

## Community Affairs Commission Minutes January 21, 2016

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 21<sup>st</sup> of January, 2016 with the following members present:

Joy Brandon  
Sal Caruso  
Mary Frazier - left 6:30 pm  
Steve Grubbs  
Margaret Hall  
Mark Massey

Gary Morlock  
Roy Savage  
Karla Setser  
Terry Smith  
Doug White  
Joe Zavala

**Others present:**

Steve Farco - City Council Liaison

Meg Jakubik -City Staff Liaison -Strategic Svcs Mgr

**Absent:** none

**CALL TO ORDER**

Meeting was called to order at 5:30 p.m. by Chairman Roy Savage.

**OPENING REMARKS AND WELCOME**

Chairman Savage thanked members for a full quorum, being on time, and their interest and support in a number of current CAC projects.

**APPROVAL OF MINUTES**

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

Secretary Morlock stated that the Draft minutes were created from a cellphone voice recording of the meeting. But the minutes are incomplete since his written supplemental notes have been misplaced. Draft currently lists both motions (to approve minutes and to adjourn meeting) with "Motion by TBD, and second by TBD to ... ". He believes his written notes will identify the TBD members. In any event, he agreed to review his voice recording of the meeting again to try to identify the persons "TBD" via member voice recognition. The problem will be avoided in the future by having all motions (first and second) repeated by the Chair (or Secretary) for the voice recording.

Ms. Jakubik suggested that approval of the minutes be tabled until the next CAC meeting when the motions detail can be properly amended.

**Motion by Ms. Brandon, and second by Ms. Frazier, to table approval of the minutes (Exhibit A) until the next CAC meeting with complete motions detail.**

**Motion approved: 12-0**

Secretary Morlock reviewed that a member is listed "absent" in the minutes if they never attend the meeting. If they attend any part of the meeting, they are listed as "present", with late arrival and/or early departure times

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noted so the motion vote counts are accurate. Ms. Jakubik noted that a member can vote to approve the minutes even if they attended only part of that meeting.

### NEW BUSINESS

#### **2. Discussion regarding the use of a street banner for the Commission. \*\*\* Item requested by Vice-Chairperson Steve Grubbs**

Mr. Grubbs reviewed that City installs large overhead street banners across Forest Ridge Dr. & Harwood Rd. on permanent tall “poles” to promote many major recurring City events (e.g. 4<sup>th</sup> Fest, Blues Fest, Pet Fair). He suggested that CAC budget money this fiscal year, and in the next F/Ys, to purchase banners to promote CAC recurring events (e.g. Residential Outreach, City Expo (held every other year), and Business Outreach - in that priority order). He outlined some ideas for smart design and lettering of CAC event banners for recurring use.

What do overhead banners cost, and will there be money in CAC budget for this fiscal year (F/Y ending 9/30/16) to purchase a first banner? Since we typically have leftover food at our events, could we start cutting back now, or increase food donations from businesses, to help save budget for a banner?

Ms. Jakubik reviewed that cost of a large overhead street banner ranges from \$650–950 (dependent on material, size, banner lettering, logo, “replacement squares”, etc.) A CAC banner purchase strategy is a good idea since the CAC owned “portable sign” can no longer be used after 9/1/16 when the new City sign ordinance prohibits use of all portable signs. She noted that Fire Station #3 will be installing an e-sign next year which gives CAC a 3<sup>rd</sup> City e-sign to help promote CAC events.

The current annual CAC budget is \$2,000, which must be used in the F/Y or lost. The CAC currently spends about \$200-300 per event (2 Residential, 2 Business, 2 Block Party) in a F/Y. For example:

6 CAC events @ \$250 average cost = \$1500 total, which leaves only \$500 for a street banner this F/Y.

6 CAC events @ \$200 average cost = \$1200 total, which leaves \$800 for a street banner this F/Y.

So CAC might afford 1 street banner this F/Y year if we manage event costs, and then budget 1 street banner purchase in each future F/Y.

The City budget process for the City and CAC F/Y beginning 10/1/16 starts in the spring, and final proposed budget is submitted to Council in the summer. There is a supplemental budget listing additional requests (e.g. CAC banner), but many such requests must go unfunded each year.

Ms. Jakubik suggested that CAC review their budget status in July/August timeframe and make decisions about this F/Y budget, and next F/Y. She agreed to get additional details on street banner costs and report. Mr. Grubbs agreed to monitor CAC expenses and work on CAC street banner designs and purchase ideas and report.

Some discussion notes:

An on-going CAC goal is to continue to increase attendance at CAC events, so planning to reduce average food cost/event may not be a good budget planning assumption.

