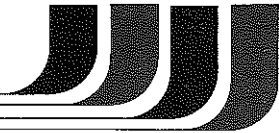


GOALS FOR DALLAS



THIRD PROGRESS REPORT / MAY, 1968

Thousands of people in the Dallas area shared a civic responsibility of setting the 114 Goals for Dallas, statements of our mutual aims and desires. Now, again, the participation of the citizenry is sought to determine how to achieve the Goals—the function of the Second Stage of Goals for Dallas.

"The magic of the Goals Program is talking to people, finding out their opposites aren't so bad after all; coming to conclusions through reasonable consensus, common understanding, mutual trust.

"For too long, we have been talking to ourselves in little isolated clusters of folks with identical ideas and beliefs, forgetting that America was built by diverse peoples with many viewpoints.

"We should be having our discussions with the sprinkled and sparkling variety of citizens from all walks of life. When people talk seriously and objectively about mutual aims for their city, black and white, Christian and Jew, leftleaners and rightleaners, rich and poor, find themselves saying things in so much agreement that they look at each other almost in shock and surprise. There is common ground after all."

MAYOR ERIK JONSSON

BACKGROUND

Organization

The Goals Program was begun in December, 1965 at the suggestion of Mayor Erik Jonsson. A Planning Committee of 27 men and women representing a cross section of the community serves as the policy-making body. Dr. Bryghte D. Godbold, who is on leave from his duties as vice president of the Southwest Center for Advanced Studies, has served as Staff Director of the Goals Program since its inception. Mrs. Dorothea McGrath is assistant to the Director. The Goals office is located at 2100 Republic Bank Building in Dallas.

Contributions of 500 local individuals and organizations financed the first stage of the Goals program.

Neighborhood Meetings—1966

During November, 1966, 6,500 people of the Dallas area gathered in Neighborhood Meetings to express their views about the Goals proposed by 87 Goals Conferees who had met six months earlier. There were 33 meetings in 20 Dallas neighborhoods, in six nearby towns and special meetings of high school and college students. The Conferees helped arrange the meetings and served as discussion leaders. In preparation, civic and church groups held scores of meetings in which about 10,000 persons studied and discussed the proposed Goals.

At the public Neighborhood Meetings, attendees were divided into six discussion groups, with each considering two sets of Goals. They recommended to the general session approval, additions or changes in the Goals. Votes at each meeting were recorded by stenographic transcript and summarized for consideration of the Conferees in revising the Goals.

Revised Goals—1967

The revised Goals were published in mid-1967 following the second meeting of Goals

Conferees. Of the 98 proposed Goals, 62—over 60 percent—were changed as a result of suggestions from the Neighborhood Meetings. Modifications ranged from minor editorial changes to complete rewording. Twelve new Goals were added and four were divided into two separate statements.

The resulting 114 Goals represent a consensus of the people who gave their time, energy and thought to Goals for Dallas. Publication of the Goals completed the First Stage of the Goals Program.

SECOND STAGE BEGINS

Task Forces

A principal activity of the Second Stage is the Task Forces which were organized in April, 1968 to propose how and when to achieve the Goals, to identify organizations which should be involved in implementing them and to estimate costs. Twelve Task Forces, one for each set of Goals, have begun work and will publish their proposals in the fall for review by the citizens of Dallas.

Leading the Task Forces activity is a committee composed of Les T. Potter, Chairman, Paul B. Frank, Robert W. Porter, George R. Schrader and Pat Y. Spillman. Staff Coordinator for the Task Forces is Pierson Ralph.

1,400 Volunteers

Members of the twelve Task Forces were chosen from 1,400 volunteers who were identified by 300 community representatives. The Chairmen and Vice Chairmen of the Task Forces are listed below along with the Staff Associates whose services are contributed on a part-time basis by business firms and universities.

TASK FORCES LEADERS

The Government of the City Task Force

James W. Aston, Chairman
Avery Mays, Vice Chairman
Sam F. Holmes, Staff Associate

Design of the City Task Force

Harold Box, Chairman
David R. Braden, Vice Chairman
O. J. Finney, Staff Associate

Health Task Force

Charles Sprague, Chairman
Christopher Berrisford, Vice Chairman
H. Wayne McKamie, Staff Associate

Welfare Task Force

William E. Collins, Chairman
Maceo Smith, Vice Chairman
Kenneth Estes, Staff Associate

Transportation & Communications Task Force

W. Dewey Presley, Chairman
Robert W. Porter, Vice Chairman
George Wilkin, Staff Associate

Public Safety Task Force

N. Alex Bickley, Chairman
Louis A. Bedford, Jr., Vice Chairman
Erle Nye, Staff Associate

Elementary & Secondary Education Task Force

Leland Turner, Jr., Chairman
William P. Clements, Jr., Vice Chairman
William Lovejoy, Staff Associate

Higher Education Task Force

A. Earl Cullum, Jr., Chairman
Robert Olson, Vice Chairman
Fred Bryson, Staff Associate

Continuing Education Task Force

Bill Priest, Chairman
Mrs. Lillian Bradshaw, Vice Chairman
John Evans, Staff Associate

