

WEEKLY REPORT

JULY 19, 2024

TO: MAYOR FLETCHER AND COUNCIL MEMBERS

FROM: TOMMY LUDWIG, CITY MANAGER

THE CITY OF
BURLESON
TEXAS

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

I. COUNCIL SCHEDULE

MONDAY, JULY 22 CITY COUNCIL REGULAR MEETING, 5:30 P.M.

All meetings will be held at Burleson City Hall Council Chambers, 141 W Renfro St. The meeting will be conducted in the council chambers and is also available via live stream, <https://www.burlesontx.com/watchlive>

REPORTS AND PRESENTATIONS

- Receive a report, hold a discussion and provide staff direction regarding Low Water Crossings. *(Staff Contact: Michelle McCullough, Deputy Director of Development Services/City Engineer)*
- Receive a report, hold a discussion and provide staff direction on the FY 2024-2025 budget supplemental requests, proposed rates or fee adjustments, five-year fund forecast, and receive additional direction from City Council regarding the annual budget for fiscal year 2024-2025. *(Staff Contact: Tommy Ludwig, City Manager, and Harlan Jefferson, Deputy City Manager)*
- Receive a report, hold a discussion and provide staff direction regarding the proposed FY 2024-2025 Capital Improvement Program (CIP). *(Staff Contact: Eric Oscarson, Deputy City Manager)*
- Receive a report, hold a discussion and provide staff direction regarding fiscal year 2024-2025 compensation, employee policy updates, and employee benefits. *(Staff Contact: Cheryl Marthiljohni, Director of Human Resources)*
- Receive a report, hold a discussion and provide staff feedback regarding Burleson Fire/EMS delivery of ambulance transportation services *(Staff Contact: Casey Davis, Fire Chief)*

II. GENERAL AND STATUS UPDATES

A. GROUND-BASED MOSQUITO SPRAYING TO OCCUR THIS WEEKEND

The city of Burleson was notified that mosquitoes in **Zones 3, 11 and 23** tested positive for West Nile Virus. In response, the city will be conducting truck-based spraying. Weather permitting, spraying will occur sometime between the hours of 9 p.m. and 6 a.m. on **Friday, July 19 and Saturday, July 20.**

- Zone 3 is in the area of area of Wicker Hill, Wilshire Boulevard, Wicker Way, Oakbrook Drive, St. Andrews, Glen Ranch, Clubhouse, Shoreline Drive, and Hawks Ridge Trail. [View Map.](#)
- Zone 11 is in the area of John Jones Drive and Remington Circle. [View Map.](#)
- Zone 23 is in the area of FM 1902 and County Road 910, including Grassy Meadows Drive, Glade Meadows Drive and Bluebird Meadows Drive. [View Map.](#)

[Find out what zone you live in.](#)

The spraying will be performed in targeted subdivisions within the designated spray zones. In the event of rain or if wind speeds are above 10 miles per hour, the spraying may be rescheduled. This method of spraying targets flying mosquitoes that come in contact with the pesticide in the spray. These times have been chosen because they are the times that most mosquitoes are active (flying).

This marks the seventh, eighth, and ninth West Nile virus cases of the season, with the first case in Zone 23 and the second cases in both Zones 3 and 11.

B. DON'T FORGET TO GET YOUR TICKETS!

Cleburne Railroaders will host Burleson Animal Services as their charity spotlight for their game on August 21. For every ticket sold through this [link](#) or the QR code in the flyer, \$5 will be donated to the shelter. The shelter will have a booth at the game with adoptable animals, receive pre-game and in-game advertising space, and throw out the first pitch. Gates open at 6 p.m., with the first pitch at 7:06 p.m.



