



**City of Farmers Branch
City Council Minutes
3 p.m. Study Session
6 p.m. Regular Meeting**

Tuesday, October 17, 2017

Farmers Branch City Hall
13000 William Dodson Pkwy
Farmers Branch, TX 75234

Council Chambers

- Presiding:** 1 - Mayor Robert C. Dye
- Present:** 5 - Mayor Pro Tem John Norwood, Deputy Mayor Pro Tem Mike Bomgardner, Council Member Ana Reyes (arrived at 6 p.m.), Council Member Bronson Blackson, Council Member Terry Lynne
- Staff:** - Charles Cox, City Manager; John Land, Deputy City Manager; Amy Piukana, City Secretary; Pete Smith, City Attorney; Benjamin Williamson, Assistant to the City Manager; Tom Bryson, Communications Director; David Hale, Police Chief; Alexis Jackson, Interim Director of Planning and Zoning; Hugh Pender, Community Services Director; Marc Bentley, Public Works Director; Steve Parker, Fire Chief; Brian Beasley, Human Resources Director; Sherrelle Evans-Jones, Finance Director; Allison Cook, Economic Development Director; Kevin Muenchow Fleet and Facilities Director; Shane Davis, Sustainability & Public Health Director

A. STUDY SESSION

Mayor Dye called the Study Session meeting to order 3:01 p.m.

A.1 17-602 Discuss regular City Council meeting agenda items.

Deputy Mayor Pro Tem Bomgardner asked for clarification regarding Agenda Item I.2, asking if \$224,000 is our proportion amount. Chief Parker explained this amount is reflected in the amended agreement and is strictly the Town of Addison's portion of the payment.

Council Member Blackson asked for clarification in regards to the amount of \$451,471 asking what percentage that represents. Chief Parker stated the Town of Addison percentage was 15%, and they paid the first month as an amortized portion and noted they are paying for the capital.

Council Member Blackson asked for clarification on Agenda Item I.4, (Stop Loss) asking what the maximum value is and what does it cover.

Director of Human Resources Brian Beasley replied stating this is the Stop Loss policy. He stated the City is self-funded and this coverage assists with catastrophic claims. He noted the attachment point is \$750,000.

A.2 [TMP-2348](#) Receive an update on Farmers Branch Entry Monument Signs.

Deputy City Manager John Land briefed City Council regarding the entry monument sign concepts. He introduced Brad Moulten with Laterra who reviewed history and vision of the monument sign prototypes. Mr. Moulten reviewed the design recommendations noting three Tier prototypes have been created by 3g Lighting Creations. (Tier 1, Tier 2 and Tier 3.) Mr. Moulten reviewed a map showing entrance points within the City. He reviewed comments from residents from July 2017.

Mr. Moulten explained the following locations were chosen due to their prominence of viewing and importance of the roadways and intersections: (1) Valley View & 635, (2) Webb Chapel Road & 635, (3) Marsh Lane and 635, (4) Alpha Road and PGBT, (5) Spring Valley and PGBT, (6) Josey Lane & 635, (7) Luna Road & 635, (8) Valwood Parkway & 635, (9) Midway Road & 635, (10) PGBT & Valley View Road.

Mr. Land reviewed costs associated with the proposed signs. He noted the budget was \$250,000 within the CIP budget. He explained the goal is to add these to six additional intersections. He stated each blade cost is \$5,000, per blade, he noted he will be strategic in sign placement to make sure electricity is available, when possible.

Mr. Land stated concrete foundations are necessary to maintain durability of the sign. He stated landscaping and irrigation could be insourced to save money. He reviewed a map showing all the Tier priority gateway locations. He asked City Council if they are ready to move forward with six additional locations or have any feedback regarding the proposed signage.

Council Member Lynne asked why only six locations are being proposed, and asked to review the map locations.

Mr. Land reviewed the map, noting we have chosen six locations based on the cost per intersection, which is approximately \$32,000.

Council Member Lynne asked if less panels would reduce costs.

Mr. Land explained at least two panels are necessary to spell out Farmers Branch, noting the main cost is installation.

