Memorandum

DATE April 4, 2014

TO Housing Committee Members: Carolyn R. Davis, Chair, Scott Griggs, Vice-Chair, Monica Alonzo, Rick Callahan, Dwaine Caraway, and Philip Kingston

SUBJECT Fair Housing Month Events

On Monday, April 7, 2014, you will be briefed on Fair Housing Month Events. A copy of the briefing is attached.

Please let me know if you have any questions.

Theresa O'Donnell
Interim Assistant City Manager

c: The Honorable Mayor and Members of the City Council
   A. C. Gonzalez, City Manager
   Rosa A. Rios, City Secretary
   Warren M.S. Ernst, City Attorney
   Craig Kinton, City Auditor
   Judge Daniel Solis, Administrative Judge
   Ryan S. Evans, Interim First Assistant City Manager
   Forest E. Turner, Assistant City Manager
   Jill A. Jordan, P.E., Assistant City Manager
   Joey Zapata, Assistant City Manager
   Charles M. Cato, Interim Assistant City Manager
   Jeanne Chipperfield, Chief Financial Officer
   Shawn Williams, Interim Public Information Officer
   Bernadette Mitchell, Housing/Community Services, Interim Director
   Elsa Cantu, Assistant to the City Manager – Mayor and Council

"Dallas, The City That Works: Diverse, Vibrant and Progressive."
Fair Housing Month
Events

Presented to Housing Committee
April 7, 2014
Fair Housing Office
Fair Housing Symposium

Theme: “Fair Housing Partnerships: Creating Change for Inclusive and Sustainable Communities”

Keynote Speaker: Professor Myron Orfield, Jr. Director of Institute on Race and Poverty, University of Minnesota Law School

April 30, 2014 at The Meyerson Symphony Center
8:00 a.m. – 2:30 p.m.
Dallas Association of Realtors Fair Housing Celebration

• Saturday, April 12, 2014 (10 a.m. – 4 p.m.)
• Southwest Center Mall
• Homebuyer’s workshops
• Financial education
• Fair Housing information and promotional items
City of Garland Fair Housing Month Celebration

• Tuesday, April 8, 2014
• Sponsored by City of Garland
• City of Dallas Fair Housing participation on Civil Rights Panel
• Provide educational and promotional information
• Includes participation of HUD and other local Fair Housing agencies
Public Outreach Campaign

• Fair Housing will conduct a public outreach campaign during the month of April at the following locations:
  • City Hall
  • Bachman Lake Library
  • Dr. Martin Luther King Jr. Center
  • Pleasant Grove Library
  • Hampton Illinois Library
  • Singing Hills Baptist Church Community Job Fair (April 24th)
Financial Awareness Week

- Saturday, April 5th at Nash Davis Recreation Center
- Provide Fair Housing outreach and information to the public
- Fair includes financial institutions and non-profits
- Wealth building seminars
- College savings plans
- Mortgage counseling
- Small business development
Media and Advertising

• Fair Housing media campaign begins in April and includes the following outlets:
  
  • Radio
    • The Beat KBFB 97.9 FM, KSOC 94.5 FM, Univision Radio 107.9 (LaJefa),
    • 99.1 FM (Maxima) and 1270 AM (Univision America)

  • Television
    • KMPX TV  Channel 29 Estrellas TV
Media and Advertising (Cont.)

- Newspaper
  - Dallas Weekly
  - The Greensheet
  - El Heraldo
  - The Dallas Examiner
  - Dallas Voice

- Other Media
  - CBS/TSN Texas State Network (E-Blast)
  - Clear Channel Digital Billboard (Public Service Announcements)
Future Events

• Chief On The Beat, May 3rd at Samuell Grand Recreation Center

• Zydeco Meets The Blues May 3rd at Fair Park Coliseum