

## Community Affairs Commission Minutes July 11, 2013

**STATE OF TEXAS**

**COUNTY OF TARRANT**

**CITY OF BEDFORD**

**The Community Affairs Commission of the City of Bedford, Texas, met in Work Session at 5:30 p.m. at the Bedford Public Library, Bonnie Finn Room, 2424 Forest Ridge Drive, Bedford, TX on Thursday, the 11th of July, 2013 with the following members present:**

Sal Caruso  
Dianne Doughty  
David Franklin  
Mary Frazier  
Dave Gebhart  
Steve Grubbs  
Gary Morlock  
Roy Savage  
Cynthia Williams

**Others present:**

Michael Boyter – Council Liaison  
Ray Champney – City Council  
David Miller – City Staff Liaison

**Absentees:**

Mark Massey  
Jennifer Schnell

**CALL TO ORDER**

Chairman Steve Grubbs called the work session to order at 5:31 p.m. He welcomed Mr. Sal Caruso as a new member of the Community Affairs Commission (CAC).

**WORK SESSION**

**1. In preparation for a joint meeting with the City council, discussion regarding items that the Commission would like to accomplish going forward.**

Chairman Grubbs reviewed the purpose and scope of work session. The City Council (CC) will meet with each City Board and Commission to exchange ideas on mission and activities. Their first meeting will be with the CAC on Tuesday, July 16, 7:00 p.m. at the Public Library. The purpose of this work session is to prepare for that meeting: review CAC mission and activities; challenges encountered; ideas for future activities; and questions / issues to discuss with CC.

Reference Attachment:

Part II – Code of Ordinances; Chapter 2 – Admin.; Article IV – Boards, Commissions, ;  
Division 4 – Community Affairs Commission

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Councilpersons Boyter and Champney provided their thoughts and experiences regarding the formal CAC mission (reference Part II attachment), previous and recent CAC activities, and CAC challenges / opportunities going forward.

After many good discussions, a CAC consensus of Questions and Issues to bring to the CC are listed below. Some notes are included for clarity.

**a) What types of CAC activities in 2014 and beyond would the CC like to see more of and/or less of?**

In 2013, the next planned (announced) CAC event is the combined Community Outreach Meeting on Thursday, September 19, 7:00 p.m. with main topic of the “Mayor’s Vision of Bedford”. Based on recent CAC discussions, the meeting will now be announced with a Roundtable format to solicit feedback from the community. (See attached revised September 19 Meeting Announcement). A main goal is to create additional interest and attendance.

Based on recent CAC discussions of “roundtable” formats and additional CAC input in this work session, the CAC is developing a proposal for an HOA Roundtable event for 2013 4Q (end October, early November) with topics to be arranged. This was a traditional and successful CAC event several years ago as “committed” in CAC brochure.

**b) Given new City Marketing function, CAC would like to clarify roles of Marketing and CAC responsibilities for CAC events and meetings regarding content (e.g. announcement text) and distribution (e.g. email list maintenance and request for use, posters, city signs, city electronic signs, etc.).**

For example, CAC has had to create its own “list of lists” (typically email) that may be available within various City departments and related functions (e.g. HEB chamber). Should the CAC continue to maintain its “list of lists”, and then request use of each list from each “list owner”, or should the CAC simply request that Marketing use whatever lists (distribution channels) it deems appropriate for each CAC event or meeting. (See attached CAC “list of lists”).

Note CAC is happy to continue its commitment for quarterly calling/emailing HOAs to verify and update HOA data for City HOA website, and City internal HOA email lists. This also provides a periodic opportunity for the CAC Residential Sub-Committee to stay in touch with HOA officers, interests and issues.

**c) Given new City Marketing function, CAC would like to clarify roles of Marketing and CAC responsibilities for assessing, developing, and using additional / new and most appropriate content and distribution to RESIDENTS (e.g. Bedford Connection, Facebook, Twitter, Star-Telegram, etc.)**

For example, a CAC member developed and supports an informal Facebook page formerly called ShopBedfordFirst, but is now called Shop in Bedford since ShopBedfordFirst re-implementation is now in transition.

**d) What are the best ways for the CAC to decide what’s of interest to Citizens? And what are the key citizen constituencies the CAC should focus on**

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**(e.g. businesses, HOAs, apartments, care centers, seniors, other residents, voters, prospective residents?)**

For example, the CAC is aware of a proposed survey of City residents. Can the CAC assist in the development of that survey to ensure that its mission is reflected in the survey?

