

LEWISVILLE 2025 VISION ADVISORY BOARD
September 28, 2017

Members Present:

Ray Hernandez, Chairperson
Derik Hayenga, Co-Chairperson
Tamela Bowie
Karen Locke
Toya Gant
Kristin Green
Elena Claros
Robert Solete

Members Absent:

Amanda Ferguson

City Staff Present:

Donna Barron, City Manager
Eric Ferris, Deputy City Manager
Melinda Galler, Assistant City Manager
Gina Thompson, Director of Strategic Services
James Kunke, Director Community Relations & Tourism
Richard Luedke, Director of Planning
Jennifer Malone, Executive Assistant

Call to Order and Announce a Quorum is Present

(Agenda Item 1)

The scheduled session of the Lewisville 2025 Advisory Board was called to order by Chairperson Ray Hernandez at 6:30 p.m. on Thursday, September 28, 2017, in the Community Meeting Room of the Lewisville Municipal Annex, 1197 West Main Street, Lewisville, Texas. Chairperson Ray Hernandez announced there was a quorum present.

Approval Minutes from June 22, 2017 Meeting

(Agenda Item 2)

Upon a motion made by Board member Karen Locke and seconded by Board member Elena Claros, the Board voted seven (7) “ayes” and no (0) “nays” to approve the minutes of the Lewisville 2025 Advisory Board June 22, 2017 meeting. The motion carried.

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**Appointment of Two 2025 Board
Members to Park Master Plan Steering
Committee – Eric Ferris**

(Agenda Item 3)

Deputy City Manager Eric Ferris discussed the need for a Park Master Plan Steering Committee. Staff is requesting that two members of the Lewisville 2025 Advisory Board serve on the committee. Board members Karen Locke and Kristin Green volunteered to serve on the committee. Upon a motion made by Board member Tamela Bowie and seconded by Board member Derik Hayenga, the Board voted five (5) “ayes” and no (0) “nays” to appoint Karen Locke and Kristin Green to the Park Master Plan Steering Committee. The motion carried.

**Update Regarding 2025 Related Items
Approved in FY 17/18 Budget – Gina
Thompson**

(Agenda Item 4)

Gina Thompson, Director of Strategic Services discussed the FY 17/18 budget as it relates to Lewisville 2025. Funding, categorized by Big Move, is as follows:

- \$158,772 – Green Centerpiece Master Strategy (Green Centerpiece)

This amount includes funding for marketing/branding and a full-time park ranger position for LLELA. Donna Barron, City Manager, advised that this will be more of an enforcement position and will include offering education services, leading hikes and making LLELA more user-friendly.

- \$30,000 – Charter Election (New Neighborhood Choices)
- \$20,000 – Multi-Generational Center Marketing (Marketing/Communication)
- \$135,000 – Timber Creek Erosion (Thriving Neighborhoods)

Timber Creek erosion funding is through the stormwater fee and the funded amount is for design only.

- \$100,000 – Pedestrian Bridges (Identity Focal Points)

Richard Luedke, Director of Planning, discussed the two pedestrian bridges at Lewisville Levee Improvement District. This will include two restaurants on the lake with a hotel. The developer donated funds for a pedestrian bridge over the canal. There will be 120 town home units, which will include a trail by the canal. Ms. Barron advised that the goal is to link the trails.

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Board member Tamela Bowie asked if the canal water was deep enough for boats. Ms. Barron advised that a question had previously been asked if this could be used for kayak launch/rental site. This is operated by the Levee District, which has a safety concern and will not allow that use. Mr. Ferris advised that at some point there could be a private contract for this, but the Levee District does not want any launching there at this time. Chairperson Hernandez asked if there will be hotel convention space and Ms. Barron advised that there will be limited convention space.

- \$60,000 – Public Arts Project (Marketing/Communication)
- \$12,500 – St. Paddy’s Day Special Event Expansion (Marketing/Communication)

This event is being expanded due to the success of the first year of this event.

- \$3,454,000 – CIP Street Project Shortages (Thriving Neighborhoods)

This funding is due to shortages caused by inflation.

- \$5,000 – Artist Microgrants (Marketing/Communication)

These grants are part of a pilot program and include five \$1,000 grants. The artists will submit their projects and they will be reviewed by the Arts Advisory Board.

In addition, new funding was added to the budget for Lewisville 2025 implementation including:

- \$85,219 – Plans Examiner (Employment Centers)
- \$62,971 – VIC Operating Costs (Marketing/Communications)

The Visitors Information Center opened to the public approximately three weeks ago. The building was purchased from LISD and is located at 247 W. Main Street. The center has three exhibit rooms for historical exhibits, which will be rotated every 6 months. The center will stretch the boundaries and extend the Old Town area. Staff encouraged the Board members to visit the VIC.

