

Council Minutes December 13, 2011

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. and Regular Session at 6:30 p.m. in the Council Chambers of City Hall, 2000 Forest Ridge Drive, on the 13th day of December, 2011 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 Griffith	City Manager
David Miller	Deputy City Manager
Stan Lowry	City Attorney
Michael Wells	City Secretary
John Kubala	Public Works Director
Mirenda McQuagge-Walden	Managing Director of Community Services
Maria Redburn	Library Manager
Bill Syblon	Development Director

CALL TO ORDER

Mayor Story called the Work Session to order at 5:31 p.m.

WORK SESSION

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

Council discussed placing the following items on consent: 5, 6, 7 and 8.

- **Community Affairs Commission Subcommittee Reports.**

Community Affairs Commission Chairman Tom Bresnahan expressed his appreciation to Council for the honor and privilege of serving on the Commission for the last two years. He was blessed with the finest group of citizens and they have accomplished good things in promoting Bedford, such as the Shop Bedford First program. The Commission is broken down into three subcommittees and each will share their reports to Council.

Kim Probasco of the Residential Outreach Subcommittee reported that they made an effort to reach out to all of the residents of Bedford, not just the homeowner's associations. They hosted three residential roundtables throughout the year. They made efforts to market these roundtables through the use of the digital signage outside of the Library and the Boy's Ranch, flyers, the City website and mailings to the HOA distribution list. A majority of the people that attended still came from HOA's, though there was a

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greater response from apartment complexes. At the first roundtable in March, Scott Sheppard from 6Stones presented information about their Community Revitalization Program (CPR). There was also information presented on the Parks Master Plan, economic development, the Shop Bedford First program and the HEB Prom Closet. At the roundtable in July, there was a presentation from Stephanie Corso in the Public Works Department about the environmental programs she works on, including rain barrel classes. John Sargent of the Bedford Community Emergency Response Team (CERT) presented information about that program. Also, more information was presented about the Shop Bedford First program. At the final roundtable in December, Police Chief Roger Gibson presented information regarding the Department's budget, personnel demands and public safety in general. A representative from the North Texas Expressway (NTE) was present to discuss the highway expansion. Scott Sheppard presented information on the CPR Fall Blitz and the Night of Wonder. Information again was presented about the Shop Bedford First program. Ms. Probasco suggested that these roundtables continue to take place on a consistent basis. She recommended a roundtable be held with apartment managers and that the connection with the HOA's needs to continue but connections with other residents needs to be made as well.

David Franklin of the Sustainable Energy Subcommittee reported that they hosted a workshop this past year that concerned the environment, at which Ms. Corso from Public Works also spoke. The Subcommittee's focus has been on a proposed energy fair, which would be the first of its kind held in the area. The proposed date of the fair would be April 14, 2012 at the Library from 1:00 p.m. to 4:00 p.m. It would be both an indoor and outdoor event that would focus on everyday energy efficiencies. There would be a modest number of exhibits and demonstrations, along with a number of booths. There would also be two or three workshops with expert speakers. One of the objectives of the fair is to continue the momentum of previous workshops and to draw businesses to "Discover the Center" in Bedford by participating either as a vendor or a demonstrator at the fair. Other objectives include promoting energy efficiency and conducting both a cultural and educational activity for families and residents. In regards to resources, marginal assistance would be needed from City staff. There would be the need for the Library's meeting rooms along with two fields for the exhibitors and additional parking; the copying of a limited number of flyers and small posters; the use of marquees and portable signs; and the use of tables and chairs. The budget for the event is not anticipated to exceed \$2,000 and would be at no cost to the taxpayers. Costs would be covered through vendor fees, sponsorships and grants.

Mark Massey of the Business Retention Subcommittee stated that the Shop Bedford First program currently has over 200 businesses enrolled. The Subcommittee hosted the first business outreach meeting on October 1. It was very successful with over 50 people in attendance. Chief Gibson attended, along with Deputy City Manager David Miller and Development Director Bill Syblon who spoke about economic development and the highway expansion. Surveys were conducted and feedback was received, which included apartment complexes requesting more attention, comments on the highway construction and the need to help businesses inform people that they are still open and are not moving. For 2012, Mr. Massey stated that the Commission has momentum with the Shop Bedford First program and with Mr. Franklin and the Sustainable Energy Subcommittee. He is grieving that Ms. Probasco is not staying with the Commission and that those are hard shoes to fill. There are plans for another business outreach meeting in February and for the first meeting with faith-based organizations inline with the Commission's mission statement. He has some ideas in regards to the Commission, especially in regards to businesses, which he would like to bring before Council in January. Mr. Massey thanked Chief Gibson for never denying his time to the Commission. He has been at all three HOA roundtables, the business outreach meeting and Commission meetings.