Or should the CAC strategy be to somehow assess each constituency separately?

**e) The CAC has thought about a special event to “Re-Discover the Center in 2016” when highway construction is completed. At what point will the City be considering such an event? And should City Marketing take the lead role with request to CAC for support at some time, or should CAC be brainstorming ideas in 2014?**

The CAC should be in a better position to consider such an event after hearing the Mayor’s Vision of Bedford presentation at the Outreach Meeting on September 19.

**f) What are examples current City / City Council issues that they would like “timely feedback” on where the CAC might assist? What methods would be most useful to City / CC ?**

Could the CAC assist with arranging “Town Hall Meetings” (maybe scheduled / announced well in advance with topics selected by City staff 30 days out on the web, with emails and posters to support). City staff could use the meeting dates as project milestones.

**g) Should the CAC continue to take an active role in promoting ShopBedfordFirst? And should the CAC be involved in helping develop / reviewing requirements for the new SBF website.**

Also reference item c) above regarding CAC support of an informal Facebook page.

**h) There is no longer a City newcomer program. Is this a priority for the City / CC and how might the CAC assist?**

The CAC has just formed a new “Media & Marketing” Sub-Committee to look at whether and how to outdate old City brochures (e.g, Bedford Resource Awareness Guide). The CAC has asked the City to provide a current City Packet that is mailed out to new and prospective homeowners on request. What should be in hard copy and what should be on the web, Facebook, etc. for different demographics?

**i) What are the City strategies for improving City communications with local BUSINESSES and what City depts. are responsible for requirements and solutions?**

The CAC budget expense for one City mailing of colored postcards to business owners about a CAC event or meeting is costly (e.g. \$500.), and recent business attendance at combined (business & residential & faith based) meetings has been poor. Many postcards are addressed to out of state (e.g. CA) owners of local strip malls and information never gets back to local strip mall proprietors. City Business Development

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has started to work with CAC by identifying local property manager contacts for some out of state owners (e.g. for strip malls) that have agreed to receive this information (some via email). However direct contact with local proprietors is only part of the answer.

Since effective communications about events and meetings usually involve multiple (reminder) communications, emails are a more effective (and cost effective) way of multiple contacts. CAC is willing to work with whatever City departments that have (or will have) lists of local businesses (e.g, Business Development, Fire Department, other?) to help add email addresses to their list (or build a separate City list) with approval of each business.

On CAC request, the HEB Chamber is now sending CAC announcement emails to Bedford members of the Chamber, but the list of businesses (and emails) has not been reviewed. Some CAC members support increased use of social media (e.g. Facebook, Twitter) for new demographics to supplement (replace?) whatever City email strategy evolves. The new City Marketing staff is working on the most effective use of social media tools. Should the new CAC subcommittee "Media and Marketing" assist with this?

**j) What types of CAC activities in 2014 and beyond would the CC like to see more of or less of?**

Reference attachment:

Massey 6/17/13 email to Grubbs, et al: "Directions from the City Council for CAC"

Core CAC mission was reviewed: Outreach Meetings with feedback to City, HOA Roundtables, and support of projects (e.g Shop Bedford First) related to target communities in CAC mission statement (residents, businesses, HOAs, Apartments, Faith Based Organizations).

**k) Does the CC want the CAC to suspend future fair / festival proposals and leave that to the City? (ie, Health Fair, City Dept Fair (Expo), Energy Fair, Re-Discover the Center – 2016, etc)?**

The City is sensitive to timing and amount of City resources needed to support special events. For example, it's not clear if the City wants the CAC to continue feasibility study of a "Healthy Living Fair" as a special event or as part of a broader City event in the future.

**Next Step:**

Chairman Grubbs will meet with Secretary Morlock to review CAC work session minutes and document summary of key CAC Questions for input to City Council Joint Work Session with CAC on July 16.

**ADJOURNMENT**

Motioned by Mr. Savage, and seconded by Ms. Williams, to adjourn the meeting at 7:30 p.m. Motion passed 9 - 0 - 0.

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Approved  
Steve Grubbs, Chairperson

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Submitted by Gary Morlock, CAC Secretary  
GM doc: CAC Minutes 2013-07-11 Work Sess **Draft THREE**

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

Agenda Item 1. -

Part II – Code of Ordinances; Chapter 2 – Admin.; Article IV – Boards, Commissions, ;  
Division 4 – Community Affairs Commission

Massey 6/17/13 email to Grubbs, et al: “Directions from the City Council for CAC”

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