One suggestion to reduce food cost/event is to increase business donations of food or support. Ms. Jakubik advised that City has some Bedford food providers (e.g. Einstein’s Bagels, Jason’s Deli) that provide good quality food at a good price for CAC (and other) events (sometimes with discount coupons). She cautioned that City has many departments and projects where business support is needed/requested and so is sensitive to asking too many businesses for support too often. She reminded us that the City is not a “non-profit” entity.

A CAC block party event budget, even with sponsor food donations, may easily exceed \$200. (e.g. “balloon lady” alone = \$125.)

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Most effective use of a CAC event street banner is not guaranteed. A CAC advance request to City for “pole use dates” for a CAC street banner for a specific event date must be managed with other “pole use” requests for other City event dates. So this may be a new factor in planning future CAC event dates. Also note that major City events may install 2 event street banners at the same pole location to promote the event with two-way traffic on that street.

However, the City has a budget item to install a 3<sup>rd</sup> set of permanent banner poles to allow street banner promotion of more events (also with adjacent or overlapping promotion periods). But since portable signs will no longer be permitted on 9/1/16 (by business or City), more event street banners might now be purchased for certain City events.

### **3. Review projects of interest to pursue to include homeowners associations and other contact lists of interest including Shop Bedford First.**

#### **Homeowners Associations contact update project**

Mr. Grubbs, as prior CAC Director - Residential Programs, reviewed the homeowners associations project, which includes 2 on-going CAC missions to:

1. Update the listing of 38 Bedford HOAs on the City website (tab: Residents & Visitors; select: HOAs)
2. Update the City internal email list that includes key HOA contacts (may not be on City website)

#### **1. Update the listing of 38 Bedford HOAs on the City website (tab: Residents & Visitors; select: HOAs)**

The City website HOA list is often outdated, as many HOAs have new contacts (officers and property managers). Some HOAs have no contact information in spite of CAC efforts to obtain. There are many different formats and contents of the HOA listings (e.g. title?, name, tel,?, email?, website?). There are too many strong feelings about what and how each HOA wants to be listed to try to require a standard format.

(See below: \*\*\* “Additional note to Minutes – Purposes of City HOA Listings”)

Last year the CAC did not have the resource to update the HOA website, but this year it does. Ms. Setser, who worked closely with HOAs during her prior service on the CAC, has agreed to be project manager to work on the updates, and asked for volunteers. Members who volunteered are Ms. Hall, Mr. Smith, and Mr. Morlock, with concept that each of the 4 members would be assigned to call about 9 assigned HOAs to verify/revise the website listing.

About 2 years ago, Mr. Morlock, then CAC Director – Residential Programs, worked with CAC member Dianne Doughty to call the HOAs and get updates for the City website (and also the City internal HOA email list). CAC developed a CAC internal HOA contact list (spreadsheet) that includes both tel. nos. and email addresses for many HOAs, even though that information may not be included on the City website per HOA request. When Ms. Doughty left the CAC, she provided both hard copy and some e-copy (spreadsheets) of that CAC internal HOA contact list to Mr. Morlock and Mr. Grubbs (then CAC Director – Residential Programs). Mr. Morlock agreed to locate any additional information he might have (e.g. City HOA update process) and provide to Ms. Setser for her project.

\*\*\* “Additional note to Minutes – Purposes of City HOA listings”

Key purposes/benefits of the HOA listing on the City website include:

- enable easier and more productive processes for prospective and new City residents to buy and move to (or within) Bedford. Instead of contacting the City for HOA information, prospective residents, real estate agents, title companies, etc. can contact the HOAs directly (e.g. HOA documents, deed restrictions, dues, transfer fees, real estate closing information).

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- enable various city departments to contact HOAs about City matters ( e.g. fire lanes, public works activity, mosquito control, crime watch, code compliance, etc.
- enable direct HOA to HOA contact (e.g. common problems/solutions, suppliers, handymen)

### **2. Update the City internal email list that includes key HOA contacts (may not be on City website)**

Mr. Grubbs asked whether a printed or e-copy (spreadsheet?) of the City internal HOA email list was available to the CAC to assist with the CAC update project. Ms. Jakubik was not aware of that specific email list, but suggested that it might be part of some City residential email list. There are residential e-mail lists maintained by various city departments (e.g. water) but are not available for CAC use.

Mr. Morlock recalled that discussions with the City several years ago indicated that the many City “lists” were usually maintained by “a simple REPLY process”, where an email recipient would REPLY to a City email and ask to be removed from the email list (or change to a new email address???)

So the CAC would like to provide current HOA email addresses to the City to be added to whatever email list the City would now decide is appropriate. And then simply assume the REPLY method for email deletion requests, which might include removing one of duplicate email entries.

