

**City Council/Homeowner Association Meeting  
June 17, 2008**

**Minutes**

Steve Mitchell, Mayor, called the meeting to order and asked everyone to introduce him or herself. Mayor Mitchell introduced Bob Mong for a presentation on the Dallas Morning News.

**Presentation**

Bob Mong, Editor of The Dallas Morning News, announced that *The News* plans to launch home delivery August 27th of *Briefing*, a free newspaper aimed at nonsubscribers who want a "quick-read" newspaper.

According to Mr. Mong, the publication is aimed at time-crunched families, such as busy dual-income families with children at home and who aren't currently subscribers of *The News*.

About 200,000 copies of *Briefing* will be distributed Wednesdays through Saturdays to select households that don't currently subscribe to *The News*.

*The Dallas Morning News* has created a number of publications and online products in recent years as it attempts to reach new readers and advertisers.

- *Al Día* was launched in 2003, targeting the area's growing Spanish-speaking population.
- *Quick* was also introduced in 2003 to serve younger readers who don't pick up traditional newspapers.
- *F!D Luxe*, tailored for affluent, style-conscious readers, began publication in 2004.

*Briefing* will have the standard broadsheet format of *The News* rather than the smaller tabloid dimensions of *Quick*.

**Current Events**

- City Council recently authorized staff to finalize a Traffic Calming Program. Once adopted, staff will initiate pre-submittal meetings with applicants starting in July. The application deadline for first round of submittals will be October 1. Trial speed cushion projects will be installed in select neighborhoods in February through April 2008 as budget allows. Ballots will be sent to residents after 60 days of trial; applications with 75% concurrence will remain in place.
- City Council recently directed staff to remove certain playground equipment from Heights Park. Said equipment was identified during recent analysis as potentially unsafe. Some of the equipment, such as the Rocket, will be utilized in the park in a different capacity. All of the removed equipment will be replaced.

- City Council gave approval in April to seek permission from the Texas Department of Transportation to install cameras on state right of ways, which it recently received. As such, the City will install five new cameras at three intersections: (1) East- and westbound Belt Line Road at Central Expressway (2) North- and southbound Central Expressway at Campbell Road and (3) Northbound Jupiter Road at Bush Turnpike.
- City Council member John Murphy was elected President of the North Central Texas Council of Governments for the 2008-09 term. This is a great honor and a very deserving recognition for Mr. Murphy as a long time regional leader.
- Assistant City Manager Michelle Thames recently won the Linda Keithley Award for Women in Government. In 1986, the North Central Texas Council of Governments established the award, which honors the dedicated professionalism of Linda Keithley during her 17 years of service to the Council of Governments. The award recognizes a woman who displays the Linda Keithley traits of integrity, dignity, poise, loyalty, commitment, and dedication while serving as a faithful public servant.
- June 2008 sales tax was down \$300,000 or 16% compared to June 2007. Sales tax is down \$1,300,000 or 8% year to date in FY 2007-08.
- The City is working with UTD on a Cotton Belt Railroad Master Plan that would provide access to the Bush Turnpike and include a University Village in the north part of the campus. Jacobs, Carter and Burgess have also been involved in the initial planning initiative, which could bring the Cotton Belt project to fruition years ahead of schedule.
- City Council and staff have commenced with preparations for a possible May 2010 bond program. Current work includes updating inventories of projects and estimating budget implications. More information will become available as we work through this process.
- City Council recently increased the amount of the residence homestead exemption for individuals sixty-five (65) years of age or older, and for individuals who are disabled from \$50,000 to \$55,000, an action that will impact 22% of homes in Richardson.
- City Council recently created the nine-member Environmental Advisory Commission to serve as an advisory board in matters involving the promotion of close cooperation between the city and private citizens, institutions and agencies interested in the enhancement and protection of the natural environment of the City.
- The City received the first preliminary 2008 rolls of taxable values from the Dallas and Collin Central Appraisal Districts. The Collin Central Appraisal District (CCAD) reported a preliminary increase of 1.9% while the Dallas Central Appraisal District (DCAD) reported a preliminary increase of 9.8%. The combined increase from both appraisal districts amounts to a 7.3% overall increase.
- City Council recently considered the adoption of a Neighborhood Development Overlay program that allows neighborhoods to add additional development guidelines within their area. The new guidelines include changes to setbacks, heights, lot coverage and garage orientation; and have to be approved by 70% of people in the affected area through petition.
- Sherrill Park Head Golf Professional Ronny Glanton was recently elected to the Professional Golfer's Association Board of Directors. As one of 17 directors, Ronny will be responsible for managing the PGA in the coming years. This is a wonderful recognition for Sherrill Park and the City of Richardson.

