

LEWISVILLE CITY COUNCIL

REGULAR SESSION

JANUARY 8, 2018

Present:

Rudy Durham, Mayor

Council Members:

TJ Gilmore

Bob Troyer

R Neil Ferguson

Brent Daniels, Mayor Pro Tem

Brandon Jones, Deputy Mayor Pro Tem

City Staff:

Donna Barron, City Manager (Absent)

Eric Ferris, Deputy City Manager

Claire Swann, Assistant City Manager

Melinda Galler, Assistant City Manager

Julie Worster, City Secretary

Lizbeth Plaster, City Attorney

WORKSHOP SESSION – 6:00 P.M.

With a quorum of the Council Members present, the workshop session of the Lewisville City Council was called to order by Mayor Durham at 6:00 p.m. on Monday, January 8, 2018, in the City Council Conference Room of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas. All City Department Heads were in attendance.

**Update on Visitor Marketing Efforts in Old
Town Lewisville**

(Agenda Item A)

At the request of Deputy City Manager Ferris, Director of Communications and Tourism James Kunke conducted the attached PowerPoint regarding Visitor Marketing Efforts in Old Town Lewisville.

WORKSHOP SESSION – 6:00 P.M.

**Update on Visitor Marketing Efforts in Old
Town Lewisville (cont'd)**

(Agenda Item A)

Based upon the \$700,000 shortfall to do everything that had been presented, Councilman Ferguson indicated he would like to see a cost breakout of the items and how much value for that dollar amount staff felt there would be for each item. Councilman Ferguson also requested a list of what items were potentially paid out of HOT funds, or partly paid. He further requested some kind of statement about what the City is expecting to do with the HOT funds in general and how much they are willing to commit, as well as what other plans there were for HOT and how the City wanted to impact that fund. Mr. Kunke advised that HOT will be a tight fund and he was not recommending taking all \$700,000 out of HOT. He further advised that he could provide a breakdown and the estimates that were put together for the City. Mr. Kunke indicated that they could also provide a simple list of what was in this year's budget for Old Town Marketing.

Discussion was held regarding the recommendations for the billboards. Councilman Ferguson questioned why Denton had not been included in that recommendation. Mr. Kunke advise he was not aware; however, he could find out the answer; however, it was possible that those areas had active Old Town areas.

Discussion of this workshop was concluded at 6:32 p.m.

**Discussion of Regular Agenda Items and
Consent Agenda Items**

(Agenda Item B)

Mayor Durham reviewed Agenda Item A, Invocation. There was no discussion on this item.

Mayor Durham reviewed Agenda Item B, Pledge to the American and Texas Flags. There was no discussion on this item.

Mayor Durham reviewed Agenda Item C-1, Continued Public Hearing: Consideration of an Ordinance Granting a Zone Change Request From Light Industrial District (LI) to Warehouse District (WH), on Approximately 6.68 Acres Legally Described as Lots 11 & 12, Block A, ARTX Park Addition, Bounded by East Valley Ridge Boulevard on the Northeast Side and Mario Court on the West Side, and an Ordinance Granting a Special Use Permit and Four Associated Variances to Allow a Wholesale Establishment With Outside Storage on More Than 10% of the Platted Lot on the Above-Referenced Land, Both Requested by Richard DeOtte, DeOtte Inc., on Behalf of Jim Bedworth Jr., of REW Gray Properties, LLC, the Property Owner (Case No. PZ-2017-07-15 and Case No. SUP-2017-07-11). There was no discussion on this item.

WORKSHOP SESSION – 6:00 P.M.

**Discussion of Regular Agenda Items and
Consent Agenda Items (cont'd)**

(Agenda Item B)

Mayor Durham reviewed Agenda Item C-2, Public Hearing: Consideration of an Ordinance Granting a Zone Change from Agriculture Open Space District (AO) to Light Industrial District (LI) on an Approximately 84.172-Acre Tract of Land out of the S.M. Hayden Survey, Abstract No. 537 and the H. Young Survey, Abstract No. 1448, Located on the South Side of Midway Road Approximately 800 Feet West of F.M. 544; as Requested by Robert Allen of First Industrial Realty Trust, Inc. on Behalf of Billy J. Myers and Raymond L. Myers, the Property Owners (Case No. PZ-2017-12-25). There was no discussion on this item.

Mayor Durham reviewed Agenda Item D, Visitors/Citizens Forum. There was no discussion on this item.

Mayor Durham reviewed Agenda Item E-3, Approval of City Council Minutes of the December 18, 2017, Workshop Session and Regular Session. There was no discussion on this item.

Mayor Durham reviewed Agenda Item E-4, Approval of a Professional Services Agreement with Kimley-Horn & Associates in the Amount of \$314,895 for Final Design and Construction Services Relating to Kealy Avenue from Main Street to Purnell Street; and Authorization for the City Manager to Execute the Agreement. Deputy City Manager Ferris reviewed this item for the City Council. There was no discussion on this item.

