

## Community Affairs Commission Minutes May 21, 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 21st of May, 2015 with the following members present:

Sal Caruso	Mark Massey
Dave Gebhart	Gary Morlock
Steve Grubbs	Roy Savage

**Others present:**

Meg Jakubik – City Staff Liaison – Assistant to the City Manager

**Absent:**

Michael Boyter – City Council Liaison	Mary Frazier
Joy Brandon	Terry Smith

**CALL TO ORDER**

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

**OPENING REMARKS AND WELCOME**

Chairman Savage congratulated Mr. Gebhart on being elected to City Council and thanked him for his service on the CAC. This will be his last CAC meeting, as new Council members will be sworn in at City Council meeting on Tuesday, May 26.

**APPROVAL OF MINUTES**

1. **Review/revise and approve minutes from the April 16, 2015 meeting of the Community Affairs Commission.**

Motion by Mr. Massey and second by Mr. Caruso to approve the minutes, as submitted (**Exhibit A**).

Motion approved: 6-0

**OLD BUSINESS**

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

At the last meeting, Mr. Morlock, CAC Director – Business Programs, presented a written proposal to mail the Bedford Connection (BC) magazine to selected Bedford businesses as process and budget allow. At the suggestion of Ms. Jakubik, the Proposal was tabled until the next CAC meeting pending further review by the City.

Mr. Morlock reported that the newest BC was mailed to all City residents and businesses at the end of April, and thanked the City for making it possible. As in the past, he had received his information from his local USPS mail carrier who receives bundles of BCs in quantities to support his delivery instructions.

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Ms. Jakubik said that the City had reviewed its BC mailing process, including the USPS Direct Mail arrangement with the BC publisher, and BCs were mailed to all businesses.

### **NEW BUSINESS**

#### **3. Review and possible action regarding Subcommittee Director Reports:**

##### **a. Residential Outreach**

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

**1st Block Party this year 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.

##### **- Block Party SUMMARY:**

Date/time: Friday, May 29, 6:00 – 8:00 p.m., setup 4:30 - 6:00 p.m.

Party Location: Rosemary Court – off Harwood/Forest Drive in the Rustic Woods HOA+

Local parking quite limited – now too far from St. Michaels Church parking

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

Diagram shows general setup locations for sponsors and City participants

Delivery of flyers to HOA residents: Saturday, May 23 – will need help for drivers – time 10:00 a.m. - noon

Three of five streets to do are big streets (67, 46 and 41 homes)

St. Michaels Church had agreed to help but now able to do less

Bedford Police will provide a person

CAC members were solicited to help delivery

HOA email announcement to residents: Tuesday, May 26

Event will not be listed on City social media

Have located a balloon artist – \$110.

Have submitted receipts for administrative expenses - \$156.

Estimated attendance is 300 (planned 300 hot dogs + pizza)

Weather forecast is 87', with 60% chance of rain (rain cancellation plan to be reviewed with City)

6 Stones sponsor had recent management change, needs to be updated on Block Party

Mr. Caruso indicated he needs a new City event permit (to be worked out with Ms. Jakubik)

##### **2nd Block Party is still targeted for Thursday, September 24.**

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

**1st Residential Outreach Meeting this year was held on Thursday, May 14, 7:00 p.m.**, at Bedford Library.

Manual headcounts showed 95-100 attended. There were 97 RSVPs (via City Eventbrite), of which 57 signed in. Total sign-ins were 79 but many last minute arrivals were guided in past the sign-in process and did not pick up a Feedback Form. Meeting promotion on City E-signs does not mention “RSVP”. Mr. Grubbs printed three sorted sign-in lists (Excel) from the RSVP .csv file provided by City marketing. RSVPs are valuable to plan room setup, order refreshments, expedite sign-in, aid follow-up, and provide a City email list for future meetings.

Mr. Morlock managed event day setups and process. He suggested one streamlined sign-in process for attendees who have RSVP'd. Also, refreshments were provided but simple signs should be added to direct attendees to the kitchen area. Basic room setup (have photos) was eight rows of chairs (112 chairs) with center aisle. Six round tables (36 chairs) were added at the back of the room for informal group interaction before/after the meeting. This also provided overflow seating and may become standard “café setup” element of CAC events. Thanks to the City for providing two person manpower for room setup, and a marketing staff

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member to setup and checkout City laptop A/V connections using library media kit. The Library agreed to create a “Dummy’s Guide” to operating main room lights as there are some switch function delays of several minutes involved, which make basic light switch testing difficult.

Mr. Grubbs analyzed the 36 Feedback Forms received. He prepared a one page Summary Report and a five page detailed analysis by editing specific feedback information into the Feedback Form document (MS Word).

