

## Community Affairs Commission Minutes February 18, 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 18th of February, 2016 with the following members present:

Joy Brandon  
Sal Caruso  
Mary Frazier - left 6:52 pm  
Steve Grubbs  
Margaret Hall  
Mark Massey - left 6:52 pm

Gary Morlock  
Roy Savage  
Karla Setser  
Doug White  
Joe Zavala

#### **Others present:**

Steve Farco - City Council Liaison

Meg Jakubik -City Staff Liaison -Strategic Svcs Mgr

#### **Absent:**

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 thanked members for being on time, and their interest and support for a number of current CAC projects to be discussed tonight.

### **APPROVAL OF MINUTES**

#### **1. Review/revise and approve minutes of the following Community Affairs Commission meetings:**

##### **a. November 19, 2015 (Tabled at the January 21st, 2016 meeting)**

Secretary Morlock submitted 2 amendments to complete the minutes:

"Motion by Mr. Massey and second by Mr. Zavalo, to approve the minutes".

"Motion by Mr. Grubbs and second by Ms. Frazier to adjourn the meetng."

Motion by Ms. Frazier and second by Mr. Caruso to approve the minutes as amended by Mr. Morlock.

Motion approved: 11-0

##### **b. January 21, 2016**

**Exhibit A** - Minutes (January 16, 2016 meeting of CAC)

Motion by Ms. Frazier, and second by Ms. Hall, to approve the minutes.

Motion approved: 11-0

### **OLD BUSINESS**

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### 2. Discussion and possible action regarding the use of a street banner for the Commission.

Ms. Jakubik reported that she contacted a City supplier that has provided City street banners. She provided a product / price list for general reference and reviewed sample prices for a possible CAC street banner.

**Exhibit B** - Net Banner Price List - Jan 1, 2016 - Dixie Flag and Banner Company

For a street banner of “standard City length of 36 ft. with up to 45 letters”, standard price is \$605, with one-time setup charge of \$25 for total price of \$640. This does not include any miscellaneous charges (e.g. “rush order”).

Banner “square patches” (e.g. for event dates) used to update a “standard banner for each CAC event type” (e.g. Residential Outreach) cost \$105.

Discussion ensued, questions were posed, and consensus ideas were developed:

- How many CAC event street banners are needed, for what event types, and what is CAC purchase priority order?

Standard street banners are most needed for Residential Outreach and City Expo (every other year – see Additional notes below). Public street banners seem of limited value for Business Outreach events and for block parties (neighborhood invitation-only events). So consensus purchase strategy/plan is to purchase two Residential Outreach banners and one City Expo Banner, with a Residential banner to be purchased ASAP. The second Residential banner would allow those events to be promoted in two different locations in the City.

- What “standard text” might appear on each “standard CAC event banner”, and what “patch” text might be needed?

The above need for CAC banners implied a “standard CAC event street banner” with text that might say “Bedford Residential Outreach Meeting” (with “large?” area for event day?/date), and maybe smaller text to say “Sponsor: Bedford Community Affairs Commission”, and possibly list “city website”). Each future event would require a “date patch”. These text/design options are open for further CAC study as more lettering and “patches” are added cost and banner space.

- What is good CAC strategy/ plan to purchase the banners over time within each F/Y CAC budget (e.g. \$2,000), and also purchase “date patches” needed each F/Y for previous banner purchases?

Consensus CAC strategy is to budget for purchase of one Residential banner this F/Y (ending 9/30/16), one City Expo banner in next F/Y, and a second Residential banner in the following F/Y. Each Residential banner would require purchase of two “date patches” (one per event) in each F/Y following the original purchase. Each City Expo banner would require purchase of one “date patch” every other F/Y following the original purchase.

Ms. Jakubik suggested CAC review their budget status in July/August timeframe and purchase first Residential Outreach banner by F/Y end 9/30/16 if possible, or maybe immediately in next F/Y. Note fall date of Residential Outreach meeting is still uncertain.

