



Russell Farm Art Center

WEEKLY REPORT

JULY 26, 2019

TO: MAYOR SHETTER AND COUNCIL MEMBERS
FROM: BRYAN LANGLEY, CITY MANAGER

Burleson
TEXAS

MARKETING & COMMUNICATIONS
141 W RENFRO, BURLESON, TX 76028 | (817)426-9622

Weekly Report | July 26, 2019

I. Council Schedule

Meetings

- **Tuesday, July 30:** Public Safety & Court Committee Meeting, City Hall Council Workroom. 141 W. Renfro St. 11:30 a.m.
- **Monday, August 5:** Budget work session, City Hall Council Chambers, 141 W. Renfro St 1 p.m.
- **Monday, August 5:** Regular Council Meeting, City Hall Council Chambers. 141 W. Renfro St. 7:00 p.m.

Work Session Items

August 5

- a. Short term dwelling rentals
- b. Rent-a-bike vendors; including scooters
- c. Selection process & development of city owned 135 W Ellison and 114 W Ellison
- d. Strategic Plan review and update

August 19

- a. Capital Improvement Projects - Update
- b. FY 2019-2020 Budget

II. General Information and Status Updates

A. BRiCk Gym Flooring

In the spring of 2018, the gymnasium floor was refinished with new striping and new surfacing. Prior to having the floor refinished, staff addressed areas around the emergency exit doors where water was getting into the gymnasium and affecting the floor. The door frames were re-sealed and new downspouts were installed outside the building to direct water from the roof away from the doors per advice received from an architect. After the most recent rain event, staff noticed that the wood floor around the exit doors showed signs of swelling. Staff contacted the flooring company, and they came to inspect the area in question. At this point, it is unclear how water is getting under the flooring. Some ideas include failing door frame seals, a shift in the building, water from the roof, and condensation in the walls. The flooring company noted that they have received other calls this week about gymnasium floors showing the same symptoms we are seeing, and they are attributing it to the driving rain we recently experienced exploiting weaknesses in the door frames. Staff have not received complaints about the flooring, but both temporary and long-term repair options are being explored in order to minimize any disruption to guests using the gymnasium. In the interim, we have received a preliminary quote

for the work and our Deputy City Attorney is planning to file an insurance claim.

B. Hert named the Employee of the Quarter

Mark Hert, the City of Burleson's Employee of the Quarter, was nominated for exceptional efficiency and customer service in his job, which saved water service for over half of the city when a contractor hit a water line on June 7.

On June 7, 2019, at approximately 2 p.m., a contractor damaged a 12-inch water main, causing a significant release of water. Mark was monitoring the tank levels and noticed them dropping at about the same time he received the first report of no water.

"He quickly ascertained there was a major event and jumped into action," stated his nomination form. "Mark began to turn on multiple pumps at different water pumping facilities in an effort to prevent the City's elevated water tanks from running out of water."



While the Oak Valley and Plantation subdivisions' water pressure dropped below 20 psi necessitating a Boil Water Notice.

"We want to thank Mark for his leadership and quick action," stated Wanda Bullard, human resources director. "His quick recognition of an issue and decisive steps he took with a sense of urgency mitigated more serious outcomes and prevented a larger impact to the water service."

Mark began his career with the City of Burleson in 2006 as a utility crew leader in the public works department and has held various positions in public works during his tenure.

Mark was honored at the July 15 City Council meeting. The city's employee of the quarter award is based on an employee's efficiency, transparency, honesty, innovation and customer service, all of which make up the city's ethics statement.

C. Mayor Vera Calvin Plaza in Old Town Weekly Update

Construction of the Mayor Vera Calvin Plaza is on schedule.

