

Community Affairs Commission Minutes November 21, 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 21st of November, 2013 with the following members present:

Sal Caruso
David Franklin
Dianne Doughty
Mary Frazier
Dave Gebhart
Steve Grubbs
Mark Massey
Gary Morlock
Roy Savage
Cynthia Williams arrived 6:10 pm

Others present:

Michael Boyter – Council Liaison
David Miller – City Staff Liaison

Absentees:

None

CALL TO ORDER

Chairman Steve Grubbs called the meeting to order at 5:33 p.m.

APPROVAL OF MINUTES AND BUDGET REVIEW

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

a) September 5, 2013 Regular Meeting

Motioned by Ms. Frazier, and seconded by Ms. Doughty, to approve the minutes. Motion approved: 8 - 0 - 1.

2. Review the balance of the Commission budget.

Reference Attachment:

Agenda Item 2. – “Annual Budget for FY 2013/2014 – Report 11/21/2013”

Chairman Grubbs reported that CAC had no expenses FY to date so the CAC budget balance is \$2000.00, per Budget Report dated 11/21/2013.

REPORTS

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

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a) Business Outreach – Cynthia Williams

Ms. Williams reported that her Committee (Williams, Caruso) met with Bill Syblon (City Development) to ask what the CAC might do to assist with business development in 2014. Four items were outlined for CAC consideration: 1) CAC could distribute a City survey to businesses*; 2) CAC could help support Shop Bedford First (SBF) when it comes back up (Rebecca Asher has suggested an “interactive website”). e.g. CAC could distribute SBF stickers to businesses; 3) CAC could support a quarterly email to businesses; 4) CAC could put up posters at key business locations to promote activities (as done for recent CAC “Vision Bedford” outreach meeting);

* It was mentioned that a City survey to residents is already in the works.

No further discussion due to early adjournment.

b) Residential Outreach – Gary Morlock

Reference Attachments:

Agenda Item 3.b) – “Vision Bedford – Mayor’s Roundtable, September, 19, 2013

- CAC Outreach Meeting - Follow-up Report 11/21/13 (by Gary Morlock)
- Attendance and Survey Stats (by Steve Grubbs)
- Survey Results (by Steve Grubbs)

The Residential Outreach Meeting “Vision Bedford” was a great success, with an estimated total attendance of 180-200 people. RSVPs to Rebecca Asher (City Marketing) were 122, with 91 of those checked in. The meeting RSVP strategy was critical to the success of the meeting, as early RSVP counts resulted in the last week rework of a simple “roundtable” format (with round tables) into a classroom seating format (no tables) with a wide center aisle to allow attendees to queue for questions with a remote microphone at the front of the queue. CAC member Gary Morlock emceed the meeting, and managed a remote question microphone, with the speaker Mayor Griffin having his own microphone. Luckily, the CAC had booked the North Library meeting room which was filled to capacity.

At the September 19 meeting, CAC feedback surveys were received from 78 attendees (5 from businesses, 72 from residents (with 8 of those managing businesses in Bedford)). Surveys were created and analyzed by Chairman Steve Grubbs, who had helped organize and then supervise the meeting. One key CAC feedback survey result was request for “more Mayor meetings” of this type. Survey analysis made clear that many meeting marketing (promotion) channels were used and were effective. **. The most frequently checked survey answers to “How did you hear about the meeting?” were: Email or Text (32); City electronic signs (22); City publications (12), Star-Telegram (12); Social media (11); City website (10). ** Many CAC thanks are due to Ms. Rebecca Asher (City Marketing) for creating meeting announcements, activating marketing channels, managing the RSVPs, helping develop the main PowerPoint presentation, and arranging laptop connection setup. Ms. Asher was a key element of meeting success.

On Thursday, October 17, 6:30 PM, as requested by City Council, the CAC hosted a Community Outreach Meeting as the second of two City information meetings on the City Parks Bond Election to be held on November 5. Attendance was estimated at about 40-50 residents, with a good and useful Q&A opportunity provided. The City can say to

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Bedford residents, both pro and con the bond issue, that useful information meetings were provided over time.

