



SENIOR ADVISORY BOARD MINUTES

Monday, November 18st, 2013

City Hall Conference Room
4000 Main Street
Rowlett, TX 75088

Present: Pamela Bell, Jerome Grossie, Della Vickers, Susan Bell, Fred Cares, Darrell Test, Mike Britt, Harold Kless, Bobbie Jo Kelly

Absent: Pauline Dedrick, Jennifer Morales

Visitors: Larry and Gaylyn Beckham, Bob and Ann Camacks, Linda Mackey, Elaine Clemons

Staff: Angie Smith, Recreation Division Manager; Shelly Monroe, Parks and Recreation Administrative Assistant; Jermel Stevenson, Director of Parks and Recreation Department; Tammy Dana-Bashian, City Council member.

1. The Chair called the meeting to order at 10:00 a.m.
2. Quorum was present.
3. Darrell T. motioned to accept the October 21, 2013 minutes. Pam B. seconded the motion. The vote was unanimous in favor to approve minutes by all those members present.
4. Speaker from Police Department, Beth English.
 - a. Beth E. introduced the SMART 911 system that will be available in the city of Rowlett soon. An individual can register and create their own safety profile that gives 9-1-1 valuable information about household members, home, pets, vehicles that will automatically display on the 9-1-1 call taker's screen when a person makes an emergency call. The service is voluntary. Persons can register now if preferred.
 - b. She continued to explain it is private and secure. The registered individual controls what information is in their profile. The information can only be accessed if a person's registered phone number calls. The information is stored in a national database. The company is Rave Mobile Safety which is a public safety company. On that company website there is information provided about the security. The registered person will receive an email every 6 months requesting for updated information. Even if there are no changes the person has to reply in order for the information to remain active.
 - c. A couple of members expressed concern for those citizens that do not have access to computers in regards to being able to register as well as the every 6 month follow up. Beth E. shared there will be a few events held that computers will be available but will check with the company to see if there are any other options.
 - d. Beth E. explained the city is presently waiting to receive the server in order for the service to be available. Some states already have this service. Once registered for SMART 911 a person who is traveling in another state that also has SMART 911 will still have their information show up on the 9-1-1 call taker's call screen for an emergency. The service will also allow text messaging emergencies. Cost to the city is \$12,000 for the first year and then \$9,000 for the following four years. The police department will change from using Blackboard Connect to Everbridge which will save some money.
5. Goal Setting for 2013 - 2014

- a. Jermel S. encouraged members to think broadly regarding goals. Della V. suggested listing the goals within three categories such as education, housing, and communication. She continued to explain members cannot find housing for seniors but would like for members to show support for different senior housing projects in the community. Della V. expressed that in the past it did not appear City Council was in favor of senior housing. Tammy D. voiced City Council does support senior housing but they frequently see persons opposed to it in their neighborhood. Fred C. commented he feels some surrounding cities seem to take care of their seniors.
 - b. Discussions regarding possible goals were held: included in the category of education were topics of computer classes, smart phone program, smart 911, technology programs, social services available, estate program, and health/travel fair. The category of communication focused on improved communication to all seniors and an organized effort to reach out to seniors about social services, programs and event. The category of housing focused on supporting senior housing. Della V. reminded members that this board has no funding to carry out any type of efforts or programs.
 - c. Della V. requested that the decision on the goals be deferred until the next meeting.
6. Review ongoing programs (mostly discussed during agenda item #5)
Introduction to Computer on January 14-16, 2014, Introduction to Internet February 4-6, 2014, Introduction to E-mail on March 4-6, 2014 then Introduction to Word and Excel on April 1-3, 2014. Update Your Will will be on 1/7/14 and In Case of Emergency is 2/11/14. Health Fair will be held April 8, 2014.
7. Board member name tags
Della V. described the name tags with magnetic backings and showed a picture of the badge. The cost is \$15.50 for those members who would like one to wear to the different functions or to different organizations.
8. Senior Concerns – no comments voiced by members or visitors; Della V. informed members that Loretta Soto resigned her appointment as an alternate for this board.
9. Receive update from City Council liaison, Tammy Dana-Bashian.
- a. Announced all Senior Advisory Board members completed their mandatory Open Meetings Act training.
 - b. Rowlett was rated the 19th safest city in Texas who has 20,000 or more residents. Recently we were rated the best small city to move to which is a great honor.
 - c. Rowlett's bond rating was upgraded from AA- to a full AA by Standard & Poor who cited "strong financial management" as a key to the rating upgrade along with positive financial performance.
 - d. City Council suspended the executive search for a new city manager. After tomorrow night's city council meeting there may be a new city manager, Brian Funderburk.
 - e. Everbridge will replace Blackboard Connect for the city's communication tool. Persons will be able to block particular time frames to receive messages, messages will be able to go to cell phones, and can send weather alerts, etc. Everbridge is \$13,000 less expensive than blackboard. Looking for the switch to occur in January 2014.
 - f. The city implemented a new process to communicate performance measures because the leadership feels it is important for citizens have the ability to see how their city government is performing. Next year citizens will be able to access the identified department benchmarks, goals, and performance measures.
 - g. The city will be performing a compensation study. The RFP has just been approved. This will be an independent study compared to the market. There is interest in this due to the 20% turnover of employees so we can develop plans to address any issues that may be needed.

