

**STATE OF TEXAS
COUNTY OF DENTON
CITY OF CORINTH**

On this the 24th day of January 2019 the City Council of the City of Corinth, Texas met in Workshop Session at the Corinth City Hall at 5:30 P.M., located at 3300 Corinth Parkway, Corinth, Texas. The meeting date, time, place and purpose as required by Title 5, Subtitle A, Chapter 551, Subchapter C, Section 551.041, Government Code, with the following members to wit:

Members Present:

Mayor Heidemann
Sam Burke, Mayor Pro-Tem
Scott Garber, Council Member
Don Glockel, Council Member
Lowell Johnson, Council Member
Tina Henderson, Council Member

Members Absent:

None

Others Present

None

Staff Members Present

Bob Hart, City Manager
Patricia Adams, Messer, Rockefeller, & Fort
Helen-Eve Liebman, Planning and Development Director
Lee Ann Bunselmeyer, Finance Director
George Marshall, City Engineer
Shea Rodgers, Technology Services Manager
Cody Collier, Public Works Director

CALL TO ORDER:

Mayor Heidemann called the meeting to order at 5:30 p.m.

WORKSHOP BUSINESS AGENDA:

- 1. Receive a presentation, hold a discussion, and provide staff direction on the Communication Strategic Plan.**

Bob Hart, City Manager – introduced Kim Newcomer and Liz Cassi with Slate Communications that are here to discuss the communications plan. They have worked on the preparations for a few months. Lee Ann Bunselmeyer, Finance Director will discuss the implementation.

Kim Newcomer, CEO and Founder of Slate Communications – informed Council Slate Communications was founded six years ago on the belief of an informed and engaged resident makes communities better. She was the in house communications manager for the City of Fort Collins, Arkansas, when she found a need for her business. She discussed some of the highlights of the communication plan. This project began about seven months ago and began by evaluating and auditing the current communications with the community and where improvements were needed. Her staff reviewed the current communications tactics and efforts; such as the website,

social media, and newsletters and held discussions with city staff and stakeholders to determine what is working, where improvements are needed, what some of the big projects and ideas are moving forward. They extended the outreach by contacting residents and reviewed the demographics and characteristics of the city. Utilizing this information they created some goals, objectives and priorities for the project.

They reached four topics of categories to measure accomplishments. The first goal is to help people understand open decision making, transparency and accountability to citizens. The second is timely and accurate information. This can be difficult with the number of people involved in the communication process. The third priority is public engagement and building an environment for residents to provide feedback and information to the city. Finally tell our story, the City of Corinth needs to tell their story of who they are and the opportunities they have to build the community.

Liz Cassi, Communications and Project Manager with Slate Communications – explained the way the plan is set up. They created four priorities and then began to narrow them into implementations of each goal. She discussed the various strategies for implementing the goals; such as getting the information out there early and creating new messaging campaigns; such as a large construction project; consistent media contact for disseminating information; presenting information that makes sense to residents and explanations of how processes work; thinking like a resident and how they may search for information. Another target is employing a multimedia and multilevel approach of using more traditional and modern modes of communication. In looking at ways to engage the residents and get their feedback, the city wants to get employees out there to events and have an opportunity to meet and greet residents or by providing an ask the city program where people can submit questions and have staff members create videos to answer the questions and share them online. The goal is to find several different ways to share the information with the residents to match their ways of finding the information. The final goal suggests building a strong brand or strong message that creates a consistent identity for Corinth. This can also be used to help with Economic Development in enticing businesses to move here and grow roots here.

Kim Newcomer, CEO and Founder of Slate Communications – stated they reviewed the Strategic Plan to review what is important to Council and reviewed what is important and available to residents and tried to align them together with all the work that is in progress and focus on the growth and economic development. This is a challenge for a lot of communities because it brings change and change is difficult, so a lot of communication is needed and also gives a say to the residents as to how it will turn out. The Corinth community loves its special events and that is how communities are formed. There are not a lot of physical gathering spaces, which makes these events the focal point for community gatherings. Public Safety is a large area of pride and support from the residents. The idea around infrastructure and public works is an investment in the community that continues to make it safe and provides the civil services expected.

There are several tactics and ideas in the plan to bring this all together. Lee Ann Bunselmeyer, Finance Director has already utilized some of the suggestions within the plan; such as the newsletter. There are two ideas that came from this process and one is the idea of the Ambassador Program. Corinth has a strong neighborhood affiliation and a large commuting population, which makes it hard to talk to the residents. After a long commute, residents do not want to come to a city council meeting. The HOA alliance and commuting nature of the community, brings the idea of the ambassador program, which is a mix between a citizens academy and an educational opportunity with the expectation of sharing information. This is a group of engaged residents that share the information with their own communication networks.

