

Community Affairs Commission Minutes May 16, 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 16th of May, 2013 with the following members present:

Dianne Doughty
David Franklin
Mary Frazier
Dave Gebhart
Steve Grubbs
Mark Massey
Gary Morlock
Roy Savage
Jennifer Schnell (arrived late)
Cynthia Williams

Others present:

Michael Boyter – Council Liaison
David Miller – City Staff Liaison
Kay Brown - City Staff – Economic Development
Jeanette Cook – City Parks and Recreation Board – President

Absentees:

None

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) April 18, 2013 regular meeting

Motioned by Mr. Savage, and seconded by Mr. Franklin, to approve the minutes of the April 18, 2013 regular meeting. Motion approved: 9 - 0 - 0. (Vote taken before Ms. Schnell arrived).

2. Review the balance of the Commission budget.

Reference Attachment:

Agenda Item 2. – “Annual Budget for FY 2012/2013 – Report 05/16/2013”

Chairman Grubbs reported that CAC budget balance, after various Energy Fair Payments of \$975, was \$1,920.77, per Report dated 05/16/2013. CAC was reminded

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that any City FY end (Sept. 30) balance is not carried over to next FY, so consider purchases now.

REPORTS

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

a) Business Outreach

Chairperson Jennifer Schnell mentioned that possible CAC purchase of portable sign for Shop-Bedford-First use is still on hold pending several considerations (Agenda item 7.)

Reference Attachment:

Agenda Item 3.a) – “Draft article for the Bedford Connection: Community Affairs Outreach Meeting (09/19/13)”

Ms. Schnell reviewed the CAC Fall Community Outreach Meeting scheduled for Thursday, September 19, at the Bedford Public Library, 7:00 p.m. This is the same date as the Commission’s September monthly meeting (5:30 pm), but was chosen due to many constraints. The Commission could start their meeting early at 5:00 pm if needed.

Major speakers (topics) are:

Mayor Jim Griffin (His Vision for the City - to include: Central Bedford Development Zone (CBDZ); Cultural Commission recommendations; economic development.)

Bedford Attorney Cynthia Williams (“Five Key Estate Planning Documents Everyone Should Have”). Since Ms. Williams is an attorney and CAC member, the City Attorney was contacted and he indicated that this can be presented without a conflict of interest.

A September 19 meeting flyer was prepared by City Staff - Marketing (Rebecca Asher) and handed out at the “School Safety” Outreach Meeting on May 7. An article for the August Bedford Connection Magazine was prepared (see Attachment 3.a) and submitted by the June 16 magazine deadline.

b) Residential Outreach

Chairperson Gary Morlock reviewed the CAC Community Outreach Meeting on “School Safety” held on Tuesday, May 7, 7:00 p.m. at the Old Bedford Library. Presentations were well received, but attendance was disappointing. A draft of debriefing notes has been prepared for review and filing in the meeting file.

Mr. Morlock offered many thanks to all those who planned, supported, and participated in the meeting. He mentioned CAC members (Steve Grubbs and Gary Morlock), HEB-ISD speakers and staff support (Superintendent Steven Chapman, Tammy Daggs, Judy Ramos), Police Department speaker (Sgt. Randy Gardner) and City Staff (Rebecca Asher, Dominik Pierce, Chuck Carlisle).

c) Faith Based Outreach

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Chairperson Mark Massey reviewed the first 6-Stones Community Ministries “picnic” event held in Bedford on Saturday, April 27, 3:00 – 5:00 p.m., at the Woods Apartments on Meadow Park Circle (off Central Drive just south of Harwood Road). The apartments wanted to start small, so this “free hot dog picnic” event involved only a section of the apartments in the Northeast corner. Mr. Massey thanked CAC members (Gary Morlock, Steve Grubbs) for volunteering at the event to serve and to learn about the needs of apartment citizens. He noted that David Miller (City liaison to CAC) is also the City Liaison to 6-Stones.

The Bedford Police was represented, along with City Councilpersons (including Michael Boyter and Mayor Griffin). These types of events help create a sense of community as residents become more acquainted and get to interact with City officials.

Mr. Massey continues to work with Community Ministries and Bedford Police to schedule a date in the near future for a similar picnic event for the entire Woods Apartment complex. A larger event of this type will need many more volunteers.

There is a major 6-Stones Run event this weekend (1,200 runners), and volunteers are still needed (e.g. along the course). Members were asked to consult email for details and sign-up to run or help.

d) Energy Efficiency

Chairperson David Franklin reviewed the CAC 2013 Energy Smart Expo held on Saturday, April, 20, 1:00 -5:00 p.m., at the Old Bedford Library (OBL). More vendors were needed to fill the larger OBL venue this year. Attendance was good, but not busy enough. The speaker on “Energy Savings” was excellent, and ran for almost two hours, much longer than intended. In the near future, Mr. Franklin will put together his ideas for the next Energy Expo, which might include making it part of a larger City event TBD.

