

Community Affairs Commission Minutes March 19, 2015

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 19th of March, 2015 with the following members present:

Sal Caruso
Dianne Doughty
Mary Frazier
Dave Gebhart
Steve Grubbs

Mark Massey
Gary Morlock
Roy Savage
Terry Smith – by 5:40 PM

Others present:

Michael Boyter – City Council – CAC Liaison
Steve Farco – City Council – (alt. CAC Liaison)

Meg Jakubik – City Staff – Asst. to City Manager
Bill Syblon – City Staff – Development Director

Absent:

Joy Brandon

CALL TO ORDER

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

OPENING REMARKS AND WELCOME

Chairman Savage thanked members for arriving on time to provide quorum to start the meeting.

APPROVAL OF MINUTES

1. Review/revise and approve minutes from the February 19, 2015 meeting of the Community Affairs Commission.

Motion by Mr. Massey and second by Mr. Gebhart to approve the minutes (**Exhibit A**).

Motion approved: **8-0**

Note: Mr. Smith arrived after this vote.

OLD BUSINESS

2. Nomination and possible election of Residential Outreach Subcommittee Director.

Chairperson Savage reviewed that this agenda item had been tabled at the last CAC meeting.

At the last CAC meeting, Ms. Brandon agreed to review and consider the Director position after the meeting. Mr. Grubbs discussed the position with Ms. Brandon, and she agreed to be nominated for the position. Mr. Grubbs had agreed to work with her on the upcoming Residential Outreach Meeting on May 14. Ms. Brandon had advised she would be out of town tonight on a family matter.

Motion by Mr. Grubbs and second by Ms. Frazier to nominate Ms. Joy Brandon for the position of CAC Program Director – Residential Outreach. No other nominations were received.

Motion approved: **9-0**

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3. Discussion and possible action on updating the Calendar of Events.

Mr. Morlock prepared and distributed a 4 page handout (**Exhibit B**):

- page 1 CAC 2015 Calendar revised 2015-03-18
- page 2 03-05 Business RT Agenda REVISED 2015-03-18
- page 3 03-05 Business RT Announcement REVISED 2015-03-18
- page 4 03-05 Business RT Project Schedule rev 2015-03-18

CAC 2015 Event Calendar (page 1)

Secretary Morlock updated the calendar reflecting decisions made at the last CAC meeting with further updates from CAC Program Directors since the meeting.

The Business Roundtable breakfast meeting on Thursday, March 5, 7:30 a.m. was cancelled by the City due to ice and snow. The City cancelled about noon on March 4. This allowed them to cancel the food order without penalty and preserve the food budget for a rescheduled meeting.

The City had not confirmed a reschedule date prior to this meeting so new date could not be added to CAC Calendar. For that reason, the Exhibit B handout names (pages 2-4) still reflect original 03-05 meeting date.

* = Change since last revision

The Event Calendar lists possible CAC events for F/Y 2014-2015. It reflects CAC consensus to plan:

- 2** Business Roundtables;
- 2** Residential Roundtables (General or HOA);
- * 2 Block Parties;
- 1** City Expo (every other year)

CAC Program Directors are researching topics/agendas/speakers/dates appropriate for the calendar timeframes. CAC may revise the calendar as needs and resources are reviewed.

2015 Target Date CAC Program Event Description
Events with specific planning target dates are listed in bold.

* MAR 5 (Thu)	Business	Business Roundtable – Breakfast (7:30 am)
* Cancelled by City due to weather – to be rescheduled by the City.		
APR 11 (Sat)	City Expo	City Expo+ (City staff dependencies)
	+ all CAC	“ “
MAY 14 (Thu)	Residential	“Residential” Roundtable (City Recycle <u>Carts</u>, +...)
MAY 29 (Fri)	Residential & Block Party (location TBD)	
	Faith-Based	“ “
JUN TBD	Residential	? “Mayor’s” Roundtable (? Bedford Commons Update, ...)
		- or - ?
	Residential	HOA Roundtable (topics TBD)
JUL open		- vacation time -
AUG TBD	Business	Business Roundtable – Breakfast (topics TBD)
* SEP TBD	Residential & Faith-Based	Block Party (location TBD)
		“ “

(Last month of current 2014-2015 CAC Term)

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CAC Secretary Morlock will revise the CAC Event Calendar to reflect further changes and present at next CAC meeting.

OLD BUSINESS

4. Discussion and possible action regarding rescheduling the Business Outreach breakfast.

Ms. Jakubik advised that the City and speakers can **confirm a reschedule date of Thursday, April 2, 7:30 a.m.** for the Business Roundtable breakfast meeting on Thursday, March 5, 7:30 a.m. cancelled due to ice and snow. This was one of two available venue dates the CAC had suggested to the City. CAC had reserved (held) the Library main meeting room for both dates (mornings and the evenings before that for meeting setup).

