



**COMMUNITY ENGAGEMENT COMMITTEE MEETING MINUTES: February 4<sup>th</sup>, 2019**

**LOCATION:** Southlake Town Hall  
1400 Main Street, Room 4A  
Southlake, Texas 76092

**TIME:** 6:00 P.M.

**COMMITTEE MEMBERS PRESENT:**

Place 1 – Sherry Berman, Chair  
Place 3 – Vikram Jangam  
Place 5 – David Alexander, Secretary  
Place 6 – Rashmi Singh

**COMMITTEE MEMBERS NOT PRESENT:**

Place 4 – Ben Siebach, Vice Chair  
Place 2 – Sandra Harrison  
Place 7 – Angela Weisgarber

**STAFF PRESENT:**

Alison Ortowski, Assistant City Manager / Director of Economic Development & Tourism  
Lauren E. LaNeave, Assistant to the City Manager  
Jerod Potts, Policy & Strategic Initiative Principal Planner

**CITY COUNCIL MEMBERS PRESENT:**

N/A

**OTHERS PRESENT:**

N/A

**REGULAR AGENDA**

1. **Call to order.** Meeting called to order at 6:13 by Sherry Berman, Chair.
2. **Approve November 12, 2018 CEC meeting minutes.** David made a motion to approve the minutes as written. Vikram provided a second. Approved (4-0).

3. **Discuss and provide comments on the City of Southlake FY 2019 Communication Plan.** Alison provide an overview of the strategic marketing and communication plan. The Committee asked if there was anything here staff would want the CEC to help distribute? Alison mentioned the Committee should encourage people they know to follow the city's channels. Then, teach them how to make sure the city's post show up at the top. The city can provide instructions. We can provide the graphic with all channels on it. One thing this office does not do is Nextdoor. The Office of Emergency Management (OEM) has a Nextdoor to post emergency items. Post anything publicly that you see. Alison mentioned that a website redesign will take place in FY 2019, the CEC will likely be involved in a focus group in August. Web pages will need to be QC'd to make sure they have been optimized for the new web design. The Committee asked if the City contracts with Waze, and staff responded yes. The Committee mentioned they follow the Southlake Police Department the most, and residents driving around Southlake may not use Waze. Alison mentioned the City will be looking to trademark the sub branding. This is all managed through the style guide. Also looking to create a guide to enforce when to use certain branding; once complete this will become part of the style guide. Will be looking to create more video content. The Committee asked about the police Twitter account, and staff responded that the person running this account has direction. The direction he was given was to humanize the department and reinforce professionalism. Alison mentioned the Office of Marketing & Communication (OMC) is overseeing marking of Champions Club. The Committee asked if Southlake is unique that all this (communication strategy) is going on? Staff said that depends, but maybe for a City our size it is a unique approach.
4. **Approve FY 2018 Community Engagement Committee Annual Report.** Lauren provided a discussion on the changes that had been made regarding the report since the previous discussion. Sherry will present at the February 19, 2019 City Council meeting in council chambers at 5:30. Members of the CEC are encouraged to attend. Vikram made a motion to approve the report subject to any changes received. Rashmi provided a second. Approved (4-0)
5. **Discuss SPIN Town Hall Candidate Forum.** Lauren explained that this year there will be a City Council election in May for three City Council places, and at this point in time there are two contested elections. April 9th has been reserved for a candidate forum. Can have a moderator. Role is to direct questions and to make sure people are staying on topic. The Committee mentioned that they thought the open house before the forum has gone well in the past.

Lauren mentioned that the decisions needed from CEC were 1) Format and 2) moderator. Filing will close February 15th. The Committee noted that having a moderator keeps it neutral and professional. Committee members can help with timing. Staff mentioned that for Council forums there has typically been a moderator. The Committee mentioned that if a moderator could not be found a CEC member can moderate, and that they think the open house is good. The Committee asked if people can write out a question during the open house, to

which staff responded that at the Carroll ISD forum people could come up to the microphone and were limited to one question until everyone had asked their question. The Committee asked if candidates have an opportunity to present? Staff mentioned that candidates get an opening statement and all candidates get to answer each question.

6. **Discuss ideas for a Southlake Neighborhood Challenge.** Lauren introduced the idea of a neighborhood challenge to the CEC, looking to get the neighborhoods more involved. Goal is for community unity. The Committee mentioned that Shady Oaks has talked about having a multicultural dinner. The Committee mentioned the possibility of having an event at the Celebrate Southlake event. The City wants to learn how to recognize neighborhoods around the community. A Committee member referenced that they used to have progressive dinners, Easter egg hunts, trail cleanups but as neighborhood has gotten older people are not wanting to lead these efforts. The Committee noted that a way to get the excitement is to showcase in a magazine. The Committee also noted that National Night Out (NNO) used to really push having NNO in each neighborhood; PD / FD would bring a piece of equipment to these neighborhoods. This could be another way to incentivize (call it Southlake night out?). The Committee asked about having the Boy Scouts or Eagle Scouts place a tree house in the passive parks. A member of the Committee mentioned that each community has their own event. Another Committee member mentioned their neighborhood does a BBQ each Memorial Day. Another Committee idea was to have a Southlake food festival month that the City would promote. The Committee asked if staff has talked to SKIL about this, noting it may be good to get the kids involved and asked about possibly celebrating day before school. The Committee asked about a pet parade event in Town Square, but it was noted the event needs to be in neighborhood.

7. **Staff Reports:**

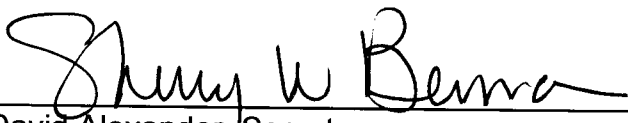
- a. **Development update.** Jerod provided an update on several SPIN projects.

8. **Discuss community interest topics.** Lauren provided information on the following upcoming City events: March 7th from 5:00 - 8:00 at The Marq there will be walking groups through the facility, testing customer service as well as the systems. Attendees would get a sneak peek at the facility. March 23rd is Celebrate Southlake. There will be a community dinner element. The theme is celebrating culture through performing arts. The event will be at The Marq in the Aria amphitheater.

9. **Discuss future agenda items.** Not discussed.

10. **Adjournment.** Sherry closed the meeting at 7:38 PM.

ATTEST:

  
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David Alexander, Secretary

Sherry Bertram, Chair