

## Community Affairs Commission Minutes February 19, 2015

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 Thursday, the 19th of February, 2015 with the following members present:

Joy Brandon – at 5:45 pm  
Sal Caruso  
Mary Frazier  
Dave Gebhart  
Steve Grubbs

Mark Massey  
Gary Morlock  
Roy Savage  
Terry Smith

### **Others present:**

Steve Farco – City Council – (CAC Liaison)  
Meg Jakubik – City Staff – Asst. to City Manager

Rusty Sartor – City Resident  
Bill Syblon – City Staff – Development Director

### **Absent:**

Michael Boyter – City Council – CAC Liaison

Dianne Doughty

### **CALL TO ORDER**

Meeting was called to order at 5:31 p.m. by Chairman Roy Savage.

### **OPENING REMARKS AND WELCOME**

Mr. Savage welcomed Mr. Rusty Sartor, a city resident, to the meeting.

### **APPROVAL OF MINUTES**

#### **1. Review/revise and approve minutes from the January 15, 2015 meeting of the Community Affairs Commission.**

Motion by Mr. Gebhart and second by Mr. Grubbs to approve the minutes (**Exhibit A**).

Motion approved: 6-0

2 abstentions: Mr. Massey and Mr. Smith were not present at January 15 CAC meeting.

Note: Ms. Brandon arrived after this vote.

### **NEW BUSINESS**

#### **2. Nomination and possible election of Residential Outreach Subcommittee Director.**

Chairman Savage reviewed that election was needed due to Ms. Doughty resigning (at a previous CAC meeting) her position of CAC Director of Residential Programs. Mr. Savage and Mr. Grubbs briefly reviewed the job description and several members were invited to consider the position. CAC Vice-Chair Grubbs again offered to assist a new Director with planning upcoming residential/HOA meetings. No one agreed to be nominated. Ms. Brandon agreed to review the position with Chairman Savage outside the meeting.

Motion by Ms. Frazier and second by Mr. Gebhart to table this election agenda item until the next CAC meeting.

**Community Affairs Commission Minutes February 19, 2015**

Motion passed 9-0.

**3. Discussion and possible action on updating the Calendar of Events.**

Mr. Morlock prepared and distributed a 4 page handout (**Exhibit B**):

- page 1 **CAC 2015 Calendar** revised 2015-02-18
- page 2 **03-05 Business RT Agenda** REVISED 2015-01-19
- page 3 **03-05 Business RT Announcement** REVISED 2015-01-19
- page 4 **03-05 Business RT Project Schedule** rev 2015-02-05

**CAC 2015 Event Calendar** (page 1)

Secretary Morlock updated the calendar reflecting decisions made at the last CAC meeting with further updates from CAC Program Directors since the meeting.

The Event Calendar lists possible CAC events for F/Y 2014-2015. It reflects CAC consensus to plan:

- 2** Business Roundtables;
- 2** Residential Roundtables (General or HOA);
- 1** Block Party;
- 1** City Expo (every other year)

CAC Program Directors (Residential, Business, Faith-Based, City Expo) continue to work with the City to identify meaningful topics, agendas, speakers, and dates appropriate for the calendar timeframes.

**Events with specific planning target dates are listed in bold.**

\* = Change since last revision

| <u>2015</u>          | <u>Target Date</u> | <u>CAC Program</u>                   | <u>Event Description</u>                                       |
|----------------------|--------------------|--------------------------------------|--|
| <b>MAR 5 (Thu)</b>   |                    | <b>Business</b>                      | <b>Business Roundtable – Breakfast (7:30 am)</b>               |
| <b>APR 11 (Sat)</b>  |                    | <b>City Expo</b>                     | <b>City Expo+ (City staff dependencies)</b>                    |
|                      |                    | + all CAC                            | “ “  |
| <b>*MAY 14 (Thu)</b> |                    | <b>Residential</b>                   | <b>“Residential” Roundtable (City Recycle Bin Pilot, +...)</b> |
| <b>MAY 29 (Fri)</b>  |                    | <b>Residential &amp; Faith-Based</b> | <b>Residential &amp; Block Party (location TBD)</b>            |
|                      |                    |                                      | “ “  |
| JUN TBD              |                    | Residential                          | ? “Mayor’s” Roundtable (? Bedford Commons Update, ...)         |
|                      |                    |                                      | - or - ?   |
|                      |                    | Residential                          | HOA Roundtable (topics TBD)                                    |
| JUL open             |                    |                                      | - vacation time -  |
| AUG TBD              |                    | Business                             | Business Roundtable – Breakfast (topics TBD)                   |
| SEP open             |                    |                                      | <u>(Last month of current 2014-2015 CAC Term)</u>              |
| OCT TBD              |                    | Residential & Faith-Based            | Block Party (location TBD)                                     |
| (move to SEP ??)     |                    |                                      | “ “  |

CAC Secretary Morlock will revise the CAC Event Calendar to reflect further changes and present at next CAC meeting.