- Additional notes:

Discussion noted that City Expo every other year (next target: April 2017) is now planned as joint event with City Pet Fair at same venue (Boys Ranch) on same day. City Pet Fair already has their own banner and so CAC could purchase their own “City Expo Banner” that could be displayed (on same “street post”) as Pet Fair banner. But if all future events are to be held together, then CAC purchase of a combined event banner (City Expo/Pet Fair) offers a second banner location in the City to promote the combined event, maybe at shared cost.

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### NEW BUSINESS

#### 3. Discussion and possible action on member contact information.

Mr. Savage developed a draft CAC member contact list for CAC internal use with CAC business. He passed the list around the table and asked each member to update/delete/OK the list data items (e.g. telephone, email address) that would be distributed to members. After the list data was approved by each member, Mr. Savage said he would distribute the contact list to each member.

Ms. Jakubik reminded members they must conduct CAC business according to the State Open Meetings Act. For example:

- All mass emails to the CAC membership must be sent through Ms. Jakubik, and so do not REPLY ALL.
- "One-to-one member" emails are allowed for information and discussion.
- But caution on creating a "walking quorum situation", where a "legal" email is forwarded ("spring boarded") from "member(s) to different member(s)" and so the accumulated member count becomes a quorum (7 of 12 members).
- Questions on "One too many member" emails were posed but limited discussion did not clarify.
- Ms. Jakubik can complete discussion at next CAC meeting.

#### 4. Discussion regarding the Community Awards program.

Chairman Savage advised he would defer this topic until Mr. Farco arrives about 6:00 pm.

Mr. Farco supports the concept of a CAC awards program, as done by numerous other organizations (e.g. Bedford Beautification Commission, 6Stones, HEB Chamber, School District). He encouraged CAC to put together a plan/concept and bring to City Council for approval.

Mr. Caruso, who proposed the CAC awards program, said he met with Ms. Frazier and Bill Syblon for input and guidance to help shape his proposals. Mr. Caruso provided two documents outlining the CAC awards proposals for "Business of the Year" and "Resident of the Year"

**Exhibit C** - Proposals for CAC Awards Program: "Business of the Year" and "Resident of the Year"

#### Proposal for "Business of the Year"

Mr. Caruso reviewed the detailed highlights of this proposal. Much discussion ensued:

- The proposal listed one business award per year, but concerns were expressed about needing at least two award categories based on business size. Mr. Caruso had envisioned only one award to go to a small business.
- The proposal listed broad award selection criteria for nominations, but Mr. Caruso had envisioned the proposal to award a small business that had supported the CAC (e.g. Block Party sponsor).
- Mr. Caruso envisioned that the annual business award (and resident award) could be developed and considered by a new CAC Awards "Subcommittee" (e.g. Mr. Caruso, two other members, and Mr. Farco).

Ms. Jakubik reminded CAC that the term "Subcommittee" is a City legal word to be used carefully. For example, in layman's terms, the CAC (a City Commission) is like a "committee" that was approved by City Council, and CAC Business Outreach is like a "subcommittee" that was approved by City Council. So it was agreed that a CAC Awards Project Manager could provide awards support under guidance of both **Business** and Residential Program Directors.

- Mr. Caruso envisioned the business award would be presented at a City Council meeting and a CAC Business Roundtable meeting, with the first award might be presented in fall 2016. Ms. Jakubik suggested that the first award might be presented at the City Expo (Spring 2017) with a table display. Mr. Caruso re-iterated his original vision as a preferred solution. Mr. Morlock, CAC Director – Business Programs, stated that the

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target date for the first award is a key decision that drives the pace of the planning and implementation schedule for the new awards program.

### Proposal for “Resident of the Year”

Limited review and discussion indicated similar scope and timing questions about the awards process for “Resident of the Year.” Members began to view the broad scope of proposed “Resident” award criteria as a lot of work.

