

Community Affairs Commission Minutes September 17, 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 17th of September 2020 with the following members present:

Sal Caruso
Tracy Madewell
Terry Sullivan
Margaret Hall

Josh Ulupano
Kimela Ledbetter
Joshua Renken
Maritza Riley

Constituting a quorum.

Others Present:

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

Absent:

Nichelle Dawkins
Paola Mariscal

CALL TO ORDER

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

OPENING REMARKS AND WELCOME

Chairman Caruso welcomed everyone to the online meeting. He gave special thanks to Tracy Madewell for all her work with the CAC. She is joining the Cultural Commission, so this is her last CAC meeting. Nichelle Dawkins has left the commission as well. The appointment of new members to the commission will be made at the next City Council meeting.

Chairman Caruso welcomed and thanked Jeff Florey, the City’s Communications Coordinator, stating Jeff was a “huge help” with “Talk Bedford.”

APPROVAL OF MINUTES

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

a) August 20, 2020

Ms. Hall moved to approve the minutes. Ms. Madewell seconded the motion. The commission passed it unanimously.

NEW BUSINESS

2. Discussion regarding “Talk Bedford” interviews.

Filming of 2 episodes with Kelly Snook on Phase Next will be done tomorrow. Bedford Commons with David Pettit will be next. There was discussion of topics for future interviews.

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Chairman Caruso reported he has received emails, texts and phone calls regarding the interviews. He was at Albertson's today and people came up to him and told him what a great thing the interviews are.

Jeff Florey gave the numbers of views of the interviews on YouTube, which ranged from 84 – 186 views for the first 4 episodes. Most viewers did not watch the full interview. The Communications Team meets tomorrow and Mr. Florey will ask that all the "Talk Bedford" interviews be pushed on all the social media sites. The City hasn't received a lot of feedback on the interviews but all of it has been positive so far.

Mr. Florey said the sweet spot for videos to keep viewers' attention is 3 to 5 minutes. He recommended interviewing a person, not doing pieces on events. He recommended less introduction of the subject by the interviewer. He suggested using an off-camera interviewer or showing the questions on the screen, then having the interview subject answer them. The speaker should be given the questions in advance, so they can prepare their answers. For business owners, film at the business site. A 5-minute video can cover 5 questions. Questions should be given to Mr. Florey, he and other City staff can do all the filming and CAC members won't have to be present.

There was discussion of whether it is necessary or effective to elicit questions from viewers and to use give-away bags to do it.

There was discussion of how frequently to film and release "Talk Bedford" interviews. Right now due to COVID restrictions, City staff has more time to assist with this project. Filming might need to change to once a month to make this sustainable into the future. That would allow more time to prepare as well. Spacing the video releases to every other week was discussed as a start.

At the end of the discussion, the commission decided to stop using the "hot topics" format. Additionally, "Talk Bedford" videos will be released every other week. At the October meeting, the commission will map out the speaker list for the rest of the year, so Ms. Jakubik can start sending invitations. Give-away bags to elicit questions will be discussed at a later meeting.

3. Review and possible action regarding Subcommittee Director Reports:

a. Residential Outreach

Report given by Margaret Hall. Chairman Caruso and Mayor Boyter want the Residential Outreach event to be panel-style. To do that it will have to be in the council chamber, which has multiple microphones and has to be filmed in the next few days. (During the Talk Bedford discussion, Jeff Florey said it is possible to film the event in the council chamber; however, he expressed concerns about the quality of the sound.) The Mayor will introduce the new City Manager who will speak for 5 minutes. Meg will do an update on the budget without PowerPoint or graphics. Kelly Snook will give a Phase Next update. Chief Fay will give a COVID update, and then the mayor will speak. There will not be a solicitation of questions since it is not a live event. If viewers have questions, they can reach out to the City staff for answers.

After discussion, the commission decided to film the Residential Roundtable in segments. The Mayor will introduce each speaker who will do a 5-minute presentation, which will allow them to use PowerPoint and audiovisuals. Ms. Jakubik will introduce the Mayor. The event date has not been publicized so the date can be pushed back. Topics would try not to duplicate material that has already been presented on "Talk Bedford."

Chairman Caruso thanked Ms. Hall for her work on this event and all her efforts for the CAC.

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b. **Business Outreach**

Report given by Josh Renken. The coupon page is going well. (During the Talk Bedford discussion, Jeff Florey said friends told him the coupons have been well received in the apartment complexes.) The October page is done. Now the November page is in the works. All of the commission members have been assigned at least 5 different Bedford businesses to call or visit regarding the coupon page. Josh will send a spreadsheet to Meg to send out to everyone.

The number of coupons for October was dropped to 14, which made the coupons bigger and easier to read. Coupon pages will remain between 12-14 coupons per month for adequate size of the coupons. Already 3 businesses are lined up for November: On the Border, El Pollo Loco and Arby's.

Everyone was asked to contact their businesses as soon as possible. Personal visits work better than phone calls.

The "Shop Bedford" masks have arrived.

4. **Council Liaison Report**

Councilwoman Sabol reported the applicant interviews for the commissions were just done and went well. The Council really wants to support the CAC and there were good candidates.

The Council is talking about the development of Bedford Commons. The Art and Entertainment Center will be at the Old Bedford School. Quorum was lost at this point in Councilwoman Sabol's report.

5. **Staff Liaison Report.**

No report was given, due to lack of quorum.

ADJOURNMENT

The meeting was adjourned at 7:31 p.m. due to lack of quorum.

Sal Caruso, Chairman