Mayor Durham reviewed Agenda Item E-5, Approval of an Economic Development Agreement Between the City of Lewisville and Mallard Supply, L. P., d/b/a REW Materials; and Authorization for the City Manager to Execute the Agreement. There was no discussion on this item.

Mayor Durham reviewed Agenda Item E-6, Approval of Pledges of Commitment to Participate in the 2018 It's Time Texas Community Challenge. City Secretary Julie Worster advised that a picture of the City Council will need to be taken with the pledges. There was no further discussion on this item.

Mayor Durham reviewed Agenda Item F-7, Consideration of an Ordinance Amending Chapter 15, Traffic and Vehicles, Article IV, Parking Regulations, of the Lewisville City Code by Repealing and Replacing the Chapter in its Entirety; and Adding Article IX, Parking Violations in The Old Town Entertainment District; and Amending Chapter 2, Article VIII, Section 2-201 Fee Schedule, by Adding Several Fees Related to Parking Citations. There was no discussion on this item.

WORKSHOP SESSION – 6:00 P.M.

**Discussion of Regular Agenda Items and
Consent Agenda Items (cont'd)**

(Agenda Item B)

Mayor Durham reviewed Agenda Item F-8, Consideration of an Ordinance Amending Chapter 5, Article III (Fire Prevention Standards), Section 5-94.5 of the Lewisville City Code by Adding a Section Requiring Automatic Sprinkler Systems Throughout the Historic District. There was no discussion on this item.

Mayor Durham reviewed Agenda Item F-9, Consideration of an Ordinance Amending Sections 6-91(o) and 9.5-91(o), Record Drawings, of the Lewisville City Code by Repealing Both Sections and Replacing Them with New Language. There was no discussion on this item.

Mayor Durham reviewed Agenda Item F-10, Consideration of Acceptance of Resignation of Ken Judkins From Place No. 3 on the Lewisville Parks and Library Development Corporation (4B); Declare a Vacancy Exists on the 4B; and Consideration of an Appointment to Place No. 3 on the 4B. Discussion was held among the City Council regarding this appointment. The consensus of the City Council was to appoint Justin Moeller to the 4B Board. There was no further discussion on this item.

Mayor Durham reviewed Agenda Item F-11, Consideration of Acceptance of Resignation of Andrea Fowler From Place No. 4 on the Old Town Design Review Committee (OTDRC); Declare a Vacancy Exists on the OTDRC; and Consideration of an Appointment to Place No. 4 on the OTDRC. Discussion was held among the City Council regarding this appointment. The consensus of the City Council was to appoint Justin Joseph Miller to the OTDRC. There was no further discussion on this item.

Mayor Durham reviewed Agenda Item F-12, Consideration of Vacancy of Place No. 9 on the Lewisville 2025 Advisory Board; and Consideration of an Appointment to Place No. 9 on the Lewisville 2025 Advisory Board. Discussion was held among the City Council regarding this appointment. The consensus of the City Council was to appoint Peter Taggart to the Lewisville 2025 Advisory Board. There was no further discussion on this item.

Mayor Durham reviewed Agenda Item G, Reports. There was no discussion on this item.

Mayor Durham reviewed Agenda Item H-Closed Session. There was no discussion on this item.

With no further discussion, the workshop session of the Lewisville City Council was adjourned at 6:41 p.m. on Monday, January 8, 2018.

REGULAR SESSION – 7:00 P.M.

With a quorum of the Council Members present, the regular session of the Lewisville City Council was called to order by Mayor Durham at 7:00 p.m. on Monday, January 8, 2018, in the Council Chambers of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas.

Invocation

(Agenda Item A)

At the request of Mayor Durham, Councilman Ferguson gave the invocation.

Pledge to the American and Texas Flags

(Agenda Item B)

At the request of Mayor Durham, Councilman Troyer gave the pledge to the American and Texas flags.

Continued Public Hearing: Consideration of Ordinance No. 0001-18-ZON Granting a Zone Change Request From Light Industrial District (LI) to Warehouse District (WH), on Approximately 6.68 Acres Legally Described as Lots 11 & 12, Block A, ARTX Park Addition, Bounded by East Valley Ridge Boulevard on the Northeast Side and Mario Court on the West Side, and Ordinance No. 0002-18-SUP Granting a Special Use Permit and Four Associated Variances to Allow a Wholesale Establishment With Outside Storage on More Than 10% of the Platted Lot on the Above-Referenced Land, Both Requested by Richard DeOtte, DeOtte Inc., on Behalf of Jim Bedworth Jr., of REW Gray Properties, LLC, the Property Owner (Case No. PZ-2017-07-15 and Case No. SUP-2017-07-11)

(Agenda Item C-1)

The property owner, REW, is proposing to relocate from their current site on South Mill Street to the subject site in ARTX Park. The zone change is necessary to consider a Special Use Permit. The following four variances are requested: a) to allow a reduction in exterior material requirements from 80% brick veneer to 71% brick veneer on the west elevation of the main building and 100% stucco on the north, south and east elevations; b) to allow a reduction in exterior material requirements from 80% brick veneer to 0% brick veneer for the two three-sided storage sheds except for 100% stucco on the east elevation of the eastern storage building; c) to allow storage to exceed the height of the screening wall; and d) to allow precast panel screening wall within 25 feet of the street right-of-way in lieu of the required brick or stone screening wall.