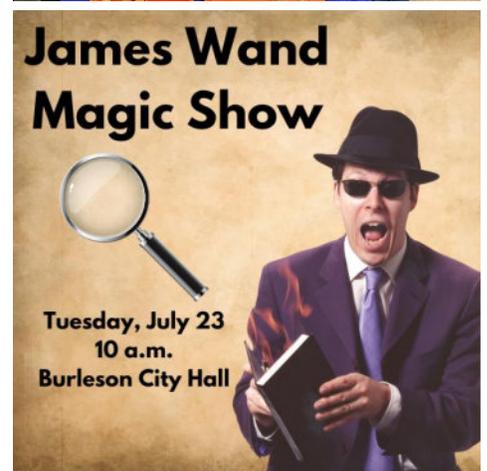
C. LIBRARY NEWS & PROGRAMMING

SUMMER READING CLUB HIGHLIGHT: Fort Worth Museum of Science and History

Discovery Lab on Wheels with the Fort Worth Museum of Science and History was lots of fun this past Saturday. Families experimented with lasers and dug up dinosaur bones.

COMING UP: James Wand Magic Show Tuesday, July 23, 10 to 11 a.m. at City Hall

Attendees are invited to join the fun at City Council Chambers for a magic show presented by James Wand. Over two million children have enjoyed the exciting magic and hilarious tales of James Wand's top-secret adventures. This program will be held offsite at City Hall, 141 W Renfro Street, because the library's meeting room is not large enough to accommodate the expected crowds.



F. PET OF THE WEEK

Take a look at this gorgeous, freckled face! Kinley is a one-year-old Labrador Retriever and Catahoula Leopard Dog mix with a sweet and eager-to-please personality. She already knows her basic commands and is a whiz at learning new tricks thanks to her treat-motivated nature.

"Labahoulas" are known for their intelligence, devotion and affection. Kinley's adoption fee has been waived and includes shots, microchipping, heartworm testing and spay.

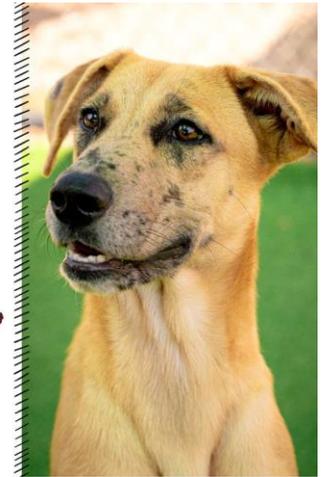
The shelter is currently at capacity for dogs. If you are looking to adopt, please make them your first stop.

See all available pets here: burllesontx.com/adopt Burlleson Animal Shelter is located at 775 SE John Jones Drive, hours are Tuesday - Friday, 11 a.m. - 6 p.m. and Saturdays 11 a.m. - 4 p.m.

PET
OF THE
WEEK

Kinley

THE CITY OF
BURLESON
TEXAS | **Animal**
Services



G. FEEL GOOD FRIDAY

The kindness of strangers is truly heartwarming. Young Max brought his own \$50 to the Burlleson Walmart, hoping to find a good deal on fishing rods. He found two, but one was incorrectly marked, and he didn't have enough cash for both. Max decided to buy just one.

An older man behind him saw this and insisted on buying the second rod for Max, saying, "Now you need both those rods!" Despite Max's polite objections, the man insisted.

Max would like to thank this kind stranger by delivering some of his handmade fishing lures. Share this story to help Max show his thanks to the generous man.

If you have a Feel Good Friday, email newsletter@burllesontx.com



IV. PARKS CAPITAL PROJECTS

PROJECT	STATUS	TIMELINE
Village Creek Trail	90% plans underway - acquiring easements and TXDOT LOSA	Construction scheduled to begin Spring 2025
Chisenhall Synthetic Infields Phase 2 (7 fields)	Construction in progress (began May 28, 2024)	Anticipated completion – Fall 2024
Oak Valley South Trail Connector	Construction in progress (began March 22, 2024)	Project complete
Meadowcrest Park	Revised design set for Council review and approval at July 22 meeting	Revised design set for Council review and approval at July 22 meeting
Cedar Ridge Park	Project approved/awarded at February 20 city council meeting. Construction began on June 3, 2024	Anticipated completion – August 2024
Oak Valley North-Restroom	Presented to parks board on January 11, 2024. Awarded at city council meeting on January 22	Restroom is in production and is anticipated to be installed in August 2024
Oak Valley South – Scott Street Trailhead Improvement	Design contract presented/approved at park board on February 15 and city council on February 20	Design complete; Project to proceed to bidding process with the goal of seeking park board and council construction approval in August 2024