Council Member Blackson asked for clarification on the cost breakdown.

Mr. Land explained \$15,000 is the cost for three panels, and \$32,000 is for the complete installation. He noted this price includes, landscaping, concrete, irrigation, pickup, delivery, and mounting.

Council Member Lynne replied, suggesting being more efficient and utilizing staff to assist with installation to save costs with electrical and landscaping.

Mr. Land stated there is a lot of engineering that goes into installs. He further stated the City does not have a master electrician on staff.

Mr. Cox noted Tier 1, Tier 2 and Tier 3 have different costs.

Mr. Land stated Tier 2, is less expensive. The costs he has provided today are for Tier 1 installations.

Mayor Pro Tem Norwood asked if the \$250,000 was provided from TxDOT.

Mr. Land replied stating \$50,000 was the amount provided from TxDO. The City budgeted \$200,000 in last year's budget, in a CIP fund, which carries over.

Council Member Lynne stated the purpose of the sign is to make a statement, announce events, and be a focal point. He stated some of the comments he has received is to add a brighter fuse, new lighting for night viewing and raise the signs approximately, 2 ft. taller.

Mr. Land replied stating he has addressed the lenses, and the lighting has recently been changed. He noted the goal is to cascade the lighting, based on holiday color themes. He stated the signs are currently 10 ft. tall, he asked if the Council prefers to increase the signage to 12 ft.

Council Member Blackson stated the signs in Germany were 22 ft. tall. He suggested scaling the lights based on the intersection and location.

Mr. Moulten explained increasing the height to 12 ft. is very easy to construct. He stated he would consider the design based on the site.

Deputy Mayor Pro Tem Bomgardner asked if the metal signs would have issues in the summer months of July and August with the heat.

Mr. Moulten stated light kits have a light span, of 10 to 15 years. He stated since the tops are open it should allow ventilation from the heat.

Deputy Mayor Pro Tem Bomgardner asked if electricity is necessary for trail portals. Mr. Moulten stated the urban areas such as the east side might need lighting for trail portals.

Deputy Mayor Pro Tem Bomgardner suggested having smaller signs located in front of the Fire Station and City buildings.

Mayor Pro Tem Norwood stated we currently have enough funds to install six signs. He stated this would be a multi-year project.

Deputy Mayor Pro Tem Bomgardner asked what the cost was for the older brick monument signs.

Council Member Blackson stated the approximate cost for a brick monument sign, in his opinion would have cost anywhere from \$6,000 to \$10,000.

Mayor Dye stated this is a progressive look, and he supports the new design.

Council Member Lynne asked if hotel motel tax could be used for funding entrance signs.

Mr. Land replied stating he would need a legal opinion.

City Attorney Braden Metcalf stated he is unable to give a legal opinion at this time, but explained he would research.

(Pete Smith later in the meeting stated you must promote hotel, motel tourism, and in his opinion City signs are not an authorized use. The hotel motel tax funds must be used to promote historical, theatre, arts, civic center, convention center and increase hotel use.)

Mayor Pro Tem Norwood suggested obtaining sponsorship with developers.

Council Member Blackson stated businesses could assist with sign sponsorship.

Mr. Land replied if the Council is comfortable with the look, we could strategically review the intersection placement. He stated we could scale the signs based on locations. He stated the three proposed locations for sign placement could be at 635 and Luna, Station area at Valley View and I35, and Alpha and the Tollway. He asked what other areas the Council recommends.

Council Member Blackson stated he recommends adding a sign near the Salt Grass location.

Council Member Terry Lynne stated, Tier 3 signs are unnecessary, and he recommends spreading signs out and concentrating on Tier 1 and Tier 2 installations, around the City perimeters.

Mr. Land suggested Midway and 635 is a major entrance that could be considered.

Mayor Pro Tem Norwood suggested Valwood at I35.

Mr. Land stated he would move forward with concepts and a model of some of the intersections and show a rendering at a future City Council meeting, for review.

A.3 [17-605](#) Receive an Economic Development Update.

