

**Community Affairs Commission Minutes April 23, 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 Wednesday, the 23rd of April, 2014 with the following members present:**

Sal Caruso	Gary Morlock
David Franklin @ 5:37 pm	Amy Sabol
Dave Gebhart	Roy Savage
Mark Massey	Cynthia Williams

**Others present:**

Michael Boyter – Council Liaison  
Bill Syblon – City Staff - Development

**Absent:**

Ruth Culver	Mary Frazier
Dianne Doughty	Aarius Yaites

**CALL TO ORDER**

Meeting was called to order at 5:29 pm by Chairperson Williams.

**APPROVAL OF MINUTES AND BUDGET REVIEW**

**1. Review/revise and approve minutes from the March 20, 2014 meeting of the Community Affairs Commission. (Exhibit A)**

Motioned by Mr. Massey and seconded by Ms. Sabol, to approve the minutes (Exhibit A).  
Motion approved: 5–0      Notes: 1 late arrival; 2 absent subject meeting.

**2. Review the Commission budget.**

CAC 4/23/14 Budget Report (Exhibit B) listed balance of \$1,962.50, with no expense in the last month.

Motioned by Mr. Massey and seconded by Mr. Caruso, to approve the budget report (Exhibit B).  
Motion approved: 7–0      Note: 1 late arrival

**OLD BUSINESS**

**3. Sub-committee Reports:**

**a. Business Outreach – Cynthia Williams**

Shop Bedford First (SBF) – No further action until website is up and running.

Bedford Connection Magazine: Can solicit coupons from businesses; not clear if any conflict with new HEB Chamber promotion - Construction Card; discount coupons listed on Chamber website, with access to current list by scan of QR code on yellow Construction Card available to HEB residents; see Chamber website.

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Health Fair proposal (MERFF ?): People and time intensive; Detailed Implementation Plan (Workbook) from Texas A&M makes it manageable, with 9-12 month estimated lead time; seasonal timing is key, so maybe not do this year, but maybe do October 2015 so will defer discussion to October 2014 meeting agenda.

"Going Green": New City project - proposal on David Miller's desk; business access to recycle bins, but pay for bins; Chair Williams is working with Mr. Miller on this. Also possible for apartments.

### **b. Residential Outreach – Gary Morlock**

Two CAC sponsored meetings are being planned. They were "referenced" in two CAC written articles that appeared in the new Bedford Connection (BC) magazine (Summer 2014 - page 5) mailed to all Bedford residents in early April:

A Homeowners Association (HOA) Roundtable is being planned for Wednesday, May 14, 7:00 PM, in the Bedford Library North-South Room. The main topic will be "HOA Insurance Considerations" presented by a Bedford insurance agent. This topic was selected by the 18 Bedford HOAs that were represented at the last HOA Roundtable on Tuesday, January 21. The Bedford Connection page 5 article described the January 21 Roundtable (HOA Communications / Websites) and indicated that HOAs would be notified of future HOA Roundtables by City email. The current plan is to announce the May 14 Roundtable by City emails to HOAs by the end of April, with posting on City website, electronic signs, etc. Mr. Morlock asked for volunteers for meeting night support. "Yes": Ms. Culver, Sabol, Williams; Mr. Caruso; "If possible": Mr. Gebhart, Savage.

The Mayor's Roundtable (Citizen Survey Results) meeting was described (Bedford Connection page 5) with date TBD. The City internal target date is early June. The current plan is for the CAC to plan and support the meeting based on the very successful "Mayors Roundtable – Vision Bedford" meeting held September 21, 2013 attended by about 140 residents. The CAC is waiting for possible meeting dates from the Mayor/City. The Council/City wants to ensure that the Survey Results will be presented to City Council well before the Roundtable.

Motioned by Mr. Gebhart. and seconded by Mr. Caruso, to approve the proposed meeting plans as presented for both CAC meeting events.

Motion approved: 8–0.

### **c. Faith Based Outreach – Mark Massey**

Mr. Massey reported a number of upcoming City and 6Stones events and encouraged CAC participation:

Weekend April 26	Harley Davidson fundraiser for police / Poker Run
Saturday May 10	"Fill the Boot" – Donations to Fire Dept at intersections
Saturday May 17:	6Stones Run - details/registration on website
Saturday May 17	Police Department Open House: 10: 00 AM – 2:00 PM

### **d. Community Affairs – Amy Sabol**

Exhibit C – Minutes 4/16/14 meeting: Subcommittee "Support the City's Activities and Festivals"

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Ms. Sabol stated that the newly formed "Community Affairs" Subcommittee (as named on this meeting agenda) met on April 16 and submitted the minutes of that meeting (Exhibit C) for CAC review and discussion.

The minutes provide a list of General Ideas for the scope and mission of the Subcommittee (CA), and then a list of 5 possible alternate Subcommittee names that fit different scopes and missions. Members noted the broad range of possible ideas and names listed. Some main ideas in the minutes are:

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Subcommittee agrees it needs a new name and asks CAC for any other ideas to consider.

Subcommittee asks for CAC consensus to attend other City of Bedford Commission meetings and asked if they would like the CAC to support them by promoting them. A suggested list of target Commissions was provided. After some discussion, the Chair indicated consensus to proceed. One suggestion was to start fast by sending CAC email to Commission Chairs

Subcommittee discussed booth/tent/table setup at selected events/festivals which would include all kinds of City information. The purpose / size of the booth would grow depending on the need.

Motioned by Mr. Morlock, and seconded by Mr. Massey, to add the following specific items to the list of possible information in the booth: CPA; CFA; CERT; and BARC.

Motion approved 8-0.

Due to length of the meeting, and other agenda items ahead, discussion of list item 1. (Compliance Codes) was deferred to next meeting.

### **NEW BUSINESS**

#### **4. Discussion and possible action on the creation of a new Communications Committee.**

Chair Williams recommended that all communications between CAC and City marketing on all CAC projects be handled by one CAC contact – the Chair of a new CAC Communications Sub-committee. She had received feedback about different project interactions with City Marketing that have not been productive for the City. The timeframe or specifics of the problems were not offered. She re-iterated that a single CAC contact is needed, and was open to a motion to proceed.

Some members indicated that a CAC funnel process to/from marketing might not offer timely and most effective results. Members offered several ideas and suggestions.

Due to length of the meeting, further discussion was deferred until next meeting.

#### **5. Report from Sign Placement Committee – Dave Gebhart / Sal Caruso**

Mr. Caruso indicated the need for more City signs on the south side of Bedford. He talked with the Fire Department about installing an electronic sign in front of the south station, and they have listed it in their budget request for the coming year.

Ms. Williams asked about status of getting another portable sign. Mr. Gebhart said he would discuss with David Miller. Ms. Williams reminded the Committee to order more letters for the existing CAC-owned portable sign if needed.

#### **6. Discussion on working with City employees.**

Due to length of meeting, this item was deferred until next meeting.

### **ADJOURNMENT**

Motioned by Ms. Caruso, and seconded by Ms. Sabol, to adjourn the meeting.

Motion approved: 8-0. Meeting adjourned 6:45 pm.

Exhibit A – Minutes (3/20/14 Meeting)

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Exhibit B – Budget Report (4/23/14)

Exhibit C – Minutes 4/16/14 meeting: Subcommittee “Support the City’s Activities and Festivals”

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Approved

Cynthia Williams, Chairperson

Submitted by Gary Morlock, CAC Secretary

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