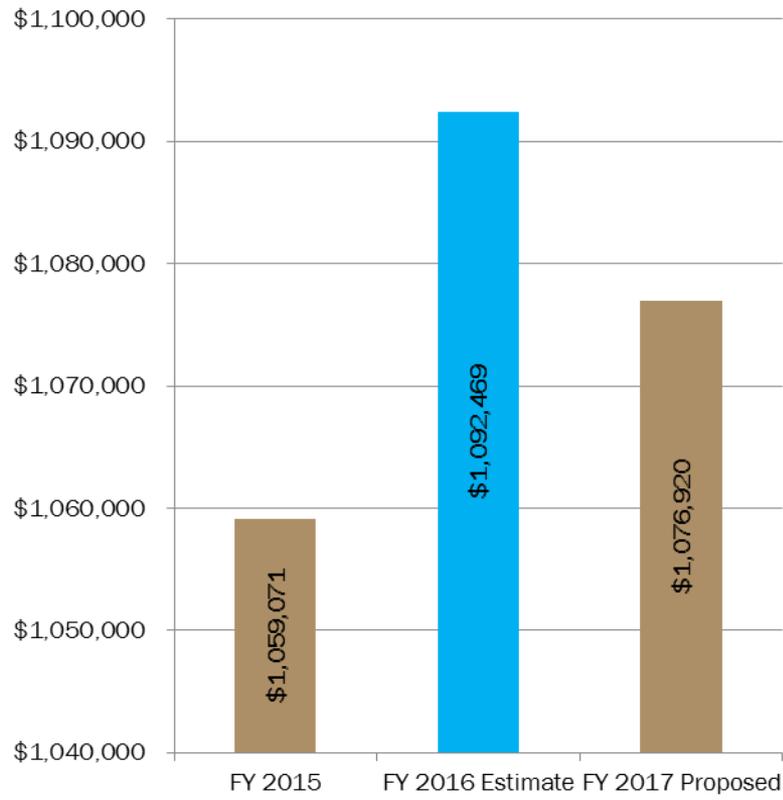
Literacy Initiatives, Education & Community Engagement

- Number of library GED students who successfully pass all four of the official GED subject tests and receive their GED certificate



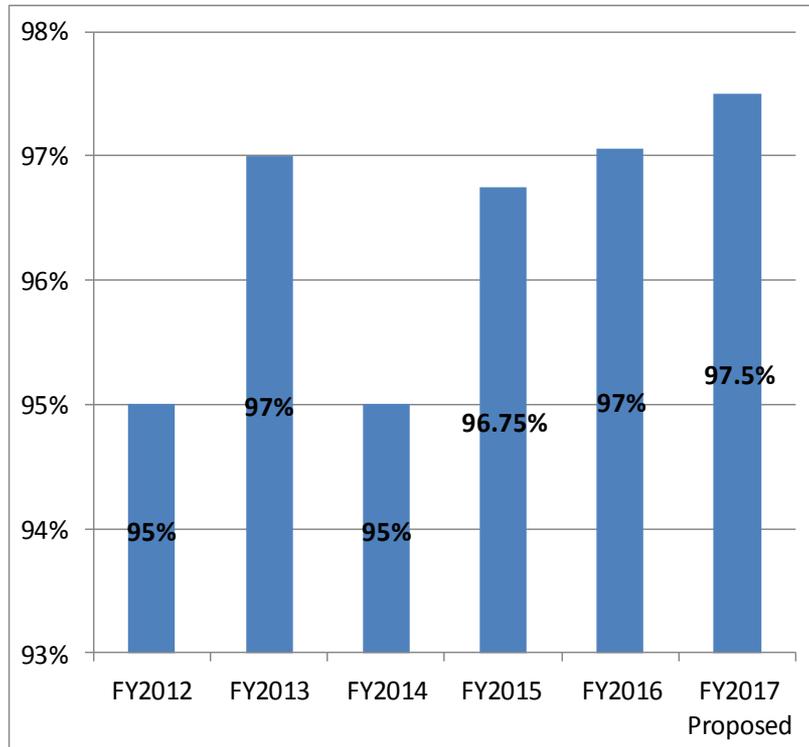
Literacy Initiatives, Education & Community Engagement

- Cost savings of volunteer hours
(*new measure*)



Literacy Initiatives, Education & Community Engagement

- Customers rating overall quality of programs/events as "excellent" or "good" (internal survey)



Artwork courtesy of 4 year-old Auden after his first visit to the Central Library August!

