

Community Affairs Commission Minutes February 21, 2013

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The Community Affairs Commission of the City of Bedford, Texas, met in regular session at 5:30 p.m. at the City Hall Conference Room, 2000-A Forest Ridge Drive, Bedford, TX on the 21st of February, 2013 with the following members present:

Steve Grubbs
Cynthia Williams
David Franklin
Roy Savage
Mark Massey
Jennifer Schnell
Gary Morlock
Dave Gebhart

Others present:

Michael Boyter – Council Liaison
Mirenda McQuagge-Walden– Staff Liaison (alt. for David Miller)

Absentees:

Dianne Doughty
Erin Humiston
Sarah Sisson
Mary Frazier – HEB Chamber Liaison
David Miller – Staff Liaison

CALL TO ORDER

Chairman Steve Grubbs called the meeting to order at 5:31 p.m.

ELECTION OF OFFICER

1. Consider and act upon appointment of a secretary to the Bedford Community Affairs Commission.

Chairman Grubbs advised that Sarah Sisson has resigned her position as CAC Secretary.

Motioned by Mr. Savage, seconded by Mr. Franklin, to nominate Gary Morlock as CAC Secretary. Motion approved: 8 - 0 - 0.

APPROVAL OF MINUTES AND BUDGET REVIEW

**1. Consider approval of the following Community Affairs Commission minutes:
a) January 17, 2013**

Motioned by Mr. Savage, seconded by Mr. Franklin, to approve the minutes of the January 17, 2013 regular meeting. Motion approved: 8 - 0 - 0.

2. Review the balance of the Commission budget.

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Chairman Grubbs reviewed the budget report and indicated no change. Michael Boyter noted that the City Council is now planning next fiscal year's budget and understands the CAC needs more to do more.

REPORTS

3. Discussion and possible action related to Community Affairs Commission Sub-Committee activities:

a) Business Outreach; b) Residential Outreach; c) Faith Based Outreach.

Chairman Grubbs, working with David Miller, and the HEB ISD staff, arranged for the next "combined" CAC Community Outreach Meeting (COM) on "School Safety" to be rescheduled from Tuesday, May 21 to Tuesday, May 7, at 7:00 p.m. at the Old Bedford Library to accommodate HEB ISD speaker and venue schedules. A meeting announcement will appear in the next Bedford Connection Magazine (Spring), that will be distributed in early April to all Bedford residents. Reference agenda Item 6, Chairman's Report, for expedited CAC process needed to arrange the COM.

The main May 7 COM speakers on "School Safety" will be the recently announced HEB ISD Superintendent of Schools, Steve Chapman, and Randy Gardner from the Bedford Police Department. Steve Grubbs noted the ISD ground rule that there would not be an open question / answer period after Speaker Chapman, but questions would be handled after the meeting "one-on-one" with Mr. Chapman and two ISD staff members. (Note Randy Gardner has agreed to open questions after his presentation.)

CAC discussion followed on ways to build on the agreed ISD ground rules to approach the open question format expected in previous CAC Outreach meetings. Some ideas involved submitting City materials to the ISD in advance of the meeting to help them factor in some questions into their presentation (e.g. Frequently Asked Questions (FAQs), feedback through Police Dept or the community, CAC, etc.).

Mr. Morlock motioned, and Mr. Gebhart seconded, that the CAC continue to work with the ISD to seek additional effective ways of answering questions. Motion passed: 5-3-0

c) Faith Based Outreach

Mark Massey reported on 6 Stones Mission activities. The HEB Community Garden will open for the season on Saturday, March 16, and is up for a national award. The Spring CPR Blitz (HEB home rehabs) is scheduled for April 12-13 (Fri, Sat) with on-line registration available soon. Register early to win donated prizes.

60 % of HEB kids are on a school lunch program. Hurst and Euless have programs through Community Ministries called "Night in the Park", where volunteers (e.g. church, police and fire depts.) cook hot dogs in a park as part of a public family outreach program. The next event in Hurst is Good Friday, March 29, 5:00 – 8:00 p.m. at Vivigene Copeland Park. CAC members could attend to see what might be possible for Bedford.

d) Energy Efficiency

David Franklin reported progress on the CAC Energy Fair scheduled Saturday, April 20 at the Old Bedford Library. Three food trucks have been secured. Sponsor Fee is \$200 and exhibitor fee is \$25. Sponsors and participants at last year's Fair were sent 2013 registration forms last November. The only confirmed sponsor to date is MyCreditUnion, and three exhibitors have confirmed, with some others verbally committed but no paperwork.

