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## MINUTES

### CALL TO ORDER

*Council Member Cole Humphreys called the meeting to order at 2:30 p.m.*

### PRESENT

*Council Member Cole Humphreys  
Council Member Kurt Johnson*

### ABSENT

*Chairman Jeff Copeland*

### STAFF PRESENTATIONS

1. Parks Enterprise Financial Report Update – 2nd Quarter FY2022

*Business Operations Manager Leticia Evans presented the Budget to Actuals for Parks. Ms. Evans mentioned the cemetery has sold 88 more burial spaces than last year; noted golf's busiest season is the 3rd and 4th quarters; Epic marketing helped increase revenue; Epic Waters also had an increased revenue; the Uptown Theater renovation is complete and fully staffed; The Summit is on budget and expects memberships to increase by 39% and the Ruthe Jackson Center is doing well and expects revenue to increase with June weddings approaching.*

**PRESENTED**

2. Quarterly Financial Update

*Assistant Finance Director Brady Olsen discussed the new monthly quarterly report and provided an update of major spending to date, sales tax revenues, and the overall city portfolio.*

**PRESENTED**

3. Procurement Card Process

*Audit Director Thao Vo discussed the Procurement Card Process and Policy. Mr. Vo reviewed the Internal Audit Process and noted additional training would continue.*

**PRESENTED**

## CONSENT AGENDA

*Council Member Cole Humphreys moved, seconded by Council Member Kurt Johnson to approve items four through eight. The motion carried unanimously.*

4. Minutes of the April 5, 2022, Finance and Government Meeting

### **Approved on Consent Agenda**

5. Ordinance adopting the Housing Administration (Fund 3001) and Housing Choice Voucher (Fund 3002) operating budgets for calendar year 2022 and Fiscal year 2021-2022. This budget includes the addition of 1 (one) Housing Enforcement Office Assistant Position and 2 (two) Housing Enforcement Officer Positions in response to the exceptional increase in inspections related to Chapter 28 of the City's Multi-Family Code. Additionally, allocating, approving, and authorizing the expenditure of \$102,660.70 for the purchase of (3) three new vehicles from Caldwell Country Chevrolet

### **Approved on Consent Agenda**

6. Contract Amendment No. 1 to Halff Associates, Inc. to the Professional Engineering Services contract for additional survey services, preparation of construction plans for the selected drainage option and construction phase services on the Miscellaneous Drainage Projects between Tanbark Court and Sequoia Drive in the amount of \$50,178

### **Approved on Consent Agenda**

7. Change Order No. 4 for the Great Southwest Nature Park with William H. Company LLC in the amount of \$85,142.68 for labor/equipment/fuel/insurance cost increases for the remaining work to be completed as well as material cost increases, including concrete, rebar, lumber, trucking, and fuel relating from work stoppage/delays/ access restrictions and resequencing or work due to Union Pacific Railroad change order logistical demands

### **Approved on Consent Agenda**

8. Ordinance amending the FY2021/2022 Capital Improvement Projects Budget; Amendment No. 1 with Halff Associates, Inc. to provide professional services for the IH-30 Corridor Beautification in the amount of \$88,000

### **Approved on Consent Agenda**

## ITEMS FOR INDIVIDUAL CONSIDERATION

9. Ordinance amending the FY21-22 Capital Improvement Project Budget; Construction Contract with Thatch Engineering in the amount of \$193,054; Budget Allowance of \$15,000 for new building signage and \$20,000 for material cost escalation, with a Construction Contingency of \$11,400 (5%); total funding request in the amount of \$239,454 for exterior façade waterproofing and aesthetic enhancements to the Housing and Municipal Court buildings associated with the City Hall campus

*Senior Building and Construction Projects Manager Andy Henning advised that in an effort to continue to beautify and extend the life of the existing municipal facilities associated with the City Hall campus, exterior façade improvements consisting of waterproofing replacement, material upgrades/repair, and aesthetic enhancements have been proposed for the Housing and Municipal Court buildings.*

*The overall funding request in the amount of \$239,454 consists of the following projected expenditures:*

