

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 12, 2025

25-0017

AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION
CITY COUNCIL CHAMBER, CITY HALL/VIDEO CONFERENCE
COUNCILMEMBER ZARIN GRACEY, PRESIDING

PRESENT: [5] Gracey, Moreno, *Narvaez (**4:06 p.m.), Blackmon, *Schultz

ABSENT: [2] Johnson, Resendez

The meeting was called to order at 4:00 p.m. with a quorum of the committee present.

The meeting agenda, posted in accordance with Chapter 551, "OPEN MEETINGS," of the Texas Government Code, was presented.

The meeting recessed to closed session at 4:14 p.m. and reconvened to open session at 5:53 p.m.

After all business properly brought before the committee had been considered, the meeting adjourned at 5:53 p.m.

Chair

ATTEST:

City Secretary Staff

Date Approved

The agenda is attached to the minutes of this meeting as EXHIBIT A.

The actions taken on each matter considered by the committee are attached to the minutes of this meeting as EXHIBIT B.

The briefing materials for this meeting are filed with the City Secretary's Office as EXHIBIT C.

***Note: Members of the Committee participated in this meeting by video conference.**

**** Note: Indicates arrival time after meeting called to order/reconvened.**

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 12, 2025

EXHIBIT A

RECEIVED

2025 MAY -9 PM 3:45

**CITY SECRETARY
DALLAS, TEXAS**

City of Dallas

*1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201*

Public Notice

250475

POSTED CITY SECRETARY
DALLAS, TX



**Council Ad Hoc Committee on
Professional Sports Recruitment and
Retention**

May 12, 2025

4:00 P.M.

2023 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
ECONOMIC DEVELOPMENT Atkins (C), Narvaez (VC), Arnold, Bazaldua, Ridley, Stewart, West	GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT West (C), Blackmon (VC), Mendelsohn, Moreno, Resendez
HOUSING AND HOMELESSNESS SOLUTIONS Moreno (C), Mendelsohn (VC), Gracey, West, Willis	PARKS, TRAILS, AND THE ENVIRONMENT Stewart (C), Moreno (VC), Arnold, Bazaldua, Blackmon, Narvaez, West
PUBLIC SAFETY Mendelsohn (C), Stewart (VC), Atkins, Moreno, Willis	QUALITY OF LIFE, ARTS, AND CULTURE *Ridley (C), Resendez (VC), Bazaldua, Blackmon, Gracey, Schultz, Willis
TRANSPORTATION AND INFRASTRUCTURE Narvaez (C), Gracey (VC), Atkins, Mendelsohn, Resendez, Schultz, Stewart	WORKFORCE, EDUCATION, AND EQUITY *Arnold (C), *Schultz (VC), Bazaldua, Blackmon, Resendez, Ridley, Willis
AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS Atkins (C), Mendelsohn, Moreno, Ridley, Stewart	AD HOC COMMITTEE ON GENERAL INVESTIGATING AND ETHICS Mendelsohn (C), Gracey, Johnson, Schultz, Stewart
AD HOC COMMITTEE ON JUDICIAL NOMINATIONS Ridley (C), Resendez, West	AD HOC COMMITTEE ON LEGISLATIVE AFFAIRS Mendelsohn (C), Atkins, Gracey, Narvaez, Stewart
AD HOC COMMITTEE ON PENSIONS Atkins (C), Blackmon, Mendelsohn, Moreno, Resendez, Stewart, West, Willis	AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION Gracey (C), Blackmon, Johnson, Moreno, Narvaez, Resendez, Schultz

(C) – Chair, (VC) – Vice Chair

* Updated:6/28/24

Note: A quorum of the Dallas City Council may attend this Council Committee meeting.

General Information

The Dallas Council Committees regularly meet on Mondays beginning at 9:00 a.m. and 1:00 p.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council Committee agenda meetings are broadcast live on bit.ly/cityofdallastv and on Time Warner City Cable Channel 16.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. **The Council agenda is available in alternative formats upon request.**

If you have any questions about this agenda or comments or complaints about city services, call 311.