Economic Development Director Allison Cook briefed City Council regarding the following Economic Development Projects:

- 14650 Landmark – Project estimated value at \$32,671,745
- 1901 Knightsbridge – Project estimated value \$37,922,226
- 13145 Hutton (P Custom Homes) – Still in process, site plan approved
- Pike & Bee Street Station Area Developments – Project estimated value \$14,100,000
- Brickyard Phase II – Project estimated value \$49,215,133
- Vintage Townhomes – Project estimated value \$10,000,000
- Billingsley Industrial - estimated at \$6,832,690
- Bridgeview Development – Project estimated value \$300,000,000
- The Gatherings – Groundbreaking set for October 10th
- Blue Lakes – Leeds Development, Phase I estimated value \$45,000,000
- Hospitality Projects – Hampton Inn estimated project value \$12,000,000
- Bedrosian Warehouse – Estimated project value \$7,115,000
- Mercer Crossing Residential – site plan approved, in development currently

Mayor Pro Tem Norwood asked about the status of Bee Street. Ms. Cook stated it would be 3 to 4 weeks.

Council Member Lynne thanked staff for their hard work.

Deputy Mayor Pro Tem Bomgardner asked about the \$800 million Mehrdad project, what the dollar amount this was based on.

Ms. Cook replied stating she based this on projects located within the TIRZ, which includes the Gathering and the Boardwalk.

Deputy Mayor Pro Tem Bomgardner asked Staff to prepare a development sheet and list current development projects with values.

A.4 [TMP-2375](#) **Receive an update on services provided by the city of Farmers Branch to the Town of Addison.**

City Manager Charles Cox reviewed the following list of non-public safety services provided to Addison by the City of Farmers Branch: 1) Senior Center currently has 13 Addison Seniors using the Center free of charge; 2) Animal Adoption Center has occasional freezer use for dead animal preshipping; 3) Library Services – The Town of Addison has issued 380 Library cards in FY17 representing \$76,000 annually; 4) Sanitary Sewer – Farmers Branch provides sewer service to the 15000 block of Beltwood Parkway in Addison which is reimbursed at the rate TRA charges Farmers Branch for wastewater treatment. He noted this sanitary sewer agreement with Addison has expired. He stated he has notified Town of Addison that what flows into Farmers Branch must be metered.

Council Member Lynne asked if the City charges an administrative fee for the sanitary sewer.

Mr. Cox replied stating the agreement did not allow for any administrative fees, but does cover reimbursement for the exact TRA charges incurred. He further stated this agreement has expired.

Council Member Lynne asked if we should directly market the Manske Library to Addison residents.

Mr. Cox stated Town of Addison residents can be issued one Library card per household, and the resident has to make a choice of either FB library or Dallas Library. He further stated, this has caused a reduction in revenue.

Council Member Lynne suggested having a direct mail campaign to Addison residents to help increase revenue.

Deputy Mayor Pro Tem Bomgardner stated Town of Addison residents check out 13% of our books, therefore; he prefers Town of Addison pay 13% of the Library budget. Council Member Lynne stated he recommends increasing the fees and marketing the Manske Library to Addison residents.

Deputy Mayor Pro Tem Bomgardner suggested allowing unlimited Library cards, but tracking the number of Library books checked out, and base the cost on usage.

Mayor Pro Tem Norwood stated he uses the Manske Library and Dallas Public Library, noting he is limited to five books at the Dallas Public Library. He stated he supports capping the amount of books they can check out, and allowing the City to charge an incremental fee.

Council Member Blackson suggested starting with an 8% increase and capping at 10%, noting the current payment received from Town of Addison does not cover the usage.

Mayor Pro Tem Norwood stated he supports the Library usage, and suggested increments of fees.

Council Member Blackson asked if we charge a flat rate.

Deputy Mayor Pro Tem Bomgardner stated currently Town of Addison pays 4% of cost and uses 13% of services.

Council Member Lynne suggested adding this item to a future City Council meeting and allow the Director of Library Services Denise Wallace to provide input on impacts to the Library.

Council Member Blackson asked about the freezer shared with Town of Addison for the Animal Shelter.