Continued Public Hearing: Consideration of Ordinance No. 0001-18-ZON Granting a Zone Change Request From Light Industrial District (LI) to Warehouse District (WH), on Approximately 6.68 Acres Legally Described as Lots 11 & 12, Block A, ARTX Park Addition, Bounded by East Valley Ridge Boulevard on the Northeast Side and Mario Court on the West Side, and Ordinance No. 0002-18-SUP Granting a Special Use Permit and Four Associated Variances to Allow a Wholesale Establishment With Outside Storage on More Than 10% of the Platted Lot on the Above-Referenced Land, Both Requested by Richard DeOtte, DeOtte Inc., on Behalf of Jim Bedworth Jr., of REW Gray Properties, LLC, the Property Owner (Case No. PZ-2017-07-15 and Case No. SUP-2017-07-11) (cont'd)

(Agenda Item C-1)

The Planning and Zoning Commission recommended unanimous approval (6-0) of the zone change request and the SUP request at their meeting on July 18, 2017.

The City staff's recommendation was that the City Council approve the ordinances and associated variances as set forth in the caption above.

The following individuals were present to address any questions posed by the City Council:

Richard E. Luedke, Planning Director
Richard DeOtte, DeOtte Inc., 420 Johnson Road, Keller, Texas 76248
Curtis Young, 1130 N. Carroll, Southlake, Texas 76092
Jeff Butts, 10511 Mission Road, #216, Leawood, Kansas 66206

Mayor Durham opened the public hearing.

MOTION: Upon a motion made by Councilman Ferguson and seconded by Councilman Troyer, the Council voted five (5) "ayes" and no (0) "nays" to close the public hearing. The motion carried.

Continued Public Hearing: Consideration of Ordinance No. 0001-18-ZON Granting a Zone Change Request From Light Industrial District (LI) to Warehouse District (WH), on Approximately 6.68 Acres Legally Described as Lots 11 & 12, Block A, ARTX Park Addition, Bounded by East Valley Ridge Boulevard on the Northeast Side and Mario Court on the West Side, and Ordinance No. 0002-18-SUP Granting a Special Use Permit and Four Associated Variances to Allow a Wholesale Establishment With Outside Storage on More Than 10% of the Platted Lot on the Above-Referenced Land, Both Requested by Richard DeOtte, DeOtte Inc., on Behalf of Jim Bedworth Jr., of REW Gray Properties, LLC, the Property Owner (Case No. PZ-2017-07-15 and Case No. SUP-2017-07-11) (cont'd)

(Agenda Item C-1)

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

“An Ordinance of the Lewisville City Council, Amending the Zoning Ordinance by Rezoning Approximately 6.68 Acres out of the L.N. Sparks Survey, Abstract No. 1214, Legally Described as Lots 11 and 12, Block A, Artx Park Addition, Bounded by East Valley Ridge Boulevard on the Northeast and Mario Court on the West; From Light Industrial District (LI) Zoning to Warehouse District (WH) Zoning; Correcting the Official Zoning Map; Preserving all Other Portions of the Zoning Ordinance; Determining That the Public Interests and General Welfare Demand This Zoning Change and Amendment Therein Made; Providing for a Repealer, Severability, and a Penalty; and Declaring an Emergency.”

MOTION: Upon a motion made by Councilman Troyer and seconded by Councilman Ferguson, the Council voted five (5) “ayes” and no (0) “nays” to approve and adopt **Ordinance No. 0001-18-ZON**, as previously captioned. The motion carried.

Continued Public Hearing: Consideration of Ordinance No. 0001-18-ZON Granting a Zone Change Request From Light Industrial District (LI) to Warehouse District (WH), on Approximately 6.68 Acres Legally Described as Lots 11 & 12, Block A, ARTX Park Addition, Bounded by East Valley Ridge Boulevard on the Northeast Side and Mario Court on the West Side, and Ordinance No. 0002-18-SUP Granting a Special Use Permit and Four Associated Variances to Allow a Wholesale Establishment With Outside Storage on More Than 10% of the Platted Lot on the Above-Referenced Land, Both Requested by Richard DeOtte, DeOtte Inc., on Behalf of Jim Bedworth Jr., of REW Gray Properties, LLC, the Property Owner (Case No. PZ-2017-07-15 and Case No. SUP-2017-07-11) (cont'd)

(Agenda Item C-1)

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

“An Ordinance of the Lewisville City Council, Amending the Zoning Ordinance by Granting a Special Use Permit for a Wholesale Establishment With Outside Storage on More Than Ten Percent of the Platted Lot on a 6.68-Acre Tract of Land out of the L.N. Sparks Survey, Abstract No. 1214, Legally Described as Lots 11 and 12, Block A, Artx Park Addition, Bounded by East Valley Ridge Boulevard on the Northeast and Mario Court on the West; and Zoned Warehouse District (WH); Providing for a Repealer, Severability, Penalty, and an Effective Date; and Declaring an Emergency.”

