

Community Affairs Commission Minutes August 15, 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 15th of August, 2013 with the following members present:

Sal Caruso
David Franklin
Dianne Doughty arrived 6:50 p.m.
Mary Frazier left 7:00 p.m.
Dave Gebhart
Steve Grubbs
Gary Morlock
Roy Savage
Cynthia Williams

Others present:

Rebecca Asher – City Marketing
Michael Boyter – Council Liaison
David Miller – City Staff Liaison

Absentees:

Mark Massey
Jennifer Schnell

CALL TO ORDER

Chairman Steve Grubbs called the meeting to order at 5:36 p.m.

APPROVAL OF MINUTES AND BUDGET REVIEW

1. Consider approval of the following Community Affairs Commission minutes:

- a) June 13, 2013 work session**
- b) June 20, 2013 regular meeting**
- c) July 11, 2013 work session**
- d) August 1, 2013 work session**

Motioned by Ms. Frazier, and seconded by Mr. Savage, to approve all minutes listed on the agenda. Motion approved: 8 - 0 – 0.

2. Review the balance of the Commission budget.

Reference Attachment:

Agenda Item 2. – “Annual Budget for FY 2012/2013 – Report 08/15/2013”

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Chairman Grubbs reported that the CAC budget balance was \$1,920.77, per Report dated 08/15/2013. CAC was reminded that any City Fiscal Year end (Sept. 30) balance is not carried over to next Fiscal Year, so consider purchases now.

Mr. Savage noted correction needed to "Beginning Balance" on expenditure line dated 04/17/2013 to \$1144.77 to match "Remaining Balance" on previous line. Report is otherwise correct as presented.

REPORTS

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

a) Business Outreach – Jennifer Schnell

In Ms. Schnell's absence, Chairman Grubbs mentioned that several members represented the CAC at the recent Saturday night "Band and Food Truck" promotion at the Bedford Meadows Shopping Center (at the southeast corner of Harwood and Central). They included Mr. Grubbs, Mr. Franklin, and Mr. Morlock. Mr. Morlock met three partners involved in the Center, and offered to make sure they did receive a copy of the upcoming Bedford Connection magazine at their Addison address.

Mr. Miller advised a new City decision to not mail certain items to zip codes (businesses) outside of Bedford. Mr. Morlock asked whether the Bedford Connection would be mailed to a Bedford business "contact" with an Addison address. Mr. Miller indicated he would research the general question and advise.

Chairman Grubbs reported on the status of his project to determine if CAC access to a new Bedford Fire Dept (BFD) contact list might be useful to CAC in promoting events to businesses. Of approximately 1,600 potential Bedford business addresses, about 300 locations (e.g suites?) were listed as vacant. The current BFD list is organized for different purposes, and does not yet appear to assist the CAC with promotion of activities, as hoped.

The Business Committee will continue to work with the Residential Committee to develop plans and proposals for 4Q 2013 and 2014 activities. (See Agenda Item 6. – Chairman's Report – about new Chair of Business Committee).

b) Residential Outreach – Gary Morlock

Mr. Morlock reviewed committee involvement in the Bedford Connection (BC) article to announce the next CAC Outreach Meeting on Thursday, September 19, with main topic of "Mayor's Vision for Bedford", now with roundtable format. The City BC Magazine has been delayed (see Agenda Item 9. – City Bond Election) but should arrive in Bedford homes and businesses on or about Friday, August 23. Thanks again to Ms. Rebecca Asher (City Marketing) for updating the BC announcement article for the Thursday, September 19 meeting.

Reference Attachments:

Agenda Item 3.b) – "Marketing Plan for Vision Bedford" (8-14-13 /R. Asher) / +GAM
Agenda Item 3.b) – "CAC Event Promotion Contact List – Revised 2013-08-15/GAM"

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Ms. Asher attended the CAC meeting and provided the City Marketing Plan for promotion and setup of the September 19 meeting. The plan included task detail and responsibilities for both the City and CAC. The plan was reviewed in detail at a CAC committee lunch on August 4 (Grubbs, Morlock, Miller, Asher). RSVPs for the September 19 meeting will now be requested via the "Eventbrite Invitation" method, which is easy for Ms. Asher to monitor and advise on the count.

