

Community Affairs Commission Minutes April 16, 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 16th of April, 2015 with the following members present:

Sal Caruso
Mary Frazier
Dave Gebhart
Steve Grubbs

Mark Massey
Gary Morlock
Roy Savage
Terry Smith – by 5:40 p.m.

Others present:

Michael Boyter – City Council Liaison
Meg Jakubik – City Staff Liaison – Asst. to City Manager
Bill Syblon – City Staff – Development Director

Absent:

Joy Brandon

CALL TO ORDER

Meeting was called to order at 5:34 p.m. by Chairman Roy Savage.

OPENING REMARKS AND WELCOME

Chairman Savage thanked members for arriving on time to provide quorum to start the meeting.

APPROVAL OF MINUTES

1. Review/revise and approve minutes from the March 19, 2015 meeting of the Community Affairs Commission.

Mr. Massey moved to amend the minutes (Residential Outreach – Block Party) to add My Credit Union (MCU) to the list of sponsors. The Secretary noted that the sponsor list in the minutes was taken from the sponsor list at the bottom of the proposed Block Party flyer, which did not include MCU. Mr. Caruso, the Block Party Team Leader, appreciated the feedback on the Flyer and agreed to revise it.

Motion by Ms. Frazier and second by Mr. Gebhart to approve the minutes, as amended (**Exhibit A**).

Motion approved: **7-0**

Note: Mr. Smith arrived after this vote.

NEW BUSINESS

2. Discussion and possible action on mailing Bedford Connection to selected businesses.

Mr. Morlock, CAC Director – Business Programs, prepared and reviewed:

Exhibit B – Handout – Proposal to mail the Bedford Connection to selected Bedford Businesses

The Bedford Connection (BC) is mailed to all Bedford residents (3 times a year) under a USPS Direct Mail Program, but Bedford businesses are not currently included. The Proposal defines a number of specific groups of businesses, and suggests that the first two groups (30 advertisers in BC, and 35 HOAs) receive the new BC

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this month. (The CAC could assist the City with validating mailing addresses and stuffing manila envelopes with the BC.) Additional business groups (e.g. ShopBedfordFirst – 290 listed) would receive future editions of the BC as process and budget allow.

Councilman Boyter suggested that Mr. Morlock bring the Proposal to City Council. Ms. Jakubik suggested that the Proposal be tabled until the next CAC meeting pending further review by the City.

Motion by Mr. Gebhart and second by Mr. Caruso to table the Proposal until the next CAC meeting, as requested by the City.

Motion approved: **8-0**

3. Review and possible action regarding Subcommittee Director Reports:

a. Residential Outreach

- Residential Outreach Meetings (Steve Grubbs)

The date for the 1st Residential Outreach Meeting is Thursday, May 14, 7:00 p.m., with Library room reserved.

Mr. Grubbs prepared and reviewed a six page handout (2 sided) (**Exhibit C**) for the May 14 meeting:

- page 1 Proposed Project Timeline
- page 2 Proposed Announcement Text
- page 3 Proposed Meeting Agenda
- page 4 Proposed Meeting Agenda (Topic Time Allocations)
- page 5 Proposed Feedback Survey (page 1)
- page 6 Proposed Feedback Survey (page 2)

Thu, Apr 16 - CAC reviews proposed plans (handout) with City for comments

Fri, Apr 17 - CAC submits revised proposed plans to City

Thu, Apr 23 - Target City announcement date (website, emails, Library, social media, etc.)

Tue, Apr, 28 - Follow-up announcement at City Council meeting

Mon, May 11 - City provides RSVP count (from City EVITE link) to CAC for setup planning, food, etc.

Tue, May 12 - City provides RSVP download in .csv file to CAC for making sign-in sheets

Main speakers on the proposed agenda are Mayor Jim Griffin (25 minutes – City Update on a number of topics “to include ...” and City Development Director Bill Syblon (20 minutes – Economic Development Update “to include ...”. Final agenda item is hosted by Mayor Griffin (10 minutes – Feedback from Residents).

Mr. Morlock will be managing event day activities (setup, sign-in, etc.). City will arrange the refreshments.

- Block Parties (Sal Caruso)

1st 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. Mr. Caruso distributed a manila folder to each member and reviewed the updated ** contents:

- Block Party SUMMARY:

Date/time: Friday, May 29, 6:00 p.m. – 8:00 p.m.

