

Community Affairs Commission Minutes August 1, 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 City Hall, Conference Room Building A, 2000 Forest Ridge Drive, Bedford, Texas on Thursday, the 1st of August, 2013 with the following members present:

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

Others present:

Bill Syblon – City Development, for David Miller

Absentees:

Michael Boyter – Council Liaison
Sal Caruso
Dianne Doughty
David Miller

CALL TO ORDER

Chairman Grubbs called the work session to order at 5:32 p.m.

WORK SESSION

1. Discussion to develop a proposed plan for meetings, events, and projects that the Commission would like to accomplish going forward.

Chairman Grubbs reviewed the purpose and scope of the work session. There are diverse opinions on the goals and activities planned for the CAC. The CAC is still awaiting replies from the City Council on CAC questions presented at the recent City Council work session. Given that tonight's goal is to develop a high level plan for the number and type of CAC activities (e.g. meetings, events, and projects) through the end of 2014.

Mr. Franklin reviewed his written de-briefing report on the recent CAC Energy Fair, since it represents a case study of planning, organization and marketing resources needed for a successful event if repeated in 2014.

Reference Attachment #1:

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Energy Fair Report (David Franklin)

Ideas for improving the Energy Fair in future years include: Securing exhibitors and vendors earlier with hard registration deadlines and structured sponsorships / benefits; ensuring that the event date selected does not conflict with other area “energy” events (e.g. Earth Day); returning to the new library as venue, which has better natural traffic, and the old library may not be available next year; consider expanding invitation lists to outside of Bedford; overall, have a project management calendar that integrates CAC functional assignments with dependencies and timelines; and CAC marketing teamwork with new City marketing function is key. Earlier registration deadline will allow the CAC to offer longer marketing visibility as reason for participation, with post event visibility (e.g. sponsor thank-yous) to be considered.

To develop a high level plan for CAC activities through 2014, the following terms were considered: Meetings; Events; and Projects; Meetings and Events are activities which the CAC develops and promotes to all residents, or to targeted community groups (e.g. Businesses, Residents (All, HOAs, Apartments, Faith-Based). Projects are on-going efforts, or a short one time task, and are internal CAC activities to support the City. Further clarification of terms was needed.

The CAC term “Outreach Meeting” means outreach types of activity where information is provided and feedback is solicited. The CAC term “HOA Roundtable” (see CAC brochure) means HOA groups are invited to a meeting, where typically 15-30 hear City or HOA presentations and then discuss / share common areas of HOA interest (e.g. crime watch, fences, HOA website, newsletter, volunteers, dues collection, etc.) Roundtable formats for other communities (e.g. businesses. apartments) can be organized.

CAC has recently added a “Roundtable component” to a general combined Outreach Meeting (e.g. 9/19 – Mayors Vision of Bedford) to imply verbal attendee feedback (and discussion), and caused some confusion. So another term for interactive feedback might be useful both in CAC use and marketing use.

Events are usually larger public activities that require more coordination of different groups (e.g. City) and vendors, and often require getting sponsors or booths. Events are more educational in nature with not as much organized feedback.

Projects support the City as needed (e.g. promote Shop Bedford First, update HOA contacts, update BRAC guide, develop marketing strategies and plans for all meetings and activities (e.g. list of lists); CAC members attend City and Faith-Based events (e.g. 6Stones Apartment Picnics) with nametags as volunteer support.

Two key sources of ideas for CAC activities / topics should be the City Staff Liaison, and the City Council Liaison, as they have a good pulse of City activity. CAC members can initiate topics and new ideas, such as fairs (e.g. Healthy Living Fair) or festivals (e.g. combined events), but should review basic written proposals with Liaisons before proceeding to City Council for approval.

Based on CAC discussions, current consensus guidelines for annual CAC activities are:

Up to 4 meetings (e.g. Outreach, HOA Roundtable)

Up to 1 event (e.g. Energy Fair, City Expo)

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Number of Projects dependent on need and CAC member background, interest, resource, and calendar, etc.

Based on the consensus guidelines, a basic plan for CAC activities through 2014 was outlined:

2013

3Q Outreach Meeting (9/19) – Mayors Vision for Bedford – Discussion & Feedback

4Q HOA Roundtable Meeting (November?) – Topics to be determined – Not done in last year+ - in CAC brochure

-or-

Town Hall Meeting (November?) – Bond Issue? – Resident education & feedback

2014

1Q HOA Roundtable Meeting (January?) – Topics to be determined – if not done in November

2Q Energy Fair (Event) – (March?)

Outreach Meeting (May?) - Topics to be determined

3Q Outreach Meeting (September?) - Topics to be determined

4Q Outreach Meeting (November?) - Topics to be determined

Note: All specific meeting dates selected and agenda plans should allow for a meeting announcement article to appear in the quarterly City magazine, the Bedford Connection, per quarterly magazine publishing deadlines.

2013 - 2014

Projects: Promote Shop Bedford First (e.g. informal Facebook), Update BRAC; Support 6Stones Events; Update HOA contacts for City; Investigate new ideas (e.g. Healthy Living Fair, etc.).

CAC Planning for 9/19 Outreach Meeting – “Mayors Vision for Bedford”

Plans for the 9/19 Outreach meeting will be discussed at the next monthly CAC Meeting, Thursday, August 15, 7:00 p.m., which is currently the last CAC meeting before 9/19. Prior to August 15, Chairman Grubbs will meet with the Chairs of CAC business (Schnell) and residential outreach (Morlock) committees, and City Marketing (Asher), etc. to finalize plans for interactive format (roundtable), and marketing, etc. to be presented.

ADJOURNMENT

Motioned by Mr. Massey, and seconded by Mr. Savage, to adjourn the meeting at 7:03 p.m. Motion passed 9 - 0 - 0.

Approved
Steve Grubbs, Chairperson

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Submitted by Gary Morlock, CAC Secretary
GM doc: CAC Minutes 2013-08-01 Work Sess **FINAL**

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

Agenda Item 1. -

Reference Attachment #1:
Energy Fair Report (David Franklin)