- The City has been recognized for recent technological innovations at the Animal Shelter by the Texas Association of Government Information Technology Managers, which presented one of only three 2008 awards of excellence to Information Services staff. Residents interested in adopting animals from the Richardson Shelter can now look at the available dogs in their cages as usual, then use touch screens that have been installed at the Shelter to learn about the animals that interest them.

### **Open Discussion**

Mayor Mitchell opened the meeting for general discussion. An attendee asked Mr. Mong if he could provide information about the new initiatives that could be sent out via email to residents. Mr. Mong stated he would forward the group a press release.

Another attendee stated he had received feedback that the cost associated with printing obituaries had increased substantially. Mr. Mong stated that relative to other similar newspapers, it actually cost less to print an obituary in the Dallas Morning News, and that the practice of charging for running obituaries was not new at all, instead a long time industry standard.

A different attendee stated she felt that the Dallas Morning News online was difficult to navigate, and that articles should be searchable by section and page number. Mr. Mong stated he would look into the possibility.

An attendee asked if consideration was being given to providing one edition to all of Richardson, as opposed to having one edition for Dallas and one edition for Collin County. Mr. Mong stated that the editions are different so that the appropriate school information can be included, but that both editions should be carrying the same City of Richardson news.

Another attendee asked if parking availability has been an issue with the recent increase in DART usage. A staff member stated that the City has not received any such reports, and that Richardson's stations have additional parking capacity should that become necessary.

Finally, an attendee stated that he felt the HOA Presidents email list should not be for political purposes as it was during the past election cycle. Three other attendees agreed, and stated that they too received unwanted political messages via the mailing list.

### **Ending Comments**

Mayor Mitchell thanked everyone for attending and adjourned the meeting.

## Attendees

Steve Mitchell, Mayor  
Gary Slagel, City Council  
Pris Hayes, City Council  
Bill Keffler, City Manager  
Randy Roland, Wyndsor Estates  
Chris Davis, Cottonwood Heights  
Jim Troxell, Carrington Estates  
Jay Dalehite, Canyon Creek  
Michael Ward, JJ Pearce  
Evan Thomas, Richland Meadows  
Scott Morrison, Duck Creek  
Patti Glenn, College Park  
Susan Sams, Cottonwood Creek  
David Hodde, Heights Park  
Bob Nusser, Custer Trail  
Don Wilson, Heather Ride Estates  
Colby Walton, Cooksey Communications  
Bob Mong, Dallas Morning News  
Michelle Thames, Assistant City Manager  
David Morgan, Assistant City Manager  
Don Magner, Director of Neighborhood Services

Bob Townsend, City Council  
Dennis Stewart, City Council  
John Murphy, City Council  
George Human, Sherrill Park North/Foxboro  
Joe Russum, JJ Pearce  
Bob Macy, Town North Park  
Bill Hyde, Breckinridge Park Estates  
Larry Moore, Woods of Springcreek  
Ted Thompson, Greenwood Hills  
John Shipman, Marlborough Square  
Kenan Brandes, Glenville Park  
Eddie Dees, Cottonwood Creek  
Curtis Dorian, Richland Park  
Rhonda Blair, Enclave of Breckinridge  
Mick Nolen, The Reservation  
Alex Wolfe, Cooksey Communications