Construction activity for next week, July 29 - August 2, will include:

- Pour recently drilled piers for foundations
- Install new manholes and connect new sanitary sewer line
- Begin foundation work for stage platform, restroom building and shade pavilions

D. Certified Tax Rolls

The city received the certified property tax values from Tarrant Appraisal District and Johnson County Central Appraisal District. Overall certified values increased over 12% from \$3.61 billion to \$4.04 billion in the City of Burleson Staff is currently working on adjusting the budget to reflect the significant increase in certified values in preparation for bringing the proposed FY

2020 to the city council for its consideration.

E. Deputy City Manager takes position in Waco

Deputy City Manager Paul Cain has announced he has accepted a position with the City of Waco as an assistant city manager. Paul started with Burleson in 2002 as Deputy City Manager.

“I’m grateful for the opportunity to work in Burleson with an incredible group of city employees,” stated Paul. “In addition to a great group of employees, Burleson has been blessed with strong leadership from the City Council and City Manager during my tenure here and I’m proud of the work we (council and employees) have accomplished together. I look forward to seeing bigger and better things from Burleson in the coming years!”

Paul’s last day with the City of Burleson will in late August.

III. Upcoming Road Construction/Closures

Upcoming Road Construction/Closures			
Project & Limits	Current Status	Traffic Affected	Estimated Completion
Renfro Street Medians in Old Town – Johnson to IH35W	Medians are under construction. Work on irrigation and streetlights is underway. Landscape will follow, with an asphalt overlay as the final step.	Middle lanes closed to traffic, one lane open in each direction. Striping was changed at IH35W intersection.	The contractor is behind schedule and a required change to the electrical work for streetlights will require additional time. The new completion date is August 23 rd . City staff continues to push the contractor for completion of the project.
Old Town Quiet Zones - RR xings at Commerce, Renfro, Ellison, Eldred	Work started on 6/3. Work is focused on Renfro but occurring at all locations. Medians and pedestrian crossings will be constructed on Renfro. UPRR is scheduled to resume their work 7/29. The contractor is waiting on their work to be able to proceed.	Closures at crossings when work is occurring. First location will be Renfro Street.	Start in June 2019, End in December 2019. Work is currently projected to be complete in September, but is dependent on UPRR’s schedule.
NW Renfro Improvements – Wilshire Blvd. To Cindy Lane	<i>7/25 UPDATE –</i> Work now occurring near the SH174 intersection. <i>Storm drain issue has been resolved. CVS</i>	<i>7/25 UPDATE –</i> Lane closure on SH174 is expected to last 2-3 more weeks. Lane closure on Renfro	Early 2020

	<i>drive has been removed, work on right turn lane ongoing.</i>	Street will be in place several weeks as the right turn lane is built.	
McNairn 16" Water Line & Sewer Rebuild- SH174 to Turkey Peak Water Facility Site on Jayellen	<i>7/25 UPDATE</i> – Water line construction is progressing on Jayellen and near the Turkey Peak water site. Pavement work on McNairn north of Sunnybrook is underway.	Sections of McNairn closed as work progresses. One lane of Jayellen will be open during construction in the area. Full closure may be required for short times, and alternate routes are available.	October 2019

IV. Upcoming Community Events

A. Events

Saturday, August 3: WORDfest SW at the Senior Activity Center from 9 a.m. - 4 p.m.

Calling all writers for a day of unforgettable creative connection. WORDFest SW is a FREE event that will give writers a chance to meet fellow writers, literary leaders, and industry pros.

Participants will also learn how to take their work to the next level, enjoy classes, exhibitors and more.

V. Attachments

A.McLane Classic Food ribbon cutting release & photo page.....page 5

VI. Informal Staff Reports

A.City-wide Branding Initiative Updatepage 8

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July 23, 2019

McLane Classic Foods opens its headquarters in Burleson

State and city officials attended the ribbon cutting of McLane Classic Foods, a new \$30 million, 94,000-square-foot square-foot headquarters and food processing facility at HighPoint Business Park East today. McLane Classic Foods relocated to Burleson from Fort Worth, where it had been located since 1992, and they brought 40 jobs with them to the Burleson community. The development broke ground in January 2018 and the project took 16 months to complete.