One CAC member observed that the reschedule date is “only two weeks from this morning”, so an expedited announcement and promotion plan is needed. It can be announced at the City Council meeting next Tuesday; however, Business Program Director Morlock asked if the City could move up the re-announcement to Monday, or even Friday (tomorrow). Ms. Jakubik advised the City would do its’ best.

City Marketing will re-announce meeting with another RSVP link to Evite. They will send re-announcement emails to the RSVP list (Evite) from the original March 5 meeting. They will use City website, social media, and City electronic signs (Library & BRAC). Mr. Morlock requested a re-announcement email to forward to the Library for their event calendar and to cancel the reservation (hold) for second meeting date option of April 16. Mr. Grubbs will again coordinate meeting day arrangements with the City and advise CAC members as needed.

Ms. Frazier requested a City re-announcement email ASAP to enable the HEB Chamber to again create a ½ page announcement flyer on Monday, March 23 to email to Bedford members of the Chamber. A CAC “flyer team” would again make flyer copies and distribute to Bedford businesses based on street intersection assignments. Mr. Morlock will be out of town from March 25-30+, so Mr. Grubbs agreed to also deliver his flyers for any areas not completed by then. Mr. Caruso agreed to deliver flyers until leaving town on March 28.

5. Review and possible action regarding Subcommittee Director Reports:

a. Residential Outreach

- Block Parties (Sal Caruso)

1st Block Party is still on target for May 29 in an HOA area in the northern part of Bedford. There are 296 homes in the HOA with 720 residents, a sizeable target audience to plan for. Mr. Caruso distributed a manila folder to each member and reviewed the report contents:

- Block Party SUMMARY:

Date/time: Friday, May 29, 6:00 – 8:00 p.m.

Party Location: Golden Rod Court – off Harwood/Forest Drive in the Rustic Woods HOA

Resident agreement: All “Location residents” have signed permission document (for City use)

Delivery of flyers to HOA residents: Saturday, May 23 – will need help for drivers – time TBD

HOA email announcement to residents: Tuesday, May 26

Open Item: Balloon artist – still looking for one

- Block Party FLYER – on yellow paper

Bedford Block Party

Come meet City officials! The City of Bedford comes to your neighborhood.

Hot dogs/chips/water/popcorn/cotton candy/ etc. --- Free! Free! Free! (while supplies last)

Hosted by CAC

Sponsor list: 6Stones; Minyards; Bud’s Sno-Balls; Pure Water and Ice Tea; Texas Roadhouse; St. Michaels Church; CiCi’s Pizza; Shipley Donuts; My Credit Union

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- Block Party LOCATION MAP
2 page foldout City Map (color) - location area streets clearly labeled
- Block Party SITE SETUP DIAGRAM
Shows planned setup locations on Golden Rod Court for all sponsors City participants
- Block Party LOCATION PERMISSION FORM
Lists name, address, and resident permission signatures

2nd Block Party is now targeted for either September 17 or 24. Since CAC meeting is on Thursday, September 17, the date of Thursday, September 24 was decided upon. A Thursday night was selected to avoid a conflict with Friday night high school football.

Mr. Caruso brought two excellent Block Party posters (on Styrofoam) showing color pictures of the previous CAC block party. He developed them to validate party locations and encourage sponsors for future block parties, as well as provide CAC event visibility wherever possible. He suggested that they be displayed at the April 2 business roundtable with mention that CAC is always looking for block party sponsors. Posters can also be displayed at the CAC table at the April 11 City Expo. Mr. Grubbs took the posters and agreed to have them displayed as suggested.

- Residential Outreach Meetings (Steve Grubbs)

The date for the 1st Residential Outreach Meeting is Thursday, May 14, 7:00 p.m. with Library room reserved.

The tentative agenda is: Welcome/City Update – Mayor Griffin (10 mins); City Recycle Cart Rollout? – City/Republic Services? (10 mins?); Economic Development Update – Bill Syblon (30 mins); Resident Feedback (10 mins).

Mr. Grubbs asked the City for status of the city recycle cart rollout plan, schedule, and agenda topic title and time. Ms. Jakubik indicated that the current plan is to have the new recycle carts delivered city-wide by the end of April. So maybe the recycle cart topic on May 14 should focus more on “education about new items that can be recycled”. So the topic (or sub-topic) might be titled Recycle Review. She agreed to review the situation with City staff and the Mayor to see what topic content/title should be presented by whom.

The Residential (Mayor’s?) Roundtable on the CAC calendar in June appears questionable. One key target topic was a detailed update on Bedford Commons. But indications are that further progress is needed before any new information can be presented in detail at a CAC public meeting. Mr. Grubbs will review timeline with the City and advise at the next meeting. This might be key topic for an August/September Residential Roundtable.