- \$25,800 – Old Town Marketing (Old Town)
- \$87,193 – LED Lighting City Hall and Grand Theatre (Sustainability)

This pertains to holiday lighting; the new lighting will be brighter and more sustainable.

Board member Kristin Green asked if the lights were removed from the trees at the Old Town Plaza. Ms. Barron responded that the lights were removed from the trees because they were causing damage to the trees.

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- \$146,995 – Irrigation System Upgrade (Sustainability)
- \$547,000 – Additional Sidewalk Funding (Thriving Neighborhoods)

The additional funding will assist with sidewalk maintenance.

- \$288,011 – Makerspace (Thriving Neighborhoods)

Funding includes a new librarian position. Melinda Galler, Assistant City Manager, advised that the 'go-live' date for Makerspace is summer 2018.

- \$3,626,742 – Economic Development Agreements (Employment Centers)
- \$80,516 – Property Enhancement Program (Thriving Neighborhoods)

Funding was added for Public Safety Improvements (Thriving Neighborhoods) including:

- \$547,042 – Body Worn Cameras

Funded amount includes the purchase of body worn cameras, as well as a new position, which is needed to handle the data storage, etc.

- \$110,00 – Police and Fire Training
- \$67,950 – Child Advocacy Center/First Offender Program Funding

This increases the overall social service agency funding amount. Ms. Barron advised that the City has direct contracts with these two agencies and that is funds were added to the Police Department budget.

Board member Tamela Bowie commented that the Child Advocacy Center does a wonderful job and the agency will be pleased with the increased funding.

- \$220,562 – 3 SUVs for Police Captains
- \$1,209,250 – CAD System Replacement

Ms. Thompson advised that the system being replaced is 17 years old. Ms. Galler advised that staff has conducted site visits and has determined which system best fits the City's needs. Staff should be able to get the Request for Proposals done and start implementation by the end of October 2017. Other cities also use this system, so the upgrade will make it easier for the Fire Department

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to coordinate with those cities. The system will also come with many new enhancements. Ms. Barron advised that this system is truly designed for both Fire and Police.

Board member Karen Locke asked if training for the new system is included. Ms. Barron responded that all necessary training is part of the package.

- \$200,000 – Live Burn Tower Design

This funding is for the design costs of a live burn tower. Staff is working to get regional participation from other cities, colleges, etc.

**Performance Dashboard/Open Data – Gina
Thompson
– 2025 Advisory Board Role**

(Agenda Item 5)

Ms. Thompson presented the dashboard to the Board members. The dashboard was unveiled on September 11, 2017, is live on the City website. This creation of the dashboard resulted from a Council directive in 2016 and offers instant data to the public about City performance. What makes this system unique from other cities is that the data is real-time instead of just cleaned up reports. The data changes daily, in some instances every 15 minutes. Board member Derik Hayenga inquired as to how this system interfaces with open records requests. Staff advised that open records requests can still be submitted but, since the data is more available, more information can be found without having to submit an open records request.

Ms. Thompson discussed What Works Cities. This is a Bloomberg initiative and funding was set aside for cities who provide data. Lewisville was one of the 100 cities that was selected. What Works Cities provides many contacts and does not charge cities anything for guidance, etc. They also assisted with preparation of the Open Data policy. Ms. Barron advised that What Works Cities considers Lewisville a lead on city dashboards. Board member Derik Hayenga asked if the system has usage tracking. Ms. Barron responded that it does. Ms. Thompson noted that there are 2,436 users at of this time. Board member Karen Locke asked staff if other cities are doing this. Ms. Thompson responded that there are other cities that utilize a dashboard, but Lewisville is unique in that the data is both live and managed in-house. Ms. Galler informed the Board members that Ms. Thompson will have a booth at Western Days located next to MARTY and will be giving demonstrations to the public on use of the dashboard to educate the public on City operations. Board member Kristin Green asked if this would have historical information for trends. Ms. Thompson responded that some of the metrics do have trend information.

Ms. Barron asked the Board members to let staff know if there are any things in particular that they would like to see on the dashboard. Board member Elena Claros asked if the budget is incorporated into this and if it shows what has deducted from the budget. She gave an example of sidewalk repairs and wanted to know if that metric shows cost. Ms. Thompson responded that staff does have the ability to track costs however, this is something that is still in development.

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Board member Elena Claros said that she thinks it would be helpful for citizens to know what is budgeted and how it is being spent. Chairperson Ray Hernandez stated that it is important for people to realize that priorities can change and there are times that staff has to direct funding to different areas within the budget.

