



Revitalizing the Heart of Our Community

## DDA Board Meeting Agenda

February 10, 2026 8:00 am  
The Dallas Area Visitor Center

- I. Call to Order
- II. Action Items
  - A. Minutes from December  
[DDA Board Meeting Minutes December 2025](#)
  - B. Strategic Planning Transformation Strategies  
[Catalyst Strategies](#)  
Family Friendly/Family Serving  
Food  
Health+Wellness  
Tourists + Tourism
  - C. Main Street Status  
[Designated Status](#)  
[Progress Visit](#)
  - D. Sounds of Summer Expenses/Checks
- III. Informational Items
  - A. Board Member Handbook  
[Main Street America 2026 Board Member Handbook](#)
  - B. OMS Report  
[Quarterly Reporting Workbook](#)
  - C. DDA Video  
[DDA Promo Video](#)
  - D. DDA Awards and Appreciation  
February 21st, 1pm at the Majestic
  - E. 2026 Supporter Campaign  
Starts March 1st
- IV. Standing Reports
  - A. President
  - B. Treasurer
    1. Profit & Loss (statement of activity)  
[Jan Statement of Activity](#)
    2. Balance Sheet (statement of financial position)  
[StatementofFinancialPosition.pdf](#)
  - C. Downtown Manager
    1. Newsletter



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[Dallas Downtown Association  
Newsletter](#)

2. January Time Record

D. City

E. Chamber/Visitor's Center

V. Committee Reports

A. Promotion [Promotion January 2026](#)

B. Economic Vitality

C. Organization [Outreach January 2026](#)

D. Design [Design January 2026](#)

E. Executive [Ex Comm February 2026](#)

VI. Good of the Order

VII. Adjournment

Next Meeting: Thursday, April 9th, 2026 @8am