Mr. Morlock provided an updated CAC Event Promotion Contact List, which included recent updates on counts of emails to Bedford businesses from various sources. Only about 30% of Bedford businesses now receive CAC meeting invite emails from various sources, so more work needs to be done in this area. The meeting will be posted on the informal CAC Facebook page "Shop in Bedford".

Ms. Asher advised that the new "City-To-City" news section of the Forth Worth Star-Telegram (Wednesday, Friday, Sunday) offers very good potential for reaching both residents and businesses, as 18,000 Bedford customers receive the paper. She has and will submit news articles to promote the September 19 meeting. She also mentioned ad space is available in that section, and suggested the CAC consider spending about \$200 for a small ad (3x5 inches) to promote the September 19 meeting. CAC consensus was to move forward with an ad on the Sunday or Wednesday before the meeting.

c) Faith Based Outreach – Mark Massey

Chairperson Grubbs reported that Mr. Massey (absent) continues to work with Community Ministries and Bedford Police to schedule dates for "community picnic events" for apartment complexes. To stay involved with this activity, Mr. Massey will attend meetings of the Bedford Apartment Managers (BAM) which are now being scheduled more frequently.

d) Energy Efficiency – David Franklin

Mr. Franklin indicated nothing new to report. As part of CAC Plan for 2014, CAC needs to decide if this is considered an annual event (e.g. 2014 ?), and how to re-organize plans for CAC planning involvement, productive teamwork, and success.

e) Media and Marketing – Dave Gebhart

Mr. Gebhart reported the Committee (see Chairman's Report – Agenda Item 6.) is still collecting resource examples (e.g. from other Cities), and needs to meet to discuss next steps. The current project is to update the information in, and deliver in the most effective ways, the CAC developed Bedford Resource Awareness Guide (BRAG).

Mr. Miller (City Staff Liaison) offered input from a recent City Manager convention. The trend to more digital media (and less hard copy) is proving cost effective. Documents stored on-line in ".pdf" format allow ease of secure updating, distribution, and printing with document integrity. The City is reviewing it's website to determine what improvements might be effective. A "Flip Book" approach allows convenient user viewing (and printing format if needed). Increased user access from multiple devices (e.g. tablet, smartphone) means that smart media design is needed.

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f) HEB Chamber of Commerce – Mary Frazier

Ms. Frazier advised that the Chamber (Mayors) Task Force is still investigating the best ways of promoting businesses impacted by the HEB Hwy 183 construction. As the definition of the construction zone changes over time, the needs of the businesses change.

Working assumptions are that promotions should be available to all “construction impacted businesses”, not just Chamber members. The “Chamber mob visits” to zone luncheon businesses will continue with more advance notice on slower luncheon days.

The “Shop the Weatherford Construction Zone” business model ** is still of interest. The Chamber plans to conduct a short survey (five questions?) to determine if businesses want to participate (e.g. including dollar support for prize drawings, gift certificates, etc.). Ms. Frazier requested that CAC members submit ideas for survey questions to her in the next couple of days. The survey would provide input to the October Chamber task force meeting to plan for 2014.

** Shop Weatherford zone – submit \$50 receipts to Chamber = one entry into monthly drawing (IPAD?).

Current HEB construction may be completed in late 2015 or early 2016 as a function of funding, etc.

Grapevine is using a punch card system, but appears hard to get out to residents, and so has had limited success.