Liz Cassi, Communications and Project Manager at Slate Communications – The final

logistics are still being worked out, but the main things to focus on is having a communication group of about 12 to include a representative from each HOA, with established long-term residency with networks in place and a presence to pass information on to. This is a volunteer position and the application process will be similar to the current boards and commission applications. The communication workshops would be held bi-monthly and inform the ambassadors of updates on major projects and key points going on in the city government, and various outlets they can share the information through.

Mayor Heidemann – asked about the involvement of the business community.

Kim Newcomer, CEO and Founder of Slate Communications – This is designed with residents in mind but there are other strategies in the plan that discusses leveraging partners and how to coordinate with the Chamber of Commerce in accessing their networks and enlist their help.

Mayor Heidemann – we depend on the business community to support us especially with special events. Good Communication would be a requirement for them to have knowledge of the events and solicit their support.

Kim Newcomer, CEO and Founder of Slate Communications – Yes, we would like to be more proactive than reactive as a business you want some notification.

Mayor Heidemann – yes, and you want to reach out to them now to get their support while they have their budgets and have not spent them. If you wait until the events the budget may be spent.

Councilmember Henderson – asked if the application process would be like all other board applications.

Kim Newcomer, CEO and Founder of Slate Communications – yes.

Lee Ann Bunselmeyer, Finance Director – our initial thoughts are that we would have one member of each of the HOA's on the board automatically because they already have the set groups they communicate to and then myself or the City Manager would go out to their meetings and share information at their meeting about what is going on in the city that they may need to know about. The selection process for the two floater positions, that are non HOA's that would allow residents who want to be active and involved, has not been finalized. Staff is looking for Council's input on how to appoint to the positions.

Councilmember Henderson – clarified the HOA's would have a board member.

Lee Ann Bunselmeyer, Finance Director – Yes, staff has already begun to update the HOA president and management company information. This will allow us, when we kick this off next month, to reach out to the proper person and allow them to appoint a person to the program. This is one of the reasons we decided to do bi-monthly workshops, so that it is not a huge time commitment. The meetings will be one component and all communications from the city including news releases and newsletters will go to the HOA's.

Kim Newcomer, CEO and Founder of Slate Communications – the second piece, identified as an immediate opportunity, is the idea of a current brand. There wasn't a sense of identity for the city of Corinth but rather with the neighborhoods. To encourage the identification with the city as a whole a brand will help create community pride, economic development, build a sense of community and a strong visual recognition to help people understand what the city provides. This

is a bit of customer service and supports residents understanding where their money goes. There is not a large brand of identity for the city. The reasons we heard for the lack of use of the logo were the current logo is faded and old, not variable across different media, resembles a high school sports team logo and speaks more to Texas than the city. Bob Hart, City Manager and Lee Ann Bunselmeyer, Finance Director challenged them to come up with an idea that builds upon the current brand, creating a unique and timeless logo that honors the city and Texas and resonates with the wide demographic and close knit community. Texas is a point of pride known worldwide. A design team was tasked with this creative assignment. Several logos were presented for Council to review. Kim explained the purpose for the colors and some of the reasoning's behind the creations of the new logos.

Councilmember Garber—both of them are an improvement over the one we currently have. I like number 2, not so much the design, but the story behind the neighborhoods coming together. There is a neat story along with that design. I like the throwback to the “C” as well. I am trying to think as Council when representing the city and we are meeting others what will this look like and is it simple or distinguishable enough. Whatever 2 or 3 we settle on, is this something we put out and the community becomes a part of the adoption?

Kim Newcomer, CEO and Founder of Slate Communications – that is up to you and some just make a decision and others will take both choices out and let them give feedback. She cautioned allowing them to vote because there are many differing's of opinions.

Councilmember Henderson - I like number one, but after hearing the story from number 2 I like it also. That “C”, could that mean anything else in number 1, because it was taken from our old logo, what could it mean today in moving forward?

Kim Newcomer, CEO and Founder of Slate Communications – Not necessarily a “C”, but the arrow received feedback that it is from a marker on a Google map showing you are here and there is a sense of place that comes with it and the fact that it is pointing up and over is a forward movement.

Mayor Heidemann – thought the number 1 logo represented the I-35 freeway going right through the center of the city.

Councilmember Johnson – stated number one reminds him of the Houston Texans sports team and number 2 fits better.

Mayor Heidemann - asked Bob if that lettering there goes back to what he originally said that the building was Corinthian old gothic type?