V. EVENTS

Event information can be found at www.burlesontx.com/events

- **NATIONAL PARK AND RECREATION MONTH**
 - Watermelon Day: July 19, 10 a.m. – 11:30 a.m. at Russell Farm Art Center, 405 W CR-714
 - Movie Night: July 23, 8 p.m. at Hidden Creek Softball Complex, 295 SE Hidden Creek Pkwy
 - BTX Bike Ride Along, July 27 at 8 a.m. at Chisenhall Fields, 500 W Hidden Creek Pkwy
- **BURLESON FARMERS MARKET**

July 20, 8 a.m. - 1 p.m.
Mayor Vera Calvin Plaza in Old Town, 141 W Renfro St
Free entry, items for purchase
- **THE BRICK BOAT-NANZA**

July 20, 9 - Noon
BRiCk indoor and outdoor pools, 550 NW Summercrest
\$5 pre-register, \$10 day of registration
- **BURLESON FARMERS MARKET**

July 27, 8 a.m. - 1 p.m.
Mayor Vera Calvin Plaza in Old Town, 141 W Renfro St
Free entry, items for purchase
- **BURLESON FARMERS MARKET**

August 3, 8 a.m. - 1 p.m.
Mayor Vera Calvin Plaza in Old Town, 141 W Renfro St
Free entry, items for purchase
- **K9 SONIC IS TURNING 5**

August 9, 11 a.m. - 1 p.m.
Burleson Animal Shelter, 775 SE John Jones Dr
Free event, donations to Burleson Animal Services welcomed

VI. ATTACHMENTS

- Keep Burlison Beautiful July 10 Meeting Summary.....page 10-12
- 2023-24 Quarter 3 Economic Development Survey Report.....page 13-17



Keep Burleson Beautiful Minutes

Wednesday July 10, 2024
4:45 PM

City Service Center - 725 SE John Jones Drive
Burleson, TX 76028

- **Welcome:** Started Meeting at 4:43 PM
- **Administrative Items:**
 - Treasurer's report: **May \$3,322.13 June - \$1,057.13 July - \$2,627.85**
Received a check from Kroger.
KBB is going to continue reaching out to sponsors to donate.
- **Ongoing/New Business**
 - Transition update and next steps
 - Jessica Martinez has been named as Deputy Director of Parks and will assume role as Keep Burleson Beautiful liaison.
 - Everyone was excited about Jessica's new position as Deputy Director of Parks. Kristen sent the bylaws, and Jessica will review them to establish committees and appoint chairs for various tasks. Kristen will search for minutes that indicate Kaitlyn is no longer a part of KBB in order to add additional support for Treasurer responsibilities within KBB regarding banking needs. Jessica plans to compile a list of different chair positions for people to express interest in. Recruitment efforts were also discussed. Despite ongoing efforts over the years, it has been challenging to retain people in the group.
 - KBB Marketing and Promotion efforts:
 - 4 Ps coming out soon: Preservation, People, Peace of Mind/Physical Health, and Profitability – slated to be released for this month Parks and Recreation
 - Information found for Burleson NOW article.
 - 4P videos: These videos will be posted on the Parks and Rec Facebook page and highlight KBB with a recruitment tag.
 - Burleson NOW article: Kristen got information from Lisa Duello. Heidi is the contact for Burleson NOW. A time to meet needs to be coordinated.
 - Keep in mind for future—KBB has gotten banners for the light poles in Old Town. This would be a good way to promote the group. We would need new ones.
 - 2024 Scholarships – All 2024 scholarships have been awarded and deposited by the recipients.
 - Ann Heberle Business Beautification Award update: - No update
 - Jessica connected with American National Bank and is still working to schedule a time to present the award.
 - Jessica will pick up the sign after the meeting as well as swag items.

