

Community Affairs Commission Minutes June 20, 2013

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 20th of June, 2013 with the following members present:

Dianne Doughty
David Franklin
Dave Gebhart
Steve Grubbs
Mark Massey
Gary Morlock
Roy Savage
Jennifer Schnell
Cynthia Williams

Others present:

Michael Boyter – Council Liaison
David Miller – City Staff Liaison

Absentees:

Mary Frazier

CALL TO ORDER

Chairman Steve Grubbs called the meeting to order at 5:32 p.m.

APPROVAL OF MINUTES AND BUDGET REVIEW

1. Consider approval of the following Community Affairs Commission minutes:

a) May 16, 2013 regular meeting

Motioned by Ms. Williams, and seconded by Ms. Doughty, to approve the minutes of the May 16, 2013 regular meeting as amended. Motion approved: 9 - 0 - 0. Amendments: 3.c) Faith Based Outreach – delete “Fire Dept” were represented; 4.b) July 4th – add “It was consensus of Committee to not participate in the July 4th Fest this year”.

2. Review the balance of the Commission budget.

Reference Attachment:

Agenda Item 2. – “Annual Budget for FY 2012/2013 – Report 06/20/2013”

Chairman Grubbs reported that CAC budget balance was \$1,920.77, per the report dated 06/20/2013. CAC was reminded that any City FY end (September 30) balance is not carried over to next FY, so consider purchases now.

REPORTS

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

a) Business Outreach

Chairperson Jennifer Schnell reported that the Bedford Meadows Shopping Center (behind SE corner of Harwood and Central) wants to do “Re-Grand Opening Event” and asked if the CAC can assist. It would be a Saturday in August, with flags and banners, and possibly food trucks. Mr. Massey said he could advertise it on Facebook (informally) which is now “Shop in Bedford”. He said if members are in those restaurants they could take pictures for Facebook. The CAC could support as a “one-off” event, not as a precedent.

Motioned by Mr. Gebhart, and seconded by Mr. Savage, to approve CAC support in principle for the Event with membership participation to be determined. Motion approved: 9 - 0 - 0.

b) Residential Outreach

Chairperson Gary Morlock reviewed committee involvement in the Bedford Connection article to announce next Community Outreach Meeting on Thursday, September 19, with the main topic of the “Mayor’s Vision for Bedford. **See Agenda item 12. for additional action.**

Mr. Morlock asked that the CAC, in near future, clarify the mission of the Residential Outreach Committee in assessing community needs for HOAs, apartments, and other. Specifically, if the CAC Faith Based Committee now has lead involvement with some apartment needs and activities, it makes sense that they now have CAC responsibilities for assessing all apartment needs and activities.

c) Faith Based Outreach

Chairperson Mark Massey continues to work with Community Ministries and Bedford Police to schedule a date in the near future for a “community picnic event” for the entire Woods Apartment complex on Central Drive just south of Harwood. A large event of this type will need many volunteers.

d) Energy Efficiency

Chairperson David Franklin reported that his ideas for a future Energy Expo, which might include making it part of a larger City event, might be considered during upcoming reviews of CAC mission and future events.

e) HEB Chamber of Commerce

Mary Frazier, in her absence, sent an email report. The HEB Chamber has scheduled a “ChamberMob” lunch event in August at BoomerJacks restaurant on Highway 183 to show support for a business affected by construction. Other HEB Chamber promotion plans are still works-in-progress.

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4. Discussion and possible action related to Community Events:

a) City Expo

Chairperson Roy Savage reported that his ideas for a future City Expo, which might include making it part of a larger City event, might be considered during upcoming reviews of CAC mission and future events.

b) July 4th

Cynthia Williams reviewed that it was the consensus of the CAC at the last meeting to not participate in the July 4th Fest this year.

Reference Attachment:

Agenda Item 4.b) – Email “4Fest Volunteers for the lost/found children”

Mark Massey distributed an email request for evening volunteers at 4th Fest for the VIP/Command post for the lost and found children. Volunteers should contact the Bedford Police (Sgt. Randy Gardner) for details.

c) National Night Out

Gary Morlock reviewed that “Texas National Night Out” is Tuesday, October 1, 2013. Again this year, the Bedford Police Department will have an article on “NNO-Bedford” in the next edition (August) of the Bedford Connection Magazine.

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

Chairman Grubbs reviewed one open item awaiting additional response from the City.

CAC20130221C - All City vehicles should have ShopBedfordFirst signs on them

City response: City does want to put them on all vehicles possible and is putting it out to bid. Once the price is in, they will determine if it can be done within the budget.

Status: Awaiting additional response

David Miller reported that City is moving forward on putting signs on City service vehicles.

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

Chairman Grubbs reviewed a memo from Amy Sabol regarding a Parks and Recreation Department meeting the day before (Wednesday, June 19) at the Old Bedford School. Topic was “supporting our parks in a different way” with new ideas and new support. More details to come.

Mr. Grubbs updated the status of ShopBedfordFirst (SBF) follow-up activities by the City. The new City “SBF” website will not be available until after BluesFest (Labor Day). The current SBF business list has been purged for duplicates and to ensure that every business is still active. Mr. Miller was not sure which business list (owner mailing list or Fire Department list, or other?) was being used as the active business reference.

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7. Discussion and possible action regarding purchasing portable sign instead of using rentals (possible action tabled from last meeting).