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The deadline for Fair paperwork is March 29, after which participant names can be used in event promotion. David asked for CAC members to assist with follow up with specific companies and agreed to contact CAC volunteers soon with a list of company assignments. A general event flyer is now available and will be distributed at the CAC City Expo on March 2.

Solar panels at the Fair can be used to power some activity. Mr. Franklin asked for some fun ideas. Musical activities were suggested, so a karaoke machine is being investigated.

4. Discussion and possible action related to Community Events:

a) City Expo

Roy Savage reported progress on the CAC City Expo scheduled Saturday, March 2, 11:00 a.m.–3:00 p.m. at the Old Bedford Library. Mr. Savage read from a one page printed status report that provided a checklist of planning activity. Mr. Savage agreed to provide a copy to all CAC members as a good example of a CAC event planning checklist.

An Expo announcement was provided on the back of the most recent City water bill. A re-usable City Expo “across the street” banner was purchased for \$600 and has been placed across Forest Ridge Road near the New Bedford Library. Three food trucks have been secured. The street east of the Old Library will be closed so that City public safety vehicles / maintenance equipment can be staged and demonstrated. Parking will be provided across the street in the City Hall area.

Inside the Old Library over 30 individual exhibit tables will be set up for City departments to demonstrate their function and value to the City. There will be a City prize for the most creative and effective Department presentation. Key City vendors (e.g. utilities) will also have exhibit tables. A room layout map has been prepared.

CAC will have a table in the entrance area and members will act as greeters. CAC has agreed to judge the City Expo for best Department Exhibit, based on judging criteria provided by the City. The following CAC members volunteered to be judges: Jennifer Schnell, Cynthia Williams, David Gebhart, and Steve Grubbs (alternate). Judging will be done at 12:30 PM and winner will be announced by the City the week after the Expo.

b) July 4th

CAC plans to have a booth at the City July 4th celebration. Suggestions were made that the booth and decorations be planned and quality upgraded to best represent the CAC, along with the dress code of CAC volunteers. Cynthia Williams agreed to follow up.

c) National Night Out

Gary Morlock stated that initial planning information for Bedford 2013 NNO will be available at the next CAC meeting.

5. Discussion and possible action related to feedback received from Residents, Businesses, and Faith Based Organizations.

Chairman Grubbs discussed his detailed analysis of the 24 attendee surveys from the January 29 Community Outreach Meeting (COM) and provided detailed handouts.

Feedback supported key survey objectives regarding having a longer (2 hour) combined meeting in the evening. Key feedback is that outreach meetings should: be combined (vs. separate residential and business); start at 7:00 PM; be no longer than one and one-half hours;

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The top 3 topics were: Business Development/ Highway Construction Update; DeltAlert Mass Notification System; City Manager Responsibilities and Challenges.

The survey results have already been factored into planning the next COM on Tuesday, May 7, 7:00 p.m. on "School Safety".

Chairman Grubbs reported updated status on three follow up items from surveys at the January 29 COM that were formally recorded at the February 21 CAC meeting.

A. Open up city meeting and services facilities to non-profit groups – CAC20130221A
City response: The City already works with non-profit organizations for discounted or free room rentals and use of City facilities.
Status: Closed

B. The City should buy from Bedford Businesses – CAC20130221B
City response:
Status: Awaiting response

C. All City vehicles should have ShopBedfordFirst signs on them – CAC20130221C
City response: City has "Shop Bedford First" signs on all vehicles assigned to the Development Department, but do change out the signs periodically for City events such as Blues Fest. City has agreed to price the signs to determine the cost of adding them to other City vehicles.
Status: Awaiting additional response

6. Chairman's Report to include discussion and possible action.

Chairman Steve Grubbs handed out and reviewed an updated list of 2013 CAC Sub-Committee assignments with current project names and dates.

The Chairman reviewed that advance planning (e.g. dates) of each major CAC event, including a Community Outreach Meeting (COM), needs to be organized around the publication deadline for a key City event announcement component, the Bedford Connection Magazine.