Councilman Fisher thanked Mr. Bresnahan for his leadership and wished Ms. Probasco, Sherri Olsen and Jason Sinisi luck with their new endeavors. He appreciated the Commission's hard work and dedication.

- **Staff report and receive Council direction regarding Bedford Open for Business Campaign.**

City Manager Beverly Griffith stated that there has been discussion over the last several months on

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strategic planning for the upcoming year. The number one priority is to encourage economic growth, which is particularly challenging with the highway construction. The phrase that has been tossed around is "Bedford Open for Business." Council will be presented with information regarding a program that is being used in Grapevine for the purpose of assisting businesses affected by the highway construction.

Managing Director of Community Services Mirenda McQuagge-Walden introduced John West with thomasArts, who is the managing director of their offices in Grapevine. He will present information about himself, his firm and their capabilities, as well as campaigns they have done in the past and ideas he has for Bedford. If Council desires, staff will negotiate with Mr. West and bring a formal proposal to Council in January.

Mr. West presented a brief overview of his agency and showed examples of their previous work. They were contacted by the city manager in Grapevine to solve the problem with road construction and the concerns from businesses about letting people know they are still open. They developed a "frequency" program that targeted residents in a five mile radius. People received a card and every time they go to a participating business, they get their card stamped. They can then turn in their card for a monthly prize drawing. This is a way to move people into those businesses at no cost to the businesses themselves. The program was developed from the ground up with a theme and artwork that was relevant to the market and out of the ordinary. To promote the program, a postcard mailer was sent to 75,000 households, a stuffer was included in the City's water bills, information was printed in the City's newsletter and each participating business had information on how to participate in the program, along with additional cards.

For Bedford, the challenge is getting people who commute through the area to stop at local businesses. The solution is to give them an incentive to do so. A program needs to be created that will enhance the ties between the City and businesses and increase the number of ways the City can communicate with residents and others in the surrounding area. In developing a campaign, a theme would be created that would live on beyond the initial program. From a creative design standpoint, it would complement current City logos and themes. There would be coordination with the Shop Bedford First program and it would augment and strengthen what is currently being done. The campaign would need to be disruptive in order to get people's attention. It is important to get the word out through social media and existing channels in order to drive people to a central point.

The first idea presented was a sweepstakes program. The point of the program is to drive traffic online to gather information and communicate with people in order to make a bigger splash. Awareness would be made through traditional advertising tools, retail and public relations. Components of the program include creative development, ad development, sweepstakes administration, printed pieces and prize procurement. A grand prize, such as a Harley Davidson motorcycle, would be used to get attention. Monthly prizes, such as gift certificates to participating businesses and passes to Old Bedford School events and BluesFest, would be layered into the promotion. The promotional flow is that marketing channels drive people to a microsite which then drives them to businesses; from there, people are then driven back to the microsite. There would also be incentives for people to tell others about the program.

The second idea presented was a frequency promotion similar to what is being done in Grapevine. This promotion relies on direct mail. The promotion would leverage employers within Bedford, which is a great way to reach additional people. Public relations would be a big component of the program. There is not the same need with this program for the microsite, which could then be handled by the City. This type of promotion relies on offering a lot of prizes so that people have a greater chance of winning. The promotional flow is that the direct marketing channels drive people to the microsite and the businesses at the same time. This is in contrast with the sweepstakes, which forces people into the microsite.

In response to questions from Council, Mr. West stated that he does not yet know the response to the program in Grapevine. The program started in October with the first drawing to be held in January, which will act as the first benchmark. Things that they will be looking at are incremental growth in e-mail contacts and Facebook "likes" as well as reports on tax revenue. Mr. West also stated that there is no legal conflict with thomasArts working with both Bedford and Grapevine.

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Ms. Griffith stated that based on feedback on the proposed concepts, a formalized proposal, including a scope of services, costs and the City's commitment, will be developed and brought back before Council.