McLane Classic Foods ribbon cutting July 23

“Welcome home, McLane Classic Foods. You are right where you belong,” said Burleson’s Mayor, Ken Shetter, during the ribbon cutting ceremony. “We are excited to have you here in Burleson and look forward to our partnership to bring quality development and jobs to our city.”

McLane Classic Foods, a part of the McLane Group, specializes in manufacturing custom developed and prepared soups, sauces and side dishes for national restaurant chains.

“We are here for a long time and are very excited to be part of this community,” said Drayton McLane III from the McLane Group. “I want to thank the City of Burleson Mayor and City Council, city departments, county and state representative who have been so helpful to us and made this such a smooth process from beginning to end.”

“This is an exciting day for us,” stated Chris Horan, McLane Classic Foods CEO. “It was clear from the beginning of the project that Burleson was the place where we wanted to be.”

“It is safe to say that our team, along with the McLane team this this development out of the park,” said Alex Philips, City of Burleson economic development manager. “We could not be prouder of the end result.”

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McLane Classic Food Ribbon Cutting July 23



07.26.2019

Marketing & Communications

To
Mayor & Council

From
DeAnna Phillips

Re
City-wide Branding
Initiative Progress

City-wide Branding Initiative Progress:

Progress:

CivicBrand presented preliminary survey results and preliminary branding principles to the Community & Intergovernmental Relations Committee at their July 23, 2019 meeting.

The preliminary branding principles are based on the current survey data, city tour, discussions with Community & Intergovernmental Relations Committee, public engagement at city special events and the key stakeholder meetings with council members, BISD marketing team, County Commissioner Howell, industry leaders, small business leaders, residents, city staff, Burleson Chamber of Commerce representatives, teens and Joshua ISD leaders (see additional information on the next page for more information about key stakeholders).

Attached is the presentation that was given during the meeting.

The Committee requested some changes and additional information, which is as follows:

- Request for additional information on data collection.
- Update some of the Brand Principle language and terminology.
- Identify ways to reach youth (18 and under) and senior (65 and older) demographics. Ideas given include reaching out to the school districts, retired teachers association and churches.
- For future public engagement utilize Mayor's Youth Council to host youth forum at a park or business, like Geek Out and online tools such as Facebook Live and Instagram Live

Next steps:

- Process the raw data into positive/negative feelings and provide full list of challenges from the survey data.
- CivicBrand is currently in the process of making the branding survey youth-friendly. Staff will work with the recreation center and ISD's to distribute survey.

- Staff will reach out to the minister’s alliance, local churches and retired teachers association and request they share the branding survey.
- Re-evaluate survey data and branding principles once youth and senior demographics are fairly represented in the data collection.

May 23 Meetings

Key Stakeholders
Burleson City Councilmembers Johnson and McClendon
Burleson City Councilmembers Gillaspie and Green
BISD Marketing Team <i>*BISD superintendent and board members declined due to scheduling issues so the ISD’s marketing team will represent the ISD.</i>
County Commissioner Kenny Howell
Industry Leaders in Burleson <i>(invitees include: BJ Master with Hayes & Stolz, Bill Mecke with KWS Manufacturing, Jim Sauter with FWave, Chris Horan with McLane Classic Foods, Casey Araujo with Golden State Foods and Ana Tomancak with Basden Steel)</i>
Small Business Leaders <i>(invitees include: Ellie with Accents, Amber Rouse with Moontower/Lumberjax, Art Brucks with State Farm, Blake Ovard with Geek Out, Camille Bransom with The Hub, Cathy Smith and Chris Akey with Gypsy Trunk, Jaime Ferrer with Fresco’s, Jamie Collier with Old Texas Brewing Co., Jeff Brannon with Dwell Coffee and Biscuits, Jennifer Woods with Harvest House, Mary Penny with Market Emporium, Terry Sjotvedt with Bricoliur Vintage Home, Tiffany Carlen-Hurd with JoCo Community Radio and Yvo Wagner with Babes.)</i>
Residents: Joann Coubarous, Tina Toal Maness, Helen Knox

