

Community Affairs Commission Minutes March 31, 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 31st of March, 2016 with the following members present:

Sal Caruso
Mary Frazier
Steve Grubbs

Margaret Hall – present @ 5:45 pm
Mark Massey

Gary Morlock

Roy Savage

Karla Setser

Terry Smith

Doug White – present @ 5:47 pm

Others present:

Meg Jakubik - City Staff Liaison - Strategic Svcs Mgr

Absent:

Joy Brandon

Steve Farco - City Council Liaison

Joe Zavala

CALL TO ORDER

Meeting was called to order at 5:32 p.m. by Chairman Roy Savage.

OPENING REMARKS AND WELCOME

Chairman Savage thanked members for their efforts in planning and conducting several projects that will be reported on tonight. He may move the Faith Based Report forward on the agenda since Mr. Massey has to leave no later than 6:30.

APPROVAL OF MINUTES

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

a) February 18, 2016

Exhibit A - Minutes (February 18, 2016 meeting of CAC)

Motion by Mr. Grubbs, and second by Mr. Caruso, to approve the minutes as written.

Motion approved: 8-0 (not present: Hall, White)

OLD BUSINESS

2. Discussion regarding the Community Awards program (Mr. Caruso).

Exhibit B - Proposal - CAC script for presentation to City Council Tues, April 12

Mr. Caruso advised plan to present concept of CAC Community Awards program at the Tue, April 12, City Council meeting. Purpose is to review proposed program (annual Residential and Business awards) with Council to get approval to proceed with program details. He reviewed a proposed script that he planned to read to Council.

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Ms. Jakubik agreed to develop slides for the presentation based on key program detail in Exhibit C (see below). The slides will be included in the Council Meeting Packets. She encouraged all CAC members to attend the Council meeting on 4/12. Note the presentation will be in the Council Work Session before the regular meeting.

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

Mr. Caruso indicated some changes in the awards plan since the last CAC meeting.

One key change is that Ms. Jakubik would send all emails regarding the awards program and nominations process to all designated nominating groups. Then all nominations from those nominating groups would be received by Ms. Jakubik and then forwarded to the CAC for awards consideration.

Mr. Caruso indicated he is willing to Chair a 3 person CAC Award Project Team to review all the nominations to present to the CAC for approval, and then to Council for final award approval. He suggested that Ms. Brandon (Residential Outreach) and Mr. Morlock (Business Outreach) be the other members of the CAC Award Project Team. He indicated that the proposed target date for the first annual awards would be Fall 2016.

Mr. Morlock asked who that CAC Project Team would report to. He mentioned that all CAC Project Teams should report to one of the 3 "Council sanctioned CAC Subcommittees" (Residential Outreach, Business Outreach, and Faith-Based Outreach). Discussion ensued, and Ms. Jakubik suggested that CAC resolve that after Council provides approval to proceed.

NEW BUSINESS

3. Review and possible action regarding Subcommittee Director Reports:

a. Residential Outreach (Steve Grubbs - for Joy Brandon (absent))

Feb 25 (Thu) – Residential Outreach Meeting, 7:00–8:00 PM (+30 min. Q/A) – Old Bedford School

Mr. Grubbs reviewed the Summary and Feedback reports for the 2/25 Residential Outreach meeting that he prepared and then had distributed to members on 2/29 for timely feedback.

Exhibit D – 2/25 Residential Outreach Reports - Summary & Feedback (02/29/16)

Some key points included:

There were more RSVPs than the last Residential Outreach meeting, but also more RSVP "no shows". The RSVP "no shows" were partially offset by the "walk-ins". Again, there were about 100 attendees in the meeting, including CAC, speakers, City Council and staff.

The meeting process went well, especially since this was the first CAC meeting held at the Old Bedford School in recent memory. Food and City dept. tables were downstairs, and the meeting was held upstairs.

Mr. Grubbs reviewed the attendee Feedback Forms, which had positive feedback similar to that in the past. He encouraged all CAC members to read the summary of all written comments, especially about ideas for future meetings. All speakers / topics were well received, and noted the City Manager subbed for the Mayor at the very last minute.

Since Ms. Brandon had Chaired and hosted the Residential Outreach meeting, Mr. Grubbs indicated that she can report her feedback at a future CAC meeting.

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Block Parties (Sal Caruso)

Apr 15 (Fri) - Block Party 6-8 pm – at Brookwood Blvd (off Cummings) near Pine Thicket

Mr. Caruso provided an updated project timeline for the Apr 15 Block Party. He reviewed changes and key items.