Mr. Franklin thanked CAC members who worked at the event, including Roy Savage, Steve Grubbs, Gary Morlock, Diane Doughty, and Cynthia Williams. More volunteers are needed if the volunteers are to work and see all the vendor exhibits too.

e) HEB Chamber of Commerce

HEB Chamber Liaison Mary Frazier reported on status of possible promotion for “Shop In Construction Zone” similar to one in Weatherford, TX. There is a large HEB Chamber “workgroup” of about 15 people, including HEB Mayors, looking at proposals to take to HEB Chamber Board. They are 99% sure they want to do something. One key issue is sources of funding (e.g. prizes, etc.).

Ms. Frazier confirmed that the HEB Chamber emailed CAC May 7 outreach meeting announcements (“School Safety”) to all Bedford members of the Chamber, as requested by CAC.

4. Discussion and possible action related to Community Events:

a) City Expo

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Roy Savage had nothing new to report, as 2013 event was already held on Saturday, March 3. Current City and CAC thinking is to have a City Expo every other year (e.g. City department workloads), possibly including it as part of a larger City event.

b) July 4th

Cynthia Williams reported that CAC booth at July 4th event is OK with the City (Per Mirenda McQuagge-Walden), but suggested CAC re-examine the real benefits of manning the booth. It was the consensus of the Committee not to participate in the July 4thFest.

c) National Night Out

Gary Morlock reviewed that the topic of "TX National Night Out – 10/1/13 - Bedford" was not included on the final agenda for the CAC September Outreach Meeting. So he thanked Sgt. Randy Gardner (Bedford Police) who had agreed to speak on the topic if it was included. The Police Dept will have an article again this year on "NNO-Bedford" in the next edition (August) of Bedford Connection Magazine.

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

Reference Attachment:

Agenda Item 5. – "2013 Public Feedback – 5/16/2013"

Chairman Grubbs reviewed a 1 page report on status of City responses to citizen questions submitted to CAC. One open item is awaiting additional response.

CAC20130221C - All City vehicles should have ShopBedfordFirst signs on them

City response: City does want to put them on all vehicles possible and is putting it out to bid. Once the price is in, they will determine if it can be done within the budget.

Status: Awaiting additional response

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

Chairman Grubbs clarified the recent resignation of CAC member Sarah Sisson. She resigned by email after realizing that her CAC meeting attendance would not meet new CAC attendance requirements. Her situation was not clarified in previous CAC minutes.

Mr. Grubbs announced that CAC member Jennifer Schnell and her husband are building a home outside of Bedford, and so she will be resigning from the CAC by September. She has agreed to serve as long as possible, but the Chair commented that her build and move activities may mean she resigns before she actually moves.

Mr. Grubbs mentioned our on-going challenges with attendance at CAC events, especially the outreach meetings this year, even though it was thought the CAC did everything "checklist right". Also, through May 7, the CAC has already sponsored four events in 2013 (January & May combined outreach meetings, City Expo, Energy Expo), which is an ambitious pace and commitment for both CAC and City staff. Mr. Grubbs

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has reviewed same with City (e.g. Mr. Miller and Mr. Boyter) to get their feedback. It was proposed that the CAC conduct a separate "Work Session" ASAP to review items including the scope and purpose of CAC activities, the number and size of events, and how to measure success. A date for a work session was agreed upon, next Thursday, May 23, 5:30 p.m., and is scheduled to last about 3 hours. The session will be posted by the City by Monday, May 20.

7. Discussion and possible action regarding purchasing portable sign instead of using rentals (possible action tabled from last meeting).

Chairman Grubbs reviewed that main purpose of a proposed CAC (City) owned sign would be to promote Shop-Bedford First when it was not being used to promote a CAC sponsored event. But City ordinance stipulates that a portable sign must be moved every 30 days, so who should/would/could (truck?) do the move? Mr. Miller agreed to double check the City ordinance about 30 day move details.

Mr. Boyter agreed to look into getting a "sponsor" for the sign, which might address several issues. Sharing the sign with another City Commission was mentioned, but that would defeat the purpose of default sign use for promoting Shop Bedford First. It was mentioned again that a portable sign needs protection (netting?) to avoid theft of sign letters, and Mr. Gebhart was to get pricing for netting.

Absent any motion, further consideration of this item was postponed pending further information.

