



MINUTES
CITIZEN BOND COMMITTEE
FARMERS BRANCH COMMUNITY RECREATION
CENTER
14050 HEARTSIDE PLACE
FARMERS BRANCH, TEXAS 75234
AUGUST 25, 2016
7:00 p.m.

Members Present: Chairperson Michelle Holmes, Tamara Cleghorn, Michael Driskill, Marcus Miller, Bronson Blackson, David Merritt, Vincent Montenegro, James Webb, Tim Yarbrough, Rodger Cramer

Members Absent: Jorge Gonzalez, Colin Eddy, Martina de los Santos, Meredith McLeod, Nic Rady, Joan O'Shea

Staff Present: John Roach, Special Projects Manager, Public Works

Guests Present: Louise Henning, Arts & Culture Subcommittee Vice-Chair, Carol Dingman, Historical Park Board

1. CALL TO ORDER

Chairperson Michelle Holmes called the meeting to order at 7:05 p.m.

2. APPROVAL OF THE MINUTES

Motion made by Jim Webb to approve the minutes with corrections from the July 28, 2016 Citizen Bond Committee meeting. Motion seconded by Bronson Blackson. *Motion approved unanimously.*

3. ANNOUNCEMENTS

Chairperson Holmes announced there are two more Committee meetings on the fourth Thursdays of September and October before we make our final report to City Council in November 2016.

4. DISCUSSION OF PROGRESS OF THE CITIZEN BOND SUB-COMMITTEES DESIGNATED TO CONSIDER ECONOMIC DEVELOPMENT-RESIDENTIAL, ECONOMIC DEVELOPMENT-COMMERCIAL, PARKS & RECREATION, ART & CULTURE, PUBLIC SAFETY AND COMMUNICATIONS PROJECTS AND PROPOSALS

Chairperson Holmes called for a review of subcommittee status and after brief discussion the following action was taken. Motion made by Tamara Cleghorn to finalize work and dissolve all subcommittees. Motion seconded by Michael Driskill. *Motion approved unanimously.*

David Merritt updated the Committee about the Dog Park with line item costs under the \$1M proposed budget including: restrooms, concrete pathways, shade structures, fencing and sod. He introduced Carol Dingman from the Historical Park Board who reported that the Park is completely funded by the hotel/motel tax; 49% of the taxes fund the park, 51% funds city marketing costs. Ms. Dingman stated there is no general fund for the Park in the City budget and no destination-marketing budget for Park. She reported that the City is considering hiring a marketing person to improve overall City marketing and utilize social media more effectively to generate more hotel/motel tax. Ms. Dingman reported recommendations from Pyro Marketing Firm (hired by the City) including marketing the City more with social media focusing on the many "firsts" the City has accomplished; proposed uses for an event center including: establishing a museum at the Park to create a visitor destination, a place for more weddings to create possible revenue stream, community meeting space, office space, archive storage space. The estimated cost for Park improvements is \$7M currently under review by the Park board. Ms. Dingman agreed to send the October status report from Historical Park subcommittees to this Committee to be discussed at our October meeting.

The Committee reviewed the Firehouse Theatre 2012 proposal for structural/facility improvements requiring a budget of \$700K-\$1M. No action was taken. Discussion continued about creating a cultural destination tied to the Historical Park and Mustang Station Area. Louise Henning reported an architectural firm was drawing up the Animal Shelter expansion plans. Discussion of the City Branding proposal was postponed until September meeting because no one from that sub-committee was present.

SCHEDULE OF FUTURE MEETINGS

The next Citizen Bond Committee meeting is Thursday; September 22, 2016 at 7 p.m. Mr. Roach will notify Committee of meeting location. Ms. Holmes reminded the Committee the final Committee meeting would be October 27, 2016 before presentation to the City Council.

5. ADJOURNMENT

Motion to adjourn was made by Jim Webb. Motion seconded by Vincent Montenegro. *Motion approved unanimously.* The meeting adjourned at 8:00 p.m.


Chair

Attest:

Secretary