Mr. Grubbs invited Ms. Doughty, who recently resigned as CAC Director – Residential Programs, to make a report. She announced that she will resign from the CAC, “effective tomorrow”, per a letter she had brought. Her husband has retired and they have property in Costa Rica that now occupies much of their time. As a result, Mr. Grubbs had arranged a meeting in the past week with Ms. Doughty, and Mr. Morlock, for Ms. Doughty to transfer all her CAC residential folders to Mr. Grubbs. That included key contact information on E-spreadsheets for all Bedford HOAs. Mr. Grubbs reviewed that CAC contacts all HOAs periodically to help update the HOA Contact List on the City website (Residents & Visitors TAB) as well as the City HOA internal email list. Mr. Morlock thanked Ms. Doughty for all her creative ideas and hard work with HOAs and Residential Outreach in recent years.

b. Business Outreach (Gary Morlock)

Reference Agenda Item 4. re: rescheduling the Business Roundtable breakfast to Thu, April 2, 7:30 AM.

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Mr. Morlock briefly reviewed Page 2 of his handout (Exhibit B), which provides the tentative agenda, topic timings, and speakers for the Business Roundtable Breakfast. It now lists "New – SaveLocalNow.com" as a subtopic under the topic of Economic Development Update by speaker Bill Syblon. Mr. Syblon provided an agenda update that he will now introduce Councilman Steve Farco to provide a brief (5 minute) overview and update on SaveLocalNow being used by the HEB Chamber. Mr. Farco will also indicate how the Chamber plans to make it available to Bedford businesses over time "as an additional tool to ShopBedfordFirst" for promoting their businesses. As a result, CAC will add the separate topic of SLN to the tentative agenda with Mr. Farco as speaker. Ms. Frazier (HEB Chamber) agreed to provide SLN handouts at the Business Roundtable to support the topic.

Mr. Morlock briefly reviewed page 3 of his handout, which provides the final announcement text that reflects the tentative agenda above. It still lists the proposed March 5 announcement text, and must now be updated by the City for the rescheduled April 2 meeting date.

Mr. Morlock briefly reviewed page 4 of his handout, which outlines the project schedule for the Business Roundtable Breakfast. It still lists the project timeline for the March 5 meeting date, and must now be updated by CAC (Mr. Morlock and Mr. Grubbs) for the rescheduled April 2 meeting date.

c. Faith based Outreach (Mark Massey)

Mr. Massey noted continued work with 6Stones on Block Party involvement to support Mr. Caruso. Check 6Stones.org for details on upcoming events to participate in: CPR (Community Powered Revitalization) April 17-18; a benefit RUN on May 16; Note that the April 11 City Expo 10 a.m.-2 p.m. will overlap with the April 11 "Police Rodeo" 8:00 a.m.- 4:00 p.m. at the Harley Davidson dealer. The Rodeo benefits the Police Benevolence Fund. Mr. Massey will arrange Rodeo handouts at the CAC City Expo table to direct people there after the Expo.

d. City Expo (Roy Savage)

Mr. Savage and Ms. Jakubik reported all City departments are working hard on Saturday, April 11 City Expo plans at the BRAC 10:00 a.m. - 2:00 p.m. It will include a City "Pet Fair" outside the BRAC to help attract families. City event promotion includes the Fort Worth Star-Telegram and Dallas Morning News. CAC will man the CAC table at the entrance to the BRAC main room. CAC offered to provide judges to determine the winners of "best department display" and asked the City for judging criteria. (Volunteers: Grubbs; Smith; Gebhart; Morlock - backup) Mr. Grubbs will follow-up with the City on judging and what feedback (forms?) might be considered useful to City (and CAC?).

6. Council Liaison Report (Michael Boyter and Steve Farco)

See agenda item **5. b. Business Outreach**, regarding SaveLocalNow.com topic and speaker (Mr. Farco) added to agenda for April 2 Business Roundtable breakfast meeting.

7. Staff Liaison Report (Meg Jakubik)

During the meeting, Ms. Jakubik and Mr. Syblon provided reports and comments during discussions as included under each agenda item.

ADJOURNMENT

Motion to adjourn by Mr. Gebhart and second by Mr. Grubbs.

Motion approved: **9-0**

Meeting adjourned at 6:38 pm.

Exhibit A – Minutes (February 19, 2015 meeting of CAC)

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Exhibit B – Handout –

- page 1 CAC 2015 Calendar revised 2015-03-18
- page 2 03-05 Business RT Agenda REVISED 2015-03-18
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Approved by Roy Savage, CAC Chair

Submitted by Gary Morlock, CAC Secretary

GM doc: CAC Minutes 2015-03-19 Draft 1
