

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 the 5th of September, 2013 with the following members present:

Sal Caruso
Dianne Doughty
David Franklin
Steve Grubbs
Mark Massey
Gary Morlock
Roy Savage
Cynthia Williams - arrived 5:50 pm

Others present:

Bill Syblon – City Development

Absentees:

Michael Boyter – Council Liaison
Mary Frazier
Dave Gebhart
David Miller – City Staff Liaison
Jennifer Schnell

CALL TO ORDER

APPROVAL OF MINUTES AND BUDGET REVIEW

Chairman Steve Grubbs called the meeting to order at 5:37 p.m.

- 1. Consider approval of the following Community Affairs Commission minutes:
a) August 15, 2013 Regular Meeting**

Motioned by Mr. Caruso, and seconded by Ms. Doughty, to approve the minutes. Motion approved: 7 - 0 – 0.

- 2. Review the balance of the Commission budget.**

Reference Attachment:

Agenda Item 2. – “Annual Budget for FY 2012/2013 – Report 09/05/2013”

Chairman Grubbs reported that the CAC budget balance was \$1,920.77, per the Report dated 09/05/2013, with no expenses logged since the last report. He reviewed that any City fiscal year end (September 30) budget balance is not carried over to next fiscal year, so consider purchases now. He reviewed expenses planned in this fiscal year of portable sign purchase (estimated \$1,239.), Star-Telegram ad in City-by-City section for the 9/19 Vision Bedford meeting (estimated \$200.), and refreshments (coffee, cookies, etc.) for the 9/19 meeting (estimated. \$150), for estimated total expenses of \$1,589. That would leave an estimated budget balance of \$331.77 for consideration of other purchases.

REPORTS

3. Discussion and possible action related to Community Affairs Commission Sub-Committee activities:

Note: Reference Agenda Item 8. re: "CAC 2014 plan detail", which provides a summary list of meetings that are each discussed in detail in this Agenda Item 3.

a) Business Outreach – Cynthia Williams

See Agenda Item 8 that lists the two remaining 2013 outreach meetings to be discussed. Discussion is consolidated under Agenda Item 4b) based on joint work of the CAC Business and Residential Outreach Committees.

Rebecca Asher (City Marketing) will have the September 19 (Vision Bedford) meeting flyers and posters for businesses ready for pickup at the City by Friday, September 6. Mr. Caruso agreed to pick them up and organize a business blitz on Saturday morning to deliver posters and make manager contacts. Mr. Syblon suggested that the construction corridor along 183 and 121 (e.g. Cimarron) would be priority business locations interested in the Vision Bedford topic. He suggested a focus on Central and 183 and radiate out from there. He also mentioned the Central and Harwood area. The Blitz could start with Retail at 10:00 a.m. and then move to restaurants at 11:00 a.m. Posters should be reserved for stores such as Albertsons, which may put them up. Members should bring their CAC ID badge and a roll of scotch tape.

Due to a personal problem, Mr. Caruso changed the business blitz day to Friday, September 13, at 10:00 a.m. – meet @ Bedford Starbucks. CAC members who agreed to be at the blitz are: Caruso, Grubbs, Morlock, Franklin, Massey, and Williams. If work overflows to Saturday, Mr. Savage can be available. Mr. Grubbs will research whether a "possible quorum" problem might exist.

b) Residential Outreach – Gary Morlock

Mr. Morlock discussed activities related to the next CAC Outreach Meeting on Thursday, September 19, "Vision Bedford - by the Mayor". Mr. Morlock noted some good promotion activity by City marketing. A meeting article appeared in the City Bedford Connection Magazine, delivered to all residents on or about Friday, August 23, and in the Star-Telegram City-by-City section on Wednesday August 21. RSVPs are over 30 and promotion emails have not yet gone out.

Ms. Asher will work with the Mayor to develop a PowerPoint presentation, which will be prefaced with a one page meeting agenda to be developed by Chairman Grubbs and Ms. Asher.

Mr. Morlock will Chair the meeting, which will have a roundtable (feedback) format. The City will decide what feedback it may desire and consider a topic feedback form, etc. The Library room will be set up with about 10+ round tables (with six to seven chairs each). Chairman Grubbs hopes to have a CAC member at each table to listen, and encourage the City Council persons that attend to each sit at a different table. In case of an overflow audience, there will be extra lines of chairs in the back of the room. CAC members are asked to arrive about 5:30 p.m. to assist with room setup, etc.