Mr. Cox replied explaining the City stores deceased animals in the freezer prior to shipping off remains.

Mr. Davis explained the freezer cost about \$33,000 and was donated by the Town of Addison.

A.5 [16-609](#) Receive an update on property located at 12805 Wilmington.

Economic Development Director Allison Cook provided an update on the new elevation plans for property located at 12805 Wilmington. She explained the new elevation is a mid-century modern design.

Mayor Pro Tem Norwood stated this is similar to the designs within the area, noting he supports this amendment.

Mayor Pro Tem Norwood asked to review current guidelines for the Demo Rebuild Program at a future Council meeting.

A.6 [17-603](#) Discuss agenda items for future City Council meetings.

Mayor Dye asked if the Council if they are available to meet to canvass the Bond Election on November 16th at 3 p.m. The Council agreed to meet on November 16th to canvass.

Council Member Blackson asked for a chicken tour.

Mayor Pro Tem asked that instead of holding a November 8, 2017 Special Called meeting on Marketing, why don't we add this to a future Study Session. The City Council agreed

to not hold a November 8th Special Called meeting.

Deputy Mayor Pro Tem Mike Bomgardner for a future agenda item to discuss trail sponsorship.

The City Council convened into closed executive session at 5:23 p.m.

B. EXECUTIVE SESSION –

- B.1 [17-607](#) Council may convene into a closed executive session pursuant to Section 551.087 of the Texas Government Code to deliberate regarding:**
- ***Economic Development Incentives for Cox Farms Market.***
 - ***Economic Development Incentives for Texas Direct.***

The City Council recessed from closed executive session at 5:34 p.m.

C. CALL TO ORDER

Mayor Dye called the regular meeting to order at 6:00 p.m.

D. INVOCATION & PLEDGE OF ALLEGIANCE

The invocation and Pledge of Allegiance and Pledge to the Texas Flag was given by Council Member Lynne.

E. CEREMONIAL ITEMS

- E.1 [17-606](#) Presentation of the Manske Library Summer-Reading-Club Traveling Trophy to Janie Stark Elementary School.**

Mayor Dye presented Janie Stark Elementary School with the annual Traveling Trophy Award.

- E.2 [17-608](#) Consider accepting a donation of 31 trees from the Carrollton Farmers Branch Rotary Club, valued at approximately \$4,000, to the Parks and Recreation Department; and take appropriate action.**

Mayor Dye recognized the Carrollton Farmers Branch Rotary Club for the donation of 31 trees valued \$4,000.

Motion made by Mayor Pro Tem Norwood. Motion seconded by Deputy Mayor Pro Tem Bomgardner. Motion prevailed by the following vote:

Aye: 5 - Mayor Pro Tem Norwood, Deputy Mayor Pro Tem Bomgardner, Council Member Reyes, Council Member Blackson, Council Member Lynne

E.3 [17-610](#)

Consider accepting a donation in the amount of \$5,060 from Eagle Gun Range to the Farmers Branch Police Department; and take appropriate action.

Mayor Dye recognized the Eagle Gun Range who presented the City of Farmers Branch Police Department for their donation in the amount of \$5,060.

Motion made by Council Member Lynne to accept the donation in the amount of \$5,060. Motion seconded by Council Member Reyes. Motion prevailed by the following vote:

Aye: 5 - Mayor Pro Tem Norwood, Deputy Mayor Pro Tem Bomgardner, Council Member Reyes, Council Member Blackson, Council Member Lynne

F. REPORT ON STUDY SESSION ITEMS

Council Member Blackson provided a report on Study Session items.