Some Discussion notes:

Mr. Smith and Mr. Massey mentioned the use of “NEXTDOOR” as a useful “social media” tool for neighborhood/community communications (e.g. HOAs). Could that tool be used to remind/request HOAs to contact the CAC or the City to request update of their City website listing (e.g. new officers, property manager). This might be a useful addition to the CAC update projects, but is too limited and informal a system to replace the CAC update project as a simple, periodic update process for the City. To be most effective, all Bedford HOAs would have to agree to enroll in NEXTDOOR.

### **Business communications update project (e.g. Shop Bedford First)**

Mr. Grubbs reviewed that Mr. Morlock, CAC Director - Business Programs, has volunteered several times to organize a CAC project to help update whatever City email lists are used to communicate with Bedford Businesses (e.g. to announce CAC Business Roundtables). There may be a number of business email lists in the City (e.g. Economic Development) with different purposes that might be City Internal use only.

But CAC has consistently believed that CAC help to update a city email list for Shop Bedford First (SBF) is a useful project to focus attention on that business group that has agreed to join. Currently there are about 280 businesses listed on SBF, with maybe about 250 after duplicates are eliminated. CAC would volunteer to update that “off-line” list (with email addresses only). At one time, Mr. Syblon, City Dir. – Economic Development, had agreed to consider the update project, but deferred it until new staff could be trained.

CAC clearly understands that adding additional businesses to SBF is no longer a CAC priority. But CAC believes we can add City value to the existing SBF businesses by updating the email list. At minimum – all members of SBF should receive a City email announcing CAC Business Roundtables.

One of the benefits of joining SBF is the City offer to place free ads in the City Bedford Connection Magazine every 4 months. CAC is aware that an SBF email list is used before each Bedford Connection deadline to solicit/renew free ads for the upcoming Magazine.

Ms. Jakubik advised that she has reviewed the situation with Mr. Syblon and there appears to be minimum interest in the CAC update project at this time. There is a current push to update the entire City website, with new data sharing capabilities, and so departments may be more interested in working on that. She observed that the SaveLocalNow website sponsored by the HEB Chamber has more function and opportunity for local

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businesses now than SBF, as SBF is now essentially a static database after losing its interactive base software.

But Mr. Grubbs commented that we should still “think and live SBF” to support all Bedford businesses.

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

#### a. Residential Outreach (Joy Brandon)

#### **Feb 25 (Thu) – Residential Outreach Meeting, 7:00 PM – Old Bedford School**

Items discussed below were summarized on a basic project task list provided by Ms. Brandon.

#### **Exhibit B - 2/25 Residential Outreach - Task summary**

Ms. Brandon reviewed draft “press release” (meeting announcement) with a number of open items.

#### **Exhibit C - 2/25 Residential Outreach - “Press release” (meeting announcement)**

Speakers were listed but not specific topics. She presented the speakers (topics):

Jim Griffin – Mayor (Parks updates, Bedford Alert, HEB – It’s Time Texas Challenge, Simple Recycling)  
Maria Redburn – Library Director (New Library Programs – topic requested by Ms. Brandon)  
Bill Syblon – Dir. of Economic Development (City updates)

Meeting time is 7:00-8:00 pm + 30 min Q/A period.

City will revise announcement tomorrow to include above items and insert EVITE link for RSVPs instead of email reply. List of City announcement channels was not discussed, but all residents to be invited, not just HOAs.

Refreshments will be served before the meeting. Discussion ensued. Residents seem to like coffee, bottled water, and a selection of cookies. But due to recent leftovers at CAC events at the Library, maybe cut down on the cookies to save money (and make it available to help purchase a CAC street banner later this year.) However, in our new meeting venue (Old Bedford School) refreshments will be much more visible on arrival/sign-in down stairs, so more food may be desired. Ms. Jakubik will order the refreshments based on RSVPs. There is bottled water left over from previous CAC event so those expenses will be reduced.

Ms. Brandon prefers to setup OBS downstairs on meeting day by 6:30 pm and start at 4 pm if needed. Ms. Jakubik will check on prior OBS meetings and setups scheduled on meeting day. Although there may be exhibits along the downstairs walls, she expects the centers of the 2 downstairs open rooms will be available for CAC tables (sign-in, food, + handouts?).

Members will receive an email to advise final setup needs and schedules. Chair Savage reminded members that emails to the CAC member list must be sent through Ms. Jakubik.

OBS is new venue for CAC event with sign-in/food downstairs and meeting in auditorium upstairs. So need maximum CAC support to staff assigned stations both downstairs and upstairs. Members should check-in with Ms. Brandon on arrival who will assign stations TBD. Almost all members indicated they would attend.