MOTION: Upon a motion made by Councilman Troyer and seconded by Councilman Ferguson, the Council voted five (5) “ayes” and no (0) “nays” to approve and adopt **Ordinance No. 0002-18-SUP**, as previously captioned. The motion carried.

Public Hearing: Consideration of Ordinance No. 0003-18-ZON Granting a Zone Change from Agriculture Open Space District (AO) to Light Industrial District (LI) on an Approximately 84.172-Acre Tract of Land out of the S.M. Hayden Survey, Abstract No. 537 and the H. Young Survey, Abstract No. 1448, Located on the South Side of Midway Road Approximately 800 Feet West of F.M. 544; as Requested by Robert Allen of First Industrial Realty Trust, Inc. on Behalf of Billy J. Myers and Raymond L. Myers, the Property Owners (Case No. PZ-2017-12-25)

(Agenda Item C-2)

The applicant plans to construct an office/warehouse development on the subject property, which has been used by the current property owners for agricultural purposes for many decades. The Planning and Zoning Commission recommended unanimous approval (6-0) of the zone change request at their meeting on December 19, 2017.

The City staff's recommendation was that the City Council approve the ordinance as set forth in the caption above.

Richard E. Luedke, Planning Director and Robert Allen, First Industrial Realty Trust, were both present to respond to any questions posed by the City Council.

Mayor Durham opened the public hearing.

MOTION: Upon a motion made by Deputy Mayor Pro Tem Jones and seconded by Mayor Pro Tem Daniels, the Council voted five (5) "ayes" and no (0) "nays" to close the public hearing. The motion carried.

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

"An Ordinance of the Lewisville City Council, Amending the Zoning Ordinance by Rezoning an Approximately 84.172-Acre Tract of Land out of the S.M. Hayden Survey, Abstract No. 537 and the H. Young Survey, Abstract No. 1448, Located on the South Side of Midway Road Approximately 800 Feet West of FM 544, From Agriculture Open Space District (AO) Zoning to Light Industrial District (LI) Zoning; Correcting the Official Zoning Map; Preserving all Other Portions of the Zoning Ordinance; Determining That the Public Interests and General Welfare Demand This Zoning Change and Amendment Therein Made; Providing for a Repealer, Severability, a Penalty, and an Effective Date; and Declaring an Emergency."

Public Hearing: Consideration of Ordinance No. 0003-18-ZON Granting a Zone Change from Agriculture Open Space District (AO) to Light Industrial District (LI) on an Approximately 84.172-Acre Tract of Land out of the S.M. Hayden Survey, Abstract No. 537 and the H. Young Survey, Abstract No. 1448, Located on the South Side of Midway Road Approximately 800 Feet West of F.M. 544; as Requested by Robert Allen of First Industrial Realty Trust, Inc. on Behalf of Billy J. Myers and Raymond L. Myers, the Property Owners (Case No. PZ-2017-12-25) (cont'd)

(Agenda Item C-2)

MOTION: Upon a motion made by Councilman Ferguson and seconded by Deputy Mayor Pro Tem Jones, the Council voted five (5) “ayes” and no (0) “nays” to approve and adopt **Ordinance No. 0003-18-ZON**, as previously captioned. The motion carried.

Visitors/Citizens Forum

(Agenda Item D)

No one appeared to speak at this time.

CONSENT AGENDA

(Agenda Item E)

MOTION: Upon a motion made by Mayor Pro Tem Daniels and seconded by Deputy Mayor Pro Tem Jones, the Council voted five (5) “ayes” and no (0) “nays” to approve and adopt all items on the Consent Agenda, as recommended and as follows:

3. **APPROVAL OF MINUTES:** City Council Minutes of the December 18, 2017, Workshop Session and Regular Session.
4. Approval of a Professional Services Agreement with Kimley-Horn & Associates in the Amount of \$314,895 for Final Design and Construction Services Relating to Kealy Avenue from Main Street to Purnell Street; and Authorization for the City Manager to Execute the Agreement.
5. Approval of an Economic Development Agreement Between the City of Lewisville and Mallard Supply, L. P., d/b/a REW Materials; and Authorization for the City Manager to Execute the Agreement.
6. Approval of Pledges of Commitment to Participate in the 2018 It's Time Texas Community Challenge.

CONSENT AGENDA (cont'd)

(Agenda Item E)

The motion carried.

END OF CONSENT AGENDA

Consideration of Ordinance No. 0004-18-ORD Amending Chapter 15, Traffic and Vehicles, Article IV, Parking Regulations, of the Lewisville City Code by Repealing and Replacing the Chapter in its Entirety; and Adding Article IX, Parking Violations in The Old Town Entertainment District; and Amending Chapter 2, Article VIII, Section 2-201 Fee Schedule, by Adding Several Fees Related to Parking Citations

(Agenda Item F-7)

The purpose of this ordinance is to amend Chapter 15, Traffic and Vehicles, by adding a new Article IX which creates special parking requirements that apply only to the Old Town Entertainment District. In addition to back-in parking, Article IX creates two-hour parking requirements, twenty-minute designated spaces, and loading zones. Article IX also creates an administrative adjudication process for all citations issued under the Article. In addition, Chapter 2, Article VIII, Section 2-201 will be amended to add several fees related to parking citations.