Memorandum



CITY OF DALLAS

DATE August 12, 2016

TO Honorable Members of the Arts, Culture & Libraries Committee: Mayor Pro Tem Monica R. Alonzo (Chair), Mark Clayton (Vice-Chair), Deputy Mayor Pro Tem Erik Wilson, Carolyn King Arnold, Jennifer S. Gates, Scott Griggs

SUBJECT **FY 2016 -17 Budget Summary and Season Preview**

On Monday, August 15, 2016, the Arts, Culture and Libraries Committee will be briefed on the proposed Fiscal Year 2016 -17 Budget Summary and Season Preview by Jennifer Scripps, Director of the Office of Cultural Affairs.

The briefing materials are attached for your review.

Please contact me if you have any question or need additional information.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Christopher D. Bowers, Interim City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Office of Cultural Affairs
CITY OF DALLAS

FY 2016-17 Budget Summary and Season Preview

Briefing to the Arts, Culture & Libraries Committee

August 15, 2016



Purpose of the Briefing

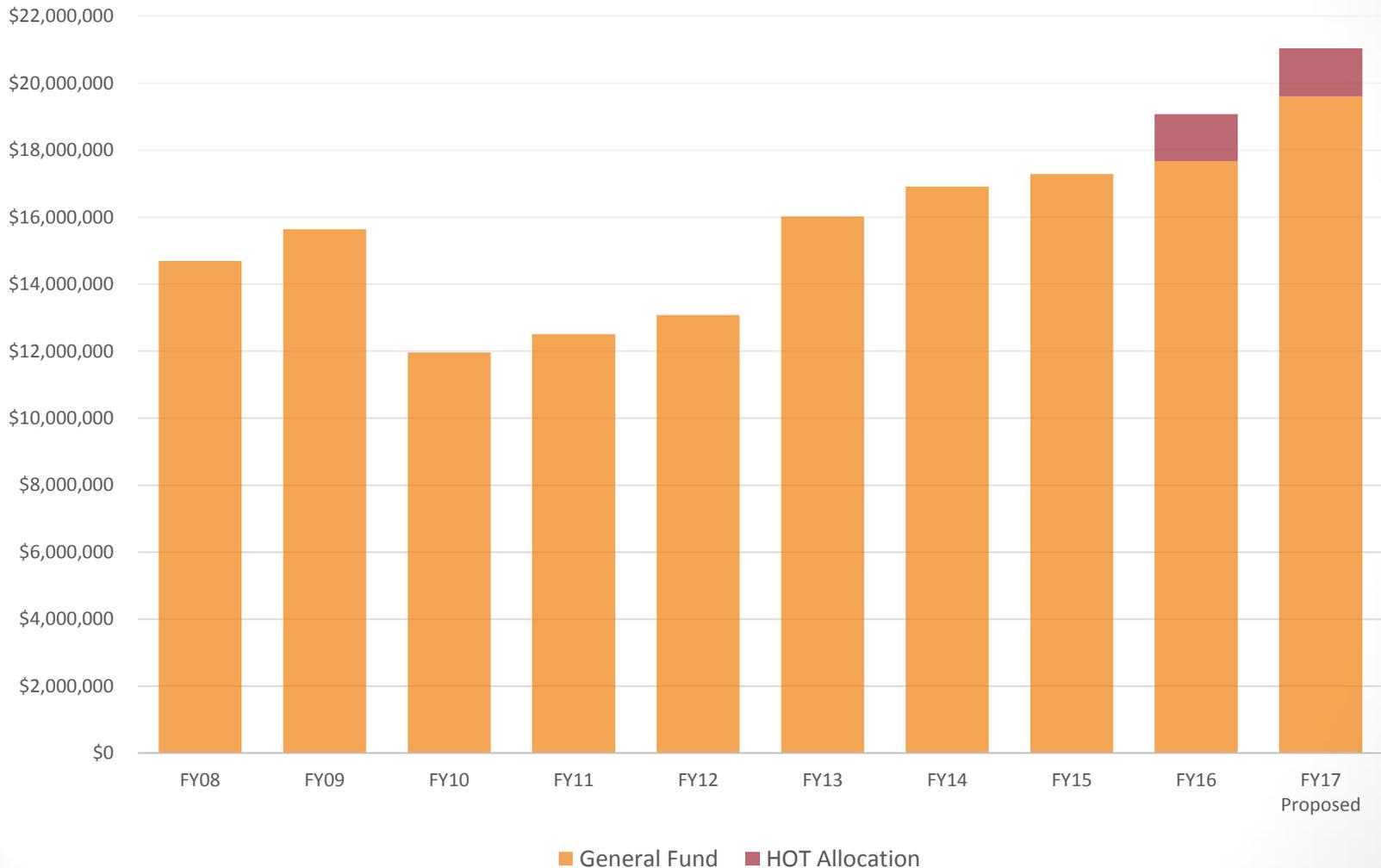
- Provide an overview of the Proposed FY 2016-17 Budget for the Office of Cultural Affairs
- Share highlights from the Cultural Centers' planned programs