Ms. Thompson demonstrated the dashboard for the Board members and explained that some of the metrics are referred to as static measures. These measures, such as the citizen survey, may be updated only once per year. She discussed the queried measures and explained how they work. Board member Elena Claros stated that the format is nice and easy to use. Ms. Thompson advised the Board that 150 additional metrics have been proposed and are being worked on at this time.

Ms. Thompson discussed the Committee's role in the dashboard, which includes: (1) review; (2) provide feedback; (3) provide suggestion; and, (4) provide any marketing ideas that they may have. Board member Toya Gant commented that it would be great if UNT used this for Public Administration curriculum. Ms. Barron advised that staff anticipates this will be used as a model to focus on "open-ness", etc. Staff would be happy to give a demonstration to UNT.

Board member Derik Hayenga asked why red and green were the only colors used on the metrics instead of including yellow to identify metrics that were only slightly under the goal. Ms. Thompson explained that there are different shades of green used. The lighter green indicates that the metric is very close to barely meeting the goal. Mr. Hayenga asked if staff was prepared for the possible misinterpretation that could occur with so much information being available. Ms. Barron responded that the City is prepared and will work through any issues. The thought process is that it is better to put the information out there and take that risk, rather than not making the information available.

Board member Toya Gant asked if individual employee performance evaluations would be affected by the metrics. Ms. Barron responded that this is not being done at this point. Board member Toya Gant recommended that the staff come to homeowner meetings and demonstrate the dashboard. Ms. Thompson advised that staff would be happy to attend any of these meetings when asked. Board member Karen Locke asked if there is a metric for active construction projects. Ms. Thompson advised that staff is currently working on that as a dashboard enhancement. Mr. Ferris responded that this is a great opportunity to mesh the dashboard with the Development Activity Report.

Board member Karen Locke recommended inviting people on social media to attend a presentation on dashboard in the Library. Ms. Thompson said that staff could definitely do something like that. Board member Tamela Bowie suggested that a YouTube video may be helpful. Mr. Kunke advised that a YouTube video has not been created yet, but there is a plan to create one.

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Ms. Barron advised that staff would like to hear any additional input that the Board members have and requested that they let her know if they would like to have this item added to a future agenda to discuss any specifics.

**Charter Election Education Program Update – (Agenda Item 6)
James Kunke
– Education Program Update**

James Kunke, Director of Community Relations & Tourism provided updates to the Board members on the charter election education program. Mr. Kunke explained that City staff can educate, but cannot give an opinion. Council members can give their opinion when they are not serving in the capacity as a Council member; the Lewisville 2025 Advisory Board is held to the same requirements.

Mr. Kunke advised that the election will be held on Tuesday, November 7 and voters can decide on two propositions dealing with potential governance changes. Mr. Kunke explained Proposition A and Proposition B to the Board members.

Update Youth Action Council – Melinda Galler (Agenda Item 7)

Ms. Galler presented the Board members with an update on Youth Action Council. She explained that 18 months ago Council was interested in youth involvement. The Mayor of Cedar Hill attended the Council retreat to discuss youth involvement and Council decided that they wanted staff to form a Youth Action Council. Criteria was developed and a committee of 25 students attending different high schools in Lewisville, as well as home-school students, was formed. A reception was held for students and parents on September 11, 2017, where they met the City Council and some City staff. The Youth Action Council has identified two special projects that they would like to focus on: Teen Homelessness and Bullying. At their first meeting, Mr. Kunke worked with the members to develop their own logo. The City is fortunate to have a diverse group of students on the committee and it is anticipated that they will be ambassadors for the City at their campus.

Project Updates: (Agenda Item 8)

Small Area Plans Update – Richard Luedke:

Richard Luedke, Director of Planning provided updates to the Board members on small area plans. Mr. Luedke explained that two areas have been selected. Stakeholders engagement open house meetings were held: North End on August 17; and, Southwest on August 31. The open house meetings for both areas were very successful and included a hot dog cookout by the Police Department, children's activities, goal presentations, key pad polling, etc. Fifty people were

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in attendance for the North end open house and 20 people were in attendance for the Southwest open house. Ms. Barron advised that the Southwest area is made up of more businesses.

Mr. Luedke explained that the next steps consist of assembling the input from the open house meetings, adding online input, evaluating comments, additional research and developing a draft plan in November 2017. The draft plan will be reviewed at a community workshop in January 2018, followed by a recommendation by the Planning & Zoning Commission and presentation for consideration by the City Council in February 2018.