In further questions from Council, Mr. West stated that the Grapevine program was rolled out in approximately two months. There would be the opportunity to use standardized signage as opposed to what is currently being used by businesses. Mr. West also explained that the sweepstakes and frequency promotions could not be done together. In regards to thomasArt's responsibility, their work is mainly on the creative end. They would work with a company such as E-Prize to help draft all the rules for the program for Council's approval. E-Prize or a similar company would make the necessary filings with the State, manage the sweepstakes promotion, build the microsite, manage databases, select winners and handle any issues with indemnification and affidavits. The City would have to approve the components of the program.

Council was of the consensus for staff to develop these concepts into something more specific to be brought back before Council in January.

Mayor Story adjourned the Work Session at 6:43 p.m.

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) Pursuant to Section 551.071, consultation with City Attorney regarding pending or contemplated litigation – The Oaks of Landera Apartments.
- b) Pursuant to 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 – Variance of distance regulations pursuant to Chapter 10, Alcoholic Beverage, Section 10-3 of the City of Bedford Code of Ordinances.

Council convened into Executive Session pursuant to Texas Government Code Section 551.071, consultation with City Attorney regarding pending or contemplated litigation – The Oaks of Landera Apartments and 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 – Variance of distance regulations pursuant to Chapter 10, Alcoholic Beverage, Section 10-3 of the City of Bedford Code of Ordinances at approximately 7:25 p.m.

Council reconvened from Executive Session at approximately 7:36 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.

The Regular Session began at 6:46 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 items by consent: 5, 6, 7 and 8.

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

COUNCIL RECOGNITION

1. Recognition of Debi Johnson, Executive Secretary, for a Bedford Employee Commitment Award (BECA).

Executive Secretary Debi Johnson was recognized with the Bedford Employee Commitment Award for the assistance she gave the Administrative Services Department during the budget process.

2. Employee Service Recognition.

The following employees received recognition for dedicated service and commitment to the City of Bedford:

Jody Winkler, Public Works – 10 years of service

Barbara Sparks, Community Services – 20 years of service

APPROVAL OF THE MINUTES

3. Consider approval of the following City Council minutes:

a) December 2, 2011 regular meeting

Motioned by Councilman Brown, seconded by Councilman Griffin, to approve the minutes of the December 2, 2011 regular meeting.

Motion approved 5-0-2. Mayor Story declared the motion carried.

Councilman Champney and Councilman Fisher abstained due to not being present at that meeting.

NEW BUSINESS

4. Public hearing and consider an ordinance to rezone property known as Lot 3R, Block 1, Rustic Woods Office Park Addition from Heavy Commercial to Heavy Commercial/Specific Use Permit/Church. The property is generally located east of State Highway 121 and north of Harwood Road. (Z-212)

Development Director Bill Syblon presented information regarding this ordinance. The application is to allow the Arlington Chinese Baptist Church to occupy a 5,100 square foot building. The church currently has 51 members. Once the church moves to Bedford, they would no longer have "Arlington" in their title. They are proposing to add an additional 15 parking spaces, for a total of 37 spaces, in order to accommodate their membership. This is an adequate number to comply with the Zoning Ordinance, which allows for a minimum of one space per three seats in the sanctuary. Due to concerns presented

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during the November 10, 2011 Planning and Zoning Commission meeting, stipulations were added that all exterior lighting be directed away from the adjacent residential neighborhood and that any lighting standards in the parking lot be shielded with an 80 degree cutoff. Drainage issues at the location were recognized by the Development Review Committee and the applicant has agreed to work with the Engineering Department on these issues. The drainage issues are an existing condition.

In response to questions from Council, it was stated that the Specific Use Permit (SUP) would stay with the property, not the owner. Language would need to be added to the SUP that would make it applicable only to the current owner. Council was of the consensus to add the language.

Tuck Thean, 1120 Devonshire Drive – Mr. Thean is the applicant. He stated that one of the biggest issues with the site is parking. Currently, the church has 51 members and he hopes that they can grow. The center can hold approximately 100 chairs; however, in order for the members to be comfortable, they would only place about 80 chairs. If they reach 70 members, they plan on holding two services. They hope to grow to approximately 70 members in about five years. 50% of their membership is students at UTA and Dallas Baptist University.

Mayor Story opened the public hearing at 7:10 p.m.