Bob Hart, City Manager – first time I came here I liked the building because the architecture matched the name of the town.

Councilmember Johnson – do any of these seem to represent that Corinthian Architecture?

Kim Newcomer, CEO and Founder of Slate Communications – we had a third option that leaned further into the Corinthian architecture with no Texas star resemblance more of the arched window mosaic feel.

Councilmember Glockel – The first one reminds me of a rhinoceros. I never picked this up as a star but a box, are we thinking inside the box or outside of the box, the colors are the same as the

old logo. I am not a great opponent of either one of them, but I have to go with number 2. I do not see a message. I like the old logo because it relates to where the city is located within the state. Previous EDC did a lot of work trying to put Corinth on the map with the current logo. Can we do branding without changing the logo or is the logo such a monster? I feel people are starting to know where Corinth is and not sure if we change it they will know where Corinth is.

Kim Newcomer, CEO and Founder of Slate Communications – this is good feedback a brand is not a logo, a logo is an important part of a brand, but not the only part. If the group decides to stay with the older logo, we would need to rework it and make it more useable in all the different ways that it is not useable currently. It might just need some fine tuning.

Councilmember Glockel – If we are going to change it then we might as well scrap it, because it will be the same cost to replace it over every vehicle and the water tower and so on. There is a message on the old one but not the new ones.

Kim Newcomer, CEO and Founder of Slate Communications – presented the third logo that was originally discussed with staff and does not have the Texas star but was very Corinth focused on the architecture piece.

Liz Cassi, Communications and Project Manager at Slate Communications – These were the three originally presented to Bob and Lee Ann before we came to Council. It was a common theme among the houses around town.

Lee Ann Bunselmeyer, Finance Director – this resembles the window of the building.

Helen-Eve Liebman, Planning and Development Director – Corinthian is one of the column capitals and it goes Doric, Ionic and Corinthian. Doric is simple, one swirl; Ionic is a little more elaborate; and Corinthian is wow. If we are trying to mimic something like that, then keep in mind people will say if you meant Corinthian then you should have made it Corinthian

Kim Newcomer, CEO and Founder of Slate Communications – I think logos are an important piece of a brand but not the most important piece. As a mark or an icon it needs to work in different places and if we get too Corinthian it may not stitch on a shirt, so there is a functionality piece to this as well. We can mix and match and adjust. The feedback is why we are here.

Councilmember Henderson - number 2, I like it but too much color and Corinthian is more elegant than all these colors. We could make it more Corinthian without so many primary colors.

Kim Newcomer, CEO and Founder of Slate Communications – suggested pulling back and using two colors instead of three or the mark is two colors instead of three.

Liz Cassi, Communications and Project Manager Slate Communications – One of our priorities when a new logo is chosen is to create some brand guidelines that really show how to use it in all variations to make sure there is a one color option.

Councilmember Burke – all 3 are an improvement. I like the idea of the star variation, afraid the architectural will be a loss on people, it seems to be pretty busy for a logo, but it looks good. It is far better than what we have.

Mayor Heidemann – inquired if staff was looking for a consensus?

Bob Hart, City Manager – Yes, when I first started I really liked 1, then after going through the process 2 prevailed. Based on internal discussions 1 and 3 bubbled to the top. Now with all the comments tonight, three is standing out it represents the two school districts, the neighborhoods or even to the four cities to the lake cities. You could really play with the logo.

Mayor Heidemann – stated the Lake Cities Fire Department covers the four cities to the lake cities.

Bob Hart, City Manager - our initial response, we like 1 better, 2 was really growing on me. I agree with Sam it is all better than what we have.

Kim Newcomer, CEO and Founder of Slate Communications – I will work on simplifying 2 and making it more like a column, not as squatty.

Councilmember Glockel - The estimated costs to changing?

Bob Hart, City Manager – we would change the vehicles, the police and fire are different, the cost would estimate around \$6,000 then change the water towers when it is time to repaint them. We have a new water tower coming up and would put the new logo on it. The letter head is printed electronically, so no stock. Then we have business cards and signage. It will be a minimal cost under \$10,000.

Mayor Heidemann – advised Kim Newcomer to revise two and three then bring them back for discussion.

Kim Newcomer, CEO and Founder of Slate Communications – will provide the comments and challenge to the designers.

Lee Ann Bunselmeyer, Finance Director - stated when the logo is changed Enterprise stated they would bring their team here to the Public Works building and do all the vehicles there at once.