Thanks to Mr. Grubbs for agreeing to create and provide meeting Feedback Forms.

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

#### **Apr 15 (Fri) - Block Party 6-8 pm – Change in HOA areas and street location**

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Mr. Caruso reported that the scope (neighborhood size) of the April 15 Block Party has been scaled back from 3 HOA areas to 2 HOA areas.

The 2 Block Party areas now included are Brookwood Hills HOA I and Brookwood Hills HOA II with a total of 213 homes combined. The 3<sup>rd</sup> area, Bedford Estates HOA, has 324 total homes and is now listed as a candidate for a future block party of its own, possibly on Sept 29.

Mr. Caruso reviewed how he selects the next block party area. He has received several requests, but candidates are not chosen on a "first come – first served" basis. His goal is to move the block parties around the City (e.g. north and south), and not necessarily have the next block party too close to a recent block party.

The April 15 Block Party plan has a major problem with the proposed street location (Laurel Court – a cul-de-sac). City special event policy requires that 100% of the residents on the street location must sign-off in writing before the City can close the street. 8 Homeowners on Laurel Court have signed off, but 1 homeowner will not sign and is quite adamant about his decision. (Mr. Caruso prefers to select a large Court (cul-de-sac) to minimize the number of streets to be closed.) But the City has advised that another street location be selected.

Mr. Massey lives in the Block Party HOA area. He suggested that the new Block Party street location be on Brookwood Blvd where his HOA often has events such as National Night Out. He described the area on the street where these HOA events are held and what street closings are involved with resident approval. Ms. Jakubik advised that street is the new proposed location now in the City review/approval process.

Mr. Caruso has arranged for 3 new vendors to support the April 15 Block Party: Crazy Cowboys; What's Poppin Texas (bags of popcorn); Walmart (hot dogs+?); This avoids overuse of Kroger as a willing Block Party sponsor (hot dogs, buns ...)

CAC hand delivery of block party flyers to 213 homes is scheduled Sat AM Apr 9. Several CAC members have agreed to assist. (Reference Agenda item 4c – Faith Based Outreach – for schedule conflict that day with 6Stones CPR project).

### **Added - New Business (Sal Caruso)**

#### **New Proposal - Create new CAC awards program (Resident of the Year, Business of the Year)**

Basic concept is 2 annual CAC awards (Resident of Year and Business of the Year)

Many comments and concerns below (& meeting time) due to lack of written detail for proposed program  
Need good written statements of award criteria ideas, etc. to evaluate real scope of proposal & options  
Mr. Caruso agreed do detailed written proposals for CAC consideration at next CAC meeting.

Discussion/Comments/Concerns:

Alternate concepts:

"spotlight" 1 person/business each month (or quarter?) and then select 1 for each annual award  
Present 1 award at each CAC event (so 2 Resident, 2 Business, + 2 block party? awards per year)  
Award could mean picture/article in City Bedford Connection magazine – so awards every 4 months

Concerns:

City and some City organizations (eg. CPA) already have own banquets with "volunteer" awards  
Might program overlap with City hometown hero program or other programs?

Nominations:

City (e.g. Bill Syblon) might help identify/nominate business candidates for CAC review  
Program risk that might not get enough quality nominations

Mr. Farco: City issues proclamations all the time so there might be a City "award" process to build upon

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CAC Resources:

“Good awards program takes considerable time” – Ms. Brandon has been involved with such programs Annual HEB Chamber awards luncheon – Mr. Morlock attended – great awards models but lots of work Good visibility for CAC? – but takes CAC resource to develop and implement proper programs of value

Added awards expense (2+++ plaques?) this F/Y year with tight CAC budget

### **New Proposal – Provide generic CAC “business cards” for member “business calls”**

Mr. Caruso proposed that CAC provide generic CAC “business cards” for use on CAC business. (e.g. sponsors, delivery of Business Roundtable flyers, resident or HOA followup, CAC followup/visibility in any event/situation where CAC name badge might be worn).

Generic CAC “City volunteer” card would have place (front and/or back) for CAC member to write name, and possible contact information. It would add additional credence to any CAC contact situation, and offers additional City visibility for City CAC volunteers.

CAC members liked the proposal. The general concern was the CAC expense this F/Y when other discussions have focused on reducing expenses in hopes of purchasing a CAC street banner this F/Y.

Mr. Massey advised that CAC pursued this idea many years ago but did not receive City legal approval. Ms. Jakubik agreed to check with City legal again and see if any card approach might be approved, and what minimum CAC expense might be involved in this F/Y given tight CAC budget.