May 30 Meetings

Key Stakeholders
City of Burleson Branding Committee
Burleson Chamber of Commerce representatives, staff, ambassadors, board members, etc
Burleson Chamber president, Andy Pickens
Fran Marek, Joshua ISD Superintendent
Joshua ISD leaders
Teens: Savannah Campbell (wasn’t able to attend), Santiago Fonnegra

Branding Initiative Background:

- February 5, 2018: Council gave direction to move forward with determining the cost of a rebranding campaign.
- March 2018: 7 full-service marketing agencies in the North Texas area were asked to provide an informal estimated cost for a branding project. The department received estimated quotes from nine agencies. The median range of the quotes was \$50,000.
- October 1, 2018: \$50,000 was approved for a branding initiative as part of the FY 18-19 Budget.
- October 4, 2018: RFP released
- November 1, 2018: RFP closing date, eight responses were received.
- November 12, 2018: the Community & Intergovernmental Relations Committee met and interviewed four of the firms.
- The committee ranked the responses, as a result, CivicBrand was unanimously selected to be recommended to Council.
- Total cost is \$55,000 for the project. FY 18-19 Budget allotted \$50,000 for a branding initiative, the other \$5,000 for the project was funded from the marketing and communications budget.
- December 10, 2018 City Council meeting, council approved the Award of RFP 2018-015 Burleson Branding Initiative to CivicBrand.
- February 20, 2019: CivicBrand hosted kick-off meeting with the Community & Intergovernmental Relations Committee
- May 1, 2019: Project website, www.brandingburleson.com, launched
- May 23 & May 30, 2019: key stakeholder meetings
- June 20, 2019: Branding survey opened to the public
- June 21, 2019: CivicBrand toured city
- June 21, 2019: public engagement at Hot Sounds of Summer Concert
- July 23, 2019: CivicBrand presented preliminary survey results and preliminary branding principles to the Community & Intergovernmental Relations Committee