2. Receive a presentation, hold discussion, and provide staff direction on the 2019 Bond Sell.

Bob Hart, City Manager – reminded Council there was a previous discussion on a bond sell dealing with the Dobbs/Lake Sharon alignment, Parkridge drainage issues, and finishing Lake Sharon/2499. The schedule staff is looking at is a March 7th Bond Sell date. March is a good time for selling bonds and the interest rates are beginning to climb. It is typical to put a high number on the first notice and then work down; once a number is presented it cannot go up. He reviewed the numbers for the various projects stating the estimate provided nine months ago was \$3.8 million, but there is some guess work involved due to variables out of staff's control; such as rising construction costs. He believes due to these variables the amount of the bond will need to increase and he should have better numbers in a few weeks. He suggested a backup plan for the Lynchburg mitigation project in case the grant does not come through and using a million dollars for Amity Village. He suggested Council review the information provided tonight and discuss further at one of the Council meetings in February with some refinements.

Mayor Heidemann – this will be repaid?

Bob Hart, City Manager – this is the project the City will receive a reimbursement of \$3.5 million through the impact fees. He believes the Taylor property will pay back quickly, the

Blunt property will be a little slower and Haslet will be the wildcard. All three are needed to be developed to get reimbursed. The budget contains the money for all the design work and front end stuff and is currently proceeding.

Mayor Heidemann – Lynchburg Creek, Sam Burke suggested the City may be able to get some EDC money through some of the development on I35 where Lynchburg is, will this be possible?

Councilmember Burke – If this design does not work, could we get a grant in the future with a new design and could we incorporate some things that increases the marketability of some property on I-35 was my comment. I do not think the way George laid it out that would be possible.

George Marshall, City Engineer – the property on I35 with the new maps a lot of it comes out of the flood mitigation area and there is also currently an affective Conditional Letter of Map Revision that allows the property to be reclaimed anyways on the North side of the creek.

Bob Hart, City Manager – this is such a moving target, it is hard to nail it down. The second thing is the impact, if we do all of this assuming we have our normal growth, this would still require about a 2 -2.5 cent tax increase to fund all of it and would be able to mitigate some of it with the impact fees. There will be some debt capacity as we get some growth in the future as well. When we first started, the first list is what we discussed in the budget encompassing three years but has been compressed into one year, so we could stage it out. The debt issuance costs and guessing where interest rates are going is what caused staff to think you might be better off doing this all now instead of waiting 2-2.5 years.

Councilmember Garber- Don't these have to be on a ballot?

Bob, Hart, City Manager – no, what I am bring is a CO, a certificate of obligation perspective.

Councilmember Garber- So there wouldn't be sticker shock on something that wouldn't pass where it might have passed?

Bob Hart, City Manager – No.

Mayor Heidemann – if Austin puts a cap on this how does that affect us?

Bob Hart, City Manager – having it all in place ahead of time is what protects us. That removes it from the table for us.

Councilmember Garber– back to the impact log, the 4-8 percent tax growth does that equate to a 2-2 ½ cent tax increase or do we need the growth plus going from 53-55.5 cents?

Bob Hart, City Manager – the later. What we could do is over the next couple of years is make interest payments only and defer the principle out about 3 years then we could get by with a half to one and a half cent increase. It will limit what we can do in the future. Here there is a greater capacity.

Councilmember Garber – if we end up with a 10% increase in property value the 2-2.5 cents turned into 1.5 cents. Either one we are still looking at a 7% increase in water rates.

Bob Hart, City Manager – Correct. This would be a nine million dollar debt issue and seven of that would be the water tower and pipe lines to feed it. This is why I think Council needs to absorb

this information and then come back and have a conversation on it.

Councilmember Garber– is that a 7 percent increase on the base rate or all?

Bob Hart, City Manager– some of both, overall 7 percent.

Councilmember Garber– when will we discuss water rates?

Bob Hart, City Manager - March 7th Council meeting

Councilmember Garber- When we discuss water rates and do the comparison between the cities, is there a way to find out if any of the comparable cities are subsidizing water rates with General Fund transfers.

Lee Ann Bunselmeyer, Finance Director – We can definitely call. The last time a survey was done, I believe Highland Village was the only one that was, but we can definitely do the survey again.

Councilmember Glockel– There's a lot of things floating around out there right now, of course the appraisals are coming up pretty quick, so maybe before the housing market softens the taxes will be set. So we might slip through this year after 10% and even this year at 10% I would be pleasantly surprised.

Lee Ann Bunselmeyer, Finance Director – we do not get the preliminary values until the first or second week of April. Then I take that amount and drop it about 5-6% based on historical data.

Councilmember Burke– What do we know the increase is likely to be just based on projects we have completed this year on the books?

Lee Ann Bunselmeyer, Finance Director – The problem is a million dollars gets \$5,000 in property taxes to split between the general fund and the debt.

