



DALLAS HISTORICAL SOCIETY  
"Remembering Dallas' past builds her future"

## Goals for Dallas records Finding aid

### Descriptive Summary

**Creator:** Goals for Dallas Association

**Title:** Goals for Dallas records

**Dates:** 1959-1960, 1964-1974, undated

**Bulk Dates:** 1964-1967

**Quantity:** 59 folders; .834 linear ft.

**Abstract:** This program began with the selection of thirteen local writers by the Goals for Dallas Planning committee. With the help of many Dallas citizens and authorities of national prominence, these Essayists undertook a comprehensive examination of current conditions in our city and reported thereon in separate papers. Thereafter, the Goals Planning Committee chose from Dallas and its environs additional men and women of diverse backgrounds, creeds, races, viewpoints, interests, cultures, and occupations to represent all Dallas citizens and to draft goals in all areas of mutual concern.

**Identification:** A.79.66

**Language:** The materials are in English.

**Repository:** Dallas Historical Society

### Administrative History

J. Erik Jonsson, a founder of Texas Instruments, became mayor of Dallas in 1964, shortly after the assassination of President John F. Kennedy. Already a strong advocate for education, he worked to improve morale and the image of the city throughout his term.

Jonsson's "Goals for Dallas" initiative spurred the construction of DFW Airport, the Dallas Convention Center, the New Museum of Fine Arts and Dallas City Hall. The program helped establish public school kindergartens, citywide family planning, the University of Texas at Dallas, several branch libraries and neighborhood parks.

The Goals for Dallas program began with the selection of thirteen local writers by the Goals for Dallas Planning committee. With the help of many Dallas Citizens and authorities of national prominence, these Essayists undertook a comprehensive examination of current conditions in our city and reported thereon in separate papers. Thereafter, the Goals Planning Committee chose from Dallas and its environs additional

men and women of diverse backgrounds, creeds, races, viewpoints, interests, cultures, and occupations to represent all Dallas citizens and to draft goals in all areas of mutual concern.

The first conference of this group was held in June 1966, and the recommended Goals and essays were published in September 1966, in a volume entitled *Goals for Dallas: Submitted for consideration by Dallas Citizens*. There were two printings of the book and a total of 17,000 ultimately was distributed. The books were studied in scores of discussion meetings attended by several thousand citizens prior to neighborhood meetings which churches clubs, chambers of commerce, PTA's and other groups helped to organize.

Thirty-three meetings were held in November and December 1966, attended by 6,380 people. There were neighborhood meetings throughout the city of Dallas; meetings in nearby communities; and meetings of high school students and college students. At each one, participants were divided into six discussion groups. Each group reviewed in detail two of the 12 sets of recommended Goals.

The discussion groups then came together in a general session to report their conclusions. Votes were taken and recorded on changes or additions recommended in the Goals. Stenographic reporters were present to make verbatim records of the proceedings of each general session. Ultimately, their transcripts were consolidated in a 269-page summary report and used as the basis for revision of the Goals in the Second Goals for Dallas Conference held February 10-11, 1967.

Through the contribution of a tremendous number of hours by many citizens and the splendid cooperation of Dallas newspapers, radio and television stations, advertising agencies and other communications media, the Goals for Dallas program has successful to this point.

Truly the best of the democratic process has been evidenced in the construction of Goals for Dallas. As a consequence, perhaps thousands of people care more deeply and personally about their city. Their voices determined the Goals set forth herein.

#### **Scope and Contents Note**

Collection contains attendees list, schedule, agenda, pre-conference information, economic data, Essays, Reports, *Goals for Dallas* pamphlet, neighborhood meeting minutes, a list of goals, and a guide for the Goals of Dallas task force.

#### **Arrangement**

Contents are arranged in alphabetical order and then chronologically.

## Restrictions

### Access Restrictions

Collection is open for research use.

### Use Restrictions

**Publication Rights:** Permission to publish materials must be obtained from the staff of the Dallas Historical Society.