The 2013 Bedford Connection magazine schedule is:

<u>Articles Due</u>	<u>Mailing Date</u>	<u>Period Covered</u>
02/14/13	1st week of April	Spring / Summer - nothing before April 8
06/17/13	1st Week of August	Fall - nothing before August 8
10/14/13	2nd week of December	Winter - nothing before December 15

The next article deadline for the Bedford Connection (Spring / Summer) was February 14, so Chairman Grubbs worked with David Miller and several CAC committee chairs to organize details (and revised date) of the next COM on May 7 (School Safety). Thus a CAC event article was submitted to meet that deadline prior to full CAC review at the next monthly meeting on February 21.

CAC has worked with the City to improve the process to update HOA contact data on the City Website (HOA List), and also additional HOA contact data for City emails to HOAs. Mirenda McQuagge-Walden developed a new one page HOA Contact Information Form. CAC Chair of Residential Outreach, Gary Morlock, will be responsible for contacting the 35 HOAs to verify current HOA information and submit changes using the new Form. Changes to the City website list for five HOAs are ready for submission. To support the update process, Ms. McQuagge-Walden will provide to Mr. Morlock the current list of additional HOA contact data used for City emails to HOAs.

7. Discussion and possible action regarding a City-wide Health Fair.

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Roy Savage reported that the Bedford Senior Center believes they provide annual "Health Fair" activities that meet the needs of their community, and do not choose to expand the scope of it this year. Cynthia Williams re-iterated that other cities offer a broader agenda beyond a "Health Fair" with health information for seniors. It might be called a "Health and Life Planning Expo" for adults, many of whom are, or will become, care-givers for seniors. Some additional topics for consideration are listed in the Minutes of the monthly CAC meeting of November 15, 2012, Agenda Item 8.

Ms. Williams will continue to work with Mr. Savage to review the specific activities in the current Bedford Senior Center "Health Fair" program and identify specific items that could be added in proposals for an expanded "Expo". Ms. Williams will also gather examples of D/FW "Health Fairs /Expos" that include a broader agenda.

8. Discussion and possible action on a Bedford promotion idea similar to Shop Weatherford Construction zone.

Mary Frazier sent a report that Bedford Mayor Jim Griffin is serving on an HEB Chamber task force to consider the current Weatherford promotion as one idea for promoting business in the HEB construction zone on Highway 183/121.

9. Discussion and possible action regarding purchasing posters to advertise future CAC events.

Sarah Sisson sent a report that estimated the cost of a re-usable "aluminum poster frame with CAC logo" to hold "letter sized CAC event announcements" at \$90 each. Many frames (5-10 minimum) might be needed, so the current CAC budget dictated this idea be put on hold.

A City "across the street" banner promoting the upcoming March 2 City Expo was purchased for \$600. A previous "report" indicated "such a banner" would cost \$17,000 and had been ruled out. Discussion ensued on documenting specific specs/costs/vendors of a variety of strategies for CAC project reference, and City guidelines for CAC shopping "HEB" when Bedford vendors are not price competitive.

Jennifer Schnell will research cost to rent a "portable sign" for CAC events. David Gebhart will research cost for CAC to purchase a "portable sign". Both "towable" (wheels) and "non-towable" (truck haul) signs might be considered.

10. Discussion and possible action regarding making the Shop Bedford First Facebook page officially sponsored and maintained by CAC.

Mark Massey reported that the CAC page he informally developed and maintains on Facebook now has 48 "likes" and encouraged CAC members to promote more "likes". He will feature upcoming CAC events on the page. (Note City "Animal Shelter" also has informal page on Facebook.)

Discussion ensued about if / when City might consider ownership of CAC Facebook page. Miranda McQuagge-Walden offered considerations regarding City ownership at this time. The City hired a new Marketing Specialist (Rebecca Asher) who is looking at social media strategy. CAC consensus is to keep the CAC Facebook page "un-official" for now.

The on-line Shop Bedford First (SBF) program now has 278 businesses registered, with duplicates noted. Although City sales tax is up 1-2%, Chairman Grubbs stated that growing SBF is still a CAC priority. Due to the length of the meeting he deferred, until next meeting, re-assignment of City map sections to new 2013 CAC body for SBF focus.

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ADJOURNMENT

Motioned by Mr. Franklin, seconded by Mr. Savage, to adjourn the meeting at 8:16 p.m.

Motion approved 8 - 0 - 0.

Approved
Steve Grubbs, Chairperson

Submitted by Gary Morlock, CAC Secretary