Proposed Budget Summary

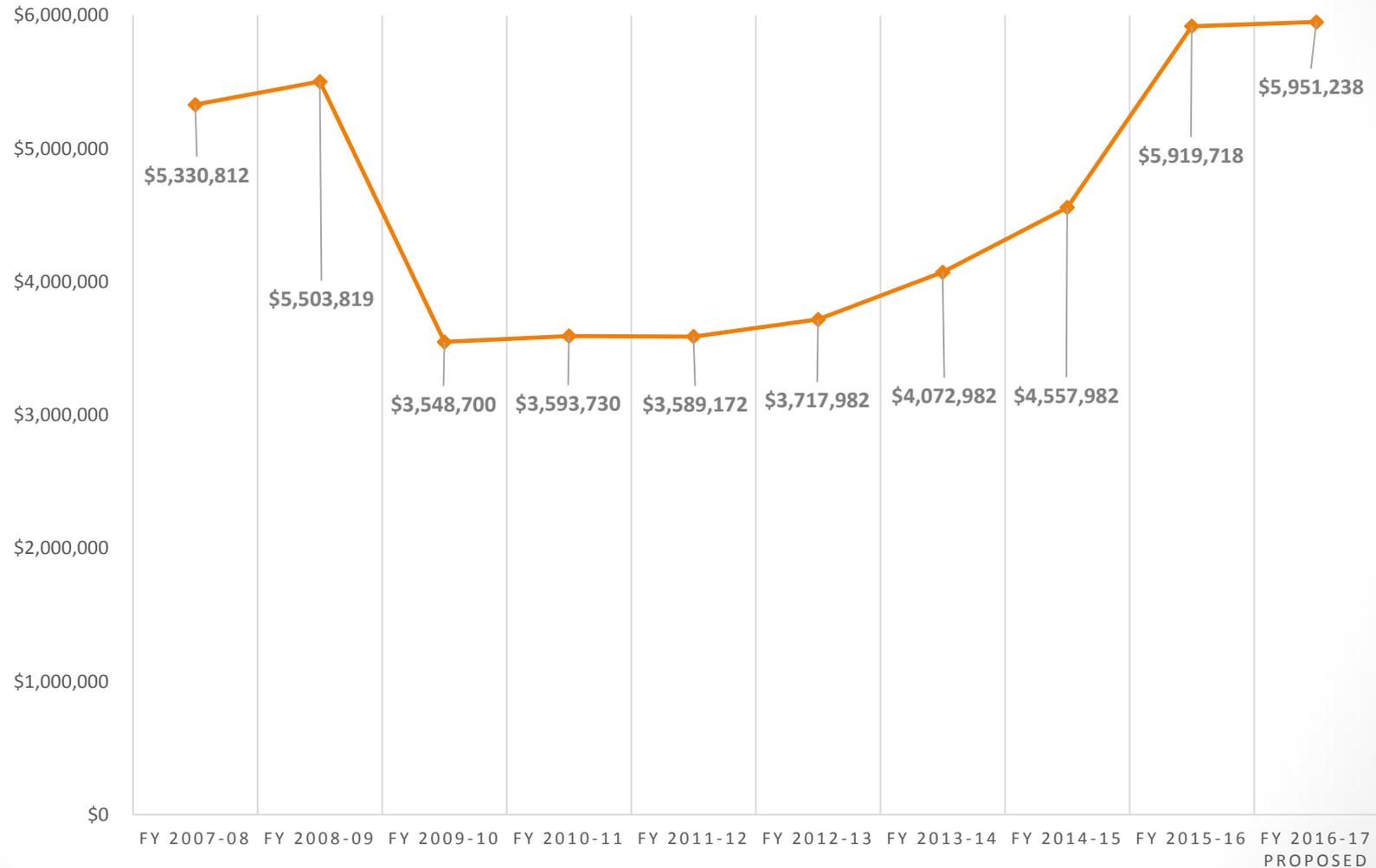
	FY 2014-15 Budget	FY 2015-16 Budget	FY 2016-17 Proposed
City-Owned Cultural Venues	11,920,721	11,971,824	14,396,564
Cultural Services Contracts	5,216,935	6,908,238	6,366,893
Public Art	416,429	456,429	481,313
TOTAL	17,554,085	19,337,491	21,244,770