BURLESON, TX

Survey #1 Results & Brand Principles

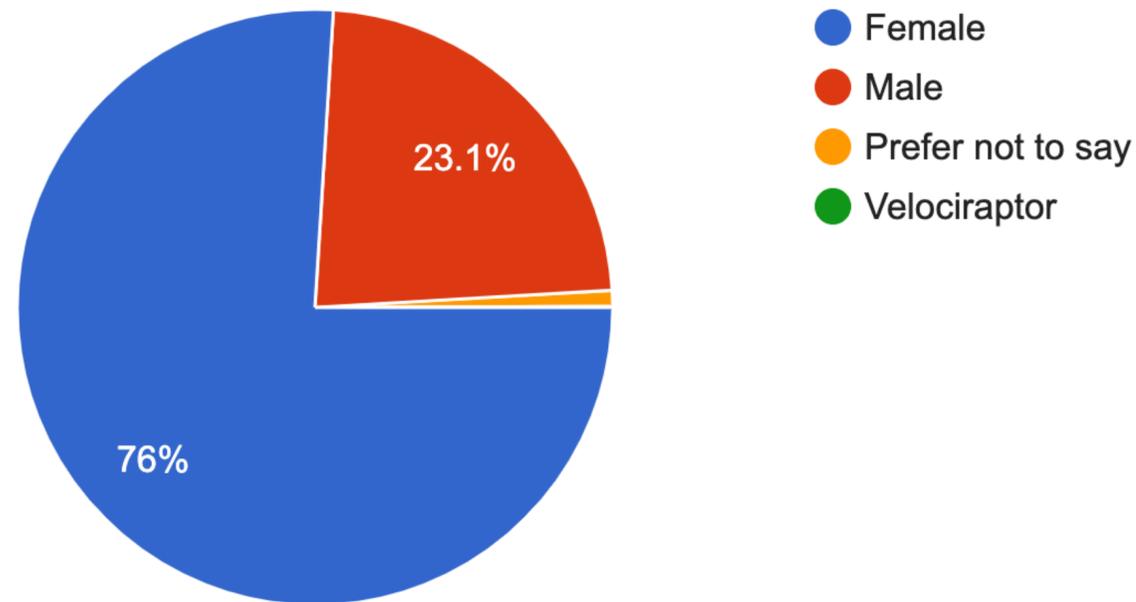


SURVEY RESULTS

DEMOGRAPHICS

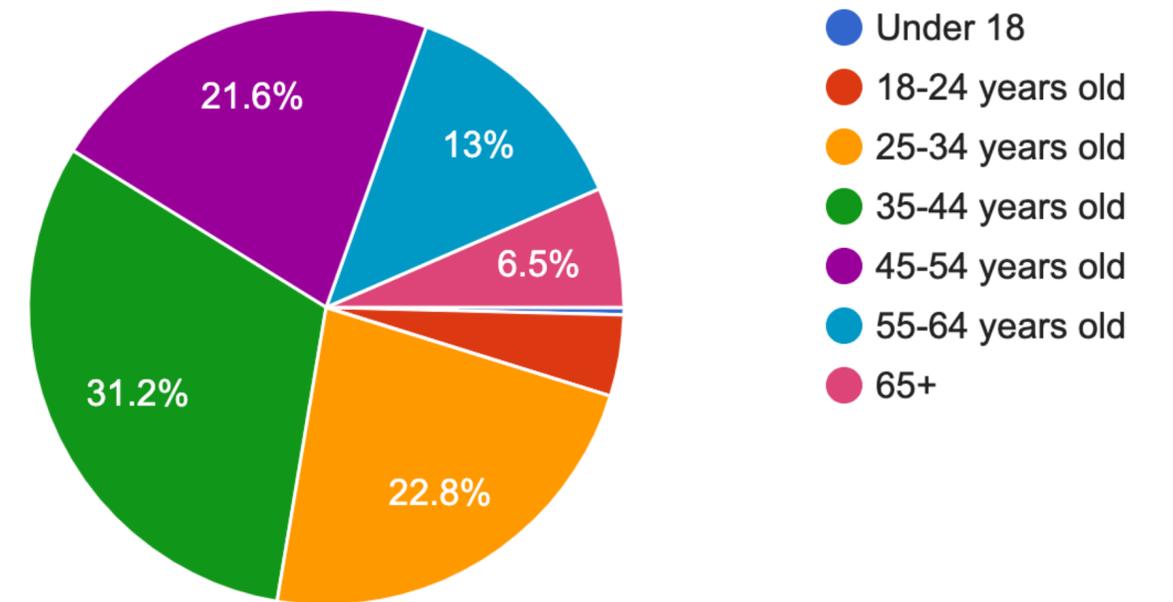
What is your gender?

1,520 responses



What is your age?