The City staff's recommendation was that the City Council approve the ordinance as set forth in the caption above.

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

“An Ordinance of the Lewisville City Council, Amending Chapter 15, Traffic and Vehicles, Article IV, Parking Regulations, of the Lewisville City Code by Repealing and Replacing the Article in its Entirety; Amending Chapter 15 by Adding Article IX, Parking Violations in the Old Town Entertainment District; and Amending Chapter 2, Article VIII, Section 2-201 Fee Schedule, by Adding Several Fees Related to Parking Citations; Providing a Repealer, Severability, and an Effective Date; and Declaring an Emergency.”

MOTION: Upon a motion made by Councilman Gilmore and seconded by Councilman Ferguson, the Council voted five (5) “ayes” and no (0) “nays” to approve and adopt **Ordinance No. 0004-18-ORD**, as captioned previously. The motion carried.

Consideration of Ordinance No. 0005-18-ORD Amending Chapter 5, Article III (Fire Prevention Standards), Section 5-94.5 of the Lewisville City Code by Adding a Section Requiring Automatic Sprinkler Systems Throughout the Historic District

(Agenda Item F-8)

In October, 2014, City Council approved funding a program to install automatic fire sprinkler systems in the City's Historic District. This ordinance will mandate the installation in all buildings in the Historic District whether a building owner accepts the City funding or chooses to install the required fire sprinkler system at their own expense. Further, this ordinance will require an automatic fire sprinkler system to be installed and maintained in any future buildings or remodels of existing buildings.

The City staff's recommendation was that the City Council approve the ordinance as set forth in the caption above.

Tim Ippolito, Fire Marshal, was present to respond to any questions posed by the City Council.

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

“An Ordinance of the City Council of the City of Lewisville, Texas, Amending Chapter 5, Article III (Fire Prevention Standards), Section 5-94.5 of the Lewisville City Code by Adding a Section Requiring Automatic Sprinkler Systems Throughout the Historic District; Providing a Repealer, Severability Clause, Penalty and an Effective Date; and Declaring an Emergency.”

MOTION: Upon a motion made by Councilman Troyer and seconded by Deputy Mayor Pro Tem Jones, the Council voted five (5) “ayes” and no (0) “nays” to approve and adopt **Ordinance No. 0005-18-ORD**, as captioned previously. The motion carried.

**Consideration of Ordinance No. 0006-18-
ORD Amending Sections 6-91(o) and 9.5-
91(o), Record Drawings, of the Lewisville
City Code by Repealing Both Sections and
Replacing Them with New Language**

(Agenda Item F-9)

With the implementation of the Drainage Utility, it has become even more important to accurately record the details of new development and infrastructure projects. Historically, as-built drawings have been submitted in Tagged Image File Format (tiff files) which cannot be directly imported into GIS. Section 6-91(o) and 9.5-91(o) of the City Code, Record Drawings, should also include a requirement to provide as-built plans in Computer Aided Design File Format (CAD files) in addition to tiff files. CAD files can be more easily and accurately imported into GIS. The new requirements will help enable City staff to properly maintain its record retention files and GIS data and mapping. The revised ordinance also provides more detailed information on the formats and requirements for record drawings required at the completion of development projects within the City.

The City staff's recommendation was that the City Council approve the ordinance as set forth in the caption above.

Jeff Kelly, Assistant City Engineer, was present to respond to any questions posed by the City Council.

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

“An Ordinance of the Lewisville City Council Amending Sections 6-91(o) and 9.5-91(o), Record Drawings, of the Lewisville City Code by Repealing Both Sections in Their Entirety and Replacing Them With New Language; Providing for a Repealer, Severability, a Penalty and an Effective Date; and Declaring an Emergency.”

MOTION: Upon a motion made by Councilman Gilmore and seconded by Councilman Ferguson, the Council voted five (5) “ayes” and no (0) “nays” to approve and adopt **Ordinance No. 0006-18-ORD**, as captioned previously. The motion carried.

Consideration of Acceptance of Resignation of Ken Judkins From Place No. 3 on the Lewisville Parks and Library Development Corporation (4B); Declare a Vacancy Exists on the 4B; and Consideration of an Appointment to Place No. 3 on the 4B

(Agenda Item F-10)

Due to his recent move out of the City of Lewisville, Ken Judkins has advised City staff of his resignation from Place No. 3 on the Lewisville Parks and Library Development Corporation. The City Council will need to declare a vacancy and consider a new appointment to fill this vacancy. Data sheets of applicants interested in serving on this Corporation have been included for City Council review.

The City staff's recommendation was that the City Council accept the resignation, declare a vacancy, and consider an appointment as set forth in the caption above.