- Budget includes General Funds, projected Hotel Occupancy Tax allocation, and bond funds for overhead related to public art implementation
- Maintains current service levels for all services
- Additional \$1M in Capital Budget for facility maintenance

10 Year Budget History



10 Year Funding History For Artistic Services



Budget Highlights:

City-Owned Cultural Venues

- Maintains current peak level of support for programming at OCA-managed cultural centers
- Includes additional \$1.5 million for AT&T Performing Arts Center for increased ticketing and marketing support services which benefits OCA-supported arts organizations
- OCA partner-managed facilities at Fair Park funded for three months, with remaining funds pending potential reallocation to new Fair Park management organization

Budget Highlights:

Cultural Services Contracts

- OCA-partner organizations funded at peak, pre-recession, levels or higher
- Includes funds for small to mid-sized arts groups, and individual artists to teach, perform and exhibit ethnic and culturally specific works of art
- Hotel Occupancy Tax allocation projected to provide an additional \$30,000 over FY 2015-16
- Expands Dallas Arts Week into Arts Month to highlight the arts across our city
- OCA-partner organizations at Fair Park funded for three months, with remaining funds pending potential reallocation to new Fair Park management organization

Budget Highlights: Public Art

- Maintains funding level for public art conservation and maintenance
- Includes reimbursement from bond funds for overhead costs related to public art implementation projects



Performance Measures

- Attendance to arts and cultural events is estimated at 5.6 million in the current year FY 2015-16
 - Of this number, 3.7 million (65%) are attendees to events in City-owned cultural venues or outreach by our facilities partners
 - More than 2.5 million were free admissions
 - Based on the estimates provided by the groups in their applications, attendance goal for FY 2016-17 is 5.3 million (3.4 million in city-owned cultural venues or outreach by our facilities partners)
 - Decrease in attendance and events due to data collection adjustments and leveling out of attendance at major cultural institutions

Season Preview

BATH HOUSE CULTURAL CENTER

October 15 – November 12, 2016:



BATH HOUSE CULTURAL CENTER

130 Productions:

- Senior Matinee Productions – December, March and April
- Festival of Independent Theaters (FIT) – July 15 – August 5, 2017



One Thirty
Productions
10th
Anniversary



LATINO CULTURAL CENTER

2015-16 Upcoming Season Highlights

▪ Exhibitions:

- *The Rise of the Mexican American Middle Class in Dallas: 1950-Present*
 - Hispanic Heritage Month Exhibition
 - Continued Partnership with DMAHL
 - September 9 – October 15, 2016
- *Maestro Tejano: Roberto Munguia*
 - Dallas-based Chicano visual artist
 - Practicing artist since 1976
 - Wide range of mediums from encaustic to clay
 - Continues focus on local Latino/a artists
 - January 20 – March 31, 2017



LATINO CULTURAL CENTER

2015-16 Upcoming Season Highlights (Continued)

▪ **Festivals and Theatre:**

- *Cara Mia Theatre Co. Presents Crystal City 1969*
 - Written by David Lozano and Raul Trevino
 - CMTC is largest Latino/a Theater Co. in Texas
 - September 24 – October 16, 2016

- *Dia de los Muertos Festival*
 - Annual Traditional Day
 - Community Altars & Art Exhibition
 - Saturday, October 29, 2016