** New Party Location: Rosemary Court – off Harwood/Forest Dr. in Rustic Woods HOA+

** Resident agreement: 10 of 11 “Location residents” have signed permission document

** Parking available nearby at St. Michael’s Church

Delivery of flyers to HOA residents: Saturday, May 23 – will need help for drivers – time TBD

HOA email announcement to residents: Tuesday, May 26

Open Item: Balloon artist – still looking for one

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Diagram shows general setup locations for sponsors & City participants

- Block Party Location Permission Form

Lists resident name, address, and permission signature for residents at party location

2nd Block Party is now targeted for Thursday, September 24

As noted last month, Mr. Caruso had developed two excellent Block Party posters (on Styrofoam) showing color pictures of the previous CAC block party. The posters were displayed at both the 4/2 Business Roundtable Breakfast and the 4/11 City Expo & Pet Fair. They are intended to inform residents about Block Party opportunities and businesses about Block Party sponsorships. They will also be displayed at the 5/14 Residential Outreach meeting, with a block party question to be added to the meeting survey form.

b. Business Outreach (Gary Morlock)

The Business Roundtable Breakfast was held on Thursday, April 2, 8:00 – 9:00 a.m. (Breakfast 7:30) at the Library.

Mr. Morlock reported 35 RSVPs for the event, of which 19 checked in. Three walk-ins also signed in, to make a total of 22 business attendees. 16 attended from Council, City Staff, and CAC.

Mr. Grubbs, who managed the event day activities, analyzed the Feedback Surveys and provided a four-page Statistical and Feedback Report. In general, the topics and speakers were very well received (time well spent, good topic summary, etc.) and most indicated periodic updates on these topics would be valuable. The meeting day/time/format was well received, with some comments that a longer meeting with more time for attendee feedback would be valuable.

Ms. Frazier reported that 11 attendees signed up to participate in the new SaveLocalNow (SLN) website supported by the HEB Chamber, and that 7 of the 11 were already Chamber members. She applauded the CAC for including the new SLN program on the agenda, and looked forward to on-going support by CAC.

c. Faith Based Outreach (Mark Massey)

Mr. Massey noted continued work with 6Stones on Block Party involvement to support Mr. Caruso. Check 6stones.ORG for details on upcoming events to participate in: April 17-18 - CPR (Community Powered Revitalization); Saturday, May 16 - a benefit Run; also Saturday, May 16 – Bedford Police Open House.

d. City Expo (Roy Savage)

The City Expo and Pet Fair was held on Sat, April 11, 10am-2pm at the Boys Ranch Activity Center (BRAC).

At their “Greeter” table, the CAC counted over 430 attendees entering the inside of the BRAC, where City departments had staff behind tables with clever displays and handouts to inform the public and answer questions. The Pet Fair was located outside the BRAC using tents and tables to educate the residents about all the City does to manage animals and help co-ordinate adoptions. Several outside animal groups had displays as well. The Pet Fair helped to make the event “a family affair”, with hopes that families would also come inside the BRAC and see some very interesting City department displays (e.g. technologies). It was noted that an Expo sign directing people to the inside of the BRAC should be added next time. Several City VIPs (e.g. Mayor) volunteered to cook the 380 hamburgers and 240 hot dogs which were consumed. The weather was perfect.

The event was a success in spite of the fact that many areas near the BRAC had huge areas and piles of dirt due to Phase 1 renovation of the Boys Ranch Park. The idea of having this event every other year seemed to

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be the consensus again. One suggestion was to use more of the new Park for the next event (e.g. feature the Parks and Recreation Department).

4. Council Liaison Report (Michael Boyter)

During the meeting, Mr. Boyter provided reports and comments during discussions as included under the agenda item.

5. Staff Liaison Report (Meg Jakubik)

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

In the new City organization, Ms. Jakubik (and Mr. Boyter) reminded members that CAC emails to City should continue to go to her, and she will forward to City staff as appropriate.

ADJOURNMENT

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

Motion approved: **8-0**

Meeting adjourned at 6:38 pm.

Exhibit A – Minutes (March 19, 2015 meeting of CAC)

Exhibit B – Handout – Proposal to mail the Bedford Connection to selected Bedford Businesses

Exhibit C – Handout (2 sided) – 5/14 Residential Outreach Meeting

- page 1 Proposed Project Timeline
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Approved by Roy Savage, CAC Chair

Submitted by Gary Morlock, CAC Secretary

GM doc: CAC Minutes 2015-04-16 Draft 1