- a) Construction Contract with Thatch Engineering (TIPS Contract #211001) in the amount of \$193,054 for the exterior façade waterproofing replacement, material upgrades/repair, and aesthetic enhancements*
- b) Budget Allowance of \$15,000 for new building signage*
- c) Budget Allowance of \$20,000 for material cost escalation*
- d) Construction Contingency of \$11,400 (5% of the total of the above three line items)*

*Council Member Humphreys asked Deputy City Manager Cheryl De Leon if a mural could be considered on the wall located at the corner of 2nd and Main Street. Ms. De Leon made a note of the request for further consideration by City Council.*

*Council Member Johnson inquired on the process used to award this projects to and asked specifically if this project was awarded to Thatch Engineering based on previous city project relationship. Mr. Henning said Thatch Engineering was chosen after discussion with facilities on worked performed by this company. Council Member Humphreys said his preference is to give projects to vendors they are familiar with. Council Member Johnson said the process should be fair. Mr. Henning said this project could go out for bid but would incur a cost of \$15,000 to do so.*

*Council Member Humphreys agreed with Council Member Johnson's request noting the Finance and Government committee recommends this item be brought to City Council for review and discussion before any decisions are made.*

10. BrandEra Change Order #2 increase by \$130,000 annually for three years for Parks event marketing and advertising

*Parks, Arts and Recreation Director Duane Strawn along with Marketing and Communications Director Amy Sprinkles presented this item to the committee noting the city extended an RFP in summer 2019 and awarded a contract with renewals to BrandEra for its DFW ad campaign, Live Life Grand. All spending stopped in March 2020 due to the pandemic and remained on hold while the HTMT budget recovered. We were able financially to renew funding the work in the 2021-2022 budget. In addition to the Live Life Grand advertising, the Parks Department would like to amend the contract to include up to \$130,000 annually for the remaining three years. These funds will be designated for public relations and advertising for Main Street Fest, Prairie Lights, and other events or programs as appropriate and needed. With this change order, the contract will increase from \$525,000 to \$655,000 annually, as budgets allow. The five-year total will increase from \$1,625,000.00 to \$1,865,000.*

*Council Member Johnson asked if amendment to this contract is \$130,000 annually for the remaining three years. Mr. Strawn confirmed it could be up to this amount.*

*Council Member Johnson moved, seconded by Council Member Humphreys to bring this item forward to city council for final approval. The motion carried unanimously.*

11. Ordinance amending the FY 2021/2022 Capital Improvement Projects Budget: Contract with SpawGlass in the amount of \$165,989.29 and approve a 5% contingency of \$8,299.46 for a total cost of \$174,288.75 for the Summit soffit repair through a cooperative agreement with Buyboard

*Parks, Arts and Recreation Director Duane Strawn informed the committee that since late 2018, the Summit has experienced significant facility related complications surrounding the Natatorium and roof. The department contracted a forensics investigation, worked with consultants, and continues to work with structural engineers on exploratory assessments to repair the soffit panels adjacent to the natatorium, where moisture over time caused premature deterioration of roof structures surrounding the natatorium areas at The Summit.*

*In May of 2021, the city executed a multi-phase exploratory professional services contract, with Walter P. Moore (WPM) that required WPM to provide repair recommendations of the metal panel soffit adjacent to the Natatorium, remedial replacements of the cavity, and replacement of the soffit assembly. Additionally, WPM was contracted to provide the scope work and plans, the proper construction documents for the repairs and reclud of metal on the north elevation of the Summit, as well as oversee the construction administration.*

*Council Member Humphreys inquired on the lifespan on this improvement. Mr. Strawn said the improvement would greatly extend the lifespan. Council Member Johnson moved, seconded by Council Member Humphreys to bring this item forward to city council for their consideration. The motion carried unanimously.*

12. Construction Manager at Risk (CMAR) contract with Dean Electric, Inc. dba Dean Construction for pre-construction management services for the Tyre Park Improvements Phase 1 in the amount of \$0 and approve a construction service fee of 3.5% to be applied at a later time to the actual approved construction costs for the work