Reference Attachment:

Agenda Item 3.b) – 11/21/13 Memo - Proposed: CAC HOA Roundtable, Tue. 1/21/14

Gary Morlock reviewed his memo to CAC dated 11/21/13 with a detailed proposal for an HOA Roundtable on 1/21/14 on the subject of “HOA E-Communications”, and asking CAC approval to proceed with detailed planning (venue, speakers). The memo included draft sections: Meeting Announcement; Meeting Agenda; Agenda Development Ideas; Meeting Assumptions; Meeting Project Schedule.

The main theme of the meeting is “exploring cost efficient and effective communications solutions for HOAs” with a presentation (and demonstration) of a local HOA website as a success story. The proposal is to formally announce the meeting to Bedford HOAs by City email (target Send on Friday, January 3) *. CAC Residential Outreach Committee (Morlock, Doughty) would make “save the date” calls to HOAs in December, while surveying HOA size and e-communications status (e.g. website?). Follow-up reminder calls to HOAs would be made in mid-January and get RSVPs. * The meeting announcement should then be posted on the City website to give it official City support.

The agenda would include information (could be handouts only) on a new City communications system (“BlackBoard Connect” (BC)) as part of a review of City e-communications strategies/plans to residents. Mr. Miller indicated that BC should be active on the City website by 1/21 to show the attendees. At this point, no speaker from the City staff is assumed. Mr. Miller stated that the Library North Room is confirmed for Tue, 1/21/14, at 7:00 PM. Several CAC members (Morlock, Doughty, + 3? TBD) will be needed to support the meeting agenda and logistics.

Motioned by Mr. Gebhart and seconded by Mr. Massey that the Residential Outreach Sub-committee proceed with proposed plans for an HOA Roundtable on 1/21/14. Motion approved: 9 - 0 – 0.

Mr. Boyter suggested that the above report might be presented to City Council at their Tuesday, December 17 meeting as a CAC update report. Chairman Grubbs asked Mr. Morlock to arrange to speak.

c) Faith Based Outreach – Mark Massey

Mr. Massey reported several key personnel changes at 6Stones. Kenny Price has left, and Diane and Wes are moving on to new mission work. There is currently no budget for community cookouts (e.g. apartments) in 2014. One strategy is to get more churches involved with financial support. A community cookout budget might be \$400-\$500.

Mr. Massey will continue to work with the Bedford Police and the Bedford Apartment Managers (BAM) group which is trying to meet more frequently.

d) Energy Efficiency – David Franklin

Mr. Franklin indicated nothing new to report.

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e) Media and Marketing – Dave Gebhart

Mr. Gebhart has had some contact with Ms. Williams on this item, but no progress to report. Ms. Williams may have something on an “interactive map” when she arrives.

As requested at a prior meeting, Chairman Grubbs had previously received a current “Bedford Newcomer Packet” (in small plastic bag) for each CAC member to review. He distributed a Packet to each CAC member that had not yet received one. The original idea was to have each CAC member review the Packet, and offer input to Mr. Gebhart and the Committee on what items might be provided in other forms (e.g. “digital”) and what items might be added to the Packet. The Packets are currently provided on request to the City, and to all “new residents when their water is turned on”. The City advised that only about 15 Packets a month are distributed. Members were asked to review the contents prior to the next CAC meeting.

Rebecca Asher (City Marketing) had mentioned an interesting approach (“marathon race finish model”). On race completion runners are given a card allowing access to a website. The website contains discount coupons and City information, etc. This concept might be considered for a “Bedford Newcomer Packet”.

f) HEB Chamber of Commerce – Mary Frazier

Ms. Frazier reported that the HEB Chamber is still promoting the “Lunch Mob” program to help support businesses in the HEB – 183 Highway construction zone. Starting in October, the Lunch Mob will meet on the first and third Tuesdays of each month from 11am-2pm at a restaurant to be announced. The Chamber will select “construction” restaurants, alternating between chamber and non-chamber members, and alternating among the three mid-cities. Examples of restaurants that are currently “hard to get to” are Abuelos and Catfish & Co., both on the 183 west access road just west of Precinct Line in Hurst. The next Lunch Mob date is Tuesday, December 3, at Wendy’s on Brown Trail, which has been impacted.