Rules of Courtesy

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

Información General

Los Comités del Concejo de la Ciudad de Dallas se reúnen regularmente los lunes en la Cámara del consejo en el sexto piso del Ayuntamiento, 1500 Marilla, a partir de las 9:00 a.m. y la 1:00 p.m. Las reuniones de la agenda del Comité del Consejo se transmiten en vivo por la estación de bit.ly/cityofdallastv y por cablevisión en la estación *Time Warner City Cable Canal 16*.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilities Act*. **La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita.**

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

Reglas de Cortesía

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna persona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*paggers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal

"Los ciudadanos y visitantes presentes durante las asambleas del Ayuntamiento Municipal deben de obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que este presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisará al oficial que este presidiendo la sesión a tomar acción." Según la sección 3.3 (c) de las reglas de procedimientos del Ayuntamiento.

Handgun Prohibition Notice for Meetings of Governmental Entities

"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."

"Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon into any open meeting on this property."

"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propiedad."

This Council Committee meeting will be held by video conference and in the Council Chambers, 6th Floor at City Hall.

The Public may attend the meeting virtually; however, City Hall is available for those wishing to attend the meeting in person.

The meeting will be broadcast live on Spectrum Cable Channel 16 and online at bit.ly/cityofdallastv.

The public may also listen to the meeting as an attendee at the following video conference link:

<https://dallascityhall.webex.com/dallascityhall/j.php?MTID=m11036a0b4e718e74bdb7df4bc87bc484>

Call to Order

MINUTES

1. [25-1690A](#) Approval of Minutes of the December 2, 2024, Special Called Meeting of the Council Ad Hoc Committee on Professional Sports Recruitment and Retention

Attachments: [Minutes](#)

BRIEFING AND ACTION ITEMS

- A. [25-1691A](#) Proposed Amendments to Chapter 42A-11 Regarding Clean Zones [Rosa Fleming, Director, Convention and Event Services; Jacquelin Justice, Assistant Director, Convention and Event Services]

Attachments: [Presentation](#)

EXECUTIVE SESSION

- B. [25-1692A](#) (1) Deliberate the purchase, exchange, lease, or value of real property at 1200 North Cockrell Hill Road if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person [Tex. Gov't Code, Sec. 551.072]; and (2) seek the advice of its attorney on this matter [Tex. Gov't Code Sec. 551.071].

- C. [25-1693A](#) (1) Discuss or deliberate commercial or financial information that the city has received from a business prospect ("Project X3") that the City seeks to have locate, stay, or expand in or near the City of Dallas and with which the City is conducting economic development negotiations; (2) deliberate the offer of financial or other incentive in connection with Project X3 [Tex. Gov't Code, Sec. 551.087]; (3) deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person in connection with ProjectX3 [Tex. Gov't Code, Sec. 551.072]; and (4) seek the advice of its attorney on this matter [Tex. Gov't Code Sec. 551.071].

ADJOURNMENT

EXECUTIVE SESSION NOTICE

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

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 12, 2025

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 12, 2025

Item 1: Approval of Minutes of the December 2, 2024, Special Called Meeting of the Council Ad Hoc Committee on Professional Sports Recruitment and Retention

Councilmember Blackmon moved to adopt the minutes as presented.

Motion seconded by Councilmember Moreno and unanimously adopted. (Narvaez absent when vote taken; Johnson, Resendez absent)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 12, 2025

BRIEFING AND ACTION ITEMS

Item A: Proposed Amendments to Chapter 42A-11 Regarding Clean Zones

The following individuals briefed the committee on the item:

- Rosa Fleming, Director, Convention & Event Services; and
- Jacquilin Justice, Assistant Director, Convention and Event Services

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 12, 2025

EXECUTIVE SESSION

- Item B: Deliberate the purchase, exchange, lease, or value of real property at 1200 North Cockrell Hill Road if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person [Tex. Gov't Code, Sec. 551.072]; and (2) seek the advice of its attorney on this matter [Tex. Gov't Code Sec. 551.071].
- Item C: (1) Discuss or deliberate commercial or financial information that the city has received from a business prospect ("Project X3") that the City seeks to have locate, stay, or expand in or near the City of Dallas and with which the City is conducting economic development negotiations; (2) deliberate the offer of a financial or other incentive in connection with Project X3 [Tex. Gov't Code, Sec. 551.087]; (3) deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person in connection with ProjectX3 [Tex. Gov't Code, Sec. 551.072]; and (4) seek the advice of its attorney on this matter [Tex. Gov't Code Sec. 551.071].