MOTION: Upon a motion made by Councilman Troyer and seconded by Councilman Gilmore, the Council voted five (5) "ayes" and no (0) "nays" to accept the resignation of Ken Judkins from Place No. 3 on the Lewisville Parks and Library Development Corporation (4B); declare a vacancy exists on the 4B; and appoint Justin Moeller to Place No. 3 on the 4B. The motion carried.

Consideration of Acceptance of Resignation of Andrea Fowler From Place No. 4 on the Old Town Design Review Committee (OTDRC); Declare a Vacancy Exists on the OTDRC; and Consideration of an Appointment to Place No. 4 on the OTDRC

(Agenda Item F-11)

Due to her recent move out of the City of Lewisville, Andrea Fowler has advised City staff of her resignation from Place No. 4 on the Old Town Design Review Committee (OTDRC). The City Council will need to declare a vacancy and consider a new appointment to fill this vacancy. Data sheets of applicants interested in serving on this Committee have been included for City Council review.

The City staff's recommendation was that the City Council accept the resignation, declare a vacancy, and consider an appointment as set forth in the caption above.

MOTION: Upon a motion made by Councilman Ferguson and seconded by Councilman Gilmore, the Council voted five (5) "ayes" and no (0) "nays" to accept the resignation of Andrea Fowler from Place No. 4 on the Old Town Design Review Committee (OTDRC); declare a vacancy exists on the OTDRC; and appoint Jack Joseph Miller to Place No. 4 on the OTDRC. The motion carried.

**Consideration of Vacancy of Place No. 9 on
the Lewisville 2025 Advisory Board; and
Consideration of an Appointment to Place No.
9 on the Lewisville 2025 Advisory Board**

(Agenda Item F-12)

Due to Ray Hernandez's recent resignation from the Lewisville Chamber of Commerce, he is no longer eligible to serve on the Lewisville 2025 Advisory Board. The City Council will need to declare a vacancy and consider a new appointment to fill this vacancy. Data sheets of applicants interested in serving on this Board have been included for City Council review.

The City staff's recommendation was that the City Council declare a vacancy and consider an appointment as set forth in the caption above.

MOTION: Upon a motion made by Mayor Pro Tem Daniels and seconded by Deputy Mayor Pro Tem Jones, the Council voted five (5) "ayes" and no (0) "nays" to declare a vacancy in Place No. 9 on the Lewisville 2025 Advisory Board; and appoint Peter Taggart to Place No. 9 on the Lewisville 2025 Advisory Board. The motion carried.

Reports

(Agenda Item G)

- Director of Economic Development Nika Reinecke introduced Jeff Butts, the owner of REW. Mr. Butts thanked the City Council for their consideration and approval of the REW item and acknowledged the assistance of Ms. Reinecke and Planning Director Richard Luedke.
- Planning Director Richard Luedke introduced the City's new Planning Manager, Michele Berry. Ms. Berry stated she was excited to be working for the City of Lewisville and with the special projects.
- Parks and Recreation Director Stacie Anaya reminded the City Council and Parks Fans that on January 13, 2018 from 10 a.m. – 2 p.m., the Ninja Warrior Family Edition was being held at the Fred Herring Recreation Center. She advised this was being held in conjunction with It's Time Texas, a state-wide health and wellness initiative that is dedicated to empowering people to lead healthier lives and build healthier communities, which the City Council had approved signing their pledges this evening.
- Police Chief Kerbow advised that the next Coffee with Cops would be held on January 10, 2018 from 7 a.m. – 9 a.m. at the Starbucks on Hebron Parkway.
- Director of Public Services Keith Marvin gave an update on the status of the lake level.
- Deputy Mayor Pro Tem Jones reminded everyone on January 15th, LHS will be holding their annual MLK Event at 6:30 p.m. where the students will be award \$5,000 in prizes. He stated that the winners will have their art displayed at the MCL Grand Art Gallery on Saturday, January 20th – February 10th.

Reports (cont'd)

(Agenda Item G)

- Councilman Gilmore thanked Point Bank for their \$1,000 donation to the Lewisville Public Library. He also thanked Library staff for their documentation on how this money serves to reinvest in the community, as the Bank had indicated without this they would not have been able to provide the funding once again. He also indicated tax season is coming soon and the AARP Tax Aide will be coming to the Library to assist with this process beginning in February.
- Councilman Ferguson gave an update on upcoming events at the MCL Grand.
- Mayor Durham thanked the Police Officers for their service to the community.

There were no additional reports at this time.

Mayor Durham adjourned the regular session of the Lewisville City Council into Closed Session at 7:22 p.m. Monday, January 8, 2018, in accordance with the requirements of the Open Meetings Law.

Closed Session

(Agenda Item H)

In accordance with Texas Government Code, Subchapter D, Section 551.087 (Economic Development), the Lewisville City Council convened into Closed Session at 8:09 p.m. on Monday, January 8, 2018, City Council Conference Room of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas, in order to discuss matters pertaining to the following:

1. Deliberation Regarding Economic Development Negotiations.

Section 551.071 (Consultation with Attorney):

2. Legal Issues regarding DFW Sanitary Landfill's Request for Expansion.

The Closed Session was adjourned at 8:09 p.m. on Monday, January 8, 2018.