The HEB Chamber has decided to not pursue the “Weatherford Construction Zone” raffle prize model to promote businesses inside the HEB construction zone. Chamber surveys returned (78) at the CAC Outreach meeting on September 19 (Vision Bedford – Mayor’s Roundtable) were key inputs to the decision. The surveys indicated that residents do not support saving their “construction zone” sales receipts to be turned in for monthly raffle prizes (e.g. I-pads?), and businesses do not favor the prize program. This Weatherford construction concept had been introduced to the City and Chamber by the CAC some time ago.

One plan now under consideration by the Chamber is use of a “Chamber Construction Card”, which would be provided to residents at no charge. The card would have a “QR code” that could be scanned by a smart phone type device to provide immediate access to a current set of coupons for HEB construction businesses.

Mr. Miller commented on on-going City staff (e.g. Bill Syblon) efforts to help businesses in the construction zone. The City has worked closely with NTE Construction to ensure that detour signs are kept current with dynamic construction activities. The City has worked with the City Council to offer more flexible signage accommodations to construction businesses, including where there is a “line of sight problem” caused by

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construction. In addition to the NTE website and weekly emails on road closings, there is also a smart device APP called "Beat The Traffic" to offer alternate routes around any current traffic problems.

In spite of construction challenges, Bedford city sales tax revenues have been steady. Restaurants now open include Crazy Cowboys, Mexican Inn (re-open), with Cisco Jacks opening the first week in December, replacing Dukes.

4. Discussion and possible action related to Community Events:

a) City Expo – Roy Savage (Not discussed due to early adjournment)

b) National Night Out – Gary Morlock (Not discussed due to early adjournment)

5. Discussion and possible action related to feedback received from Residents, Businesses, and Faith Based Organizations. This will include a recent request form a group of residents for the CAC to take a position supporting them on getting better ordinances and better enforcement of current ordinances.

At the beginning of the meeting, Chairman Grubbs noted the slide show on the whiteboard presenting some residents' pictures representing some "City ordinance problems" to be discussed in Agenda Item 5. Mr. Grubbs will follow-up with Mr. Miller.

No further discussion due to early adjournment.

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

Chairman Grubbs reported that Rebecca Asher (City Marketing Specialist) is leaving the City for a new job in San Antonio. Her last day here is today, 11/21. He commented on how valuable her marketing support activities and ideas have been to the CAC and the City, and that she will be surely missed.

No further discussion due to early adjournment.

OLD BUSINESS

7. Discussion and possible action regarding CAC 2014 plan detail – Gary Morlock
(Not discussed due to early adjournment)

NEW BUSINESS

8. Discussion and possible action regarding a CAC event to be possibly held in 2014 – David Franklin and Cynthia Williams. (Not discussed due to early adjournment)

9. Discussion and possible action regarding the next scheduled CAC meeting on December 19, 2013 – Steve Grubbs

Mr. Miller received an electronic alert that severe weather was expected in Bedford in less than one hour (7:15 PM), and suggested that the Chair consider early meeting adjournment. Since some key agenda items had not been discussed, members

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suggested that a December CAC meeting was needed. Member consensus was to change the meeting from Thursday, December 19 to Wednesday, December 18, 5:30 PM.

.ADJOURNMENT

Motioned by Mr. Savage, and seconded by Mr. Franklin, to adjourn the meeting early at 6:33 p.m. Motion approved 10 - 0 - 0.

Approved
Steve Grubbs, Chairperson

Submitted by Gary Morlock, CAC Secretary
GM doc: CAC Minutes 2013-11-21 Draft

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

Agenda Item 2. – “Annual Budget for FY 2013/2014 – Report 11/21/2013”

Agenda Item 3.b) – “Vision Bedford – Mayor’s Roundtable, Sep, 19, 2013

CAC Outreach Meeting - Followup Report 11/21/13 (by Gary Morlock)

Attendance and Survey Stats (by Steve Grubbs)

Survey Results (by Steve Grubbs)

Agenda Item 3.b) – 11/21/13 Memo - Proposed: CAC HOA Roundtable, Tue. 1/21/14

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