

**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 March, 2013 with the following members present:**

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

**Others present:**

Michael Boyter – Council Liaison  
David Miller – Staff Liaison  
Mary Frazier – HEB Chamber Liaison  
Rebecca Asher – Staff Marketing

**Absentees:**

Erin Humiston                      Resigned – See Chairman’s Report  
Sarah Sisson

**CALL TO ORDER**

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

**APPROVAL OF MINUTES AND BUDGET REVIEW**

**1. Consider approval of the following Community Affairs Commission minutes:  
a) February 21, 2013 regular meeting**

Motioned by Mr. Gebhart, seconded by Mr. Massey, to approve the minutes of the February 21, 2013 regular meeting. Motion approved: 8 - 0 - 0.

**2. Review the balance of the Commission budget.**

Chairman Grubbs reviewed the Commission budget report dated 3/21/2013. New expenditures were: \$138.90 for Signs for Energy Fair; \$199.00 for Shop Bedford First Sign. The remaining balance is \$1,192.77.

**REPORTS**

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

#### **a) Business Outreach**

Jennifer Schnell reported that a large Shop Bedford First sign was out on Forest Ridge Drive in front of City Hall. Plans for the Tuesday, May 7, Combined Outreach Meeting on "School Safety" is presented in the Chairman's Report.

#### **b) Residential Outreach**

Gary Morlock will report on possible topic for September Outreach meeting under National Night Out. Plans for the Tuesday, May 7 Combined Outreach Meeting on "School Safety" is presented in the Chairman's Report.

#### **c) Faith Based Outreach**

Mark Massey reported a number of upcoming events sponsored by 6Stones Mission and encouraged Commission members to participate and learn: April 12-13 – CPR Spring Blitz (HEB home rehabs) - register now on-line; May 18 – Black & Blue Run for Hope (in lieu of Golf Tournament); March 29 – (Good Friday 5-9 PM) "a giant block party (picnic) in Hurst @ old Belaire Park", including volunteers from Hurst police and fire departments, sponsored by 6Stones Community Ministries.

Mr. Massey has been working with 6Stones and Bedford Police (Randy Gardner) to bring "a giant block party (picnic)" to Bedford in 2013.

#### **d) Energy Efficiency**

David Franklin, Chairman, reported progress on the CAC Energy Fair scheduled Saturday, April 20, from 1-5 PM at the Old Bedford Library. General flyers (no sponsor logos) are ready for use. There is an urgent need for Commission members to assist with adding more exhibitors (\$25 fee) and sponsors (\$200 fee) by the registration deadline of March 29.

Vendor candidates would include HVAC, electrical, energy suppliers, appliances, etc.

The Commission has 8-10 vendors now, with 6 a work-in-progress. Some have made verbal commitments but not submitted paperwork with a check. Some vendors are already committed to Earth Day activities. There are 3 confirmed sponsors, MyCreditUnion, Energy One, and Heatbusters. David Miller said there were 15 vendors last year and needed to match that or better, especially since the Commission arranged a larger venue. Several members offered specific vendor ideas and committed to follow-up with David Franklin. Michael Boyter left the meeting briefly, made a phone call, and returned with a new vendor commitment.

Since the City is closed on March 29 for Good Friday, David Miller changed the Fair registration deadline to Thursday, March 28.

Gary Morlock suggested a list of talking points about benefits for City event sponsors. The City will work on this. Member ideas included ad/promotion mention in the next Bedford Connection, and mention in any Star-Telegram article.

Rebecca Asher reported she is working on City promotions, including an article in the FW Star-Telegram – it needs an angle to get interest. Plans include a press release the first week in April, and efforts to get kids and families there too. The Fair is promoted on the back side of the March 15 City water bill, and in the Bedford Connection magazine to be mailed to all Bedford residents / businesses in early April.

Solar panels at the Fair are available to power some activity. Mr. Miller is working on plugging in a high school band (outside). Texas Roadhouse will be providing a food truck as they did at the City Expo.

#### **4. Discussion and possible action related to Community Events:**

##### **a) City Expo**

Roy Savage reported on the successful CAC City Expo held Saturday, March 3, 11 a.m.–3 p.m. at the Old Bedford Library. The free event was attended by over 200 people, including families with children. Mr. Savage thanked all the CAC members who participated, especially David Franklin.