**Reconvene into Regular Session and
Consider Action, if any, on Items Discussed
in Closed Session**

(Agenda Item I)

Mayor Durham reconvened the Regular Session of the Lewisville City Council at 8:09 p.m. on Monday, January 8, 2018, in the Council Chambers of the Lewisville City Hall.

Mayor Durham opened the floor for action to be taken on the items discussed in the Closed Session. There was no action taken on the items discussed during the Closed Session.

**LEWISVILLE CITY COUNCIL
REGULAR SESSION
JANUARY 8, 2018**

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Adjournment

(Agenda Item J)

MOTION: Upon a motion made by Councilman Ferguson and seconded by Deputy Mayor Pro Tem Jones, the Council voted five (5) “ayes” and no (0) “nays” to adjourn the Regular Session of the Lewisville City Council at 8:09 p.m. on Monday, January 8, 2018. The motion carried.

These minutes approved by the Lewisville City Council on the 22nd day of January, 2018.

APPROVED

Rudy Durham
MAYOR

ATTEST:

Julie Worster
CITY SECRETARY

A photograph of a public plaza. In the foreground, a stone wall with a rectangular opening serves as a sign. The wall is constructed from large, rectangular, light-colored stone blocks. The text "WAYNE FERGUSON PLAZA" is mounted on a horizontal band across the wall. To the left of the wall, a wooden deck surrounds a rectangular water feature with a low stone wall. The water is clear and reflects the sky and surrounding buildings. In the background, a large, multi-story brick building with a prominent dome and arched windows is visible under a clear blue sky. Trees with autumn foliage are scattered around the plaza.

WAYNE FERGUSON PLAZA

Old Town Visitor Marketing Plan



Visitor Marketing Plan

- ❑ Local marketing firm Mixed Media Creations retained in November 2016 to develop a two-year marketing plan
- ❑ Surveys and interviews conducted in January-March to understand public perception of the Old Town district
- ❑ Draft plan completed in May; final plan presented in July
- ❑ Recommendations are divided into short-term (1-3 months), near-term (3-6 months), and long-term (6-24 months)
- ❑ Total projected cost of all recommendations is \$846,935; the 2017-18 budget includes \$146,700 for Old Town marketing efforts, so staff has to prioritize the recommendations



Short-Term Plans

- Move penny press machine to Visitor Center lobby [done]
- Ensure digital billboards have a URL and call to action [done]
- Standardize look of information kiosk posters for event listings and dining listings [in progress]
- Old Town Bingo game, with branded promotional items as prizes, to promote visitor amenities [working with a vendor on a social media scavenger hunt to launch during early 2018]
- Create a series of four 30-second videos highlighting visitor amenities [planned for early 2018]
- Old Town Walking Tour audio file [scripting under way, recording and launch planned for early 2018]



Short-Term Plans

- ❑ Heritage Street Name project [first sign currently being designed]

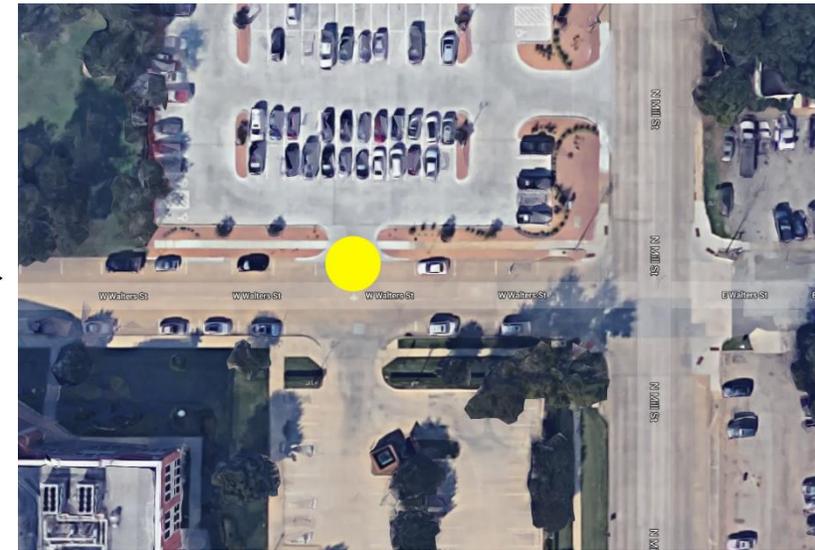
Lewisville, Texas - Heritage Streets

WALTERS STREET

Photo
here

Named after the Wolters family, who were part of a late 1800s wave of German settlers in the area. The family's name was misspelled on early county plats and has remained in use to this day. Family patriarch Fred Wolters (1860-1929) was prominent in church and civic life. He helped build Round Grove Church, and is buried at the church cemetery.