- h. The downtown project is possible due to a 2.5 million dollar grant. This work is going to start immediately with a goal of completion by July 4, 2014. The grant will help with parking, shade trees, and pedestrian plaza. This will help open up downtown to a more inviting atmosphere that will generate more economic development.
 - i. Shared some commercial property updates within the city such as the Merritt Road connector, Discount Tire being built, the new car wash is almost complete, Dunkin donuts has broken ground, etc.
 - j. City Council approved the undertaking of a master plan for North Shore since this is the last area to have significant commercial development. Due to this it is important to the city for this to be done correctly. There is \$260,000 allocated for this master plan which will take several months. The same company that is assisting with Rowlett 20/20 will be the ones working on this plan so there will not need to be education to the company about Rowlett.
 - k. City Council's recommendation is to move Kids Kingdom from Pecan Grove to Herfurth Park. The city set aside \$100,000 to help rebuild Kids Kingdom but estimates for rebuild are coming in as \$350,000. Kids Kingdom is important for this community and hopes citizens support the fundraising and efforts for the rebuild. Partners Foundation held a fundraiser on November 17th and another one on December 15th at Applebee's.
10. Director's Report given by Jermel Stevenson.
- a. Unleashed by Petco: Tom Thumb Center @ Dalrock and Lakeview Parkway – Unleashed by Petco hit the scene in 2009. Their concept is simple – provide the same knowledge and know-how offered by Petco in a unique, smaller package.
 - b. Main Street Fest and Holiday Parade will take place on Saturday, December 7th from 3:00pm-7:00pm in downtown on Main Street. This is the first year that the Rowlett Noon Exchange Club will be a part of this event. Local school choirs will be performing from 3:00pm-4:00pm. The parade which is presented by the Rowlett Noon Exchange, will run from 4:00pm-5:00pm. "Time Train" is a local band that will be performing from 5:00pm-6:30pm. Light Up Main will begin at 6:30pm with a fireworks show followed by the tree lighting. The event will also consist of food and marketing vendors as well as children's activities which include bounce houses, a petting zoo, letter-writing to Santa and pictures with Santa. This event is free admission. Parking will be available at Rowlett High School, Coyle Middle School, DART parking lot, Herfurth Park, First Rowlett United Methodist Church and First Baptist Church. This year's fireworks show is brought to you by Arcadia Realty.
 - c. 3rd Annual Employee Recognition Reception and Ceremony held Tuesday night during the Council meeting was a huge success! It was an honor to be able to recognize 115 employees who exceeded the high standards of customer service we have set for ourselves under *The Rowlett Way*. I also want to recognize three employees who were named multiple times during the year. Both Fred Burns and Will Plexico from our Public Works Department were recognized on five different occasions – congratulations to you both! In addition Al Krajc from our Parks & Recreation Department was recognized on seven different occasions. Al, thank you for such an outstanding year.
 - d. Fred C. asked about an update on the dog park. Jermel S. answered this project is still a goal but has been re-prioritized due to Kids Kingdom. Della V. asked about Scenic Point Park. Jermel S. answered they are waiting on permit from Dallas which is taking some time but there are still plans to begin on this project.
 - e. Jermel S. reminded members of the Boards/Commission Volunteer banquet on December 5th at 6:30pm. RSVP deadline is November 25th.
 - f. Rowlett was named #1 *Small City in America to Move* to this week by real estate research firm Movoto.

Movoto created this list based on demographic and other data collected about cities with populations under 60,000. Sources included the U.S. Census, the Bureau of Labor Statistics, the FBI and their own real estate market data. Six criteria in total were surveyed: cost of living, crime, median household income, unemployment rate, median home price and homes for sale per capita.

They found that Rowlett's 57,703 resident earn a median household income of \$82,466 — 56 percent more than the national average. They also determined that crime in Rowlett is quite low at 42 percent below the national average. Homes in Rowlett cost about 19 percent less than the average for the rest of the U.S. at a \$161,400 median list price, with one home on the market in the city for every 164 people who live there. To round out the data, Rowlett's 6.3 percent unemployment rate is 12.5 percent below the national average!

The Top Ten Small Cities in America to Move to as named by Movoto are:

1. Rowlett, TX
2. Idaho Falls, ID
3. Cedar Park, TX
4. Noblesville, IN
5. Hendersonville, TN
6. Mansfield, TX
7. North Port, FL
8. Bartlett, TN
9. Tinley Park, IL
10. Moore, OK

11. No public input or questions.

12. No public announcements.

13. Members of the board may request topics for future agenda meetings. No member of the board or commission may discuss any of the requested subjects until such matter has been properly placed on a posted agenda.

Darrell T. would like to see senior tax rules discussed because there are changes and there are issues unique to seniors.

14. Jerome G. motioned for adjournment at 11:55 a.m. and Susan B. seconded the motion. Unanimous vote in favor to adjourn.



Della Vickers, Chairman



Jermel Stevenson, Director of Parks and Recreation