

Community Affairs Commission Minutes April 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 21st of April, 2016 with the following members present:

Joy Brandon - present @ 5:32 pm
Sal Caruso
Mary Frazier
Steve Grubbs
Margaret Hall
Mark Massey

Gary Morlock - present @ 5:35 pm
Roy Savage
Karla Setser
Terry Smith
Doug White
Joe Zavala - present @ 6:01 pm

Others present:

Meg Jakubik - City Staff Liaison - Strategic Svcs Mgr

Absent:

Steve Farco - City Council Liaison

CALL TO ORDER

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

Secretary Morlock was not present at start of meeting. Thanks to Mr. Grubbs for starting minutes of meeting.

OPENING REMARKS AND WELCOME

Chairman Savage thanked everyone who worked on the Block Party, especially Mr. Caruso and Ms. Jakubik.

APPROVAL OF MINUTES

1. **Review/revise and approve minutes of the following Community Affairs Commission meetings:
a) March 31, 2016**

Exhibit A - Minutes (March 31, 2016 meeting of CAC)

Motion by Mr. Massey, and second by Ms. Hall, to approve the minutes as written.

Motion approved: 10-0 (not present: Morlock, Zavala)

NEW BUSINESS

2. **Review and possible action regarding Subcommittee Director Reports:**

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

Ms. Brandon said she had nothing to report from the recent Residential Outreach meeting except something more about the Police and the Boy's Ranch, should be included in the next Outreach meeting. The consensus of the group was that the OBS venue worked out well. It is less setup and should be the first choice for future Residential Outreach meetings.

Discussions began about scheduling the next set of CAC events in the Fall (Residential Outreach, Block Party, Business Outreach).

Next Residential Outreach meeting - Thu, 9/22 (Tentative):

Ms. Brandon advised she is very busy at work in October, so would prefer to have Residential meeting done by end of September. So Ms. Jakubik suggested that next Residential Outreach be tentatively scheduled Thu,

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9/22, a week after monthly CAC meeting (preferred order) on Thu, 9/15. She will check on availability of OBS venue (& speakers) for 9/22, with alternate date of 9/15 (if so, then Monthly CAC meeting would move to 9/22).
Next Block Party - Thu, 9/29 (Tentative):

Block Party tentatively scheduled for Thu, 9/29. Ms. Jakubik to check on availability of City resources. Note Block Parties are not scheduled on Friday nights in Fall to avoid conflict with high school football. If hours of daylight are a factor, Block Party can start at 5:30 PM (vs. 6:00), with Party teardown best done before dark.

Next Business Outreach meeting - date to be discussed at next meeting

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

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

Mr. Caruso reviewed that recent CAC Block Party on Fri, April 15, 6-8 PM was a great success. He thanked all the CAC members for their help (before, during, and after), and all the City resources that participated. About 230 homes were invited. He estimated that 150 residents attended (including children), for a good community atmosphere, and noted the very good weather. CAC received good feedback from residents, the City, and vendors (e.g. pizza, popcorn). Vendors asked to participate in the next Block Party. The Party street location (horseshoe) worked out well - the HOA uses it for their NNO (National Night Out) event. Thanks to HOAs too.

At next Block Party, Mr. Caruso suggested CAC have table with CAC banner (WIP) across front, with table staffed by CAC. The banner (with table) could be used at every CAC event, and at other City events as well.

Discussion ensued about choosing a location for the next CAC block party in the Fall. Mr. Caruso said he has several emails requesting a Party. Some requests are close to the recent Block Party, but it would be best to move it around the City. One possible location is south of 183, off Forest Ridge, but “block” seems too small, with only 51 homes. But maybe nearby apartments might be included. Ms. Jakubik noted that exploring apartment areas is important, since they represent about 40% of the City population.

Mr. Caruso referenced a suggestion to plan a 3rd CAC Block Party each year. But timing is a challenge, with weather (summer and winter temperatures, Spring storms), and other commitments of CAC and City resources). It was noted the CAC already plans to schedule a City Expo next Spring (once every other year).

Addition to Agenda (Residential Outreach):

Status of CAC Community Awards program (Sal Caruso).

Mr. Caruso advised that his CAC presentation to City Council (Work Session) on Tue, April 12, went well. He proposed an annual CAC awards program (Resident of the Year, Business of the Year). Councilman Farco (CAC Council Liaison) was present and supported the proposed written plans as presented. The Council consensus was to have CAC move forward with detailed Awards plans. Mr. Caruso thanked the CAC members that attended his presentation.