Mr. Morlock discussed planning for the recently added (by City Council) CAC Outreach Meeting on Thursday, October 17, at 6:00 p.m. - "Parks Bond Election 11/5 – Public Information". He noted that is the night of the regular monthly CAC meeting. Several CAC members noted they will be out of town during October so other CAC members must be organized to support the meeting. Adding another additional CAC planning meeting on Thursday, September 26 was mentioned, but there was no consensus to support it.

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Given CAC resource challenges, etc., some members felt that the CAC should vote on hosting the Thursday, October 17 meeting. Motioned by Mr. Massey, and seconded by Mr. Savage, for CAC to host a Thursday, October 17 information meeting on the November 5 Parks Bond Election to the extent requested by the City. Motion approved 7-1-0.

c) Faith Based Outreach – Mark Massey

Mr. Massey reported that the new head of 6Stones Community Ministries (CM) is Dalton Hill. CM is doing a National Night Out (NNO) event on Tuesday, October 1, at a park in Hurst. On October 15, CM will start working with apartments again. Kelly, the Manager of the Woods Apartments, has been out so the project to do CM picnic for the entire complex has been on hold.

Mr. Massey attended meeting of Bedford Apartment Managers Association (BAMA) two weeks ago at the Police Department and reviewed CAC intent to support apartment picnics as described by Dalton Hill. The target for the next BAMA meeting is next week.

Mr. Massey continues to provide support for the informal Facebook page “Shopping in Bedford”.

d) Energy Efficiency – David Franklin

Mr. Franklin indicated nothing new to report.

e) Media and Marketing – Dave Gebhart

Mr. Gebhart was absent, so there was no formal report. Ms. Williams indicated that committee work in progress will be reported at next meeting.

f) HEB Chamber of Commerce – Mary Frazier

Reference Attachment:

Agenda Item 3f) - Email from Frazier: Thursday, September 5: Business Survey Aug 2013 Results

Ms. Frazier was absent, but provided an email report, which Chairman Grubbs reviewed. The HEB Chamber’s task force on Promoting Business Affected by the Reconstruction of Airport Freeway has decided to continue the HEB Chamber Lunch Mob program. Tuesday, September 10 will be at China Dragon in Euless. Starting in October, the Lunch Mob will have “meetings” on the first and third Tuesday of the month from 11:00 a.m. to 2:00 p.m. Attend and bring a friend or co-worker with you, and buy lunch. The restaurants will be both Chamber members and non-members, and will alternate between cities. The cities’ economic development directors have been asked for recommendations of restaurants having a difficult time.

The Chamber conducted a brief survey at the last North Tarrant Express Update meeting and received a favorable response to the Chamber having a promotional program and having businesses participate. Additionally, the City of Bedford surveyed the Shop Bedford First participants and received a favorable response (results attached to email). This same survey is going out to Chamber members today (September, 5), with an additional question asking about their participation as a consumer – would you be willing to turn in receipts/copies of receipts to be in a monthly drawing for a prize valued between \$250 and \$500?

All information gathered by the Task Force will go to the Chamber Board at their 2014 planning meeting in October for a decision on whether to proceed with a program starting in January.

Mr. Savage mentioned the success of the HEB Economic Development Foundation supported by the Chamber, the cities, and the School District. Mr. Savage served on the Board for three years.

4. Discussion and possible action related to Community Events:

a) City Expo – Roy Savage

Mr. Savage indicated nothing new to report. Future plans are under discussion.

b) National Night Out – Gary Morlock

Mr. Morlock reviewed that “Texas National Night Out” is Tuesday, October 1, 2013. The Bedford Police Department (BPD) has an article on “NNO-Bedford” in the new edition of the Bedford Connection Magazine (Fall/Winter 2013).

Mr. Morlock’s HOA (Oak Shadows) is considering having an alternate NNO event at their first Saturday Coffee on Saturday, October 5, 10:00 a.m. Police should get NNO credit for this.

5. Discussion and possible action related to feedback received from Residents, Businesses, and Faith Based Organizations.

Resident feedback on Bedford BluesFest was provided by Mr. Morlock. The glossy BluesFest brochure listed parking at the Library and Old Bedford School at \$5.00 but was posted as \$10.00 on arrival Sunday afternoon.

6. Chairman’s Report to include discussion and possible action.

Chairman Grubbs explained the new notation in the attendance lists in the Minutes. Late arrival times and early departure times are now noted next to member names. This is not a member judgment. This is done to account for the possibility of different, yet accurate, vote counts on motions made during meetings.

OLD BUSINESS

7. Update regarding purchasing portable sign instead of using rentals – Dave Gebhart.

Mr. Gebhart was absent, so no formal report. Chairman Grubbs reviewed that a portable sign had been purchased, picked up by the City this week, and is now on City property. He said that sign usage will be managed by the Business Outreach Committee. The sign might be put to immediate use to support the CAC 9/19 Vision Bedford meeting, and locations were mentioned. Note that each sign movement requires a City work order which usually requires one week advance notice.