1,520 responses

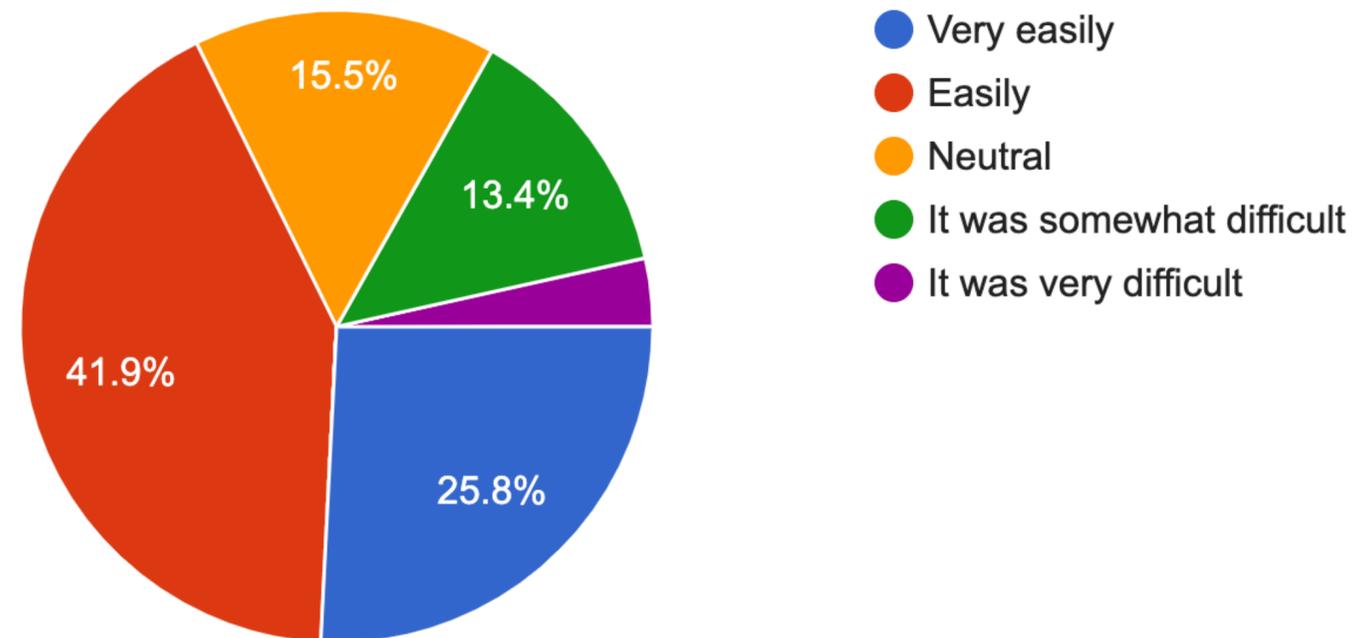


- 1,520 total responses
- Average annual household income was between \$50,000 - \$199,999
- Most respondents either live (91%) or work (29%) in Burlison, and thus visit the City every day (94%)

EXPERIENCE

Overall, how easy do you think it is to navigate and find the things you want to see or do?

1,520 responses



The top three things about the City that attract visitors are:

- Old Town (84%)
- Special Events (32%)
- Outdoor Recreation (29%)

What are three words you would use to describe Burleson?

SMALL TOWN FEEL / ATMOSPHERE / CHARM

FRIENDLY

FAMILY

COMMUNITY / TIGHT-KNIT

GROWING / CHANGING

HOME / HOMETOWN

POTENTIAL / UP AND COMING

AUTHENTIC / GENUINE

TRAFFIC / CROWDED / BUSY

SAFE

What iconic elements or visuals do you think of when you think of Burleson?

OLD TOWN / OLD TOWN MURALS

RESTAURANTS

BABE'S

WATER TOWERS

CREPE MYRTLES

ELKS

TROLLEY

What do you think is Burleson's greatest asset?