Thanks to 3 CAC members who judged “Best City Dept. Booth” according to City provided criteria: Cynthia Williams, Jennifer Schnell, and Dave Gebhart. Dept. winners were kept secret until CAC Chairman Steve Grubbs announced them at the next City Council meeting: 3<sup>rd</sup> Place – Police; 2<sup>nd</sup> Place – Public Works; 1<sup>st</sup> Place – Community Services; Each dept. manager received their “trophy award” proudly with much enthusiasm and thanked key dept. organizers.

David Miller reported that City staff loved the Expo experience - an interesting, exciting, and worthwhile event. They suggested the Expo be held every other year (vs. annually) to keep it fresh, and maybe adjust hours to 10-2 pm (vs. 11-3 pm). A booth could be added for Shop-Bedford-First sign-up, and maybe include City Expo as part of a larger City public event, which might include Energy, Pet, Health, etc. Chairman Grubbs will add this item to next month’s CAC meeting agenda.

Rebecca Asher reported success with the Expo Bingo Card (visit booth, get mark, get all marks, get City mug with coupons etc., fill out survey). She got 87 Bingo cards, distributed 100 mugs, and got many communications surveys. The Bingo Card could be used for the April 20 Energy Fair.

##### **b) July 4<sup>th</sup>**

CAC plans to have a booth at the City July 4<sup>th</sup> celebration. Cynthia Williams will follow-up on this activity with Sarah Sisson.

##### **c) National Night Out**

Gary Morlock reported that Randy Gardner (Bedford Police) had agreed to speak on Bedford "National Night Out" at the proposed September Outreach Meeting if the Commission decides on that topic. Texas 2013 National Night Out is Tuesday, Oct. 1.

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

Chairman Grubbs reviewed a 1 page report (3/21/2013) on the status of City responses to citizen questions submitted to CAC.

### CAC20130221A - Open up city meeting and services facilities to non-profit groups

City response: The City already works with non-profit organizations (N-POs) for discounted or free room rentals and use of City facilities.

Status: Closed

### CAC20130221B - The City should buy from Bedford Businesses

City response: According to state law, the City must take the lowest qualified bid. Bid process will be by written quote, or by sealed bid, based on the dollar amount.

Status: Closed (updated from Awaiting Response)

### CAC20130221C - All City vehicles should have ShopBedfordFirst signs on them

City response: City has "Shop Bedford First" signs on all vehicles assigned to the Development Dept, 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

### CAC20130321A - Are HOAs considered non-profit for (discount) use of City facilities?

City response: A reduced fee is available to non-profit organizations (N-POs) that have an approved 501-Cn status (e.g 501-C3).

Status: Closed

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

### Resignation of CAC member

Erin Humiston has resigned from the CAC via email.

### May 7 CAC Combined Outreach Meeting on "School Safety"

Chairman Grubbs reported continued progress with HEB ISD in arranging for open Q/A time after the speakers. ISD has now agreed to a 5 minute open Q/A period, followed by one-on-one questions with attendees after the meeting, with business cards available for submitting additional questions. This process will be explained at the beginning of the meeting.

The detailed "School Safety" topic presented by the new HEB ISD Supt. will reflect the new recommendations of the ISD School Safety Committee. They will be presented and voted on at a School Board Meeting in April, an open meeting.

Gary Morlock, responsible for May 7 CAC meeting logistics at the Old Bedford Library (OBL), offered that new major and/or controversial School Safety recommendations might draw a large public crowd from HEB. Steve Grubbs will work with ISD and Rebecca Asher on promoting the meeting accordingly.

Chair capacity at the OBL was rumored to be 400, which may be overstated, and source of 400 chairs in the City was unclear. David Miller agreed to follow-up on chair setups for OBL to identify a realistic maximum capacity. Other considerations involve columns blocking views, tables needed (e.g. sound system), and what media support can be provided for visual / laptop / internet support if needed by speakers. Mr. Miller said the City had previously discussed removing the old library counters to increase the meeting capacity. Mr. Morlock has already called Chuck Carlisle, City Facilities Mgr, to outline these issues.

