

Community Affairs Commission Minutes February 20, 2014

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 20th of February, 2014 with the following members present:

Sal Caruso	Gary Morlock
Ruth Culver	Amy Sabol
David Franklin	Roy Savage
Mary Frazier	Cynthia Williams
Dave Gebhart	Aarius Yaites
Mark Massey	

Others present:

Michael Boyter – Council Liaison
Beverly Griffith – City Manager

Absent:

Dianne Doughty
David Miller – Staff Liaison

CALL TO ORDER

Meeting was called to order at 5:34 pm by Chairperson Williams.

APPROVAL OF MINUTES AND BUDGET REVIEW

1. Review/revise and approve minutes from the January 21, 2014 meeting of the Community Affairs Commission. (Exhibit A)

Motioned by Mr. Gebhart, and seconded by Mr. Savage, to approve the minutes (Exhibit A). Motion approved: 11–0.

2. Review the Commission budget.

CAC 2/20/14 Budget Report (Exhibit B) listed balance of \$1,962.50 after expense of \$37.50 for CAC name badges. Discussion ensued on whether CAC spends money to “haul CAC-owned sign” from location to location, and possible need to purchase additional sign letters.

Motioned by Mr. Savage, and seconded by Mr. Caruso, to approve the Budget Report. Motion approved: 11–0.

NEW BUSINESS

3. Introduction of City Manager Beverly Griffith and presentation by her of her suggestions of how the CAC can assist the City of Bedford.

Ms. Griffith commended the work of the CAC over time going door-to-door to businesses to help build the Shop Bedford First (SBF) program. She noted CAC has tried various formats and topics for community outreach meetings. The Mayor’s Roundtable (Vision Bedford) meeting in 2013 was a great success, and the

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City hopes to do that again in 2014. The City Expo in 2013 was successful in raising public awareness of City departments and created a positive spirit of competition among City departments for the “best booth” awards.

Some City challenges for CAC consideration are:

Getting information out to residents and businesses - need multiple channels (e.g. Facebook)/publications;
Communications with apartment communities – need to brainstorm new ideas;
Better ways to advertise smaller City events (e.g. using HOAs, Sunday school classes, etc.);
Best ways to work with City marketing staff (e.g. new member: Natale Foster). Go through David Miller.

Some questions were answered:

Can City do flyers for CAC? Yes - submit gist of it so the City can create and allow two weeks of lead time;
Can CAC get another portable sign, especially for south side of Hwy 183? Discussion ensued on using Fire and Police Department signs. Mr. Gebhart and Mr. Caruso will work on when and where signs are needed.

4. Presentations by CAC members (2 to 5 minutes each) of their answers to the following questions:

a. What do you like about the City of Bedford?

Members gave numerous reasons for liking Bedford. Frequently mentioned were: Central DFW location; good schools; good recreation facilities (including family), arts and cultural activities (including library); good health services (including hospitals); and volunteer involvement (including HOAs);

b. If there is one thing you could change about the City of Bedford, what would it be?

Some desired changes mentioned were: Better vision / plans for development of central business district; Programs to enhance certain neighborhood areas (non-HOAs); Update ordinances / code enforcement thoughtfully to make City both business and residential friendly; Add more upscale restaurants; More plans to enhance cultural district; Creative new ways to promote current Bedford businesses (e.g. maps); Vision / plans to have City promote a more “green” image.

b. How can the CAC help make that change?

Both general and specific ideas were highlighted in member presentations of proposed 2014 CAC activities presented in Agenda Item 5.

5. Discussion and possible vote on activities that the CAC committee will engage in for calendar year 2014 based on input from CAC committee members; create appropriate subcommittees.

The Chair distributed paper/pen to members to allow them to make notes about CAC activities presented by each member prior to each voting on their top four choices. Members presented a wide range of possible CAC activities of interest to them.

Motioned by Ms. Frazier, and seconded by Mr. Franklin, to table the vote on each member’s top four choices. Discussion ensued about possibly making a list to vote from. Motion approved: 11–0.

6. Discussion regarding the City Expo to be held by the HEB Chamber on March 7, 2014 and the CAC having a brochure or other handout available at the City of Bedford’s booth.

Ms. Frazier reported the HEB Chamber event will be held at the Hurst Convention Center, and CAC members should contact her by email for tickets. Discussion ensued that the formal CAC brochure is outdated and so not suitable for distribution (quantity?) at this event. Some discussion ensued on updating the brochure after 2014 CAC activities and organization are decided.

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7. Discussion regarding whether a CAC member should attend City Council meetings.

Chair said she will bring a sign-up sheet to the next CAC meeting so each member could sign-up to attend a specific City Council meeting. Later, if not able to attend, a member would arrange a "swap" with another member on the list to ensure a member is present.

8. Discussion regarding CAC executive committee, who is authorized to speak on behalf of the CAC, and procedure for making requests of City employees.

Given lack of time for proper discussion until next meeting, Chair stated interim guideline that all CAC contact with City staff will first go through the CAC executive committee. Members of the executive committee are Ms. Williams (Chair), Mr. Savage (Vice-Chair), and Mr. Morlock (Secretary).

OLD BUSINESS

9. Prior Sub-committee Reports:

There was no time for formal Reports. But numerous "Report activities" were included in member reports (Agenda Item 5.) on suggested 2014 CAC activities.

- a. Business Outreach – Cynthia Williams
- b. Residential Outreach – Gary Morlock
- c. Faith Based Outreach – Mark Massey
- d. Energy Efficiency – David Franklin
- e. Media and Marketing – Dave Gebhart
- f. City Expo – Roy Savage
- g. National Night Out – Gary Morlock
- h. HEB Chamber of Commerce – Mary Frazier

(Some of these sub-committees may be discontinued based upon the results of the discussion and vote that may occur as stated in the New Business section above, committee members of new and continuing sub-committees will be chosen/assigned)

ADJOURNMENT

At 7:05 pm, motioned by Mr. Savage, and seconded by Mr. Franklin, to adjourn the meeting. Motion approved: 11 - 0 - 0.

Exhibit A - Minutes

Exhibit B – Budget Report

Approved
Cynthia Williams, Chairperson

Submitted by Gary Morlock, CAC Secretary
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