Mr. Miller had reviewed the City Sign Ordinances about 30 day portable sign use limits. He reported that the CAC cannot use a City "CAC sign" for consecutive 30 day periods even if for different purposes (e.g. CAC event and ShopBedfordFirst). There must be a 30 day break after each use of a physical sign, with limit of four uses per year. The City can put out (from City storage) and later put back (to City storage) a CAC sign, but each task requires a City work order (with one week notice) to execute.

Chairman Grubbs reviewed that the approximate cost of CAC sign purchase is \$1,200. Estimated offset savings of four 30 day sign rentals (at \$200) is \$800, so breakeven would be in approximately one and a half years. In future years, four 30 day sign uses per year would save the CAC expense budget about \$800 annually.

Mr. Gebhart will continue to work on getting price for protection (e.g. netting) for the proposed CAC portable sign to avoid theft of sign letters. Absent any motion, further consideration of this item was postponed pending further information. The CAC sign purchase by September 30 within this FY budget may be possible.

8. Discussion and possible action regarding a City-wide Health Fair.

Cynthia Williams reported that her ideas for a future Health Fair, which might include making it part of a larger City event, might be considered during upcoming reviews of CAC mission and future events.

9. Discussion and possible action regarding a Bedford Community Fair

Cynthia Williams reported that her ideas for a future Bedford Community Fair, which might include making it part of a larger City event, might be considered during upcoming reviews of CAC mission and future events.

10. Discussion and possible action regarding the Bedford Resource Guide.

Chairman Grubbs reviewed that the current glossy "Bedford Resource Awareness Guide" (BRAG) was updated over four years ago as a CAC project and is now very out of date. Should this Guide / information be updated, re-organized, and/or kept current on the City web-site? Should this information be incorporated in the quarterly Bedford Connection Magazine? Further data on the number of City Guides and content study is needed before committing to update and reprint the BRAG.

Mr. Miller agreed to provide a "Welcome to Bedford" packet at the next meeting to inform the Commission on current content mailed to new or prospective residents in response to inquiries.

Mr. Gebhart works in Southlake and distributed two of their guides ("Visitors" and "Dining & Shopping") as examples of other City/Chamber brochures.

Chairman Grubbs recommended creating a new CAC sub-committee "Media & Marketing" to collect data, make recommendations to, and assist City departments (e.g.

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Business Development, Marketing) on current needs, strategies, and opportunities for resource materials.

Motioned by Mr. Massey, and seconded by Ms. Schnell to create a new CAC sub-committee "Media & Marketing" with the mission noted above. Motion approved: 9 - 0 - 0.

Chairman Grubbs asked for volunteers. Mr. Gebhart agreed to be Chair of the new Sub-committee, with Mr. Morlock to serve on the Committee.

Mr. Miller said he will review the new committee and mission with City departments (Business Development – Kay Brown, Marketing – Rebecca Asher) regarding current City projects.

11. Discussion regarding goals and objectives.

Chairman Grubbs requested that discussion of this item be merged with agenda Item 12.

12. Discussion regarding future events and projects.

Chairman Grubbs asked for continuation of discussion from a prior CAC work session. A key topic of discussion was reviewing the agenda for the next Community Outreach Meeting on Thursday, September 19, 7:00 p.m., with main topics of "Mayor's Vision for Bedford" and "Five Legal Documents needed ...". Mr. Grubbs indicated that Committee consensus was to not include the "Five Legal Documents" topic on the agenda.

Mr. Boyter encouraged the CAC to seek opportunities to get more timely input on "real time issues" for the City and City Council. Code compliance and code revisions might be examples of such issues. Mr. Miller indicated that "Group Homes" was another example of a current City issue.

Mr. Grubbs reviewed that a key 2013 CAC strategy was to plan combined (business and residential) Outreach Meetings and events well enough in advance (several months) so they could be promoted in the quarterly Bedford Connection Magazine in order to boost attendance. However, this common sense strategy has not yet boosted attendance for Outreach Meetings. If the CAC is to work on getting timely input on "real time issues" for Council, then contacting target citizens and generating interest to attend a near-term meeting remain two on-going challenges.

Adding a Compliance related topic to the September 19 meeting was mentioned, but did not receive support.

Reference Attachment:

Agenda Item 12. Email – "Directions from the City Council for CAC"

Mr. Massey distributed an email detailing his (CAC) proposed questions for City Council and his points of recommended focus for the CAC broken down by CAC sub-committee. His experience on the CAC for a number of years indicated that meetings (residential) with a "Roundtable format" of attendee feedback (vs. normal Q/A format) seemed to have the best attendance and good feedback. Several Roundtable formats were discussed.

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Chairman Grubbs re-opened the discussion on **Agenda item 3.b) Residential Outreach.**

Motioned by Mr. Morlock, and seconded by Ms. Schnell, that the September 19 Outreach Meeting with the topic of the "Mayor's Vision for Bedford" have a roundtable format component added, if agreed by the Mayor. Chairperson Grubbs and his designated committee will update the meeting article accordingly for the Bedford Connection Magazine. Motion passed 9-0-0.

ADJOURNMENT

Motioned by Ms. Schnell, and seconded by Mr. Gebhart, to adjourn the meeting at 7:45 p.m. Motion passed 9 - 0 - 0.

Approved
Steve Grubbs, Chairperson

Submitted by Gary Morlock, CAC Secretary
GM doc: CAC Minutes 2013-06-20 FINAL

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

Agenda Item 2. – "Annual Budget for FY 2012/2013 – Report 06/20/2013"
Agenda Item 4.b) – Email "4Fest Volunteers for the lost/found children"
Agenda Item 12. Email – "Directions from the City Council for CAC"

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