

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

**The City Council of the City of Bedford, Texas, met in work session at 5:30 p.m. in the Building A Conference Room and regular session at 6:30 p.m. in the Council Chamber of City Hall, 2000 Forest Ridge Drive on the 28th day of September 2010 with the following members present:**

Jim Story	Mayor
Chris Brown	Council Members
Ray Champney	
Roger Fisher	
Jim Griffin	
Roy Savage	
Roy W. Turner	

Constituting a quorum.

Staff present included:

Beverly Queen	City Manager
David Miller	Deputy City Manager
Stan Lowry	City Attorney
Michael Wells	City Secretary
Cliff Blackwell	Director of Administrative Services
David Flory	Police Chief
John Kubala	Public Works Director
Jill McAdams	Human Resources Director
Mirenda McQuagge-Walden	Managing Director of Community Services
Bill Syblon	Development Director
James Tindell	Fire Chief

### **WORK SESSION**

Mayor Story called the work session to order at 5:30 p.m.

- **Review and discuss items on the regular agenda and consider placing items for approval by consent.**

Council discussed placing the following item(s) on consent: 7, 10, 12, 13, 14, 15, 16, and 17.

- **Hear a presentation by representatives of Torch Creative regarding preliminary sketches for the City of Bedford's new logo.**

Councilman Fisher explained that this was the first preliminary round of the logo and tagline process. What will be seen tonight will not be the final product and is still the intellectual property of Torch Creative. He then introduced Brad Bishop and Mike Thurman of Torch Creative. They explained that if there is something that Council does not like, it will be removed by the next phase of the project. At some point after this session, they hope Council will come together and agree on two or three options they would like to pursue. They have developed 14 logo sketches and seven taglines. All the logos shown have been sketched by hand. After the logos have been narrowed down, they will go onto the computer phase.

The taglines presented came out of key words from interviews Torch did with Council and staff as well as the City's central location in the Metroplex. The taglines presented are as follows:

- Tagline #1 - Look Forward.
- Tagline #2 – Find your forward.
- Tagline #3 – Be right at home.
- Tagline #4 – Life on the bright side.
- Tagline #5 – Wonderfully centered.
- Tagline #6 – The center of happiness.
- Tagline #7 – Happiness. Fully centered.

Council was of the consensus that “centered” and “forward” should be the general thematic.

Torch then presented the 14 logo sketches. The thought process behind the logos was for them to have formal, bold marks and to be nice, clean and simple so that they can be versatile. Council was of the consensus to have Torch further develop the following logos: 3, 4, 10, 11, 12 and 13.

### **EXECUTIVE SESSION**

**To convene before the Regular Session, if time permits, in the conference room in compliance with Section 551.001 et. seq. Texas Government Code, to discuss the following:**

- a) Section 551.071(2), Consultation with the City Attorney on matters in which the duty of the City Attorney under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code: to receive advice regarding K2 ordinance and regulations.**
- b) Section 551.071(2), Consultation with the City Attorney on matters in which the duty of the City Attorney under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code: to receive advice regarding community revitalization program.**

Council convened into Executive Session pursuant to the Texas Government Code regarding a) Section 551.071(2), Consultation with the City Attorney on matters in which the duty of the City Attorney under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code: to receive advice regarding K2 ordinance and regulations; and b) Section 551.071(2), Consultation with the City Attorney on matters in which the duty of the City Attorney under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code: to receive advice regarding community revitalization program at approximately 6:15 p.m.

Council reconvened from Executive Session at approximately 6:30 p.m.

Council did not finish executive session and will convene again at the end of the meeting.

Council convened into Executive Session again at approximately 8:33 p.m.

Council reconvened from Executive Session at approximately 9:46 p.m.

Any necessary action to be taken as a result of the Executive Session will occur during the regular session of the Bedford City Council Meeting.

### **REGULAR SESSION 6:30 P.M.**

Regular session began at 6:36 p.m.

**CALL TO ORDER/GENERAL COMMENTS**

Mayor Story called the meeting to order.

**INVOCATION (Pastor Kevin Smith, Faith Christian Fellowship Church)**

Pastor Kevin Smith of Faith Christian Fellowship Church gave tonight's invocation.

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was given.

**OPEN FORUM**

Nobody chose to speak under tonight's Open Forum.

**CONSIDER APPROVAL OF ITEMS BY CONSENT**

Motioned by Councilman Champney, seconded by Councilman Turner to approve the following item(s) by consent: 7, 10, 12, 13, 14, 15, 16, and 17.

Motion approved 7-0-0. Mayor Story declared the motion carried.

Motioned by Councilman Fisher, seconded by Councilman Griffin, to table Item #9.