Oak Cliff Cultural Center

Sour
Grapes

2016 Exhibitions:

- *Sweet Sixteen* – works by Sour Grapes
 - September 9 – October 21
 - Sixteen Year Anniversary of Oak Cliff-based collective
 - Collection of works, variety of mediums
- *Dia de los Muertos* – Altar Installations
 - October 21 – November 11
 - In conjunction with Dia de los Muertos Workshops (Oct/Nov)
 - Collaboration with Oak Cliff Artists / Organizations
 - Part of 2-day Dia de los Muertos Festival
- *La Virgen de Guadalupe*
 - November 18 – December 30
 - 21st Annual Exhibition of over 15 Artists
 - Part of collaboration with *Galería de la Misión de Senecú* – El Paso, TX



Veronica
Peña



Oak Cliff Cultural Center

2016 Event Highlights:

- *Verse & Rhythm*
 - Final Saturday of every month
 - Featured Poet / Open Mic platform
 - October Feature: Aja Monet
(Internationally established Poet, Writer, Lyricist)
- *Sound Thinking - Artist Interview / Lectures*
 - September through December / 2nd weekend of month
 - Q&A Style Interviews with Artists who have exhibited at OCCC
 - Topics of discussion: Influences, cultural landscape, style of work, etc.
- *Dia de los Muertos – Workshops / Festival*
 - October – November
 - Workshops on Altar, Sugar Skull and Figurine making
 - October 29 & 30: 2-day Festival
 - Dance, Music, and Theatre performances



South Dallas Cultural Center

Memory, Movements and The Present Moment

Terrance M Johnson Dance Project

LYNCHED

August 19-21, 2016

Literary Soul Symposium

September 17, 2016

8:30 am - 5:00 pm

Ignite Arts

Black Radical Imagination Screening

October 22, 2016

TERRANCE  JOHNSON
DANCE PROJECT



Alternate ROOTS
ROOTS Weekend DALLAS
October 20-23

Through the theme of **Creating Vibrant Communities**, ROOTS Weekend-Dallas gathers artists and activists from throughout Texas whose work cultivates health, safety, and sustainability in and with their communities.

ROOTS Weekends are three-day convening's bring artists, organizers, and cultural workers together to build community and share work through performance and visual arts, workshops and dialogues.

ROOTS Weekends deepen our collective understanding of the work of social change by celebrating artists and organizers who are working within communities to develop creative solutions to long-standing issues.



Questions

Memorandum



CITY OF DALLAS

DATE August 12, 2016

TO Honorable Members of the Arts, Culture & Libraries Committee: Mayor Pro Tem Monica R. Alonzo (Chair), Mark Clayton (Vice Chair), Jennifer S. Gates, Deputy Mayor Pro Tem Erik Wilson, Scott Griggs, Carolyn King Arnold

SUBJECT **Dallas Public Library: Integrated Library System Maintenance and Support Renewal**

On September 14, 2016 a council agenda item will be presented for authorization of a five-year service contract with Innovative Interfaces, Incorporated dba Polaris for maintenance and support of the Polaris Integrated Library System, in the amount of \$1,347,207.04. This is funded by the Library's annual General Fund budget and is subject to Council approval for future years.

In 2007, the Polaris Integrated Library System was selected as the Library's automated system to manage customer accounts, materials, cataloging, and acquisitions, as authorized by CR 07-3487 in the amount of \$1,375,264. The maintenance agreement was renewed in 2011 for five years and is scheduled to expire October 15, 2016. The new agreement includes new system capabilities such as remote log in for staff providing the ability to perform offsite patron library card registrations and check-out of materials.

The Polaris Integrated Library System is the Library's public access catalog as well as its internal system to track workflows and to assist customers quickly and confidently. The system database contains account information for over 600,000 customers and item records for more than 4,000,000 materials. Customers access the catalog internally or externally to locate materials, place them on hold, renew them, and pay library fines. Materials available for check-out include: books, CDs, DVDs, Audiobooks, and downloadable content, such as e-magazines, e-books, and streaming music. The system tracks spending and interfaces with the City's Advantage System for payment processing. It provides staff with the ability to create custom reports to analyze circulation trends to help us more fully serve the citizens of Dallas.

Please contact me if you have any questions or need additional information.



Joey Zapata
Assistant City Manager

c: Honorable Mayor and Member of the City Council
A.C. Gonzalez, City Manager
Christopher D. Bowers, Interim City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council