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

Cynthia Williams reported that her research discovered an excellent "Health Fair Planning Guide" for conducting health fairs from small to large. The thick guide, developed by the Texas A&M AgriLife Extension Service, has complete and practical information on how to plan and conduct health fairs, including planning schedules, checklists and pre-drafted letters to use. It is the best "How to" guide she has ever seen, and could be a reference for running many kinds of projects. She will provide the on-line link to the Guide in a CAC email, and encouraged members to review it and understand what's there.

Ms. Williams reviewed that current CAC efforts have now been re-directed to consideration of a broader Bedford Community Fair (Agenda Item 9.) which could include a City-wide Health Fair component, but that the Guide could be a useful tool.

9. Discussion and possible action regarding a Bedford Community Fair

Cynthia Williams reviewed that in previous discussions about helping to organize a City-wide multi-topic Expo (e.g. Energy, City, Health, etc.) the umbrella term of "Bedford Community Fair" received favorable mention. She also liked the idea of a large Fair to celebrate the end of road construction (June? 2015?) and welcome people back to the better Bedford. A City theme of "Re-Discover The Center" was one idea suggested.

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Ms. Williams provided a search list of local Fairs to Mr. Morlock and Mr. Franklin, who have agreed to help see what outside Fair ideas might be useful in Bedford. She referenced an on-line registry of City events in Texas (search: "Festival Network Texas").

However, the names of Fairs often do not reveal their scope, content, and focus. For example, this weekend Ms. Williams plans to attend the annual "Taste of Addison". The name implies emphasis on food ("the tease?"), but is really a broader Fair to get you to see and appreciate Addison. Ms. Frazier added this is also true with the annual Bedford Blues Fest and Eules Arbor Daze events so the CAC must look carefully beyond a promotion name.

NEW BUSINESS

10. Discussion and possible action regarding the Shop Bedford First Program.

Ms. Kay Brown (City Staff – Economic Development) reported that SKEDS, the service provider for Shop-Bedford-First (SBF), will stop accepting new SBF companies on June 8, will shut down SKEDS service on June 30 and "go out of business".

The City is looking at best ways to continue to provide SBF functions, and will have downloaded the SBF database by June 30. The City owns the domain name SBF.com. City Marketing / Tech. Support (Rebecca Asher / Dominik Pierce) will take the lead and work with Ms. Brown to develop the best possible replacement, with improvements, for SKEDS. They will contact other cities (some on SKEDS) and vendors to see what general software is available, and what customized software can be developed. The solutions / functions may evolve over time, as this is an aggressive development schedule for staff. The new software would probably support / search only the current SBF database until "SBF additions" functions can be added.

Since several CAC members have software development backgrounds, they offered to assist the City in their efforts to define their detailed needs and search for real solutions.

Mr. Massey indicated that he would make plans to change his informal "SBF" Facebook page to correspond with new City plans.

Ms. Brown sent an email today to all Bedford businesses on SBF (approximately 280) advising them of the general SKEDS and City plans above, and advising them that all SBF ads (coupons) for the next (August) Bedford Connection Magazine must be submitted by June 10. Since promoting SBF has been a key focus item for the CAC, Ms. Brown was asked to forward a copy of that email to CAC members so they know exactly what was said to "their" SBF customers.

One name mentioned for a new City promotion was "Bedford for Business Campaign", which would continue to promote coupons.

11. Discussion and possible action regarding the Bedford Resource Guide.

Chairman Grubbs reviewed that the glossy "Bedford Resource Awareness Guide" was updated over four years ago (2008?) as a CAC project. Since it contains contact names

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and telephone numbers of City and other community resources it is now very out of date. It is still mailed in a new or prospective resident's packet in response to inquiries.

Some key questions are: should the Guide be updated now and re-printed as organized, how often, and at what cost? Is most of the information on-line now and should residents be directed there as a more cost efficient / "green" way of City life? Is much of this information now duplicated in the quarterly Bedford Connection Magazine, and should that now be the vehicle for providing "current" information automatically to all residents in print?; Further study is needed before committing to update and reprint the Guide.

That discussion then begged the question: What is our current City "Welcome to Bedford" program and packet (current?), and what kind of a first impression does it make?

ADJOURNMENT

Motioned by Mr. Savage, and seconded by Ms. Schnell, to adjourn the meeting at 7:15 p.m. Motion passed 10 - 0 - 0.

Approved
Steve Grubbs, Chairperson

Submitted by Gary Morlock, CAC Secretary
GM doc: CAC Minutes 2013-05-16 FINAL

Attachments (on file in City CAC binder after minutes):

Agenda Item 2. – "Annual Budget for FY 2012/2013 – Report 05/16/2013"

Agenda Item 3.a) – "Draft article for the Bedford Connection: Community Affairs Outreach Meeting (09/19/13)"

Agenda Item 5. – "2013 Public Feedback – 5/16/2013"

Note: Each attachment line is a copy of reference line in agenda item minutes.