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

#### **May 12 (Thu) – Business Outreach meeting 8:00-9:30 AM (Breakfast - 7:30) – Old Bedford School**

Since CAC has a full membership this year, with a number of new members, the CAC Program Directors have set a goal of getting more members involved in planning and conducting CAC events. Accordingly, Mr. Doug White has agreed to be Project Manager for the May 12 Business Outreach meeting. I am excited to be working with such a capable and motivated person.

Another goal of CAC Program Directors has been to develop CAC/City project timeline documents for each event type that can be used as templates to plan the next event of the same type. This enables a new member to have a proven roadmap to success when managing or assisting with the next event.

Mr. White and I have discussed a generic project timeline for the May 12 event to identify the critical planning dates. Since the May 12 event is held prior to the May 19 CAC meeting, May 12 plans need to be finalized at the prior April 21 CAC meeting, with tentative plans presented at the March 17 CAC meeting. So City meeting announcement would be targeted no later than Monday, April 25, which is 17 days before the May 12 event.

In the past, an agenda for a prior Residential Outreach meeting might be moved to the next Business Roundtable with minor revisions, but this may not be the case for May 12. Ms. Jakubik confirmed that the Feb 25 Residential agenda is not one that can be moved and revised in this case. So identifying possible agenda topics and getting speaker commitments is the critical path item to be discussed at the (next) February 18 CAC meeting. Mr. White and I will develop a detailed project timeline for City review.

Note we expect to gain valuable experience about CAC event setup & logistics at a new venue (OBS) at the Feb 25 Residential Outreach meeting.

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

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Mr. Massey noted a new contact in the 6Stones organization. Chad Johnson is now Community Outreach Coordinator for 6Stones involved in the spring CPR project Fri/Sat Apr 8-9. He is also involved with the April 15 CAC block party, working with Mr. Caruso.

The CPR (Community Powered Revitalization) project in HEB last fall had the largest CPR involvement ever. It would be great for all CAC members to sign up and show up wearing our CAC name badges. 6Stones has consistently been a great CAC supporter (e.g. Block Party sponsor), so this is an opportunity for CAC to support a major 6Stones project in return. It's fun to meet others and work to accomplish much needed work!

It was noted that CAC members may need to consider a CPR schedule conflict. CAC is scheduled to deliver block party flyers to 213 residents on Sat. AM Apr 9. And Ms. Jakubik noted that If CAC uses teen court volunteers, they request start time at 8 am. Mr. Caruso will provide the final flyer schedule to CAC members.

CAC members could simply sign up for CPR for Friday all day and Saturday PM (starting at lunch?). Each day all volunteers can attend an early AM kickoff rally at the 6Stones location on H157 just north of H183. Then assigned CPR teams go to about 38 houses in HEB to do whatever CPR work your personal talents allow. If you sign up in advance you (and friends) may be able to choose a house address in your City (and maybe even close to home).

### 5. Council Liaison Report (Steve Farco)

Mr. Farco mentioned three key items:

- Thanks again to CAC members for getting involved with great CAC event calendar
- Bedford Boys Ranch completion still WIP - but very weather dependent
- ITSTIMETEXAS.ORG – new HEB Cities health initiative with full Bedford City involvement

Goal: Be proactive to strive to help build an HEB “blue zone community” where studies show that people around the world live longer (through diet, exercise, and getting out to experience all that their community has to offer). Go to .ORG website and signup. Then log your progress and activities (e.g. bike rides, walks/runs, parks, theaters, volunteering). Take fun selfies and post to help Bedford be ranked near the top of the list for cities of its' size. This is the start of a 5 year project to help attract young couples to HEB as a healthy place to live. It's also part of a new Bedford Proud campaign championed by Mr. Farco.

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

During the meeting, Ms. Jakubik provided key reports and comments during discussions as noted under other agenda items, to include: Agenda item 2. – use of street banner for CAC; Agenda item 4a. – Residential Outreach reports / Block Party Reports; Agenda item 4b – Business Outreach reports;

## ADJOURNMENT

Motion to adjourn by Mr. Massey, and second by Ms. Brandon.

Motion approved: 11-0 (not present: Frazier)

Meeting adjourned at 6:48 pm

**Exhibit A** - Minutes (November 19, 2015 meeting of CAC)

**Exhibit B** - 2/25 Residential Outreach - Task summary

**Exhibit C** - 2/25 Residential Outreach - “Press release” (meeting announcement)

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Approved by Roy Savage, CAC Chair

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Submitted by Gary Morlock, CAC Secretary

GM doc: CAC Minutes 2016-01-21 Draft 1

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