4. Discussion and possible action related to Community Events:

a) City Expo – Roy Savage

Mr. Savage indicated nothing new to report. The current planning assumption is that the CAC could sponsor this event every other year, possibly making it part of a larger City event.

b) July 4th – Cynthia Williams

Ms. Williams reviewed that it was the consensus of the CAC to not participate in the July 4th Fest this year.

c) National Night Out – Gary Morlock

Mr. Morlock reviewed that “Texas National Night Out” is Tuesday, October 1, 2013. Again this year, the Bedford Police Department (BPD) will have an article on “NNO-Bedford” in the next edition (August) of the Bedford Connection Magazine.

The CAC had offered to support NNO upon request. The CAC provided the recently updated list of HOA contacts (email, telephone) to BPD (Sgt. Gardner) for immediate use in announcing NNO details via email in the first week of August. BPD was advised that this is the same HOA contact list that the CAC recently provided to the City to update the HOA list on the City website.

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

Not discussed due to time.

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

Since Ms. Schnell expects to leave the CAC sometime in September (moving from Bedford), the CAC needs a new Chair of the Business Committee. Ms. Williams volunteered to be Chair, and Mr. Caruso agreed to serve on the Committee. The change is effective immediately, with Ms. Williams to work with Ms. Schnell on transition.

The CAC Media and Marketing Committee will be re-aligned. Mr. Gebhart will remain Chair, and Ms. Williams will replace Mr. Morlock on the Committee.

Reference Attachments:

Agenda Item 6. – “CAC Questions...Meeting 7-16-13 with City Council – SUMMARY”

Agenda Item 6. – “CAC Questions...Meeting 7-16-13 with City Council – DETAIL”

The City Council (CC) scheduled a Joint Work Session with the CAC on July 16, 2013. To prepare for that joint work session, the CAC held a work session on July 11, 2013. Using input from that CAC work session, the CAC Chairman and Secretary developed two “CAC Questions” documents referenced above for submission to the City Council Joint Work Session. Since the 2 “CAC Questions” documents were not referenced in the CC Minutes of the Joint Work Session, the CAC Chair has requested that the CAC Secretary attach them to these minutes as a permanent record of CAC interaction with City Council.

OLD BUSINESS

7. Discussion and possible action regarding purchasing portable sign instead of using rentals – Dave Gebhart

Mr. Gebhart again reviewed the cost of a portable sign (\$1,239) per a Bedford Fire Department invoice, with no tax. There is no delivery charge if picked up (in North Richland Hills), which the City can arrange, per Mr. Miller (City Liaison).

Additional cost to provide protection of sign letters (from tampering) is about \$200, provided by a “hinged gate” of wire mesh. Mr. Miller advised that there is minimum tampering with City signs, and suggested that protection could be added later if needed.

Mr. Miller again reviewed City sign ordinances about 30 day portable sign use limits. He reported that the CAC cannot use a City “CAC sign” for consecutive 30 day periods even if for different purposes (e.g. CAC event, ShopBedfordFirst, Beautification Event). There must be a 30 day break after each use of a physical sign, with limit of four uses per year. The City can put out (from City storage) and later put back (to City storage) a CAC sign, but each task requires a City work order (with one week notice) to execute. Mr. Franklin noted that the CAC sign could be placed on private property with written permission.

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Chairman Grubbs again reviewed the cost justification for CAC purchase of a portable sign. Assuming the cost of the CAC sign purchase is \$120, the estimated annual offset savings of four 30 day sign rentals (at \$200 / rental) is \$800. Therefore, the initial breakeven would be in approximately 1 ½ years. In future years, four 30 day sign uses per year would save the CAC expense budget about \$800 annually.

Motioned by Mr. Morlock, and seconded by Ms. Doughty, that the CAC request the City purchase the portable sign for CAC use, as quoted above, without added cost sign letter protection, to be funded out of the current CAC budget in the City F/Y ending September 30, 2013. Mr. Gebhart will provide referenced sign invoice to the City to confirm specifications.

Motion approved 8-0-0.