Mr. Caruso’s goal is to present the first CAC award at the first CAC Outreach event in the Fall, which is now a Residential Outreach meeting in September (see tentative dates above). So he will proceed to develop plans and timelines to meet that Goal.

Addition to Agenda (Residential Outreach):

Ideas for follow-on to Shop Bedford First (Sal Caruso).

Mr. Caruso had asked Chairman Savage for 5 minutes to offer a new proposal for a CAC project. Since Shop Bedford First (SBF) is now a City program with an uncertain future, he proposed a name change to something

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like “Shop and Eat Bedford” with a new coupon initiative. Ms. Jakubik agreed the City currently has no one dedicated to update the SBF page on the City website. However, SBF is an initiative of the City Development Dept. and they are reviewing the future of SBF. It’s part of a broader City initiative to look at upgrading the look and content of the City website in next budget year. Part of that review is possible use of Save-Local-Now, an active HEB Chamber initiative.

Another CAC member offered the concept of “Experience Bedford First”, which might include cultural events, etc. Ms. Jakubik mentioned that there is now a broader concept of “Experience HEB” to promote HEB like the HEB Chamber does with calendar input from all 3 cities.

More discussion ensued. Ms. Jakubik reminded the Chair that this was not on the Agenda, but could be placed on a future Agenda.

Addition to Agenda (Residential Outreach):

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

Ms. Setser reviewed that she had previously provided all the HOA changes she had received to the City. Ms. Jakubik advised that the City (Natale Foster, City Mktg.) has already made those changes to the City Website.

b. Business Outreach (Doug White / Gary Morlock)

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

Mr. White, CAC 5/12 Project Manager, had met with Ms. Jakubik to review proposed agenda topics and timings. He handed out the proposed agenda for review and discussion.

Exhibit B - Business Roundtable Agenda for May 12 (handout dated 4/21/16 by Secretary)

Ms. Jakubik had sent notes to speakers on proposed agenda / timing and has received their feedback. A proposed topic of “Save Local Now” is not on the agenda, per Mr. Farco’s decision. Mr. Caruso requested that his Block Party topic be moved forward for him to present after Bill Syblon so Mr. Caruso can leave for another meeting on time.

Mr. White handed out a proposed meeting announcement for review and discussion.

Exhibit C - Announcement - Save the Date May 12 (handout dated 4/21/16 by Secretary)

Discussion ensued. Need to add EventBrite RSVP link to announcement, and also RSVP deadline of Mon. 5/9. Ms. Jakubik said that City (Natale Foster, City Mktg.) will finalize the announcement by tomorrow (Fri, 4/22) or Mon, 4/25 and then formally announce the meeting (City website, City emails, social media, etc.).

Preparation of meeting Flyers from Announcement

Mr. Morlock clarified confusion about preparation of Flyers by HEB Chamber (Mary Frazier – CAC member). The City will email the final City announcement (not a draft) to Ms. Frazier by Mon, 4/25. As she has done so well in the past, she has agreed to produce a 1 page Flyer document (with 2 flyers / page) by Wed. 4/27, and email document back to City (Ms. Jakubik). City will make 150 copies of document, then cut in half to produce 300 flyers for CAC to distribute to businesses. Mr. Morlock will followup with Ms. Frazier to confirm their previous agreement about process and dates. Note that Ms. Frazier has also agreed to email Flyers to Bedford members of HEB Chamber.

Plans for CAC to deliver Flyers to businesses

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CAC will use City map - from City website - Parks & Rec - Location of City Parks. Map will be highlighted in color to define delivery sectors (6 ?). CAC will arrange for bundle of 50 Flyers per sector. Members who can deliver Flyers should email Mr. White to advise, receive a delivery sector assignment, and confirm a Flyer bundle pickup plan.

Bundles of 50 flyers and delivery sector maps will be available for pickup at the City Hall front desk on Thu. AM, 4/28 (time TBA). Members who can pick up and deliver flyers during weekdays can begin that day. Members who cannot pick up and deliver Flyers until the weekend can arrange with Mr. White to pick up their bundle/map on Sat. AM, 4/30 at place to be arranged (e.g. Starbucks?). It was noted that waiting to deliver Flyers until the following Saturday is too late – with delivery just 2 days before RSVP deadline. CAC members should wear their CAC Name badge, and ideally their Bedford t-shirt.