Storm Water Utility Implementation Update – Donna Barron:

Ms. Barron provided a brief overview of stormwater utility to the Board members. The current list of drainage projects was valued at \$33.7M in October 2016. Ms. Barron stated that funding from a stormwater fee was determined by the Blue Ribbon Committee to be a better plan, rather than including drainage projects in a bond program. Ms. Thompson advised that the \$33.7M is only a first phase; there are additional drainage projects not included in that figure. City Council will adopt the stormwater fee at the Council meeting scheduled for October 2, 2017. Public education will be performed and billing of the fee on monthly water bills will begin January 2018. Ms. Barron showed a comparison of survey cities stormwater fees.

Ms. Barron discussed the stormwater fee calculation for businesses and advised that variances may be approved by Council in certain cases. Board member Robert Solete advised that sometimes apartment complexes choose to over park instead of meeting minimum parking requirements so variances would need to be on a case-by-case basis. Board member Karen Locke asked if this will hurt commercial development. Board member Kristin Green stated that she did not think it would because other cities also have a stormwater fee and they would have to pay it regardless of where they chose to develop. Ms. Barron discussed ad valorem taxes versus stormwater fees. Chairperson Ray Hernandez said he would like to see some “real-life” examples. Mr. Ferris indicated such an example on the presentation and explained the details to the Board members. Ms. Thompson explained that even with a new stormwater fee Lewisville will still be a better value overall as compared to other survey cities.

Multi-Generational Center Status – Eric Ferris:

Mr. Ferris provided an update on the Multi-Generational Center design. Board members Derik Hayenga and Karen Locke are serving on this committee along with City staff and consultants. Currently the design is a little past conceptual and getting into the hard design. The next meeting is scheduled for the first week of October and will consist of two meeting days with 4 hours per day. Construction is scheduled to commence in May 2018 with an anticipated opening date in December 2019.

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Gateway Signs – James Kunke:

Mr. Kunke provided an update on gateway monument signs. Council approved the construction of eight signs, which will be in place by spring 2018, at the following locations:

- Denton Tap Road @ Highland Drive
- FM 3040 @ Duncan Lane
- Edmonds Lane @ SH-121
- Valley Parkway @ SH-121
- MacArthur Boulevard @ Vista Ridge Mall Drive
- Valley Ridge Boulevard @ East of IH-35
- Valley Ridge Boulevard @ Crosshaven Drive
- Valley Ridge Boulevard @ West of IH 35

In addition, two signs will be installed as part of the TxDOT Green Ribbon Project at:

- FM 407 @ Aspen Drive
- SH 121 @ FM 544

Two additional signs will be constructed with upcoming projects in the future and located at:

- Mill Street @ SH 121
- Hebron Parkway @ Railroad Street

Board member Tamela Bowie asked if there will be citizens signing up to take care of the signs. Mr. Kunke responded that staff has not done that yet, but may after the signs are installed.

Green Centerpiece – Donna Barron:

Ms. Barron advised that the Green Centerpiece Master Strategy is being updated. Staff will send a copy to the Board members when the updates are complete. Lewisville City Council and UNT have adopted the master strategy. LISD has not adopted the plan. Staff will be working with LISD to get this adopted.

Ms. Barron discussed the Nature Center. A preliminary concept plan was presented to the Board on June 22. The next step is to move forward with all Corps of Engineers requirements to construct the Nature Center including an environmental assessment. National Audubon has still not given their approval for a major center. Staff is considering events at LLELA to bring in regional sponsorships via Audubon. Ms. Barron showed examples of some marketing events that could be done at LLELA and requested that the Board members share any ideas that they have for activities to market LLELA.

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Adjournment

(Agenda Item 9)

The next Lewisville 2025 Advisory Board meeting is scheduled for Thursday, December 14, 2017 at 6:30 p.m. Ms. Barron asked Board members to let her know of anything that they would like added to the meeting agenda.

MOTION: Upon a motion made by Chairperson Ray Hernandez and seconded by Board member Elena Claros, the Board voted eight (8) "ayes" and no (0) "nays" to adjourn the meeting of the Lewisville 2025 Advisory Board at 8:54 p.m. on Thursday, September 28, 2017. The motion carried.

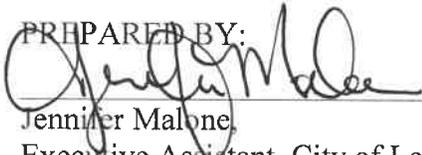
APPROVED:



Karen Locke, CHAIRPERSON

LEWISVILLE 2025 ADVISORY BOARD

PREPARED BY:



Jennifer Malone

Executive Assistant, City of Lewisville