



Dallas Central Appraisal District

Date: October 26, 2023

To: Wes Mays, Mayor, City of Coppell

From: W. Kenneth Nolan, Executive Director/Chief Appraiser

Re: Election of Suburban Cities' Representative to Dallas Central Appraisal District Board of Directors

In accordance with state law, the nomination process for persons to serve on the Dallas Central Appraisal District Board of Directors has been completed. By state law, your agency is required to vote by official ballot resolution, which is enclosed. **You must do so no later than December 15, 2023. If your entity chooses to abstain from voting, please notify me in writing.**

The nominees are as follows. Also included are the names of the nominating cities.

Candidate	Nominating City
Brett Franks:	City of Sachse
Carrie F. Gordon:	City of Balch Springs
Michael Hurtt:	City of Seagoville, City of Carrollton
Mark Jones:	City of Desoto
Terry Lynne:	City of Farmers Branch
Steve Nichols:	City of Hutchins

Resumes for each candidate that were received by DCAD are enclosed as well as the ballot (last page).

Please act on this election process by official ballot resolution and return the ballot resolution to my office in the enclosed envelope by December 15, 2023. **The 1979 resolution adopted by the taxing units participating in Dallas Central Appraisal District, which governs board elections, requires that a candidate receive a majority of the votes in order to be elected to the Board of Directors. Therefore, it is imperative that your taxing unit cast its vote before the December 15, 2023 deadline.**

We appreciate your interest in this very important process and look forward to receiving your vote.

WKN/cdj

Enclosure (Nominee Bio/Official Ballot Resolution/Return Envelope)

Cc: Mike Land, City Manager
Ashley Owens, City Secretary
Kim Tichen, Finance Director

Brett Franks
City Council Place 1
City of Sachse

Councilman Brett Franks was elected to serve on the Sachse City Council in Place One in June 2012. He is an Orthopedic PA with the Sports Medicine Clinic of North Texas. Mr. Franks currently serves as the Council liaison to the Parks and Recreation Commission on which he held position prior to being elected to City Council. He is a former member of the Sachse Baseball Association and a former member of the Campus Improvement Team at Hudson Middle School. As a proud Army veteran, Mr. Franks also volunteers his time every year to organize the Annual Memorial Day Event. He and his family have lived in Sachse since 2000.

Councilman Franks is interested in representing the suburban cities because of the increasing concerns by residents regarding appraisals. The consistent escalation of property values in Dallas County, the lack of transparency of the appraisal process, and the role of the Board and its staff need to be addressed. He believes there is an opportunity for DCAD to provide this information and give better explanation to citizens about how the appeal process works. These changes would improve how DCAD serves the citizens in the District.

CARRIE FORNEY GORDON, PHD, CMO



BIOGRAPHICAL SKETCH

The Honorable Carrie Forney Gordon, PhD served as Mayor of Balch Springs, TX from May 2009 – May 2015. In that same year, she also retired from the City of Dallas after 31 years of service as an Urban Planner. Just a year later (2016), she gravitated back to the local government realm as a Zoning Consultant, City Administrator (Wilmer, TX), and member of the Balch Springs Industrial and Economic Development Corporation Board of Directors (Type A). In May 2020, Dr. Gordon was appointed by the Balch Springs City Council to serve a 1-year Mayoral term. Unbeknownst to her, the term would be extended 2-years as an unopposed Mayoral candidate. The voters then extended the term through 2025. Mayor Gordon stands as the longest serving elected official in its 70-year history.

During Dr. Gordon's Mayoral tenure, she has and continues to serve as a "change agent"! Her legacy has left and continues to leave indelible marks in the city's history and region. Here are just a few "seeds" planted and harvested during her administration:

- Unprecedented feat - During the 83rd Texas Legislature, spearheaded efforts to successfully consolidate the Dallas County Water Control & Improvement District No. 6 with the City of Balch Springs. Her efforts led to the successful dissolution of one of the largest Municipal Utility Districts in Texas (Senate Bill 1635), to consolidate the delivery of city services and strengthen its economic positioning in Southeast Dallas County. [*Water Utilities*]
- Worked with Dallas Area Rapid Transit (DART), Star Transit, Dallas County, and the North Central Texas Council of Governments to successfully launch a 'non-DART' public transit partnering program, a framework that spans southeast and southwest Dallas County as partnerships continue to be brokered to meet transit needs. [*Transportation*]
- Secured an invitation from the Governor's Office for the Balch Springs Economic Development Corporation to become actively involved with the TexasOne™ Program, one of Texas' major sources of economic development marketing. [*Economic Development*]
- Worked arduously with Fmr. Congresswoman Eddie Bernice Johnson for the successful retention of the local post office as many were being closed throughout the region. [*Partnering*]
- Successfully established and launched social services programs and projects, through partnerships with Mesquite Social Services and the North Texas Food Bank, to address food disparity in Southeast Dallas County. [*Nutrition*]
- Credited with the successful completion of the Peach Tree Seniors multi-million housing development (recognized as a model tax credit project by the State of Texas). [*Senior Housing*]
- Nurtured relationships to locate the first-ever multi-million-dollar state-of-the-art Dallas ISD elementary School in the city limits of Balch Springs. [*Education*]
- Played an instrumental role to locate a federally qualified community health center (Foremost Family Health Centers) in the city to address healthcare disparities in Southeast Dallas County. [*Health Care*]

Mayor Gordon possesses a Bachelor of Arts degree in Political Science (Bishop College); Master of Arts degree in Political Economy (University of Texas at Dallas); and a Doctor of Philosophy degree in Administration and Management (Columbia Pacific University). She is a professional singer/songwriter and manages her son Larry Gordon II (singer/songwriter - Curb|Word Entertainment). Her spouse is the late Grammy-Award nominee Dr. Larry "T-Byrd" Gordon (*Southern Meets Soul: An American Gospel Jubilee*). Presently Mayor Gordon serves on the Foremost Family Health Centers Board of Directors (Board Chair), Star Transit Board of Directors (Vice Chair), Texas Municipal League Region 13 (Vice President), Best Southwest Partnership Executive Committee (1st Vice President), and Metroplex Mayors Association (Past President).

Michael Hurtt came to Dallas from Casper, Wyoming in 1971. Graduated from Mortuary Science College, and has been in this area ever since. His funeral service background includes managing large volume, corporately owned funeral firms, worked and lectured for Pierce Chemical/Mortician Supply Company; which built and supplied funeral homes and owned three mortuary science colleges across the United States. He and his wife, have owned the funeral home in DeSoto since 1988. Marilyn passed away in August of 2020. He has served on the Texas Funeral Directors Association, president of the North Texas Funeral Directors and Dallas County Funeral Directors Association. Civic involvement has included board positions for the Dallas Zoo, North Texas Commission, Select Specialty and the Medical Center of Lancaster Hospitals, and Canterbury Episcopal School, past president of the DeSoto Chamber, DeSoto Rotary and the Best Southwest Chambers, councilman, mayor pro tem and mayor of DeSoto from 2001 to 2007 when DeSoto achieved the ALL America City designation. He was president and vice president of the DeSoto Economic Development Corporation. He served on the advisory board for Methodist Charlton Hospital, and represents the 31 suburban cities for the Dallas Central Appraisal District since 2008. Michael married Margarita Morales in 2022.

Mark Jones is a seasoned professional with a diverse skill set that makes him an invaluable asset to any Corporate or Community Board. With a deep well of knowledge in Housing and a profound understanding of the challenges faced by small businesses, his entrepreneurial background enriches his unique perspective. Mark's extensive involvement in the community is evident, having served as the Board Chair of the Frost Farms Neighborhood Association from 2019 to 2022. Currently, he holds the prestigious position of Chair on the Board of Directors for Bonton Farms and United MegaCare. His influence extends to the Desoto Economic Development Corporation and the Metroplex Economic Development Corporation (MEDC) Board. Notably, he chaired the Desoto ISD CITIZEN BOND Committee in 2005.

Driven by a passion for community development, Mark is an enthusiastic volunteer and a steadfast member of various community organizations and causes. His unwavering commitment to enhancing our community's quality of life is manifest in his ongoing advocacy efforts and dedicated contributions to relevant initiatives. Drawing from his extensive experiences, Mark possesses a profound understanding of the importance of effective community organization and strategic planning.