Exhibit E - April 15 Block Party - Project Timeline (Revised 03/23/16)

Members were reminded to change the date (year) on the Block Party Timeline heading from 2015 to 2016.

There has been good response and support from both HOAs. The Presidents are “all in”. HOAs will send emails to members.

CAC has scheduled hand delivery of block party flyers to 220 homes on Sat, Apr 9, 8:00 AM. Many CAC members have agreed to assist, as well as some HOA residents, and teen court volunteers (who request 8:00 AM start). Meet at the Brookwood Blvd. entrance, off Cummings Dr, near the horseshoe.

Flyers can be rolled up and put in the front door, or put under a door mat. They should not be put in mailboxes.

Ms. Jakubik encouraged members to wear their new “Bedford tee shirts” and CAC name badges. Members that did not get their tee shirt “thank you gift” at the recent Bedford Volunteer Banquet can use their banquet invitation to get one at the City. If all else fails, contact Ms. Jakubik and she will arrange. She pointed out that CAC members would now be “best dressed” to participate in a variety of City events later that day on Saturday.

Block Party is Friday, April 15, 6-8 pm. Setup will begin at 5 pm, so CAC should be there about then or ASAP. Discussion ensued about which streets will be blocked off and when.

Mr. Caruso advised that he has received 9 requests for Block Parties, and so the CAC should consider doing 3 Block Parties next CAC year instead of 2 this CAC year. The CAC budget for each block party is about \$200. Discussion ensued that CAC now has tight snnust budgets with plans to purchase “event street banners” in each of the next few years.

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 3 others (Ms. Hall, Mr. Morlock, and Mr. Smith) have been gathering and providing HOA updates to her that must be consolidated for submission to the City.

Ms. Jakubik indicated that she will receive whatever HOA updates are available at this time. However, she noted that HOA list updates to the City website might be delayed. The City Communications Coordinator (Mr. Bocsardi), who maintained the City website, has left the City for another opportunity, and so Ms. Foster is now doing both City Marketing and Communications at this time.

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 12th Business Roundtable, and Mr. White will also host the meeting. Mr. White plans to update the May 12th Project Timeline after this meeting and present to Ms. Jakubik in the near future for her review and guidance.

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Mr. White reviewed a number of key May 12th event planning items.

Flyer Preparation, Copying/Cutting, and Distribution to businesses (Proposed)

Mon, April 25 - City will email the City 5/12 Roundtable announcement to the HEB Chamber (Ms. Frazier).

- Ms. Frazier will arrange to create a flyer master, 2 flyers / page, from the announcement text.

Wed, April 27 - Ms. Frazier will email the flyer master page (2 flyers / page) to the City (Ms. Jakubik).

- Ms. Frazier will also email a flyer to all Bedford members of the HEB Chamber.

- City (Ms. Jakubik) will arrange to make 150 copies of the flyer master (2 flyers/page) and then “cut” the flyer copies in half to make 300 flyers. (CAC has offered to assist as needed at a very busy time).

Thu, April 28 - CAC Flyer Delivery Leader (TBD) will pick up the 300 flyers at the City and arrange to create 6 sets of about 50 flyers, 1 flyer set for each delivery sector. Leave some sets at City Hall front desk (see below).

- CAC delivery volunteers who CAN pickup and start delivery of flyers to their sector **before the weekend** can pick up their flyer set at the City Hall front desk on Thursday or Friday from 9am+? – 5 pm.

Sat, April 30 - CAC delivery volunteers who CANNOT pickup and start delivery of flyers to their sector **until the weekend** can pick up their flyer set early Saturday AM at a location (e.g. Starbucks ?) and time to be pre-arranged with the CAC Delivery leader.

Based on the proposed schedule above, Mr. White will continue to meet with Mr. Caruso to review (and mark up?) a “simple City map” to better define the “flyer delivery sectors”, delivery plans, CAC assignments, etc.

Food Planning (Breakfast)

Ms. Jakubik suggested that CAC consider On The Border (OTB) to cater the breakfast. She had heard that a “different breakfast” might be of interest. OTB would not be more expensive than previous breakfasts. But they need a headcount about 1 ½ weeks in advance to order certain foods (e.g. eggs), way before RSVP deadline.

Discussion ensued about estimating attendance, with flexibility to handle a last minute spike in RSVPs or walk-ins. Consensus was that using OTB was a good idea, with an initial planning headcount of 50-60 attendees, to be adjusted by early RSVPs.. If the RSVPs or walk-ins spike, CAC and City staff, etc. will not eat until late in the breakfast. And/or we can simply add bagels and doughnuts, etc. at the last minute as needed.