**Copyright Statement:** It is the responsibility of the user to obtain copyright authorization.

**Sensitive Material Statement:** Manuscript collections and archival records may contain materials with sensitive or confidential information that is protected under federal or state right to privacy laws and regulations. Researchers are advised that the disclosure of certain information pertaining to identifiable living individuals represented in this collection without the consent of those individuals may have legal ramifications for which the Dallas Historical Society assumes no responsibility.

## Related Material

L.79.11.1; L.85.5.3

## Index Terms

### Subjects (Persons):

Jonsson, J. Erik, 1901-1995. ([LCSH](#))

### Subjects (Organizations):

Goals for Dallas (Association). ([LCSH](#))

DFW International Airport. ([LCSH](#))

### Subjects:

City planning--Texas--Dallas--History--20th century. ([LCSH](#))

### Places:

Dallas Convention Center. (local)

New Museum of Fine Arts. (local)

Dallas City Hall (Dallas, Tex.) ([LCSH](#))

University of Texas at Dallas. ([LCSH](#))

### Document Types:

Printed materials (object genre) [aat]

<b>Administrative Information</b>
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**Preferred Citation**

Collection of the Dallas Historical Society, Goals for Dallas.

**Acquisition Information:**

Dr. Herbert Gambrell, a member of the Goals for Dallas Task Force and the director of The Dallas Historical Society.

**Processing Information:**

Records processed by Christopher Strange, September 17, 2013.

<b>Description of Series</b>
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**Series 1: Goals for Dallas**

Box #	Folder #	Title/Description	Date
1	1-3	Conference, List of attendees, schedule, Agendas.	1966-1967
1	4-6	Conference, Pre-conference information	1970
1	7	Dollar-Cost of our National Goals, From the National Planning Association.	1965-1966
1	8-9	Economic Potentials Handbook, Economic data for Dallas; Economic data for the Dallas-Fort Worth area.	1971, 1973
1	10	Essays, introduction, city government, design of the city, Essays on 1966 conference discussion topics; the first essay is missing.	1966
1	11	Essays, health, welfare, Essays on 1966 conference discussion topics.	1966
1	12	Essays, transportation, public safety, Essays on 1966 conference discussion topics.	1966

1	13	Essays, elementary and secondary education, Essays on 1966 conference discussion topics.	1966
1	14	Essays, college education, Essays on 1966 conference discussion topics.	1966
1	15	Essays, graduate education, Essays on 1966 conference discussion topics.	1966
1	16	Essays, continuing education, culture, Essays on 1966 conference discussion topics.	1966
1	17	Essays, recreation, Essays on 1966 conference discussion topics.	1966
1	18	Essays, the economy of Dallas, Essays on 1966 conference discussion topics.	1966
1	19	Essays, appendices, notes, Essays on 1966 conference discussion topics.	1966
1	20	Interim Report on Progress, Report on progress toward 102 goals set one year prior.	1968
1	21	JFK material, From the creator's folder identified as "Goals for Dallas mat."	1960, 1967
1	22	"Metropolis against Itself," By Robert C. Wood; Paper on urban growth, local government, and local economies	1959
1	23	"Mutual Aims of its Citizens," Published by Goals for Dallas; 48 pages.	1967
1	24-26	Neighborhood meetings, Guide for conducting public meetings with Dallas residents to hear their ideas.	1966
1	27-30	Planning committee, Includes an essay by Erik Jonsson on the origins of Goals for Dallas.	1964-1966
2	31-51	Planning committee, January 8, 1966 issue of the <i>Saturday Review</i> , January 1966 progress report, a booklet with the proposals from the 1966 conference, a supplement to the list of goals proposed by the 1966 conference and a report on progress toward goals.	1966-1972, 1974, undated
2	52	<i>Proposals for Achieving the Goals</i> , A book published by Goals for Dallas.	1969
2	53	"Recommended Goals for Dallas," A report from the 1966 conference.	1966
2	54	Seven-year report,	undated

		Highlights of the progress toward goals and background of Goals for Dallas.	
2	55-58	Task Force for continuing education, Includes a statement of the task force's recommended goals and a list of goals approved by the review committee.	1968-1969, 1971, undated
2	59	Task Force guide, A guide for the Goals for Dallas task force members.	1968