#### Conclusions:

- Many members agreed that a CAC awards program should start simple (e.g. with one Business of the Year award) and build on that. Mr. Caruso agreed with the need to scale back the program and start slow. Discussion ensued with numerous examples of deserving businesses of different sizes that have supported City activities, but many members began to express support for awarding a small business that supports the CAC.

Chairman Savage reminded us that CAC needs to decide whether and when to bring a CAC awards proposal to City Council for approval. Mr. Grubbs asked whether the current awards proposals, as written, should be refined and approved by CAC before presenting to Council. Ms. Jakubik indicated CAC can work out the details later once the Council has approved the awards concept.

Motion by Mr. Massey, and second by Ms. Brandon, to bring a CAC Awards concept to Council for approval. Motion passed 11-0.

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

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

### **February 25 (Thursday) – Residential Outreach Meeting, 7:00–8:00 p.m. (+30 min. Q/A) – Old Bedford School**

Ms. Brandon provided verbal reports and discussions ensued:

#### What’s new?

Current RSVP (EVITE) count is 75.

Fourth speaker added – Kenny Overstreet (Interim Director of Public Works) – new topic below.

#### City marketing promotion:

Includes websites, email blasts, e-signs, Facebook, HEB News (front page), City council meetings (Next residential meeting? – might door prizes (donated?) create additional buzz and attendance?)

#### Revised Agenda:

##### Speakers (Topics)

CAC - Mr. Savage (Introductions)

CAC - Ms. Brandon (M/C – Host)

Mayor Jim Griffin (Texas Open Challenge, Parks update, Bedford Alert, Simple Recycling)

Library Director Maria Redburn (Library programs)

Development Director Bill Syblon (Economic Development Update)

+ Interim Director Kenny Overstreet (City plumbing problems – toilets?)

Mayor Jim Griffin (Attendee Q/A – 30 minutes to 8:30 p.m.)

Mr. Morlock was advised that topic of “Zika Mosquitos” was not on agenda, but Mr. Overstreet would be alerted for possible topic in Q/A period at end of meeting.

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### Setup on day of meeting

Start @ 4:00 pm (Ms. Brandon there 3:00 p.m.) – hope to get done ASAP and back home to dress, eat.  
CAC volunteers for CAC 4:00 p.m.? – many hands raised

Ms. Setser suggested reminder sign at Library entrance (**Residential Meeting tonight at OBS**)  
Ms. Jakubik will contact Library (Ms. Redburn) to discuss and arrange.

### Setup tables downstairs:

Food/Drink, Public Works, Beautification Commission, Library, Block Party (posters), other? Etc.  
(Table count? - Not clear if “separate” table for each, or “shared tables” for general handouts, or both? Etc.)  
(+ More tables? – where? - no discussion on number of tables for sign-in process and for nametags)

### Sign-In process downstairs

Mr. Grubbs asked about sign-in process details. (He had already agreed to prepare Feedback Forms)

Ms. Brandon suggested using several members with clipboards to help expedite sign-in.

Ms. Jakubik agreed to provide a number of clipboards.

Mr. Morlock said “Express Check-in” had been previously done by collecting RSVP (EVITE) tickets if brought.

Concept: Attendees on RSVP sign-up list will simply “check-in”. Those not on RSVP sign-up list will “sign-in”

Ms. Brandon asked Mr. Grubbs and Mr. Caruso to “run” the sign-in process, including attendee nametags.

Ms. Jakubik will provide “e-version” of RSVP (EVITE) list to Mr. Grubbs on Wed. pm to convert to sign-in list.

Mr. Grubbs will provide multiple printed copies (six?) of sign-in list for final process to be reviewed.

### Audio/visual setup upstairs

Mr. Morlock requested Mr. White be assigned duty upstairs to learn OBS A/V for May 12 Business Roundtable.

Ms. Jakubik advised that current OBS A/V to be replaced with new A/V before May 12 event.

Mr. Grubbs asked whether there are two portable mics upstairs for Q/A after meeting (and during?).