It was suggested to put the OTB name on the announcement & flyer to both “imply a good breakfast” and/or to acknowledge them as a business supplier to CAC. Consensus was to put OTB on the announcement & flyer.

Downstairs Room Setup (OBS – Old Bedford School.)

Mr. White proposed that the OBS downstairs “breakfast room” be setup with about 8-10 round tables with 6-7 chairs / table to allow a sit-down breakfast. He mentioned that food would not be allowed in the meeting room upstairs, so this might be a challenge for late breakfast arrivals (e.g. busy business people).

Ms. Jakubik suggested that both the breakfast and the meeting could be held **downstairs** at the OBS, with **nothing upstairs**. This solves the problem of late arrivals and hectic eating to finish before an 8 AM meeting start time held upstairs. She advised that similar meetings have been held there in the past with a capacity of about 60, which is the initial planning headcount noted above for Food Planning. She will verify capacity and best layout plans with OBS event coordinators for “similar food events”.

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CAC consensus was to hold both the breakfast and meeting downstairs if capacity/layout can be verified.

Mr. White proposed that CAC/City should setup the OBS downstairs room on the afternoon or night before.
5/12 Roundtable agenda ideas

Mr. White indicated that creating a proposed agenda was a main goal of this meeting. A number of topics were suggested, with comments by CAC and City listed.

New City sign ordinance effective 9/1

- CAC support was strong for this topic, based on Q/A at last Business Roundtable,
- Ms. Jakubik said this ordinance still has amendments under consideration, and even if on the agenda, it could take up too much of the meeting time. So topic will not be ready for proper presentation on May 12.

General city update (Mayor Jim Griffin)

- several topics already agreed to by Mayor
- Bedford Boys Ranch Phase completion – Grand Opening plans?

Economic Development Update (Bill Syblon)

- Full support of topic by CAC and City.

Public Works Projects (Kenny Overstreet)

- City plumbing infrastructure
- Street Overlay plans (e.g. Brown Trail re-surfacing)
- Harwood Road rebuilding project (from 4 lanes to 6 lanes to match Hurst 6 lanes)

Experience HEB

- Possible topic candidate for quick update

Bedford Commons

- Not enough concrete progress to report at this time

Block Party Update

- CAC events summary
- Business opportunities
- Ms. Jakubik proposed Mr. Caruso have 5 minutes on agenda to summarize

Miscel. CAC discussions

Mr. Caruso encouraged City to plan and mention more activity in areas south of 183.

E-sign planned for Fire Station south of 183 must be re-bid, and so budget may be delayed

Ms. Frazier outlined “rent” challenges for private investing in “business renewals”, e.g. south of 183.

Mr. Smith asked about City 5/12 Roundtable email announcements getting to “big businesses”.

Ms. Frazier indicated that flyer email to Bedford members of Chamber should catch most larger businesses.

Mr. Morlock indicated that some City business email lists properly target “property owners”, who often reside in other cities or states, So the related strip mall small business owners usually do not get those City emails. That’s one reason why the CAC delivers flyers “door to door” to local businesses, which also allows CAC to have “ears to the ground”.

c. Faith Based Outreach (Mark Massey)

Mr. Massey encouraged CAC members to spread the word and to attend the Police Motorcycle Rodeo this Saturday, April 9. The event is free. Come and watch the practice sessions on Friday, and then the

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competitions (e.g. time trials) on Saturday. The Rodeo will donate funds this year to the Eules Downed Police Officer Fund.

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 Sat. April 9, 8 am).

4. Council Liaison Report (Steve Farco)

Mr. Farco absent. No report.

5. Staff Liaison Report (Meg Jakubik)

Ms. Jakubik provided key reports and comments during discussions noted under other agenda items. She had no additional reports.

ADJOURNMENT

Motion to adjourn by Mr. Smith, and second by Mr. Caruso.

Motion approved: 10-0

Meeting adjourned at 6:34 pm

Exhibit A - Minutes (February 18, 2016 meeting of CAC)

Exhibit B - Proposal – CAC script for presentation to City Council Tues, April 12

Exhibit C - Proposals for CAC Awards Program: “Business of the Year” and “Resident of the Year”

Exhibit D – 2/25 Residential Outreach Reports - Summary & Feedback (02/29/16)

Exhibit E - April 15 Block Party - Project Timeline (Revised 03/23/16)

Approved by Roy Savage, CAC Chair

Submitted by Gary Morlock, CAC Secretary

GM doc: CAC Minutes 2016-03-31 Draft 2
