

Community Affairs Commission Minutes June 13, 2013

STATE OF TEXAS

COUNTY OF TARRANT

CITY OF BEDFORD

The Community Affairs Commission of the City of Bedford, Texas, met in Work Session at 5:30 p.m. at the City Hall Conference Room, 2000-A Forest Ridge Drive, Bedford, TX on Thu, the 13th of June, 2013 with the following members present:

David Franklin
Mary Frazier
Dave Gebhart (present via conference call)
Steve Grubbs
Mark Massey
Gary Morlock
Roy Savage
Cynthia Williams

Others present:

Michael Boyter – Council Liaison
Rebecca Asher – City Staff - Marketing
Patricia Nolan – City Council

Absentees:

Dianne Doughty
Jennifer Schnell
David Miller – City Staff Liaison

CALL TO ORDER

Chairman Steve Grubbs called the work session to order at 5:38 p.m.

David Gebhart was connected via conference call due to contagious disease at home. Meeting time limit was discussed and 8:00 PM was agreed as target stop time.

WORK SESSION

Chairman Grubbs reviewed the purpose and scope of the work session. Attendance at recent CAC events has been disappointing so one key item is to determine what factors should be used in measuring success of CAC events (attendance, feedback, other?). A second key item is to review the number, type, and size of CAC events to be planned each year. A third item is to look at the topics planned / considered for CAC events to see if they fall within the CAC guidelines.

1. Discussion regarding goals and objectives.

Reference Attachment:

Part II – Code of Ordinances; Chapter 2 – Admin.; Article IV – Boards, Commissions, ;
Division 4 – Community Affairs Commission

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City Ordinance Sec. 2-229. - Powers and Duties (of CAC) – was reviewed in detail by Mr. Boyter. All proposed CAC activities should be measured against the three criteria to be within scope of the CAC. He observed that an “expanded role” is justified if the City Council agrees. The proposed topic of “Five Estate Planning documents needed ...” on the September 19 Outreach Meeting agenda was used as an example to test the criteria. The topic was viewed as valuable but likely qualified only under an “expanded role”.

General comments about CAC challenges and activities included:

- Apathy in the general population is reflected in disappointing meeting attendance.
- Advance notice of 2013 CAC events in prime locations in Bedford Connection Magazine did not boost event attendance as anticipated.
- Concern about CAC planning big events which might cause City staff overtime, and impact on existing event support plans.
- Need to assess the needs and wants of several community segments (businesses, HOAs, apartments, faith based organizations, other?) and demographics.
- Need to consider role of the HEB Education Development Fund.
- There is no longer a formal city newcomer service. Could CAC help? Many HOAs have welcome packages. What does the current City Welcome Packet (on request) contain?
- What could / should be done now, and what later (e.g. road construction completed).
- The CAC is still waiting for an email list for local businesses, and it's not clear if the new 2013 Fire Department list being developed will contain local email addresses CAC can use.

2. Discussion regarding future events and projects.

Rebecca Asher, City Staff – Marketing said events that have a “newsworthy angle” have an opportunity for press coverage. Large events such as the City Expo might draw more attendance if promoted as a family event (e.g. bounce house, music (a band?), etc.). She sees an increasing role of social media in promoting City events to certain demographics. Some people do not get (or read the back of) their water bill, and may also miss the opportunity to read the Bedford Connection Magazine mailed every quarter.

Some members have suggested that certain CAC events (City Expo, Energy Fair) could be part of a larger City event that might include a health fair, for example. Many cities have large events with generic names (e.g. Taste of Addison) that imply a food theme but in fact include a number of family and fun events that draw attendance for the day or a weekend to promote the City. So does a proposed event target a local or wider audience?

Members recalled some of the best City events in recent years that generated local public interest and attendance (including interaction with attendees):

- Public Meeting with Allied Waste to discuss proposed new recycle plans, fees, credits.
- Public Meeting with Highway Construction Planners to review / discuss updated plans.

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- Public Meeting to view and vote on concepts for Central Business Development Zone (CBDZ).
- Recent Arts Festival at Public Library that drew large family attendance.

Some current CAC related activities were discussed:

ShopBedfordFirst promotion is CAC labor intensive, and progress has leveled off. SKEDS was sometimes a problem as they tried to “sell something” to enrolled businesses. The informal Facebook page named “Shopping In Bedford” works for now. Mr. Massey reported that the Bedford Apartment Managers Association (BAMA) has been re-kindled with 12 managers attending a recent meeting. 6Stones Community Ministries is sponsoring a “community picnic” for the entire Woods Apartment Complex (Central Drive south of Harwood) next Thursday, June 20, from 6:00-8:00 p.m. Volunteers are needed, but monthly the CAC meeting is same night. Chairman Grubbs said he would agree to cancel the monthly CAC meeting only if all CAC members would volunteer at the large 6Stones event. Members agreed and the monthly CAC meeting was cancelled.

The combined CAC Community Outreach meeting for Sept 19 was reviewed:

- It is 3 weeks after BluesFest (Labor Day) so it will be promoted at BluesFest.
- Some members hoped that the Mayor’s Vision topic included a vision of Bedford 2016 expected when Highway construction is completed (now October 2015). Some wanted it to suggest a big City event to “Re-Discover The Center” when construction is completed.
- The topic “Five Essential Estate Planning Documents needed ...” was considered outside the current CAC box, which indicated that the topic should be deleted from the agenda.
- Additional topics were considered: Emergency Services / Ambulance Service Contract.
- The consensus was to develop some method of roundtable feedback for the September 19 meeting to make the Mayors Vision topic more interactive. Chairman Grubbs will follow-up.

Due to length of meeting, discussion on the Bedford Resource Awareness Guide (BRAG) was deferred until the next meeting.

ADJOURNMENT

Motioned by Mr. Savage, and seconded by Mr. Franklin, to adjourn the meeting at 8:15 p.m. Motion passed 8 - 0 - 0.

Approved

Steve Grubbs, Chairperson

Submitted by Gary Morlock, CAC Secretary
GM doc: **CAC Minutes 2013-06-13 Work Sess FINAL**

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Attachments (on file in City CAC binder after minutes):

Agenda Item 1. -

Part II – Code of Ordinances; Chapter 2 – Admin.; Article IV – Boards, Commissions, ;
Division 4 – Community Affairs Commission

Note: Each attachment line is a copy of reference line in agenda item minutes.