

Community Affairs Commission Minutes July 16, 2020

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 pm via video conference call, Thursday, the 16th of July 2020 with the following members present:

Sal Caruso
Tracy Madewell
Terry Sullivan
Margaret Hall

Paola Mariscal
Kimela Ledbetter
Joshua Renken
Maritza Riley

Constituting a quorum.

Others Present:

Meg Jakubik – City Staff Representative
Amy Sabol – City Council Liaison

Absent:

Nichelle Dawkins
Josh Ulupano

CALL TO ORDER

Chairman Caruso called the meeting to order at 5:31 p.m.

OPENING REMARKS AND WELCOME

Chairman Caruso welcomed everyone to the online meeting.

APPROVAL OF MINUTES

1. Review/revise and approve minutes of the following Community Affairs Commission meetings:

a) June 18, 2020

Ms. Ledbetter moved to approve the minutes. Mr. Renken seconded the motion. The commission passed it unanimously.

NEW BUSINESS

2. Review and possible action regarding Subcommittee Director Reports:

a. Residential Outreach

A pre-recorded Residential Outreach event was proposed. It would be recorded and released in late September or early October after the City budget is approved. Residents will be able to view it on the City's website and Facebook page. Event topics to include address by Mayor Boyter, new City budget, Phase Next update and COVID update. Suggested panel of City officials included Mayor Boyter, Bill Syblon, Director of Development and Clifford Blackwell, Interim City Manager. Advantages of a pre-recorded event versus a live event are many chances for the public to watch the event at their convenience and more control of the audio quality of the event. The public will be able to submit questions via Facebook and e-mail. Questions may be

Community Affairs Commission Minutes July 16, 2020

elicited from City residents in advance as well. There was discussion on the best way to follow up to questions received after the recording is released.

Also proposed is a talk show type event with the Mayor with possible title "Coffee Chat with the Mayor."

b. **Business Outreach**

Coupon Page – CAC came back with 21 Bedford businesses wanting to participate in the coupon page. Chairman Caruso thanked everyone involved in contacting Bedford businesses. Five of these businesses already had coupons submitted for the Shop Bedford project. Shop Bedford coupons will be used in the first coupon page since they are already vetted. Future requests will be made to bigger companies like McDonald's and Cheddar's also.

The price of the insert into the water bill is more reasonable than in the past, so monthly coupon pages are planned until the economy improves. 16 coupons will fit on the page. The water bill reaches 16,000 households monthly in two mailings, the first and fifteenth of every month.

The coupons will also be available on the City's website and Facebook page and on Nextdoor. Apartment inspectors can take them to apartment complexes. Also suggested was dropping the coupon pages at apartment complexes on the edges of Bedford (Eules and Colleyville) as individuals living in these apartments also shop in Bedford. Long-term the coupon pages could be done digitally if the interest continues.

For future coupon pages, it was suggested that an on-line forum could be created for businesses to submit coupons on a first come, first serve basis or some sort of rotation with businesses able to have repeat opportunities getting their coupon on the page. CAC members talking to businesses about contributing coupons should talk to them in the first 1-2 weeks of the month.

Raffle – The City's Development group is already doing a raffle; they started on it before the last CAC meeting. The City attorneys said no to reimbursing people for shopping in 76021-76022. Development is working on a raffle where when people spend \$150 in Bedford, they get city t-shirts and they get entered into a raffle for a different prize. There was discussion that the CAC can still promote individual businesses doing their own raffles linked to customer reviews on Nextdoor.

Shop Bedford T-shirts/Face Masks --Also discussed was giving "Shop Bedford" t-shirts to businesses to give to their best customers with the suggestion for the business to take a photo with the customer and put it on the business' Facebook page. A suggestion was made to give "Shop Bedford" facemasks instead of t-shirts.

After the Council Liaison and Staff Liaison reports, Josh Renken, CAC Business Director, suggested a local business be highlighted every month on the Support Bedford Facebook page, maybe from those nominated on the Support Bedford Business page.

He reported Rosako's Soul Food and BBQ is up for the Cheers to Heroes award presented by Sparkling Ice. Voting ends July 31. Mr. Rosako feeds the homeless and veterans. He has been on the Food Channel and Travel Channel. He needs to be recognized.

He also suggested a "Lunch Break" program listing who's open at lunch and who has

Community Affairs Commission Minutes July 16, 2020

take-out. This would be a quick and easy way to support local restaurants.

c. Block Party

No report given.

d. Awards Program

No report given.

3. Council Liaison Report

Councilwoman Sabol stated she is very happy that CAC jumped on providing support to Bedford businesses. She reported that the Mayor is interested in any and all ideas for supporting Bedford businesses.

4. Staff Liaison Report.

Ms. Jakubik reported the focus right now is the City budget and tax rates. A new website is coming to help people understand their tax bills. COVID-19 continues to be a challenge for City employees and residents.

ADJOURNMENT

Mr. Renken moved to adjourn the meeting. Ms. Madewell seconded the motion. It was passed unanimously.

The meeting was adjourned at 6:26 p.m.

Sal Caruso, Chairman