G. MAYOR AND CITY MANAGER'S REPORT ON ITEMS OF COMMUNITY INTEREST

City Manager Charles Cox provided the following report on items of community interest:

- The Mayor and City Council will conclude their series of Council District Town Hall Meetings on the proposed bond issues, with the District 4 meeting this Wednesday, at 1 p.m. at the Senior Center and the District 5 meeting on Thursday at 7 p.m. at the Community Recreation Center. For full information on the bond proposals, please visit voteftx.com or call 972.247.3131. Early voting begins Monday, October 23 and runs through Friday, November 3. Election Day is Tuesday, November 7.
- There are quite a few events to make note of in the coming weeks:
- This weekend, Friday and Saturday, is the annual Bloomin' Bluegrass free Music Festival & Chili Cookoff.
- Additionally, this weekend, we will host the Hippie to Hipster Craft Fair at the Senior Center and the Celebration of Roses at Gussie Field Watterworth Park.
- Also, a special Adoption Party for Cats is on tap for this Saturday at the Animal Adoption Center.
- Kids can trick-or-treat the various historic buildings at the Historical Park during Haunts & Houses, Tuesday, October 24, in advance of the annual Halloween in the Park event on Saturday, October 28.
- Also on Saturday, October 28, the City will host a Shredding Event, for residents at City Hall.
- Then, as October gives way to November, we will honor those who have worn the uniform with our annual Veterans Day Celebration on Friday, November 10 at the Senior Center.
- For more information on any upcoming event or activity, visit farmersbranchtx.gov.
- In order to avoid conflict with the upcoming holidays, please note that the City Council will meet in regular session on the 2nd and 4th Tuesdays in November – that is November 14 and 28 and only once in December on December 12.
- You can sign up for eNews at farmersbranchtx.gov to have current City news and information delivered directly to your eMail box.

Mayor Dye provided the following School Updates:

- An inclusive Episcopal, independent school serving 1100+ students PreK (3 years old) – 12th grade on two campuses, one at Hillcrest and Spring Valley and the other at Midway & Sigma.
- Is celebrating its first reunion year with the class of 2007 during Homecoming on Oct 13.
- Offers 22 sports (10 boys, 12 girls) with 60+ teams. Therefore, there is always a chance to swing by and catch a game, no matter the season!
- Graduated its 11th senior class in May 2017 with a 100% acceptances to nearly 150 colleges and universities, and 61% of graduates receiving scholarships. See the Summer Senior Commencement Magazine for more details.
- Recently celebrated the grand opening of its Gene E. Philips Activity Center. The first new structure on the Midway campus in a decade, the 24,000 square feet of versatile space for arts, academics and athletics is part of a larger Parish vision to Reimagine School for its students by opening up new and expanded programming opportunities and learning paths that give students voice and choice in their educational experience. The grand opening also marks the beginning of a capital campaign for a Performance & Community Center.
- Has afterschool exploration experiences through its ParishEXTEND program for both students and adults, within the school community as well as outside in the greater community. From sewing and robotics to yoga and drivers education – there's more than 80 experiences to choose from every year.
- Its Upper School quiz bowl team just took 3rd place at the Hornet Hullabaloo on Saturday, September 23 at Greenhill, qualifying them for Nationals in May. Parish student Sohum Kulkarni '20 was recognized as the top performer at the tournament.
- Its entire Lower School family (students, parents, faculty, staff, etc) are reading Charlotte's Web as part of its annual Lower School One Read. Reading together as a family promotes literacy and a love of reading for children. The School's on chapter 16 right now if you want to catch up and join in on a classic read!
- Recently hosted this year's first Center for Transformational Leadership workshop at the Midway campus. Led by Parish, CTL was formed by a consortium of 12 Dallas independent schools – Parish Episcopal School, Hockaday, Good Shepherd, ESD, Greenhill, St. Phillips, Ursuline, Lakehill Preparatory School, Alcuin, Shelton, St. John's Episcopal School and Lamplighter– the Independent Schools Association of the Southwest (ISAS accredits Parish and over 90 other independent schools in the Southwest), and the Institute for Leadership Impact at SMU's Simmons School of Education and Human Development.

H. CITIZEN COMMENTS

The following resident spoke under citizen comments:

Former Council Member Harold Froehlich spoke in support of the Bond Election and urged all residents to vote.