OLD TOWN

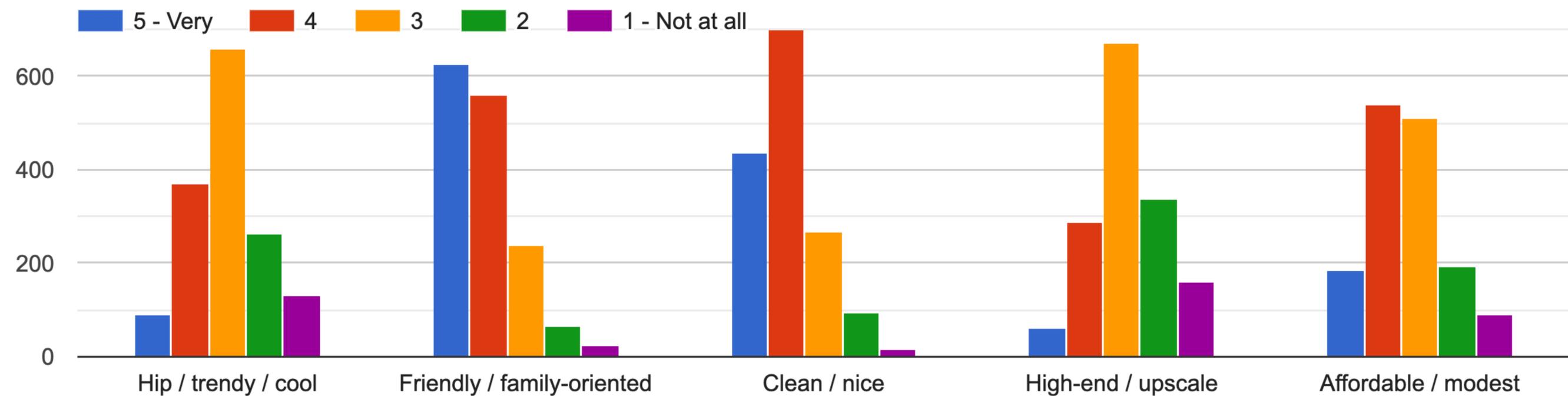
PEOPLE

SMALL TOWN FEEL

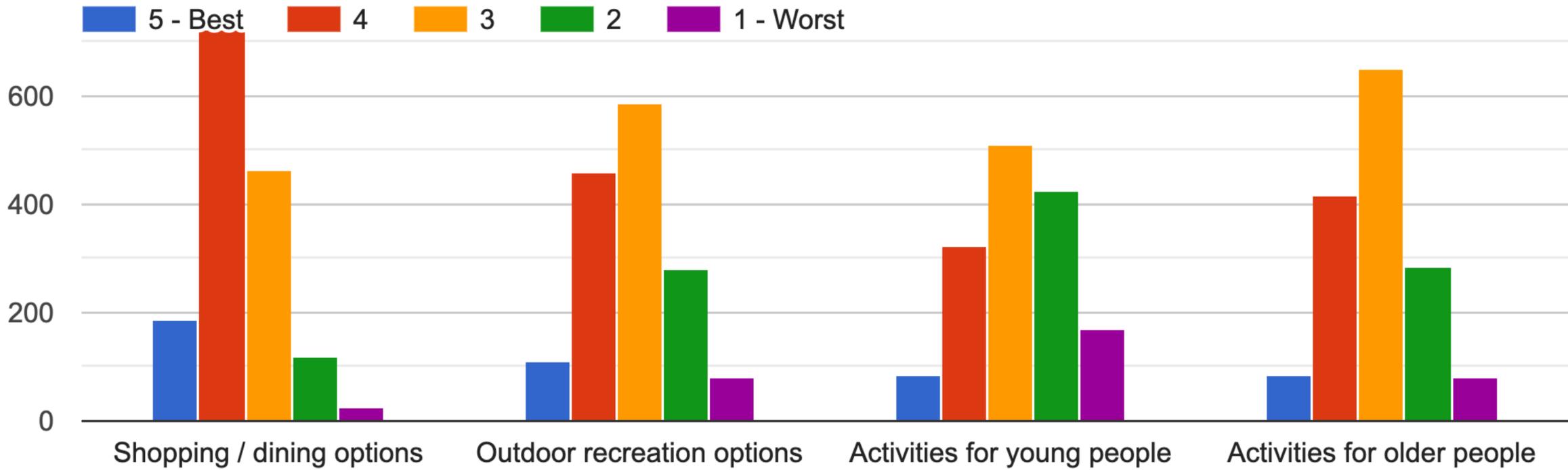
LOCATION

PERCEPTION

Compared to other similar communities, how do you perceive Burleson when considering the following attributes?



Compared to other similar destinations, how do you perceive Burleson when considering the following offerings?