*Parks, Arts and Recreation Duane Strawn informed the committee that he would present items twelve and thirteen together as they both relate to Tyre Park. Mr. Strawn advised that Dean Construction met all requirements and is being recommended for the Pre-Construction CMAR contract award for Tyre Park Improvements Phase I. Council Member Humphreys inquired on why Dean Construction was chosen for this project. Mr. Strawn replied Dean Construction was selected based on references and approval from City Council and the Finance and Government Committee. Council Member Humphreys inquired how many phases are being considered for this project. Mr. Strawn said 4-5 phases.*

*Council Member Johnson moved, seconded by Council Member Humphreys to bring forward agenda items twelve and thirteen to city council for their consideration. The motion carried unanimously.*

13. Professional services contract with Parkhill/Shrickel Rollins, Inc. in the amount of \$246,500 and approve a 5% contingency of \$12,325 for a total cost of \$258,825 for Phase 1 construction documentation and construction administration services for Tyre Park

*Council Member Johnson moved, seconded by Council Member Humphreys to bring forward agenda items twelve and thirteen to city council for their consideration. The motion carried unanimously.*

14. Price Agreement for EpicCentral marketing plan and advertising from Pyro Brand Development LLC. The initial agreement, in the amount of \$1,500,000, will contain the initial one-year term plus a five-month extension to allow fiscal year alignment; and includes the option to renew for three (3) additional one-year periods totaling \$6,000,000 if all extensions are exercised. Authorize the City Manager to execute the renewal options with aggregate price fluctuations of \$50,000 so long as sufficient funding is appropriated by the City Council to satisfy the City's obligation during the renewal terms

*Parks, Arts and Recreation Director Duane Strawn and Deputy City Manager Cheryl De Leon in July 2021, City Council approved an agreement with Pyro Brand Development LLC for "Phase 1" of RFP# 21030 to develop the brand for EpicCentral which has recently been completed. The newly developed brand includes a brand vision, positioning statement, personality, and affiliation, as well as a new logo with tagline, brand/style standards, and a strong foundation for a marketing strategy and plan. EpicCentral has been given a goal of becoming a "Top 5 destination in Dallas-Fort Worth", and staff believes that a strong and competitive marketing spend is both justified and necessary in this extremely competitive market.*

*Through extensive research of the market, strong industry knowledge, competitor analysis, guidance from media planning and advertising experts, and with the latest schedule of venue openings in mind, Pyro Brand Development has developed a plan for "Phase 2" (of RFP# 21030) to include KPI and goal setting, brand planning, project management, annual marketing plans, production of core creative assets, implementation of core marketing strategies and tactics, facilitating and nurturing cooperative marketing across properties, formulating ways to improve EpicCentral selling proposition vs. the sea of competitors, and measuring ROI and reporting on marketing performance.*

*The initial agreement, for a term of 17 months allowing for alignment with fiscal year calendars, will include the first portion of advertising and includes the core architecture and creation of major assets needed to carry out the remainder of the proposed media plan. Future renewals will include a progressively larger percentage of purchased media necessary to establish and ultimately maintain Epic Central's status as a top destination in DFW*

*Council Member Humphreys asked when the first billboard be seen. Ms. De Leon replied Spring 2023. Council Member Humphreys inquired on the funding source and Council Member Johnson asked how has this been paid. Ms. De Leon responded this would be paid from the operating fund. Council Member Johnson inquired when the contract would expire. Ms. De Leon said the contract would expire in May 2023.*

*Council Member Johnson moved, seconded by Council Member Humphreys to bring forward this item to city council for their consideration. The motion carried unanimously.*

**EXECUTIVE SESSION**

*No Executive Session Held*

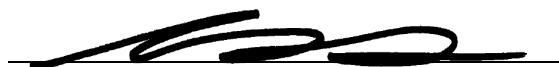
**CITIZEN COMMENTS**

*No citizen comments.*

**ADJOURNMENT**

*Council Member Cole Humphreys adjourned the meeting at at 3:51 p.m.*

*The foregoing minutes were approved at the June 7, 2022, Finance and Government Committee meeting.*



*Council Member Cole Humphreys*