Cultural Activities Task Force

Mrs. Eugene McDermott, Chairman
Dr. Louise Cowan, Vice Chairman
Jack Raskopf, Staff Associate

Recreation & Entertainment Task Force

Joe M. Haggard, Jr., Chairman
J. B. Lowe, Sr., Vice Chairman
Jim Carlil, Staff Associate

The Economy of Dallas Task Force

P. E. Haggerty, Chairman
Elgin B. Robertson, Sr., Vice Chairman
Joe Ashmore, Staff Associate

Miss Nancy Tobin, Staff Associate-at-large

Citizen Participation and Neighborhood Organization

Widespread community participation is fundamental to the Second Stage of the Goals Program which will determine how to achieve the Goals. As in the First Stage, opinions will be sought from citizens who will be encouraged to share in the decisions about the future of the community.

Neighborhood Goals Committees have been formed in 20 areas of Dallas and are planned in Carrollton, Farmers Branch, Garland, Grand Prairie, Irving, Lancaster, Mesquite and Richardson. The Committees, under the leadership

of volunteers listed below, will organize neighborhood participation through a series of meetings. (Committees are still being formed in the towns not listed below.)

Schedule of Citizen Meetings

June 15 through September 30, 1968: Clubs, church groups and other civic organizations will arrange special Goals for Dallas meetings for their members to review the Goals Program (a new 15-minute film will be shown); to give each attendee an opportunity to express his views on priorities for achieving the Goals; and to obtain individual reactions to the Goals Program. The suggestions on priorities will be used by the Task Forces in making their proposals.

Late fall, 1968: Civic groups will hold a second series of special meetings to study and discuss the Task Forces proposals and to register members to attend the Goals Neighborhood Meetings.

Early 1969: Approximately 100 Neighborhood Meetings will be held under the sponsorship of the Neighborhood Committees to review the proposals for achieving the Goals and to suggest revisions as appropriate. Then the proposals, as revised, will be published.

Preparation for Summer and Early Fall Meetings

It is important that each person attending the meetings between June 15 and September 30 study the Goals in order to be able to register his suggestions for priorities. The Goals are printed in the book, *Goals for Dallas, Mutual Aims of Its Citizens*. Copies are available in public libraries or may be purchased for 41¢ each at the Baptist, Bishop College, Cokesbury, Doubleday, El Centro Junior College, Newsland, Presbyterian, SMU and University of Dallas book stores and at A&P, Kroger, Neiman-Marcus, Safeway, Sanger-Harris, Seven-Eleven and Cabell's, Skillern, Titcher's and Tom Thumb stores.

Neighborhood Committee Leaders

A Goals committee headed by C. A. Tatum, Jr. is coordinating the citizen participation phase of the Goals program. Its members are Vincent A. Carrozza, Mrs. C. Stathakos Condos, John N. Jackson, Allan L. Maley, Jr. and W. W. Aston. Staff assistance is provided by Mike Engleman, Coordinator for citizen participation, and Mrs. Marjorie Stephens, Assistant Coordinator. Leaders of the Neighborhood Committees and their telephone numbers are listed below. (Boundaries and numbers of the neighborhood areas within Dallas are shown on the enclosed map. Locate the high school or junior high school nearest you to determine your neighborhood area. Each of the suburban towns, e.g. Garland, Mesquite, etc., comprises a separate neighborhood.)

Continued

Goals for Dallas

NEIGHBORHOOD COMMITTEE LEADERS

Area 1

Donald Jarvis, Chairman, LA 6-8527
B. Frank White, Vice Chairman, RI 9-2344
Mrs. Albert Roberson, Secretary, FE 1-8618

Area 2

Jack McKinney, Chairman, ME 1-9450
Charles H. Storey, Vice Chairman, WH 8-7309
Mrs. Duane Schoelerman, Secretary, FR 4-1270

Area 3

Mrs. J. W. Dreisbach, Co-Chairman, FR 4-4076
Frederick Todd, Co-Chairman, FR 6-6449
Mrs. Arthur N. Fearing, Vice Chairman, FR 4-8752
Mrs. V. Alyce Foster, Secretary, HA 8-8311

Area 4

Mrs. John B. Cooke, Chairman, AT 6-1285
Mrs. H. B. Anthony, Vice Chairman, EX 1-2277
Mrs. Almon Toney, Secretary, EX 1-0755

Area 5

Perry Fite, Chairman, AT 6-0330
Will Lowrance, Vice Chairman, AT 6-0330
Mrs. J. B. Barton, Secretary, AT 6-0013

Area 6

Bolton Boone, Chairman, WH 6-8181
Mrs. Alice Dykeman, Vice Chairman, WH 6-8181
Mrs. John Lancione, Secretary, WH 2-1043