Capitalizing on his broad network and wealth of knowledge, Mark fervently champions policies and initiatives that elevate the entire community. His history of active involvement and fervent advocacy underscores his resolute dedication to advancing the welfare of the region. Transparency and accountability are foundational principles for Mark, and his instrumental role in championing initiatives to bolster public engagement in decision-making processes is noteworthy.

In addition to his community engagement, Mark Jones is the visionary Founder and President of Urban Promotions, a dynamic full-service marketing, and promotions firm. Established in 1992, Urban Promotions specializes in entertainment promotions and general marketing, forging strong partnerships with corporations, entertainers, and minority-owned businesses. Mark's entrepreneurial endeavors extend to Hormone Life Balance L.L.C., Well Aware Supplement and Tea Company, and Urway Home L.L.C., showcasing his dedication to the well-being of the community.

Mark's commitment to the vitality of our community is mirrored in his family life. Celebrating three decades of marriage, he shares a profound bond with his wife, Jill Waggoner-Jones. Together, they lovingly parented two daughters, Jillian Jones Mitchell, and Uriah Jones. Rooted in Desoto, Texas, the Jones family epitomizes their devotion to the community they call home.

TERRY LYNNE

13215 George Street
Dallas, Texas 75234

Summary: Sales, management professional and business owner with extensive experience in advertising, marketing and promotions, radio advertising sales and management and industrial sales and marketing experience.

Experience:

2023-Present Mayor, City of Farmers Branch

- Chief elected official for the city.
- Responsible for presiding over all City Council meetings and attending city board and commission meetings
- Brand Ambassador for the city

2016-2022 City Councilman, City of Farmers Branch

- Elected City Council Representative for District 4 in Farmers Branch
- Served on numerous boards to represent Farmers Branch residents in Dallas County

2000-Present President and Owner, Time-Out Media and Time-Out Events

- Oversee sales and daily operations of full-service advertising and marketing agency
- Create and manage advertising strategy and marketing campaigns for clients
- Manage large-scale corporate event production and execution for clients

2009-2011 The Barber Shop Marketing & TBS Promotions, Dallas, Texas

- *Independent Contractor*, responsible for new business development, account management, servicing of clients for both media programs and promotional activation.
- Created and managed client promotions and event activation for Gexa Energy, Texas Lottery, Power Service Diesel Additives, Vestry Electric Scooters, UT Southwestern Medical Center and others.
- Sold event marketing and promotional activation services into regional and national advertising agencies.

2008-2009 Event Buy Power, Irving, Texas

- *National Sales Manager* responsible for developing clients for start-up Electronic Data Capture company.
- Sold services into major clients such as Chrysler, Yamaha Motor Corporation, Kia Motors America and Lexus.
- Recruited for position by company president Dave Siebert, former radio GM.

2006-2008 Service Broadcasting, Dallas, Texas

- *Regional Sales Manger, Southeast United States*, responsible for station sales and marketing efforts from Washington, D.C. to Florida for KKDA AM & FM, KRNB FM.
- Served as trouble-shooter calling directly on agencies that were not buying our urban format stations.
- Responsible for developing over \$600,000 in new business in first year with stations.

1999-2006 KLUV Radio, Infinity Radio/Viacom, Dallas, Texas

- *Local Sales Manager* from 1999 to 2001 responsible for hiring and training local sales staff