Steve Painter, 3905 Pebblebrook Lane – He spoke previously at the Planning and Zoning Commission meeting. He commented on the City being 97% built out and that the Land Use Survey conducted in 2010 stated the top item was promoting retail establishments. He would like the church grow and be successful and if they eventually move to another location, for a retail establishment to go into the location rather than a tax-exempt entity.

Mayor Story closed the public hearing at 7:11 p.m.

Motioned by Councilman Champney, seconded by Councilman Turner to approve an ordinance to rezone property known as Lot 3R, Block 1, Rustic Woods Office Park Addition from Heavy Commercial to Heavy Commercial/Specific Use Permit/Church and that language be added to Section 3 of the current ordinance that reads: "This specific use permit is applicable to this applicant only. Any subsequent user shall be required to apply for a new specific use permit."

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

- 5. Consider an ordinance repealing Chapter 66 of the City of Bedford Code of Ordinances entitled "Health and Sanitation"; and all other ordinances or parts of ordinances in conflict therewith and creating a new Chapter 66 entitled "Health and Sanitation."**

This item was approved by consent.

- 6. Consider a resolution authorizing the City Manager to enter into a one year agreement with Up Close Inspections for third party multi-family inspections beginning January 1, 2012, in an amount not to exceed \$17,500.**

This item was approved by consent.

- 7. Consider a resolution authorizing the City Manager to enter into a contract with Durable Specialties, Inc., in the amount of \$19,600, for the Solar Powered School Warning System.**

This item was approved by consent.

- 8. Consider a resolution authorizing the City Manager to execute a Memorandum of Understanding with Gwen Adams for the lease of Lot 2, Block 3, Shady Brook Addition with the physical address being 2061 Shady Brook Drive, City of Bedford, Tarrant County Texas.**

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This item was approved by consent.

9. Consider a resolution appointing members to Bedford Boards and Commissions.

Council discussed appointing Tom Bresnahan to the Building and Standards Commission in Place 1.

Motioned by Councilman Brown, seconded by Councilman Griffin, to approve a resolution appointing members to Bedford Boards and Commissions and to appoint Tom Bresnahan to Place 1 on the Building and Standards Commission.

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

10. Report on most recent meeting of the following Boards and Commissions:

✓ Animal Control Board- Councilman Griffin

No report was given.

✓ Animal Shelter Advisory Board- Councilman Griffin

No report was given.

✓ Beautification Commission- Councilman Turner

Councilman Turner stated that the Commission is taking a well-deserved Christmas vacation.

✓ Community Affairs Commission- Councilman Fisher

Councilman Fisher stated that the Commission will have a very short meeting on December 18. He thanked all the members that are leaving and congratulated Steven Grubbs and Gary Morlock on their appointment.

✓ Cultural Commission- Councilman Champney

Councilman Champney reported that the Commission met on Monday and that they are making headway. They are developing plans to interview key stakeholder groups in January and February. They will be in good shape for their reapplication to the State for a cultural district designation.

✓ Library Board- Councilman Brown

Councilman Brown stated that with three new members to the Board, that means three are leaving. He extended his thanks to Brigitte Jimenez, Linda Jordan and Marianne Lanoue. He wished everybody a Merry Christmas and Happy Holidays. He is excited for what 2012 holds for the City.

✓ Parks & Recreation Board- Councilman Griffin

No report was given.

✓ Senior Citizen Advisory Board- Councilman Savage

No report was given.

✓ Teen Court Advisory Board- Councilman Griffin

No report was given.

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11. Council member reports

- ✓ **Mayor Story – Report on Tarrant County Mayors Council meeting of December 5, 2011.**

Mayor Story presented information on the Tarrant County Mayors Council meeting held December 5, 2011. Both Councilmen Griffin and Champney also attended the meeting. The speaker was the executive director of the Southeast Fort Worth Development Corporation who works on economic development in a lower income part of the City. This includes obtaining loans for businesses in the area.

Councilman Champney wished everybody a Merry Christmas and a Happy New Year.

Councilman Griffin wished everybody a Merry Christmas and a Happy New Year.

12. City Manager report

City Manager Beverly Griffith congratulated Assistant City Secretary Megan Jakubik for her upcoming graduation from UNT with a Masters in Public Administration. She wished everybody a Merry Christmas, a Happy Holidays and a safe New Years.

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

No action was necessary as a result of the Executive Session.

ADJOURNMENT

Mayor Story adjourned the meeting at 7:37 p.m.

Jim Story, Mayor

ATTEST:

Michael Wells, City Secretary