Motion approved 7-0-0. Mayor Story declared the motion carried.

**COUNCIL RECOGNITION**

**1. Recognition of the following Fire Department employees for a Bedford Employee Commitment Award (BECA):**

- **Josh Brown, Firefighter II**
- **Clifford "Kiki" Box, Fire LT**
- **Jonathon Ferguson, Firefighter II**
- **Leo Warren, Fire Engineer**

Josh Brown, Firefighter II, Clifford "Kiki" Box, Fire Lieutenant, Jonathon Ferguson, Firefighter II and Leo Warren, Fire Engineer were all recognized with the Bedford Employee Commitment Award for going above and beyond the call of duty by coming to the aid of a citizen who was stranded with a flat tire. When they discovered that the spare tire was flat as well, they took both tires to an automotive shop, had the spare tire repaired and then changed the citizen's tire.

**2. Proclamation recognizing October 2010 as Fire Prevention Month in the City of Bedford.**

Mayor Story read a proclamation recognizing October 2010 as Fire Prevention Month in the City of Bedford.

**3. Proclamation recognizing October 2010 as Crime Prevention Month in the City of Bedford.**

Mayor Story read a proclamation recognizing October 2010 as Crime Prevention Month in the City of Bedford.

**4. Proclamation recognizing October 5, 2010 as the official day for National Night Out.**

Mayor Story read a proclamation recognizing October 5, 2010 as the official day for National Night Out.

**5. Presentation of the Texas Festival & Events Zenith Awards for excellence in event marketing and management.**

Special Events Manager Wendy Hartnett presented the Mayor and Council with Zenith Awards that the 2009 Bedford Blues & BBQ had received from the Texas Festival & Events Association. These awards included 1st place in Best Magazine Display Ad, 1st Place in Best Sponsor Solicitation Video, 2nd Place in Best Miscellaneous Multimedia, 3rd Place in Best TV Promotion and 3rd Place in Best Event Website.

**6. Employee Service Recognition**

The following employee(s) received recognition for dedicated service and commitment to the City of Bedford:

Adrianna Arreola, Police Department – 5 years of service  
Mark Mertens, Fire Department – 5 years of service  
Joseph Laverty, Public Works – 10 years of service  
Albert Tuttle, Public Works – 10 years of service  
Tommy Peterson, Development – 30 years of service

**APPROVAL OF THE MINUTES**

**7. Consider approval of the following City Council minutes:**

**a) September 14, 2010 regular meeting**

This item was approved on consent.

**NEW BUSINESS**

**8. Public hearing of an ordinance Repealing and Replacing Ordinance #01-2626 entitled The Comprehensive Land Use Plan (2001) and adopting The Bedford Comprehensive Land Use Plan (2010).**

Economic Development Director Bill Syblon presented information regarding this ordinance. Late last year Council charged staff to bring forward a revised comprehensive plan. The last plan was implemented in 2001 and was due for a revision. Subtle changes have taken place in the City that are not congruent to the 2001 plan and this revision corresponds to the Council's top priorities of economic development and City codes. The process began at the first of the year. Several workshops were held with the Planning and Zoning Department, a land use survey and the draft plan were put on the website and a nice write-up about the plan in was published in the City's quarterly magazine. Mr. Syblon wanted to thank City Planner Dan Boutwell for his leadership throughout this process.

Mr. Boutwell then gave a summary of the Comprehensive Plan. The reason to have a plan is to give an idea of where we are going to be and how land is to be used in the future. Chapter 213 of the Local Government Code gives cities the authority to develop and adopt a plan by ordinance. A city has the authority to divide itself into districts in accordance with a comprehensive plan. He wanted to reiterate that a zoning map and comprehensive plan map are two different things. The comprehensive plan gives no authority for regulation of land area.

The comprehensive plan has been reduced down to a brochure as it is easier to use and can be marketed and sent to prospective clients and developers. The brochure includes language on goals, objectives, and land use principles. The City is almost 97% built out and has reached a population of approximately 49,000 in population. There is very little land area left in Bedford and this comprehensive plan will give about a 51,000 build-out. The tactic that the City should follow is how to refine and work in the area that is already developed.

Regarding the land use survey, the intent was to get basic direction on land use and where the interests of residents seemed to be. 237 responses were received and he believes that there was good representation throughout the City. The top three most critical planning issues were an increase in the quality of residential development, an encouragement of retail development and an increase in code enforcement. In regards to the importance of development types to the value of property and quality of life, the most important were exterior appearance, medical facilities, sit-down restaurants, major retail development and neighborhood retail. Respondents did not want to see manufactured homes, apartments, or duplexes. Everybody was pleased with the quality of residential neighborhoods.