Ms. Jakubik will check and advise what’s there now and best way to use. Also, small room may be easier Q/A.

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

#### **April 15 (Friday) - Block Party 6-8 p.m. – now at Brookwood Blvd (off Cummings) near Pine Thicket**

Mr. Caruso provided an updated project timeline for the April 15 Block Party. He reviewed changes and key items. The project is on target with final project review at the March 17 CAC meeting.

#### **Exhibit D - April 15 Block Party - Project Timeline (revised 2/10/16)**

Mr. Caruso has worked with Ms. Jakubik to confirm the new street location and the special event permit is WIP. All six residents have signed off on the new street location (Brookwood Blvd near Pine Thicket). The new location is like a big horseshoe with an island in the middle. Location was extended towards Pine Thicket to accommodate the large City equipment (e.g. public safety, public works)

CAC has scheduled hand delivery of block party flyers to 213 homes on Saturday, April 9, 8:00 a.m. Several CAC members (Mr. Massey, Mr. Grubbs, Mr. White and Mr. Morlock) have agreed to assist, as well as some residents, and teen court volunteers (who request 8:00 a.m. start). In addition, both HOA Presidents will send emails to residents.

#### **Addition to Agenda (Residential Outreach):**

##### **CAC Project: Update HOA Listings on City Website (Karla Setser)**

Ms. Setser, as HOA Update Project Manager under Residential Programs, reported that she and three others (Ms. Hall, Mr. Morlock, and Mr. Smith) have been contacting 38 Bedford HOAs to verify/update their HOA listing on the City website. In some cases the HOA listing on the City website is more current than the CAC

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internal HOA contact list. So the CAC also benefits from updating its' own internal HOA contact list for on-going use.

Some City website HOA listings provide only a Property Manager contact, who may indicate that also listing an HOA officer(s) is not needed. But without a direct HOA contact for CAC this cannot be discussed or verified.

Many HOAs seem to understand the value of providing additional "private" email addresses (e.g. officers) for their HOA for the City internal use only HOA email list. In some cases, HOAs (e.g. Presidents) still want to review and forward emails from the City to their HOA officers/members (as they decide, with comments ) as appropriate for the email.

### **b. Business Outreach (Gary Morlock / Doug White)**

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

Mr. Morlock reviewed that Mr. White is Project Manager for the May 12 Business Roundtable. They met to review the project timeline document for the previous Business Roundtable and used it to mark up a proposed project calendar for the May 12 event.

Mr. White reported that he is now preparing a project timeline document for the May 12 event to present to Ms. Jakubik in the near future for her review and guidance well before the March 17 CAC meeting. Mr. White will meet with Mr. Caruso to review using a "simple City map" to better define the "flyer distribution sectors".

The critical path item at (and before) the March 17 CAC meeting is to identify a tentative agenda for May 12 so speakers can be confirmed ASAP before final project review at the April 21 CAC meeting (last CAC meeting before May 12 event.) Ms. Jakubik again indicated that moving topics from the February 25 Residential Roundtable to May 12 is not an appropriate plan. CAC members were asked to bring their agenda ideas on March 17.

Mr. Massey, Mr. Morlock, and Mr. White suggested that the new City sign ordinance effective 9/1/16 be an agenda topic. Concerns on that topic were voiced by a number of small businesses during the Q/A session at the last Business Roundtable, so including that topic on May 12 should indicate good follow up by the CAC and City. Mr. Farco and Ms. Jakubik indicated that the City is preparing information on the topic for businesses and that May 12 might be a good target date to review some or all of that information. Some information is currently available on the City website contained in an agenda packet for a January 2016 City Council meeting.

Mr. Farco mentioned a Transportation Summit scheduled this week that might provide a good agenda topic.