### Exhibit B

- Page 1 Summary Report of: CAC and City Residential Outreach: Thursday, May 14, 2015, 7:00 p.m.
- Pages 2-5 Residential Outreach Feedback – May 14, 2015: Summary of 36 Forms Completed

More than half the attendees heard about the meeting from emails, and the majority of those emails were from the City; however, people heard about the meeting in a variety of ways noted that need to be continued.

Main speakers on the final agenda were 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 was hosted by Mayor Griffin (10 minutes – Feedback from Residents).

Due to recent heavy rains and current resident interest, the Mayor added Jerry Laverty, City Environmental Specialist to the agenda to provide an update on mosquito status, City strategies to manage, and management guidance for residents. It influenced the meeting agenda timing but residents generally agreed it was a timely and worthwhile topic. Mayor Griffin and Mr. Syblon did a good job of covering but managing their topics within the planned agenda timeframes.

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. Economic/Business Development was the most popular topic, and the mosquito topic came in second.

The meeting day/time/format was well received, with some comments that a longer meeting with more time for attendee questions/feedback would be valuable. Attendees were offered the chance to leave at 8:00 p.m., but most stayed through an extended Q/A period ending at 8:30 p.m. Mr. Savage received some informal feedback suggesting the use of “question cards” in addition to use of just the “roving mic”, and that a second CAC member look for “raised hands” to help the member with the “roving mic” to prioritize and still make “roving” productive.

Feedback on topics for future meetings indicated interest in updates on these same topics. Bedford Commons was a topic of particular interest. There were several smaller topics mentioned, which might fit within Mayor Griffin’s or Mr. Syblon’s subject matter. Mr. Grubbs suggested that this detailed Feedback information be provided to them for review and consideration in planning future presentations. Exhibit B is available as two MS Word documents that can be distributed by email as appropriate.

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

Mr. Morlock, as CAC Secretary, distributed:

### **Exhibit C - CAC 2015 Event Calendar revised 2015-05-12 (Proposed)**

The revised Calendar includes two dates proposed by CAC Program Directors (Morlock, Grubbs) for City and CAC consideration to allow the CAC to complete its fiscal year and meet its annual event goals:

- \* AUG. 27 (Thu) Business Roundtable: 8-9 AM – 7:30 Breakfast (Topics TBD)
- \* SEP. 29 (Tue) Residential Outreach Meeting: 7-8 PM (Topics TBD)

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Ms. Jakubik had reviewed the proposed dates before the CAC meeting, and stated that the August 27 date will not work for one of the key speakers, so a new date will be pursued by the City. The September 29 date is still under review by the City. If either date is moved into October, CAC hopes it will get credit against its annual event goals.

### c. Faith Based Outreach (Mark Massey)

Mr. Massey noted continued work with key sponsor 6Stones on Block Party involvement to support Mr. Caruso. During the CAC meeting, Mr. Massey contacted 6Stones to confirm that recent new management was informed and committed. Check 6stones.org for details on upcoming events in which to participate.

Mr. Massey's company, My Credit Union (MCU), is a Block Party sponsor and will provide the sound system (e.g. speakers, microphone) and gasoline generator to support.

### d. City Expo (Roy Savage)

**The City Expo and Pet Fair was held on Saturday, April 11, 10 a.m. – 2 p.m. at the Boys Ranch Activity Center (BRAC).**

Ms. Jakubik reported that the Police Deputy Chief Griffin had previously agreed to pay for the hot dogs (vs. CAC budget expense); however, due to the large size of the bill, the CAC will now pay \$200-250 of the total hot dog bill.

### 4. Council Liaison Report (Michael Boyter)

No report. Mr. Boyter absent.

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

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

Ms. Jakubik indicated that she would not be able to attend the next (June) CAC meeting.

## **ADJOURNMENT**

Motion to adjourn by Mr. Massey and second by Mr. Caruso.

Motion approved: **6-0**

Meeting adjourned at 6:30 pm.

**Exhibit A** – Minutes (April 16, 2015 meeting of CAC)

#### **Exhibit B**

- page 1            Summary Report of: CAC and City Residential Outreach: Thu, May 14, 2015, 7 PM
- pages 2-5        Residential Outreach Feedback – May 14, 2015: Summary of 36 Forms Completed

**Exhibit C** - CAC 2015 Event Calendar revised 2015-05-12 (Proposed).

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Approved by Roy Savage, CAC Chair

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Submitted by Gary Morlock, CAC Secretary

GM doc: CAC Minutes 2015-05-21 Draft 2

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