Mr. Boutwell stated that the plan identified certain goals economic, land use, utility, quality of life, code enforcement and transportation, parks, open spaces and pedestrian goals. The last three goals were incorporated from a study the Parks and Recreation Department is currently working on.

Mr. Boutwell then gave an overview of the comprehensive land use plan map and showed Council ten changes that had been made to the map. He displayed four areas within the City that should have commercial focus and that the Planning and Zoning Commission had concerns about. These areas would need additional study that would go much more in depth than a comprehensive plan could do. He also identified a prime area for neo-traditional development as well an area for a cultural district.

Mayor Story opened the public hearing at 7:42 p.m.

Nobody chose to speak under tonight's public hearing.

Mayor Story closed the public hearing at 7:42 p.m.

Motioned by Councilman Savage, seconded by Councilman Griffin, to approve an ordinance Repealing and Replacing Ordinance #01-2626 entitled The Comprehensive Land Use Plan (2001) and adopting The Bedford Comprehensive Land Use Plan (2010)

Motion approved 7-0-0. Mayor Story declared the motion carried.

**9. Consider a resolution authorizing the City Manager to enter into an agreement with Paradigm Traffic Systems, Inc. in the amount of \$771,595 for the Advanced Traffic Management System Equipment.**

This item was tabled.

**10. Consider a resolution to accept bids and authorize the City Manager to enter into a contract with Reliable Paving, Inc. for the Shady Brook Drive Handicap Ramps in the amount of \$46,973.40.**

This item was approved on consent.

**11. Consider a resolution authorizing the City Manager to enter into an interlocal agreement with the City of Fort Worth in the amount of \$47.00 per voucher to allow for the collection and disposal of household hazardous waste for Bedford households at the permanent collection site from October 1, 2010 to September 30, 2011.**

Parks Superintendent Don Henderson presented information regarding this resolution. He stated that the Crud Cruiser event is a good event for the citizens of Bedford. They will collect any household hazardous waste except for batteries and electronics. This past Saturday, the event was scheduled from 9:00 a.m. to 11:00 a.m. It started raining at 9:45 a.m. but by that time they had already serviced 32 cars before they had to close because of the rain. A staff member handed out 42 rain checks which can be used at the downtown service center in Fort Worth to drop off their waste. This event is usually held twice a year, once in April and once in October or November. Vouchers are available year round to residents for citizens to use the downtown service center.

Motioned by Councilman Turner, seconded by Councilman Champney, to approve a resolution authorizing the City Manager to enter into an interlocal agreement with the City of Fort Worth in the amount of \$47.00 per voucher to allow for the collection and disposal of household hazardous waste for Bedford households at the permanent collection site from October 1, 2010 to September 30, 2011.

Motion approved 7-0-0. Mayor Story declared the motion carried.

**12. Consider a resolution authorizing amendments to the following employee personnel policies:**

- **VI (While at Work) Employee Break Policy**
- **VI (While at Work) Computer and Electronic Resources Policy**
- **VI (While at Work) Software Copyright and Licensing Policy**

This item was approved on consent.

**13. Consider a resolution authorizing the City Manager to enter into contract with Dr. Roy Yamada, M.D., Fort Worth, Texas, to provide medical control services for the City of Bedford's emergency medical operations.**

This item was approved on consent.

**14. Consider a resolution authorizing the City Manager to purchase a mobile satellite data system and related components from Satellite and Wireless Solutions, LLC, in the amount of \$30,891.**

This item was approved on consent.

**15. Consider a resolution authorizing the City Manager to enter into an agreement between the City of Bedford, Texas and Motorola, Inc in the amount of \$46,160.66 for support and maintenance of the trunk radio infrastructure and for the trunk radio system manager.**

This item was approved on consent.

**16. Consider a resolution authorizing the City Manager to enter into an agreement between the City of Bedford, Texas and the North Richland Hills Radio Frequency (RF) Consortium in the amount of \$26,036.40 to provide continuous maintenance to subscriber radios and auxiliary equipment to obtain maximum performance.**

This item was approved on consent.

**17. Consider a resolution authorizing the City Manager to amend an agreement between the City of Bedford and Nextel Partners Operating Corp., a wholly owned subsidiary of Nextel Partners, Inc., a Delaware Corporation, and Nextel of Texas, Inc., a wholly-owned indirect subsidiary of Sprint Nextel Corporation, a Kansas corporation (collectively, "Nextel").**

This item was approved on consent.

**18. Council member reports**

No Council member gave a report at tonight's meeting.

