

**Community Affairs Commission Minutes May 19, 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 19<sup>th</sup> of May, 2016 with the following members present:**

Joy Brandon  
Steve Grubbs  
Mark Massey - left at 6:30 PM  
Gary Morlock  
Roy Savage

Karla Setser  
Terry Smith - present by 05:45 PM  
Doug White  
Joe Zavala - present by 05:45 PM

**Others present:**

Meg Jakubik - City Staff Liaison - Strategic Svcs Mgr Steve Farco - City Council Liaison - present by 6:00 PM

**Absent:**

Sal Caruso  
Mary Frazier  
Margaret Hall

**CALL TO ORDER**

Meeting was called to order at 5:31 p.m. by Chairman Roy Savage.

**OPENING REMARKS AND WELCOME**

Chairman Savage thanked everyone who worked on the 5/12 Business Roundtable Breakfast meeting – congratulations to CAC and City on great job. He especially thanked Mr, Caruso for buying the CAC table banner with his own money.

**APPROVAL OF MINUTES**

1. **Review/revise and approve minutes of the following Community Affairs Commission meetings:**
  - a) **April 21, 2016**

**Exhibit A - Minutes (April 21, 2016 meeting of CAC)**

Ms. Brandon asked to make a minor correction to the minutes which quoted her as referring to a “police report

Motion by Mr. Massey, and second by Mr. Grubbs, to approve the minutes as amended.  
Motion approved: 7-0 (not present: Smith, Zavala)

**NEW BUSINESS**

**2. Review and possible action regarding developing rules for the Awards Program.**

Ms. Jakubik reviewed the original awards concept of Mr. Caruso and asked CAC to discuss next steps. Much discussion ensued about whether to have 2 project teams (e.g. 3 members each, including Mr. Caruso as Project Chair of each) or 1 project team of 3 CAC members (1 residential, 1 business, and Mr. Caruso as Chair).

Motion by Ms. Brandon, and second by Mr. Smith: One CAC Awards Project Team of 3 members to be set up, including Mr. Caruso as Project Leader.

Motion approved 8-1 (no: Morlock)

Some CAC members volunteered to serve (Mr. Smith – Business, Mr. Zavala – Residential).

Mr. Savage and Ms. Jakubik will advise Mr. Caruso to select his new Project Team, and finalize the criteria and develop a timeline to be reported at next CAC meeting on June 16..

**3. Review and possible action regarding a proposal for Commission sponsored Facebook page. (\*\* item requested by Commissioner Massey.)**

Mr. Massey has managed a “private” Facebook page (“Life and Shopping in Bedford”) for some time to help promote City events (over 500 friends) and wants to explore a more “official CAC page” that could be managed by CAC members.

Ms. Jakubik reviewed that the official City strategy is to have the City website and the City Facebook page mirror the same information

In addition, there are a number of City entities that have their own “City Facebook page”: Parks & Rec ,Library ,and Beautification Commission.. But City Facebook guidelines require that each page be managed by a City staff/liaison.

Much discussion ensued about what information might be posted, and when, on a CAC page, who could post it, and who would approve the postings. Ms. Jakubik indicated that she would be responsible for approval of all postings on CAC page. This City workload and benefits would have to be assessed.

Ms. Jakubik recalled that Council approval of the Facebook page for the Beautification Commission took about 6 months. But she agreed to proceed with investigating a possible CAC page and discuss with Natalie Foster.

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

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

Ms. Jakubik reported that City has confirmed date of Thu, Sept. 22, 7:00 PM, for Fall Residential Outreach Meeting at OBS (Old Bedford School)..

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

Ms. Jakubik reported that City has confirmed date of Thu, Sept. 29, 6:00 PM?, for Fall Block Party.

Target attendance area is south of H-183, and will focus on the Bell Manor School zone, with estimated attendance of 500. Block Party will be held in the school parking lot, with additional parking available at nearby Pennington Field. Attendance area will include several apartments in that area.

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Event will be promoted by sending flyers home through the school. In addition, to ensure that homes without kids are notified, CAC will deliver flyers to all homes in the target attendance area and to apartment managers.

### **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, Project Leader/ CAC host for the May 12 event, reported a successful event at OBS venue and thanked all members of CAC and City that helped plan and execute the event.

Breakfast setup in the OBS “Board Room” downstairs, with menu from “On The Border”, was well done. A capacity crowd of 70 (business & City) ate and attended the meeting in the 2 adjoining meeting rooms downstairs. Some latecomers had restricted views of introductions/ presentations, so it was agreed to eat downstairs and hold the meeting upstairs next time.

City Public Works had excellent displays of key projects (e.g. Harwood Road), with staff there to explain and answer questions. The associated topic presentations were well received. But It was noted that the CAC/City meeting announcement (and therefore the flyer) did not list enough key topics, so attendance may have suffered due to lack of topic promotion. This will be a focus of improvement for the next Business Outreach Meeting in the Fall. It was noted that “hot topics” listed in the announcement/flyer will also generate better attendance.

Much discussion ensued about changing the meeting day of the week (e.g. Wed. or Fri?) to see if attendance grows, even if we just get different businesses available on that day. Changing to a luncheon meeting did not seem a good idea, as many restaurants would not attend. Also, Feedback Forms over the years have indicated support for a breakfast meeting.

Ms. Jakubik indicated that all breakfast meeting times at OBS on Thursdays in October and November are still open for a Fall Business Roundtable Breakfast. But she agreed to check on alternate days, especially Fridays, and advise at the next CAC meeting.

Mr. Morlock thanked Mr. Grubbs for his ongoing great job in analyzing the Feedback Forms for all Roundtable Meetings, and providing both an excellent Feedback Summary Report and Feedback Detail Report that City emailed to members for review prior to this CAC meeting. This advance emailing of all agenda item reports helps minimize the length of CAC meetings.

**Exhibit B – Feedback Summary Report - Business Roundtable Meeting - May 12, 2016**

**Exhibit C – Feedback Detail Report - Business Roundtable Meeting - May 12, 2016**

### **c. Faith Based Outreach (Mark Massey)**

No Report. Mr. Massey had to leave at 6:30 PM.

## **5. Council Liaison Report (Steve Farco)**

Mr. Farco reported on a key work item at a recent Council Work Session. Council has consulted experts from the Texas Dept of Parks and Wildlife. There is a serious problem of overfeeding turtles and ducks at the new Bedford Boys Ranch lake, resulting in health problems for the “wildlife” (e.g. turtle illness, duck virus). City will be launching a major wildlife education program through the Bedford Library, and

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is considering a “no-feed ordinance”. They will also be installing “zoo quality signage” to address the problems.

Mr. Farco noted that CAC has excelled in reaching both residents and businesses since he arrived on Council, and Council appreciates the job CAC volunteers and City staff have done with Outreach Meetings and Block Parties. And so he encouraged all involved to stay positive, focus on the accomplishments, and not dwell on some items that are candidates for improvement in the next Projects.

### **6. Staff Liaison Report (Meg Jakubik)**

Ms. Jakubik provided key reports and comments during discussions noted under other agenda items.

City is planning a big event to clean up the Bedford Boys Ranch before the 4th Fest. Details will be announced soon.

### **ADJOURNMENT**

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

Motion approved: 8-0 (not present: Massey)

Meeting adjourned at 6:53 PM

**Exhibit A - Minutes (April 21, 2016 meeting of CAC)**

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**Exhibit C – Feedback Detail Report - Business Roundtable Meeting - May 12, 2016**

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Approved by Roy Savage, CAC Chair

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Submitted by Gary Morlock, CAC Secretary

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