OBS Venue Setup and Flow

Mr. Morlock had prepared a draft checklist with no. of tables/ chairs needed for each 5/12 meeting activity.

But Ms. Jakubik indicated she had already met with (Courtney- OBS?) and discussed meeting flow and table plans for each OBS area:

- Attendees will enter through the OBS front door. A CAC member at the door will invite them to sign-in and get a nametag at the far end of the hall (by the OBS side entrance). Food will be set up in the Conference room. Attendees can take food and drink into the 2 main rooms (gallery) and sit at round tables to eat and chat in the meeting rooms.

- The gallery consists of 2 rooms connected by a large opening. Each room can have 6 tables set up with 6 chairs per table, for a total of 12 tables with 72 chairs (estimated capacity). If needed, an additional chair can be added to each table to increase the capacity to 84 chairs. Ms. Jakubik will arrange for tablecloths, if available.

- There is no formal head table concept, but the video screen will be set up in the center of the far end of room #2. In room #1 there will be 2 “viewing dead spots” in the 2 corners nearest to the entrance to room #2. So display tables for City Depts. should be placed in those “dead corners”. In case there is a problem with a screen viewing angle / distance in room #1, CAC members should be instructed to “temporarily reserve” those “side and back of the room” seats so attendees will sit closer to the video screen.

- Ms. Jakubik indicated that a sound system is not necessary there. The acoustics are good and people should be able to hear. If needed, a portable mic/speaker can be secured from the BRAC.

- City staff will arrange for OBS setup, so CAC members are not needed for setup on the previous day. CAC members should arrive OBS on Thu, 5/12 about 7:00 AM to help as needed before 7:30 breakfast starts.

Breakfast Food

Ms. Jakubik reported that food has been arranged with On The Border (OTB). They will deliver assorted, prepared breakfast tacos & breakfast potatoes within CAC budget. Starbucks will provide coffee, and OBS has containers to serve. Some orange juice will also be bought. If RSVPs are higher, some doughnuts can be bought to stretch the food menu. CAC consensus was to put “breakfast by OTB” in the announcement.

Evite RSVPs and Sign-In List / Process

Ms. Jakubik will be out of town on Mon. 5/9, but will arrange to email EVITE RSVP download to Mr. Grubbs by Mon, 5:00 PM (RSVP deadline). Mr. Grubbs will sort RSVPs by last name (in Excel document) and email sorted sign-in list back to Ms. Jakubik, who will make 3 copies and bring to 5/12 meeting.

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Mr. Morlock reviewed several 5/12 event items. Mr. White will host the 5/12 meeting. As Mr. Grubbs will be out of town on 5/12, Mr. Morlock will oversee the sign-in and feedback form processes. Mr. Morlock has received from Mr. Grubbs all the "on-hand" CAC meeting supplies (sign-in pens, nametags, markers, index cards for Q/A use). Mr. Morlock asked if any members cannot be at 5/12 meeting, and almost all members will attend.

c. Faith Based Outreach (Mark Massey)

Recent 6Stones event: 6Stones CPR "Revitalized" 8 homes in Bedford on weekend of April 8-9 (Fri/Sat)

Mr. Massey encouraged CAC members to appear at more events, even if not involved. Be visible with CAC badge (and Bedford T-Shirt?), support Mayor & City Council as part of CAC mission - meet & greet all and listen, make contacts for business sponsorships, etc. CAC could have table (with new CAC banner – see above) at City and 6Stones events to make more visible what CAC does to support the City.

Next 6 stones event: "Run For Hope" / Pennington Field / Sat. 5/14 early AM.

40% of kids in HEB on reduced lunch program

58% say cannot attend college due to economic situation; this Run for Hope supports scholarship funds.

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.

City to support American Cancer Society Program – "Relay for Life".

"Relay Mid-Cities" - Sat, Apr. 30, 4 ?-10, at Trinity High School - come walk or watch, make donation.

City has team - "Bedford Mayor's Minions" - including Mayor, Steve Farco, City employees (yea Megan!)

Can sponsor team per lap or make blanket donation. Cancer survivors often walk the first lap.

ADJOURNMENT

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

Motion approved: 12-0

Meeting adjourned at 6:22 pm

Exhibit A - Minutes (March 31, 2016 meeting of CAC)

Exhibit B - Business Roundtable Agenda for May 12 (handout dated 4/21/16 by Secretary)

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Approved by Roy Savage, CAC Chair

Submitted by Gary Morlock, CAC Secretary

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