cityoflewisville.com/history





Near-Term Plans

- Introduce a refreshed Old Town brand with a rack card, bi-fold brochure, and flyer or social media cards [not yet scheduled]
- Design an ebrochure posted to the city and CVB websites, updated regularly and shared regularly on social media [not yet scheduled]
- Create dedicated social media accounts for Old Town [working with a vendor to implement this as early as January 2018]
- Develop a media opportunities schedule [will be developed in early 2018, will start with a media fam tour in the spring]
- Review design of vertical pole banners to present the refreshed Old Town brand [not yet scheduled]



Near-Term Plans

- Create a dedicated electronic newsletter for Old Town, to be distributed monthly [not yet scheduled]
- Add sign toppers to existing Old Town wayfinding signs [not yet scheduled]





Long-Term Plans

- Identify opportunities for paid advertising in local, regional, and statewide publications [currently negotiating agreements]
- Rent billboards in Carrollton, Gainesville, and Grapevine to spread the Old Town Lewisville brand [lowest priority due to cost]
- Launch a dedicated Old Town website [currently reviewing RFP responses related to an Old Town website; estimated to take six months to develop once a vendor is selected]
- Schedule monthly tours for bloggers and vloggers to highlight various visitor attractions [not yet scheduled]
- Install permanent monument or gateway signage at Old Town access points on Main Street [not yet being considered]



Long-Term Plans

- ❑ Work with property owners and artists to encourage installation of murals in Old Town [also addressed in Public Art Master Plan; already reviewing one proposal]
- ❑ Create a quarterly “art walk” in Old Town [not yet being considered]
- ❑ Establish Old Town as a Cultural District through the Texas Commission on the Arts [research has started on the qualifications, process, and benefits or obstacles]
- ❑ Establish a rotating schedule of history exhibits at the Visitor Information Center [working with Denton County on this, and have a series of public meetings planned for February]



Other Initiatives

- ❑ A direct-mail postcard was sent to all Lewisville and Castle Hills residential addresses in August; next one scheduled for March



Old Town Lewisville is a treasured part of both Lewisville's past and its future. With structures dating back to the 1880s, Old Town's beautiful historic buildings show off its architecturally rich heritage, while contemporary amenities offer delight for the entire family.

Old Town features Medical City Lewisville Grand Theater, Wayne Ferguson Plaza, and a variety of shopping and dining options. The lively entertainment district offers live music, fine and performing arts, festivals, and visitor attractions.

Take a new look
at Old Town Lewisville.

Plan your experience at
VisitLewisville.com



151 W. Church Street
Lewisville, TX 75057

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STANDARD
US POSTAGE PAID
LEWISVILLE, TX
PERMIT NO. 25

*****ECRWSSDDM*****
Postal Customer



Other Initiatives

- ❑ Research findings from the plan influenced the Old Town content included in the Dallas Morning News special section published in October





Other Initiatives

- ❑ Continuing to rotate Old Town messages on digital billboards at six locations; this is in addition to MCL Grand and special event messages

SHOP • DINE • ENJOY



Old Town Lewisville



Exit 452, Turn East



Enjoy the spirits
of Old Town Lewisville
Cobra Brewing
Larue Vineyards
Witherspoon Distillery



Exit 452 East • VisitLewisville.com

Dine Tonight
in Old Town Lewisville
Cavalli Pizza
The Perc Coffeehouse



Exit 452 East • VisitLewisville.com

Dine Tonight
in Old Town Lewisville
Prohibition Chicken
Old Town Market
Main Street Cafe

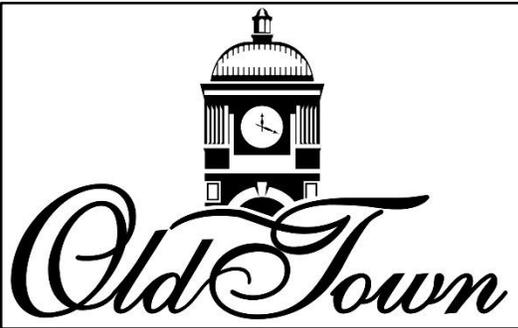


Exit 452 East • VisitLewisville.com

Dine Tonight
in Old Town Lewisville
Twisted Root Burger Co.
Tierney's Cafe & Tavern



Exit 452 East • VisitLewisville.com



Other Initiatives

- ❑ Concerts and special events drew more than 75,000 attendees to Old Town during 2017





Other Initiatives

- ❑ Activities at MCL Grand drew more than 30,000 attendees to Old Town during 2017





Other Initiatives

- ❑ Staff met with Old Town Development and representatives of the three Church Street restaurants in December to discuss marketing efforts
- ❑ The restaurant operators proposed working together with a single marketing firm to develop a short-term boost for Old Town visitation
- ❑ Old Town Development is working with the restaurant operators to identify a suitable firm with experience marketing a specialized district within a city; no firm has been selected at this time
- ❑ Separately, CivicBrand was recommended to the City by Catalyst based on previous success; staff is working with CivicBrand on a three-month program that would start in January with extensive social media and one direct-mail postcard, promoting Old Town overall



Visitor Marketing Plan

Questions?