I. CONSENT AGENDA

- I.1 [17-557](#) **Consider approving minutes of the regular City Council meetings held on September 26, 2017 and October 2, 2017; and take appropriate action.**

- I.2 [R2017-109](#) Consider approving Resolution No. 2017-109 authorizing the purchase of Fireblast training props for the Joint Fire Training Center in the amount of \$224,239; and take appropriate action.
- I.3 [ORD-3475](#) Consider adopting Ordinance no. 3475, amending the City of Farmers Branch Code of Ordinances, Chapter 82, Traffic and Vehicles, Article II, Division 6, Section 82-95, amending No. of Parking Zones on portions of Bee Street and adjacent street intersections between Springvale Lane and Valwood Parkway; and take appropriate action.
- I.4 [R2017-109](#) Consider approving Resolution No. 2017-117 authorizing the City Manager to negotiate and execute a contract with Munich Re for medical stop-loss insurance coverage in an amount not to exceed \$375,000 for the 2018-year plan; and take appropriate action.
- I.5 [R2017-109](#) Consider approving a Final Right of Way Dedication Plat of Mercer Parkway and Commerce Street; and take appropriate action.

Motion made by Council Member Blackson to approve Consent Items I.1 through I.5, as presented. Motion seconded by Deputy Mayor Pro Tem Bomgardner. Motion prevailed by the following vote:

Aye: 5 - Mayor Pro Tem Norwood, Deputy Mayor Pro Tem Bomgardner, Council Member Reyes, Council Member Blackson, Council Member Lynne

J. REGULAR AGENDA ITEMS

- J.1 [R2017-115](#) Consider approving Resolution No. 2017-115 authorizing execution of a Residential Demolition/Rebuild Program Incentive Agreement for the owner of property located at 3155 Golfing Green; and take appropriate action.

The Economic Development Director Allison Cook briefed City Council regarding this item. Ms. Cook explained the applicant Todd Bonneau is applying for the Demo Rebuild incentive that is based on the increase over the course of five (5) years in the City Property taxes paid on the difference between the original home appraised value (excluding the land value), as determined by the Dallas County Appraisal District. This option also includes a reimbursement of up to \$12,500.00 of the cost of demolition of the original home following completion of demolition.

Motion made by Council Member Lynne to approve Resolution No. 2017-115. Motion seconded by Deputy Mayor Pro Tem Bomgardner. Motion prevailed by the following vote:

Aye: 5 - Mayor Pro Tem Norwood, Deputy Mayor Pro Tem Bomgardner, Council Member Reyes,

Council Member Blackson, Council Member
Lynne

K. TAKE ANY ACTION NECESSARY AS A RESULT OF THE CLOSED EXECUTIVE SESSION

Council Member Lynne moved to authorize the City Manager to negotiate and execute an economic development incentive agreement with Cox Farm Markets in the amount of \$200,000, payable in two \$100,000 installments on lease execution and issuance of certificate of occupancy, subject to constructing and opening on or before September 1, 2019, a grocery store with not less than 8000 square feet on property located on Bee Street south of Valley View and operating said store for not less than five years. Motion seconded by Council Member Blackson. Motion prevailed by the following vote:

Aye: 5 - Mayor Pro Tem Norwood, Deputy Mayor Pro Tem Bomgardner, Council Member Reyes, Council Member Blackson, Council Member Lynne

Council Member Blackson made a motion to authorize the city manager to negotiate and execute an economic development agreement with First Texas Homes to provide use tax grants for ten year equal to 50% of the City one percent use tax for taxable sales by the Company attributed to the Company's direct sales tax permit. Motion seconded by Council Member Reyes. Motion prevailed by the following vote:

Aye: 5 - Mayor Pro Tem Norwood, Deputy Mayor Pro Tem Bomgardner, Council Member Reyes, Council Member Blackson, Council Member Lynne

L. ADJOURNMENT

Motion made by Mayor Pro Tem Norwood to adjourn the meeting. Motion seconded by Council Member Blackson. Motion prevailed by the following vote:

Aye: 5 - Mayor Pro Tem Norwood, Deputy Mayor Pro Tem Bomgardner, Council Member Reyes, Council Member Blackson, Council Member Lynne

Mayor Dye adjourned the meeting at 6:32 p.m.

SIGNED: _____
Mayor

ATTEST: _____
City Secretary