At 4:14 p.m., Chair Gracey announced the executive session of the city council authorized by Chapter 551, "OPEN MEETINGS," of the (Texas Open Meetings Act) to discuss the following matters:

- Item B: Deliberate the purchase, exchange, lease, or value of real property at 1200 North Cockrell Hill Road if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person [Tex. Gov't Code, Sec. 551.072]; and (2) seek the advice of its attorney on this matter [Tex. Gov't Code Sec. 551.071].
- Item C: (1) Discuss or deliberate commercial or financial information that the city has received from a business prospect ("Project X3") that the City seeks to have locate, stay, or expand in or near the City of Dallas and with which the City is conducting economic development negotiations; (2) deliberate the offer of a financial or other incentive in connection with Project X3 [Tex. Gov't Code, Sec. 551.087]; (3) deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person in connection with ProjectX3 [Tex. Gov't Code, Sec. 551.072]; and (4) seek the advice of its attorney on this matter [Tex. Gov't Code Sec. 551.071].

The closed session ended and reconvened to open session at 5:53 p.m. No other matters were discussed during the closed session.

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 12, 2025

EXHIBIT C



City of Dallas

Proposed Amendments to Chapter 42A-11: Clean Zone

**Ad Hoc Committee On
Professional Sports Retention
and Recruitment**

May 12, 2025

Rosa Fleming, Director
Jacquelin Justice, Assistant Director

Convention and Event Services
City of Dallas

Overview



- Background/History
- Purpose
- Clean Zone – Common Violations
- Clean Zone – Addressing Violations
- Proposed Action
- Next Steps



Background



- On March 27, 2019, City Council adopted proposed amendments to Chapter 42A, by Resolution No. 19-0449; Ordinance No. 31144
- Creating Chapter 42-11 Clean Zone
Clean Zone is defined as a geographically defined area surrounding a permitted activity footprint or event host venues, where temporary restrictions are enforced related to temporary advertising, signage, structures, transient merchants, vendors, or otherwise licensed activities.



Purpose



- The current clean zone section is too broad and needs refinement to establish a clearer legal framework definition of clean zone boundaries, prohibited activities, and specific enforcement.
- The International Federation of Association Football (FIFA) requested that host cities make updates to ordinances to strengthen enforcement.
- The goal would be to:
 - Prevent any unauthorized sales, distribution, or signage that FIFA has not approved within the clean zone.
 - Simplify law enforcement efforts, allowing them to address violations with a single article rather than multiple ones.
 - Grant the authority to seize products and impose monetary fines.
 - Provide legal standing to prevent constitutional arguments.



Clean Zone - Common Violations



- **Unauthorized Vending:** Selling goods or services, including merchandise, food, and beverages, without proper authorization.
- **Ambush Marketing:** Marketing or promotional activities by businesses not officially associated with the event, attempting to capitalize on its popularity.
- **Trademark Infringement:** Using event trademarks, service marks, copyrights, or intellectual property without permission.
- **Obstructions and Encroachments:** Setting up temporary structures, tents, or canopies without permission, blocking sidewalks or rights-of-way.



Clean Zone – Addressing Violations



Additional language surrounding violations will be added to Chapter 42A:

- **Warnings and Citations:** Violators may receive warnings or citations for non-compliance with clean zone rules.
- **Fines:** Financial penalties, \$50 - \$500, can be imposed on individuals or businesses violating clean zone regulations.
- **Impoundment:** In some instances, tangible property related to unauthorized commercial activities or marketing may be impounded.



Proposed Action



Convention and Event Services – Office of Special Events (CES-OSE) requests Committee approval to revise Chapter 42A to include:

- Authorization for CES-OSE to serve as the department responsible (i.e., the applicant) for establishing a clean zone
- Establishment of penalties and enforcement specific to clean zones in collaboration with the City Attorney's Office, Code Enforcement, and other departments



Next Steps



With approval from the Committee, staff will:

- Collaborate with the CAO to establish ordinance language
- Present the revised language as an ordinance revision for approval by the City Council in early Fall
- Develop implementation strategies, should approval be granted, for rollout immediately in preparation of FIFA 2026



Questions





City of Dallas

Proposed Amendments to Chapter 42A-11: Clean Zone

**Ad Hoc Committee On
Professional Sports Retention
and Recruitment**

May 12, 2025

Rosa Fleming, Director
Jacquelin Justice, Assistant Director

Convention and Event Services
City of Dallas