Bob Hart, City Manager – We could look at the building permits we issued and we will know what that will come to.

Lee Ann Bunselmeyer, Finance Director – a lot of it will depend on if they are fully constructed. If Huffine's was only 40% completed on January 1, they will only be taxed for 40% of the value. It would be difficult to give a number.

Bob Hart, City Manager– it does help with the guess work and we will go back and look at it. The softening in the market will be important to watch too. I wanted to get your initial thoughts and ask you to adopt a resolution tonight of the notice for the sale and then decide a course of action.

Mayor Heidemann – will you get this out to us?

Bob Hart, City Manager – it will be in your email tomorrow.

3. **Briefing and comments on Cambodia Trip.**

Bob Hart, City Manager– This was a fascinating visit. A lot of the history I never completely

understood. A couple of comments on the County: they went through a civil war in the early 1970's some of that came out of the bombings tied to the Vietnam war, a lot of the struggle going on between the US and China when China backed the Khmer Rouge and that revolution ended up going on from the early to mid-1970's to 1998-1999. During that first four year period, Cambodia had about 10 million people and there were 3 million killed. They took an old school and turned it into a S21 prison, if you had a college degree, had a professional position, owned a business, a doctor, or a lawyer they killed you because it was a peasant revolution and peasants took orders. The brutality in the prison went way beyond anything I have ever seen.

The other things that really drove home to me, we all grew up in Western Civilization and learned Western Civilization in college, I have never really looked at the whole eastern civilization before. There are a lot of pictures of this to share some of that knowledge. In terms of the government structure, they have one party, it is the People's National Party representing everyone. From the National Government there are 25 provinces around the country underneath that are municipalities and districts. That is where the services are provided. The National Government controls everything. If a municipality needs another worker, they get permission from the National Government, they hire them and send them to the municipality. The hiring decisions are not made locally and the position is for a lifetime commitment, they cannot be terminated. Then they keep a journal of what they do every day and submits it to the National Government.

There is no planning, the drainage is unbelievable. I talked to some classes at the University's. There was a class of about 25 students and 50 people came out for me to talk to. I had about an hour and twenty minutes and at two hours in, we were shutting it down. There is a lot of unhappiness with the corruption and lack of responsiveness. It was interesting to see all of this.

Some of the Provincial Government staff I talked with would like to come here and talk to you and see if some of our employees could visit there to do some training, primarily fire and planning. They really need drainage. A good response time for a fire there is one hour. When you are in Cambodia the elephant is a big deal. The elephant represents peace, happiness and prosperity. There is no coin money it is all paper money.

4. Discuss Regular Meeting Items on Regular Session Agenda, including the consideration of closed session items as set forth in the Closed Session agenda items below.

Bob Hart, City Manager – I think items 3, 4, and 5 are straight forward items. If you have any questions we can go over the items.

Councilmember Henderson – stated she has question on the LED lights item number 2.

Bob Hart, City Manager – we will pull this item off of consent and move it to a business item.

Consent Item #2 Discussion:

1. Consider and act on a proposal from Gexa Energy Solutions, LLC. To replace all lights in City Hall with energy-efficient LED lighting.

Mayor Heidemann - pulled item 2 off as a Consent item and moved to the Business items and move into the Executive Session.

Mayor Heidemann recessed the Work Session at 6:48 p.m. See Closed Session.

CLOSED SESSION

The City Council will convene in such executive or (closed session) to consider any matters regarding any of the above agenda items as well as the following matters pursuant to Chapter 551 of the Texas Government Code.

Section 551.071. (1) Private consultation with its attorney to seek advice about pending or contemplated litigation; and/or settlement offer; and/or (2) a matter in which the duty of the attorney to the government body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act.

Council met in closed session from 6:48 p.m. to 7:07 p.m.

A. MCM Contract for Lake Sharon Roadway Extension.

After discussion of any matters in closed session, any final action or vote taken will be in public by the City Council. City Council shall have the right at any time to seek legal advice in Closed Session from its Attorney on any agenda item, whether posted for Closed Session or not.

RECONVENE IN OPEN SESSION TO TAKE ACTION, IF NECESSARY, ON CLOSED SESSION ITEMS.

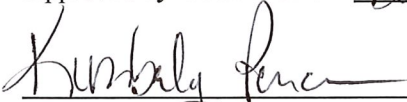
ADJOURN:

Mayor Heidemann adjourned the meeting at 7:08 P.M.

AYES: All

Meeting adjourned.

Approved by Council on the 21st day of February, 2019.



Kimberly Pence, City Secretary
City of Corinth, Texas