### Shop Bedford First Project

Steve Grubbs and Mark Massey each added a new SBF business this month. A City map was passed around the meeting table so members could mark the area of Bedford they wanted to secure new SBF businesses. Contact Kay Brown at the City for SBF materials.

### Handcuffs and Hogs Benefit

Mark Massey asked members to support a Bedford event this coming Sat, Mar 23, at the Harley-Davidson dealer to benefit the Police Benevolent Fund. Raffle tickets can be bought to put in specific prize buckets, and a live auction is planned.

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

Cynthia Williams provided 2 handouts to continue and support the discussion she began at the last meeting about ideas for a City-wide Health Fair.

One handout was article "Best Places To Live ... in North Texas" on page 55 of March 2013 edition of Fort Worth, Texas ...Magazine. The article supported her concern that if Euless (p. 65) and Colleyville (p. 69) were included, why was Bedford omitted? Bedford previously was known as "the best City in the HEB area".

Ms. Williams reviewed their city selection criteria, which were quite subjective, but the article sub-title did include "these 12 fastest growing cities". She recommended that the City be pro-active in meeting with Magazine editors to present Bedford's best case, including emphasis on quality of life, etc. Michael Boyter offered to follow-up with Ms. Williams on this.

A second handout titled Citywide "Health Fair" (Notes ... March 21, 2013) details her vision with a general theme of "The City of Bedford is a healthy living community". Her idea is to highlight what Bedford offers with a MERPH Health Fair (a takeoff on "morph" of the City). Her acronym MERPH stands for City highlights/opportunities in: M (medical / money), E (exercise), R (religious), F (food), H (healthy hobbies). This is not just a health fair for seniors, but education for citizens of all ages, some of which may be planning or caring for seniors.

Future discussion about a City-wide multi-topic Expo might include a health fair component, and an umbrella term of “Bedford Community Fair” was mentioned. Chairman Grubbs will include this item on next month’s CAC meeting agenda.

Ms. Williams will gather examples of D/FW “Health Fairs /Expos” that include a broader agenda. She will also continue to work with Roy 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”.

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

Mary Frazier reported again that Bedford Mayor Jim Griffin serves on an HEB Chamber task force to consider the current Weatherford shopping promotion as one idea for promoting business in the HEB construction zone on Hwy 183/121. One challenge is to determine which businesses are most affected by the evolving construction and re-construction patterns.

Motioned by Mr. Massey, and seconded by Mr. Savage, to remove this item from the Old Business Agenda. Motion approved 8 - 0 - 0.

Chairman Grubbs indicated he would add “HEB Chamber Update - Mary Frazier” to the agenda under REPORTS. Future reports on this old business item could be included there.

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

A previous report estimated the cost of a re-usable “aluminum poster frame with CAC logo” to hold “letter sized CAC event announcements” is \$90 each. Many frames (5-10 ? min.) might be needed, so the current CAC budget dictated this idea be put on hold.

An alternative is to put a poster (size?) on a foam board (size?) for about \$28. It was noted that the Library puts up some posters on large cylindrical columns, so some posters need to be paper only.

Rebecca Asher said she can do 11 x 17 in. glossy posters in house for City buildings and Shop-Bedford-First merchants, which could include a “CAC brand” logo. Mark Massey offered to work with Ms. Asher on logo designs for CAC review.

### **NEW BUSINESS**

#### **10. Discussion and possible action regarding purchasing portable sign instead of using rentals.**

Dave Gebhart reported that a 4 x 6 ft. portable magnetic sign (no wheels) would cost \$1,055 plus \$150 delivery, with no custom graphics. A 4 x 8 ft. magnetic sign (no wheels) would cost \$1,155 plus \$300 delivery. Included in both is a basic set of sign letters and characters. A 4 line sign made of PVC pipe would cost \$450.

Bedford Central Fire Station had 3 signs made with wheels and CAC should get costs for a sign reference file.

**ADJOURNMENT**

Motioned by Mr. Savage, seconded by Mr. Massey, to adjourn the meeting at 8:01 p.m.

Motion approved 8 - 0 - 0.

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Approved  
Steve Grubbs, Chairperson

Submitted by Gary Morlock, CAC Secretary