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

Ms. Williams re-iterated her reasons for support of a future “Healthy Living” Fair. Bedford is an aging community, but all ages need “Healthy Living” awareness, motivation and guidance. We could make Bedford known for its “Healthy Living” initiatives. A Health Fair proposal might require a year to put it all together, but a detailed “How to” handbook from Texas A&M is available as a roadmap. The Fair might include making it part of a larger City event, and should be re-considered during future reviews of CAC mission and future City events. She offered to table the Fair discussion until January 2014.

NEW BUSINESS

9. Discussion and possible action regarding high level CAC plan for future meetings, events, and projects (as discussed in August 1, 2013 work session).

Reference Attachment:
Agenda Item 9. – “CAC High Level Plan for 2014”

Chairman Grubbs provided a handout representing “whiteboard summary” developed during CAC August 1, 2013 work session. It breaks down a CAC High Level Plan for 2014 into meetings (max 4/year), events (max 1/year), and projects (number per capabilities). He noted that one event could be an alternating event each year. He recommended that we approve this High Level Plan, and that we have the option to change the Plan as 2014 Plan details are developed.

Motioned by Ms. Frazier, and seconded by Mr. Savage, to approve the “CAC High Level Plan for 2014”. Motion approved 7-0-0.

Chairman Grubbs said the next step is to develop a CAC Detailed Plan for 2014. He requested that the CAC Business (now Ms. Williams) and Residential (Mr. Morlock) Committees meet to prepare a Detailed Plan to be proposed at the September CAC meeting (note date change to Thursday, September 5, 5:30 p.m. agreed below).

Mr. Boyter reviewed that the City Council is considering a City Bond Election on November 5 for \$3.4 million to upgrade facilities at Bedford Boys Ranch, with focus on addressing lake problems. It represents Phase 1 of a Master Parks Plan (available on-

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line). If the Election is approved, the CAC might have an “educational opportunity” to sponsor a public information meeting (“town hall meeting?”). Mr. Miller noted an October 18 public meeting deadline determined by proposed early voting dates to start October 21. This possibility was previously mentioned by Mayor Griffin during the City Council Joint Work Session with the CAC. The next City Council meeting is Tuesday, August 27.

The next regular CAC meeting is scheduled for Thursday, September 19 at 5:30 p.m. However, that is same night as the announced CAC Outreach Meeting on the Mayor’s Vision – Bedford with roundtable format. Therefore, Chairman Grubbs recommended the CAC schedule an earlier meeting in September to plan for the September 19 (e.g. roundtable format). This might also allow the CAC to review the status of possible CAC sponsored “Town Hall Meeting” to be held prior to an October 18 deadline in case of the Bond Election.

Mr. Morlock noted that the CAC Residential Committee was developing a proposal for an HOA Roundtable in 4Q 2013 (early November), but would postpone date until early January 2014 if the CAC did sponsor a “town hall meeting” in October.

Thursday, September 5, 5:30 p.m. was agreed upon as the early September CAC meeting date. Thursday, September 12, was also considered, but conflicts were noted

ADJOURNMENT

Motioned by Ms. Williams, and seconded by Mr. Caruso to adjourn the meeting at 7:30 p.m. Motion approved 8 - 0 - 0.

Approved
Steve Grubbs, Chairperson

Submitted by Gary Morlock, CAC Secretary
GM doc: CAC Minutes 2013-08-15 DRAFT Final

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

Agenda Item 2. – “Annual Budget for FY 2012/2013 – Report 08/15/2013”
Agenda Item 3.b) – “Marketing Plan for Vision Bedford” (8-14-13 /R. Asher) / +GAM
Agenda Item 3.b) – “CAC Event Promotion Contact List – Revised 2013-08-15/GAM”
Agenda Item 6. – “CAC Questions...Meeting 7-16-13 with City Council – SUMMARY”
Agenda Item 6. – “CAC Questions...Meeting 7-16-13 with City Council – DETAIL”
Agenda Item 9. – “CAC High Level Plan for 2014”

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