Again, there were recurring questions about the 30 day use limits (and four times a year) on sign usage based on different purposes, scenarios, etc. Mr. Syblon said he would research the City sign ordinances and advise. Ms. Williams, Chair of Business Outreach Committee, stated she would use her legal skills to research the usage “fine print” as well.

A question was raised about what sets of letters, numbers, etc. came with the sign purchase. The best recollection was that sets of basic letters and numbers were included. The cost of buying a set of graphics and symbols was estimated to be less than \$200. This amount is available in the current FY CAC expense budget, per Agenda Item 2. Motioned by Mr. Massey, and seconded by Ms. Williams, to allocate up to \$200 in this fiscal year budget to purchase a set of sign graphics and symbols from the same vendor, if possible, for consistency of appearance. Motion approved 8-0-0.

NEW BUSINESS

8. Discussion and possible action regarding CAC 2014 plan detail – Gary Morlock

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Reference Attachment: Agenda Item 8. – “CAC Plans thru 2014”

Mr. Morlock handed out a one page Summary Chart “CAC Plans thru 2014” in an Excel grid format. It reflected the discussions at the lunch meeting held 9/4 of Joint CAC Business (Williams, Caruso) and Residential (Morlock, Doughty) Committees. Mr. Morlock requested that discussion on the Summary Chart be deferred until Ms. Williams arrived, since she had not yet seen the Summary that was completed shortly before the CAC meeting. Mr. Morlock said he would present the Summary, and then invite comments additions from the three other committee members who attended the lunch meeting.

The top third of the Summary Chart used the identical format and information approved at the last CAC meeting (“CAC High Level Plan for 2014”) with three column headings labeled Meetings, Events, and Projects, with sample CAC activities listed under each heading.

The bottom two-thirds of the Summary Chart listed confirmed and proposed CAC activities (with dates) for the balance of 2013 and then through 2014 that were discussed at the lunch meeting.

As input to the Joint Committee lunch meeting, the City Council had recently voted to have the CAC sponsor a Public Information Meeting on Thursday, October 17, regarding the Parks Bond Election on Tuesday, November 5. If this happened, as discussed at the last CAC meeting, the proposed HOA Roundtable being developed for November 2013 would be moved to January 2014.

As a result of these two decisions, the planned and proposed CAC activities (with dates) are listed below.

The Meetings column detail listed:

- Thursday, September 19, 2013 - Vision Bedford – Mayor Jim Griffin
- Thursday, October 17, 2013 - Public Information Meeting – Parks Bond Election November 5
- Tuesday, January 21, 2014 (date TBD) – HOA Roundtable – Subject – HOA E-Communications

The Events column detail listed:

- 2Q 2014 (March?) ?? Energy Fair – Annual Event??

Notes: Topic of Events needs further discussion.

The Projects column detail listed:

Resource Guide, Faith Based Projects - 6 Stones, ShopBedfordFirst, etc. – with guesstimates of activity dates.

The CAC activity dates were placed in rows for each calendar quarter (e.g. (2013 3Q, 4Q), 2014 (1Q, 2Q, 3Q, 4Q)) to reflect a concept of one major CAC activity per quarter. (The concept and labeling of quarters was “too busy” and caused some confusion.)

Ms. Williams did not like the Summary Chart format, saying it was confusing. She also expressed concern about “estimating the schedules” for Projects in that column, which was a valid critique. None of the Meeting or Event activity information was disputed, and the other committee members at the joint lunch meeting had no comments. Mr. Morlock will work with Ms. Williams to simplify the Chart.

Due to length of meeting, details of the HOA Roundtable meeting proposed for January 21, 2014 were not discussed. Further work will be done by the Subcommittees on 2014 Plan Detail.

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9. Discussion and possible action regarding Community Affairs Commission Brochure – Steve Grubbs

Not discussed due to length of meeting.

ADJOURNMENT

Motioned by Ms. Doughty, and seconded by Ms. Williams, to adjourn the meeting at 7:33 p.m.
Motion approved 8 - 0 - 0.

Approved
Steve Grubbs, Chairperson

Submitted by Gary Morlock, CAC Secretary
GM doc: CAC Minutes 2013-09-05 Final

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

Agenda Item 2. – “Annual Budget for FY 2012/2013 – Report 09/05/2013”
Agenda Item 3. f) - Email from Frazier: Thu, Sep 5: Business Survey Aug 2013 Results
Agenda Item 8. – “CAC Plans thru 2014”

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