CHALLENGES

What are the biggest challenges Burleson currently faces?

- Traffic Congestion (69%)
- Controlling Growth (52%)
- Entertainment Options for Young People (50%)
- Attracting Entertainment Businesses (44%)
- Affordable Housing (35%)
- Public Transit (23%)
- Employment Opportunities (15%)

Is there anything about Burleson that prevents more people from moving to or visiting the area?

- Too crowded, traffic congestion (58%)
- Needs more entertainment (47%)
- Needs a signature attraction (28%)
- Housing (21%)
- Needs more employment opportunities (21%)
- Needs more shopping options (15%)
- Needs more dining options (13%)

What suggestions or ideas do you have for making Burleson a place for you to visit more frequently?

MORE FAMILY-FRIENDLY EVENTS & ACTIVITIES

MORE ENTERTAINMENT OPTIONS FOR YOUNG PEOPLE

MORE LOCAL BUSINESSES (NO CHAINS)

BETTER PARKING OPTIONS

MORE PARKS & TRAILS

MAINTAIN IDENTITY AND DON'T GROW TOO QUICKLY

BRAND PRINCIPLES

FAMILY & COMMUNITY

BALANCE

AUTHENTICITY & HUMILITY

HARDWORKING

OUTDOOR RECREATION

PROGRESS & EVOLUTION

COLLABORATION

FAMILY &
COMMUNITY

BALANCE

AUTHENTICITY &
HUMILITY

HARDWORKING

OUTDOOR
RECREATION

PROGRESS &
EVOLUTION

COLLABORATION

**Family is at the heart of everything Burleson.
People are friendly, citizens are engaged, and
there is a strong focus on community. This is
what gives Burleson its small, hometown feel.**

FAMILY &
COMMUNITY

BALANCE

AUTHENTICITY &
HUMILITY

HARDWORKING

OUTDOOR
RECREATION

PROGRESS &
EVOLUTION

COLLABORATION

**Balance is part of the fabric of life in Burleson.
There is balance of the old and new; balance
between the city and the country; balance
between the outdoors and more developed
areas, etc.**

FAMILY &
COMMUNITY

BALANCE

AUTHENTICITY &
HUMILITY

HARDWORKING

OUTDOOR
RECREATION

PROGRESS &
EVOLUTION

COLLABORATION

**People here are honest, genuine, and humble.
Strong character is emphasized by the schools
and carries all the way through to how city
officials conduct themselves.**

FAMILY &
COMMUNITY

BALANCE

AUTHENTICITY &
HUMILITY

HARDWORKING

OUTDOOR
RECREATION

PROGRESS &
EVOLUTION

COLLABORATION

**Roll up your sleeves and get to work. In Burleson,
we work hard in our careers, work hard to
improve our community, and work hard to make
others feel welcome.**

FAMILY &
COMMUNITY

BALANCE

AUTHENTICITY &
HUMILITY

HARDWORKING

OUTDOOR
RECREATION

PROGRESS &
EVOLUTION

COLLABORATION

**Between the City's unique topography,
well-groomed parks and trails, and emphasis on
health and wellness, the outdoors and outdoor
activities play a big role in the community.**

FAMILY &
COMMUNITY

BALANCE

AUTHENTICITY &
HUMILITY

HARDWORKING

OUTDOOR
RECREATION

**PROGRESS &
EVOLUTION**

COLLABORATION

**We are proud of our roots and heritage but
recognize opportunities to evolve and grow in a
way that is authentic to Burleson.**

FAMILY &
COMMUNITY

BALANCE

AUTHENTICITY &
HUMILITY

HARDWORKING

OUTDOOR
RECREATION

PROGRESS &
EVOLUTION

COLLABORATION

**The people here work together to make our
community a better place.**

FAMILY & COMMUNITY
BALANCE
AUTHENTICITY & HUMILITY
HARDWORKING
OUTDOOR RECREATION
PROGRESS & EVOLUTION
COLLABORATION