**4. Budget allocation review.**

Chairman Savage indicated that the CAC has F/Y 2014-2015 Budget Allocation of \$2,000. He asked for input on initial allocation of funds for each event on the CAC Calendar.

Program Directors offered initial budget estimates for each event. Discussion ensued and the following budget estimates by calendar event were developed:

## Community Affairs Commission Minutes February 19, 2015

|               |  |
|---------------|--|
| \$ 350        | March 5 Business Roundtable – Breakfast (sponsors may reduce cost)       |
| \$ 200        | April 11 City Expo / Animal Fair (hot dogs, etc.)                        |
| \$ 100        | May 14 Residential Roundtable  |
| \$ 250        | May 29 Block Party (sponsors may reduce cost)                            |
| \$ 100        | June ?? Mayor’s Roundtable   |
|               | -or-   |
|               | June ?? HOA Roundtable   |
| \$ 350        | Next (August) Business Roundtable – Breakfast (sponsors may reduce cost) |
| \$ 250        | Next (October/September) Block Party (sponsors may reduce cost)          |
| \$ 400        | Contingency funds  |
| =====         |  |
| \$2,000 Total | F/Y CAC Budget Allocation  |

Motion by Mr. Massey and second by Mr. Gebhart to approve the budget estimates as developed.  
Motion passed 9-0.

### 5. Review and possible action regarding Subcommittee Director Reports:

#### a. Residential Outreach

##### - Block Parties (Sal Caruso)

Mr. Caruso, Block Party Team Leader, reviewed discussions at prior CAC meetings suggesting move possible second block party from October to September to have better weather. He recommended that the CAC vote to formally change the CAC consensus plan to have two block parties instead of one, and change date of second block party from October to September on the CAC calendar. He noted that these changes had already been considered in the CAC budget allocation decisions.

Motion by Mr. Massey and second by Mr. Gebhart to adopt both of Mr. Caruso’s recommendations.  
Motion passed 9-0.

First Block Party is still on target for May 29 in an HOA area in the northern part of Bedford. There are 296 homes in the HOA with 720 residents, a sizeable target audience to plan for.

The new target block party area is smaller than previously discussed, in a court area of about 10 homes. In addition to HOA approval, Mr. Caruso has received written OKs from three of the homes to have the party there, with one home still uncertain. Ms. Jakubik reviewed that written OKs will be needed from all 10 homes before the Bedford Police can close/manage the appropriate streets for the Party.

There is an alternate block party area “across the street” in a church parking lot, but there are some reasons why getting the church involved might not be ideal. This may still be a viable option.

Mr. Caruso has lined up a number of sponsors, in addition to primary support from 6Stones. But the primary food sponsor he had hoped for, Tom Thumb, is now involved in transition to Minyards so further work is needed.

##### - Residential Outreach Meetings (Steve Grubbs)

The new target date for the First Residential Roundtable is Thursday, May 14, 7:00 pm, with Library room reserved.

## Community Affairs Commission Minutes February 19, 2015

This later date had been suggested since it is the week after the Bedford City elections. The previous target date was Thursday, March 26, but the City advised that the key Recycle Cart agenda item would likely not be ready by then. However, the Library room is still reserved for March 26 in case needed.

A primary purpose of the meeting is to offer the City an opportunity to present the results of the City Recycle Cart Pilot, possible Citywide cart rollout, and get resident feedback. The ideal timing of the meeting is tied to the completion and report to City Council by Republic Services of the results of the survey of residents in the recycle cart pilot.

The proposed agenda still is: Welcome/City Update – Mayor Griffin (10 minutes); City Recycle Cart Pilot/Rollout? – Republic Services? (20 minutes); Economic Development Update – Bill Syblon (20 minutes); Resident Feedback (10 minutes);

### **b. Business Outreach (Gary Morlock)**

The date for the Business Roundtable meeting is Thursday, March 5, from 8:00 a.m. – 9:00 a.m. (Breakfast 7:30 a.m.) at the Library main meeting room. Mr. Morlock has reserved the room.

Mr. Morlock briefly reviewed page 2 of his handout (Exhibit B), which provides the tentative agenda, topic timings, and speakers for the Business Roundtable Breakfast.