- *Regional Sales Manager* from 2001 to 2003, responsible for managing staff of 14 salespeople who have clients (agencies & direct) outside of the local market.
 - Responsible for making market trips to key account cities in Texas for each of the local salespeople.
 - *Account Executive* from 2003 to 2006 responsible for developing and growing local account base.
 - **Generated** over \$590,000 in direct new business in 2006.
- 1997-1999 **KSCS Radio, ABC Radio/Disney, Dallas, Texas**
- *Regional Sales Manager* responsible for increasing billings from major agencies and developing client contacts in Houston, Austin and San Antonio.
 - **Increased billing 252%** over prior year through strategic planning and developing relationships with key client and agency decision makers.
 - Created sales research materials and assisted sales staff in developing written sales packages.
- 1997 **KDGE Radio, Chancellor Media Corporation, Dallas, Texas**
- *Local Sales Manager* responsible for recruiting and hiring sales staff and developing business for station.
 - Achieved local sales budget goals for station September and October, first time ever for station (Assumed position June 1)
 - Station changed ownership three times in a six month period
 - Responsible for budgeting and department profitability
- 1992-1997 **KZPS Radio, Bonneville International Corporation, Dallas, Texas**
- *Senior account executive* responsible for increasing billings and maintaining relationships with local agencies and direct clients.
 - Developed business plans to secure *annual agreements* from *key accounts*.
 - **Top salesman** in the development of *new, local advertiser billings*, 1995 and 1996.
 - Increased local account list billing average of **18% each year** in spite of station ratings decrease (from \$580,000 to \$1,100,000).
 - Developed *value added merchandising programs* for clients as part of sales.
 - Directed on-premise promotional opportunities for clients.
 - Selected by corporate headquarters to evaluate software and feasibility of implementing use of laptop computers for sales.
 - In addition to sales responsibilities, *trained sales staff* on use of laptop computers and company software.
- 1991-1992 **KDGE Radio, Allison Broadcast Group, Dallas, Texas**
- *Account executive*.
 - Developed senior list of station accounts, working with local direct accounts and advertising agencies.
 - Maintained highest monthly sales and new business quota for station through creation of innovative promotional opportunities for advertisers.
 - Developed *new business* and increased account list local billing to represent 30% of stations monthly budget.
 - Responsible for the coordination of merchandising and on-premise promotions for major beer and nightclub clients.
 - Created *in-store promotional opportunities* with record labels for Blockbuster Music to secure incremental budgets and make client largest non-beer advertiser on station. Represented approximately 50% increase in revenue to station.
- 1989-1992 **KEGL Radio, Sandusky Radio Group, Dallas, Texas**
- *Account executive* responsible for new business development.
 - Built local advertiser account list working with direct clients and advertising agencies

through station marketing and promotional opportunities.

- *Increased billing 25% of stations largest client, Budweiser, through innovative on-premise merchandising efforts during 1991 despite local budget cutbacks by Anheuser Busch.*

1989 KOAI Radio, Gannett Broadcasting, Dallas, Texas

- *Entry-level account executive responsible solely for cold calling and new business development.*

1980-1989 Spectape of Texas, Concote Corporation, Dallas, Texas

- *Marketing Director*
- *Created direct marketing and advertising programs for specialty converter of foam and adhesive tape products. (Ten million annual sales)*
- *Designed sales literature to present new corporate image (1988).*
- *Supervised the development of new products per client needs and specifications.*
- *Coordinated marketing and sales support for national distributor network.*
- *Developed and supervised the implementation of an inventory control system for manufactured goods company.*
- *Worked with key defense contractor accounts to develop new applications and products.*

Education:

- *University of Oklahoma*
- *B.B.A., Business Management, 1980*

Recognition:

- *1994 AWRP Award of Excellence, Dallas Radio Local Salesperson*
- *1993 Bonneville Meritorious Sales Award*

Training Courses:

- *Jerry Tabio, Creative Resources Training*
- *Radio Advertising Bureau, Certified Radio Marketing Consultant*
- *Keith Vendor Concepts (vendor training program)*
- *Rick Alan & Associates, Real-World Selling Seminar*
- *Memory Training Institute*

Other Experience:

- *Chairman, Building & Standards Commission, City of Farmers Branch*
- *Member, Farmers Branch Planning & Zoning Board*
- *President, Valley View Park Estates HOA 2004-2007*
- *Licensed Private Pilot*
- *Graduate, FBI Citizens Academy Alumni Association*
- *Graduate, Dallas County Citizens Prosecutors Academy*
- *Graduate, Texas Department of Public Safety Citizens Academy*
- *Graduate, Farmers Branch Citizens Police and Fire Academies*
- *United States Secret Service Citizens Academy (current)*

Stephen Nichols

219 S. Austin St

Hutchins, TX 75141

Life long resident of Dallas County

Graduate of Bryan Adams High School class of 1980

Licensed Master Plumber

Hutchins City council member from 2104 to present

Mayor Pro Tem 2022 to present

Vice President of the Hutchins Economic Development Committee

President of the Hutchins Tax Increment Finance Committee

Deacon First Baptist Church Hutchins, TX.