Area 7

S. M. Wright, Chairman, HA 1-1098
Mrs. A. W. Brashear, Vice Chairman, FR 4-2176
Mrs. Minnie Page, Secretary, WH 8-3493

Area 8

L. Butler Nelson, Chairman, HA 8-3594
C. C. Tedford, Vice Chairman, HA 1-3306
Mrs. Marjorie H. Jackson, Secretary, HA 8-4971

Continued

Area 9

Roy L. Roberts, Chairman, RI 1-3711, Ext. 318
Cliff Groom, Vice Chairman, EX 1-4137
Mrs. Oscar Schneider, Secretary, EV 1-0870

Area 10

Herbert Garrett, Jr., Chairman, EX 1-1105
Don McPherson, Vice Chairman, EV 1-7350
Dick Stroman, Secretary, EX 1-2159

Area 11

Miss Mary Helen Martinez, Chairman, FL 6-3396
Ruben P. Armendariz, Vice Chairman, FE 1-2939
Mrs. Victoria P. Daniels, Secretary, RI 8-3929

Area 12

Charles Best, Co-Chairman, RI 1-1284
Clarence Russeau, Co-Chairman, HA 1-2166
Mrs. C. Wesley Goyer, Secretary, FL 7-9414

Area 13

Dr. Margaret Wasson, Chairman, LA 1-4103
Mrs. Felix Goldman, Vice Chairman, LA 1-1902
Mrs. Pat Y. Spillman, Secretary, LA 8-8894

Area 14

Enslie Oglesby, Chairman, TA 7-5349
Raymond Holbrook, Vice Chairman, RI 2-3447
Mrs. Suzanne Greenman, Secretary, LA 8-8083

Area 15

Mrs. C. Stathakos Condos, Chairman, DA 7-3523
Mrs. Robert R. Good, Vice Chairman, DA 7-1121
Mrs. Ken Cook, Secretary, DA 1-3809

Area 16

Steve Landregan, Chairman, LA 8-3920
Robert McGinnis, Vice Chairman, DA 8-4195
Mrs. Edward Malouf, Secretary, BR 9-7372

Area 17

Bill Gaynier, Chairman, RI 8-4903
Frank Altick, Vice Chairman, EM 3-0121
Mrs. Kenneth Foree, III, Secretary, FL 7-3644

Area 18

Mrs. Morton Sanger, Chairman, EM 1-1785
Fletcher Yarbrough, Vice Chairman, RI 8-7161
Mrs. DeWolf Schatzel, Secretary, EM 3-3824

Area 19

John M. Whalen, Chairman, AD 5-9511, Ext. 3313
William B. Heroy, Jr., Vice Chairman, AD 9-3216
Mrs. Freda Soltes, Secretary, EM 8-3393

Area 20

Allan L. Maley, Jr., Chairman, RI 8-0441
William G. Wendell, Vice Chairman, RI 9-3352
Mrs. Norma Mecaskey, Secretary, DA 7-1071

Garland

R. Sandy Hallman, Chairman, 272-3476
Ernest E. Wright, Jr., Vice Chairman, RI 8-0205
James H. Rush, Secretary, BR 8-6261

Grand Prairie

George Watson, Chairman, AN 4-2545
E. Carlyle Smith, Jr., Vice Chairman, AN 2-1505
Joe G. Thurman, Secretary, AN 4-1558

Lancaster

H. L. Hurst, Chairman, 227-4649
T. J. Gaither, Vice Chairman, 227-2181
Mrs. John Dunn, Secretary, 227-4522

Mesquite

Paul Barham, Chairman, AT 5-6301

Richardson

J. S. Triolo, Chairman, AD 5-7367
Werner Beyen, Vice Chairman, AD 5-4770
L. G. Smith, Secretary, AD 5-3593

Questions on Citizen Participation in Goals for Dallas

Q: How can my club, church, PTA or other organization arrange a Goals meeting this summer?

A: Contact one of the neighborhood leaders listed in your area.

Q: What assistance will the Neighborhood Committee and the Goals Staff provide for the meetings?

A: A discussion leader, the Goals film, a projector, projectionist and screen, and a supply of forms for attendees to mark their priority choices on the Goals.

Q: I do not belong to an active organization in my neighborhood. How do I participate?

A: Contact one of your neighborhood leaders on the list and he will arrange for you to attend a meeting.

Q: How do I obtain copies of the book, *Goals for Dallas, Mutual Aims of Its Citizens*?

A: Copies are available in the public libraries and in the stores listed above. The cost is 41¢ a copy.

Economic Potentials Study

A third activity of the Second Stage is a study of the economic potentials of the Dallas Metropolitan Area to project significant economic benchmarks for the next ten to fifteen years. A grant from the Ford Foundation will finance part of the study which will be conducted in cooperation with the National Planning Association of Washington, D.C. The data will provide information to consider how quickly the Goals can be achieved. A committee coordinating this study is comprised of P. E. Haggerty, Chairman, and Philip E. Coldwell, A. Earl Cul-lum, Jr., Andrew W. DeShong, Jr., John M. Whalen and Eugene C. Zorn, Jr.