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

Mr. Massey reported that 6Stones is having a pastors' meeting next week that he will attend. These meetings have been tried in the past and are now restarting. Mr. Massey hopes to get churches more involved with Block Parties - with a table, or just manpower to help (6Stones) with the hot dogs, etc. Many churches are already involved with 6Stones in numerous ways.

He offered a reminder to sign-up to volunteer for the 6Stones Spring CPR project on Friday/Saturday April 8/9. (Note CAC volunteers to distribute Block Party flyers to invited block homes on Saturday April 9, 8 a.m.).

## **6. Council Liaison Report (Steve Farco)**

Mr. Farco mentioned a number of City items that generated good comments and questions.

- Thanks again to CAC members for getting involved with great CAC event calendar
- Bedford Boys Ranch Phase 1 completion – coming by end of February

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City thinking about combining next few phases into one combination phase to finish earlier.

City welcomes member idea to help support grand re-opening/kickoff of completed phase

- New Bedford signs up (e.g. Central Drive and Highway183).
- Economic Development continues with good news (e.g. Movie Tavern to open soon).  
Bill Syblon will present update at 2/25 Residential Outreach meeting
- More opportunities for CAC involvement  
CAC now gets emails on all “ribbon cuttings” so can attend (wear CAC name badge)
- Code Enforcement (CE) project idea – “get fresh information to citizens” before CE “blitz” date  
Maybe use CAC to assist with “top ten violations” – new idea – no timeframe yet  
Might include idea – how to identify and help elderly neighbors with code violation situations  
Could mail top ten flyer to residents (as one member remembers being done years ago).  
Publish top ten? (again?) in Bedford Connection –and- remind people to browse it and read it  
Member mentioned “too many cars” situation next door and code was reviewed – call CE to report.
- New Sign ordinance effective 9/1 is a big item  
Some businesses already expressed concerns (e.g. max. 25% window coverage)  
But cannot please all / who decides what is “ugly”?  
Have looked at codes in other cities and are similar  
Need to counter impression that “Bedford is not business friendly”  
Opportunity to interact on topic with businesses at May 12 Business Roundtable
- Common resident concern  
City Council is not accessible  
But CAC events (residential, block party, business, City Expo) provide City visibility opportunities

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

Ms. Jakubik provided key reports and comments during discussions noted under other agenda items.

#### Proposal for CAC “business cards” (by Mr. Caruso)

Ms. Jakubik reported her follow up with City attorney regarding whether CAC could find any way to have “CAC business cards” in any legal form to use when on CAC business. City attorney re-stated the same opinion given a number of years ago that it cannot be permitted. There is no legal way to create a “generic CAC business card or City volunteer card” with blank space for CAC member to fill in name and contact information.

Mr. Caruso re-stated the need and asked all to think about creative solutions. Mr. Farco agreed to continue his thinking on the matter.

#### Consider re-scheduling March 17 CAC meeting

Ms. Brandon advised that March 17 is during spring break week (is also St. Patrick’s Day), so she cannot attend CAC meeting, and wondered whether CAC might have a quorum problem (need seven. Ms. Jakubik also cannot attend due to spring break, but Bill Syblon would sit in for her. Mr. Farco also cannot attend.

Discussion ensued about re-scheduling to March 24 or March 31, probably at another venue. Ms. Jakubik agreed to email a survey to CAC members about alternate meeting dates to March 17 and advise.

### ADJOURNMENT

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

Motion approved: 9-0 (not present: Frazier, Massey)

Meeting adjourned at 6:59 p.m.

**Exhibit A** - Minutes (January 16, 2016 meeting of CAC)

**Exhibit B** - Net Banner Price List - Jan 1, 2016 - Dixie Flag and Banner Company

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**Exhibit C** - Proposals for CAC Awards Program: "Business of the Year" and "Resident of the Year"

**Exhibit D** - April 15 Block Party - Project Timeline (revised 2/10/16)

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Approved by Roy Savage, CAC Chair

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Submitted by Gary Morlock, CAC Secretary

GM doc: CAC Minutes 2016-02-18 Draft 2

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