Note the topic of SaveLocalNow.com (10 minutes) is still listed on the tentative agenda, as the City has been reviewing best strategies for continuing ShopBedfordFirst and participating in SLN. Councilman Steve Farco gave an exciting update about the status of SLN being actively promoted by the HEB Chamber and HEB users since January (See Agenda item 6. - Council Liaison Report) He and Mr. Syblon agreed that the current City position is that SLN would be promoted by the City of Bedford as another local business promotion tool now available in addition to the current SHOPBEDFORDFIRST.COM website. Accordingly, they agreed that Mr. Syblon would add the SLN topic to the end of his Economic Development agenda topic. The separate topic of SLN would be deleted from the tentative agenda. Ms. Frazier (HEB Chamber) agreed to provide SLN handouts at the Business Roundtable to support the topic.

Mr. Morlock briefly reviewed page 3 of his handout, which provides the final announcement text that reflects the tentative agenda above. He reviewed the RSVP strategy of providing an EVITE link to monitor the estimated attendance to do breakfast food planning (budget?/sponsors?), room layout, and easy sign-in for RSVP attendees. It will also provide email addresses that can be used for meeting follow-ups as needed and an email list for future meeting announcements. He thanked Mr. Grubbs for agreeing to handle all the “meeting day” arrangements.

Mr. Morlock briefly reviewed page 4 of his handout, which outlines the current project schedule for the Business Roundtable Breakfast. It details key CAC and City activity dates prior to the meeting. The meeting was announced at the City Council meeting on Tuesday, February 10, which provided 23 days advance notice of the meeting.

Ms. Jakubik reviewed that City meeting promotion activities included City Council meetings, City and Library websites, Facebook, Twitter, digital signs at the Library and BRAC, and the Star-Telegram (new HEB News insert Wednesday). Mr. Syblon will check that announcement emails had gone out to members of Shop Bedford First. The City did not have a current RSVP count available, so discussion ensued about a second announcement “push”.

Ms. Frazier (HEB Chamber) had reworked the meeting announcement into a very nice ½ page flyer which she had emailed to Bedford members of the Chamber. Several CAC members agreed to get together after the meeting to distribute the flyers to local businesses based on simple geographic areas.

### **c. Faith based Outreach (Mark Massey)**

## Community Affairs Commission Minutes February 19, 2015

Mr. Massey noted continued work with 6Stones on Block Party involvement to support Mr. Caruso. He noted a "Pastor's Roundtable" with residents, businesses, and churches. Check 6stones.org for details on upcoming events to participate in: CPR (Community Powered Revitalization) April 17-18 and a benefit RUN on May 16.

### d. City Expo (Roy Savage)

Mr. Savage reported that City is working on Saturday, April 11 event plans and resources, to include an "animal fair", and that City department competition for "best Expo booth" had already begun. Discussion ensued and CAC members plan to be "judges" at the event. It was mentioned that this has been a very "family friendly event" that could be promoted with at least posters in the schools, as "send home flyers" is often a complicated task. Mr. Farco agreed to help look into that idea.

### 6. Council Liaison Report (Steve Farco for Michael Boyter)

See agenda item 5. b. **Business Outreach**, regarding this topic at March 5 Business Roundtable.

Mr. Farco reported on the status of the SAVELOCALNOW.COM website now actively promoted by the HEB Chamber, and soon to be promoted by the City of Bedford as another local business promotion tool now available in addition to the current SHOPBEDFORDFIRST.COM website.

There are currently 88 HEB Chamber members signed up for SLN, with 26,000 hits last month. SLN is being used in Boerne, Texas with 270,000 hits last year. SLN provides various levels of benefits, most for Chamber members (e.g. analytics), but basic free benefit for all local businesses of listing ads. So it provides "mobile coupons" for all residents and visitors.

There will be an SLN webinar at the Chamber on March 20.

### 7. Staff Liaison Report (Meg Jakubik)

David Miller, CAC Staff Liaison, has left the City. Ms. Jakubik indicated that she and Mr. Syblon would be acting Staff Liaisons to the CAC as a "tag-team".

During the meeting, Ms. Jakubik and Mr. Syblon provided reports and comments during discussions as included under each agenda item.

## ADJOURNMENT

Motion to adjourn by Mr. Gebhart and second by Ms. Frazier.

Motion approved: 9-0

Meeting adjourned at 7:46 pm.

**Exhibit A** – Minutes (January 15, 2015 meeting of CAC)

**Exhibit B** – Handout –

- page 1            **CAC 2015 Calendar** revised 2015-02-18
- page 2            **03-05 Business RT Agenda** REVISED 2015-01-19
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Approved by Roy Savage, CAC Chair

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**Community Affairs Commission Minutes February 19, 2015**

Submitted by Gary Morlock, CAC Secretary

GM doc: CAC Minutes 2015-02-19 Draft 1

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