**19. City Manager/Staff reports**

- a) **Present report on the 2010 City of Bedford Blues & BBQ Festival.**

Special Events Coordinator Wendy Hartnett presented a report on the 2010 City of Bedford Blues & BBQ Festival. The overall goals of the festival were to increase hotel usage, provide a community event, foster economic growth, encourage citizen involvement, and produce a phenomenal festival. The mission was

to continue the popular old Bedford BluesFEST with a new twist – the BBQ cook-off. Hill and Company were once again in charge of advertising and media and they did a phenomenal job. The event was on a total of 60 news stories and event listings, streaming videos were on tourtexas.com, a local BBQ team was on Good Day, Ms. Harnett made an appearance on Channel 33 and the event was also featured in several national magazines. The estimated total reach was 8.7 million people.

The event included the second KCBS BBQ cook-off in Texas and was used as the perfect example of what a BBQ cook-off should be. The number of teams increased from 40 to 50 and the cook-off had a national sponsor in Ranchers Reserve. A People's Choice award was also added this year. A total of 17 teams participated and it was an overall positive experience.

The volunteer program proved successful and provided a total savings of \$16,090 over last year. Volunteers came from Boy Scout Troop 340, the Moslah Clowns, the UNT PASA Group, and the TCC Phi Tau Group. The Carnival added value to the event that could not be purchased. There was no need to pay staff costs or the costs for the inflatafun. It is a fully independent operation and is a stepping stone for a potentially larger carnival in the future. The certified judging class produced additional revenue and added 40 additional KCBS judges to the community as well as value in the legitimacy of the event. One of the complaints from last year was that there was not enough shade so party tents and cabanas were added this year. These created additional revenue in the amount of \$13,324. The number of vendors increased from 34 to 38 and the number of food vendors increased from 16 to 25. The number of online ticket sales surpassed the previous year before the gates even opened. The event generated positive reviews and the total estimated attendance was 15,932 people.

Looking forward, the goals are to increase attendance, add more sponsors, improve the volunteer structure, working on the logistics of moving the event from its current location, add more BBQ to the event like a "Battle of the BBQ" for the local restaurants, add additional cabana and tent seating options, and to send out surveys to attendees for feedback.

**b) Present report on the FY 09/10 aquatics season.**

Deputy Director of Parks and Recreation Leigh Morgan presented a report on the FY 09/10 aquatics season. She said that it has been a really great aquatics year, the numbers were up in many areas and there were not a lot of rain days. Gate entry revenue was up at Splash but down at Central Pool due to a couple of rain days. Gate entry numbers were up at Splash and there were no days of zero attendance. Splash was open a total of 96 days and the average daily attendance was 443. Their heaviest day was 937 on May 31. Central Pool was open a total of 87 days due to the two rain days and the fact that it closes when school starts. The average daily attendance was 39 with the highest attendance being 98 on May 31. Attendance by both residents and non-residents increased with resident attendance increasing quite significantly. Reservations at Splash increased from 166 last year to 195 this year. At Central Pool, reservations increased from 6 to 8. The increase in reservations is not necessarily reflected in the revenue numbers due to the types of reservations and the fee structure. Revenue from concessions and retail at Splash were down from the previous year. Staff had looked at cost recovery and the types and number of items that were selling; they were actually able to lower the expenses and therefore the profit margin was higher. In regards to classes, 254 people attended swim lessons, 131 people attended water aerobics, 55 people attended senior water aerobics, 38 people attended lifeguard classes and 93 people attended the swim team. Attendance was up for all classes except for the swim team. The budgeted revenue was \$277,300 and the actual revenue turned out to be \$308,212. Expenses were budgeted at \$349,847 and the actual expenses turned out to be \$358,158. This was due to the fact that the costs for instructors and lifeguards have increased but there have been no increase in fees to match. The two Flick and Floats had attendance of 32 and 118 respectively. The Dog Splash Day had 86 dogs and 158 owners. Another highlight of the season was that 21 Bedford Surf Swimmers qualified to compete at the Summer Games of Texas in Waco. Two swimmers qualified for the 2011 State Games in San Diego.

For 2011, they are looking to implement a birthday party service at Splash and Central Pool, to implement a Guard Start Lifeguard program for children between the ages of 11 and 14, to offer Flick

and Float at Central Pool, to offer evening swim lessons at Central Pool, and to offer an Aquatics Boot Camp program.

**20. Take any action necessary as a result of the Executive Session.**

No action was necessary as a result of Executive Session.

**ADJOURNMENT**

Mayor Story adjourned the meeting at 9:48 p.m.

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Jim Story, Mayor

ATTEST:

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Michael Wells, City Secretary