- 2024 Fall Trash Bash Planning
 - Selected date: Saturday, September 21, 2024
 - Warren Park pavilion has been secured for this date.
 - Discuss planning steps – Planning
 - There will be a signup sheet for KBB members to volunteer for the Trash Bash

- Event recaps
 - Father's Day Fishing Tournament – June 15, 2024
 - Estimated 175 participants.
 - Community stocking program has been discussed to combat Bailey Lake being overfished. There is a grant we are trying to go after from Texas Parks and Wildlife. Due date for the grant is August 1st. Mary Ann Matthews has grant writers within the chapter to potentially help for grants in the future.
 - There could be a QR code where people could donate towards stocking the pond as well.
 - Additional educational outreach request: Jessica will get a contact for Mary Ann Matthews for the dredging.

- Adopt-A-Spot updates: We have had four cleanups since the last meeting. Huge shout out to Community 4H Club for doing the most recent cleanup out at Warren Park. The Willis Hustlers have done two cleanups on Greenridge Drive, and Erica B. has conducted a cleanup along the McAlister Gabions. Kristen believes Burleson came in first place for the 2024 North Texas Community Cleanup Challenge.

- The Library Pollinator Garden update: Dagmar pulled out a lot of the invasive hedge parsley. The annual flowers are ready to be taken down with a weed-eater to make room for the perennials to shine in the Fall. Kristen offered to go out with the Parks crew to help them identify what needs to be cut. Wednesdays and Thursdays work best with her schedule.

- KBB Technology discussion—Google drive discussion: We are going to wait for Heidi to return to discuss this. The KBB Board is open to doing a virtual meeting if we need to meet more than once in a month.

- General Parks update: No mow areas mowed; Community stocking program: No mow areas have just been mowed.

- Russell Farm Update: The Sensory Garden
 - Timeline: End of July 2024
 - Mary Ann Spaun has scheduled a workday on July 26 and 27 from 8-10 AM. The project needs to be wrapped up so we can provide receipts for the supporting grant of this program in August. Help is needed at the farm to accomplish this. Mary Ann Spaun and Mary Ann Matthews had a meeting, but none of Mary Ann Matthews' team was able to show up. Mary Ann Matthews sent out a text to encourage the team to communicate more by text.
 - Kristen will try to be there on the 27th.

- Event recap:
 - Father's Day Fishing Tournament: Saturday, June 15, 2024
 - Location: Bailey Lake; 280 W Hidden Creek Pkwy
 - Time: Fishing Tournament 9:00 AM – 11:00 AM, Lunch 11:00 AM – 12:00 PM
 - Already discussed.

➤ **Upcoming events**

- July is Parks and Recreation Month events:
- These events are opportunities for people in KBB to come out. Possibly have KBB literature out at these events and a donation jar.
- Kristen has a poster board display to showcase what KBB does at events that could be updated and reprinted with new contact information.
- One of the goals is to showcase all that we do and put KBB out in more of our events.

➤ **Upcoming Meetings**

- August 14, 2024
- September 11, 2024

➤ **Open the floor to Board/members/Close Meeting**

- No board members had comments.
- PSA Prairie dog social media post idea.
- Meeting was adjourned at 5:17 PM.

2023-2024 Q3 ECONOMIC DEVELOPMENT SURVEY REPORT

A PARTNERSHIP BETWEEN
THE CITY OF BURLESON
ECONOMIC DEVELOPMENT +
BURLESON AREA CHAMBER
OF COMMERCE



Economic
Development



AREA CHAMBER OF COMMERCE
PROMOTE • TRAIN • CONNECT

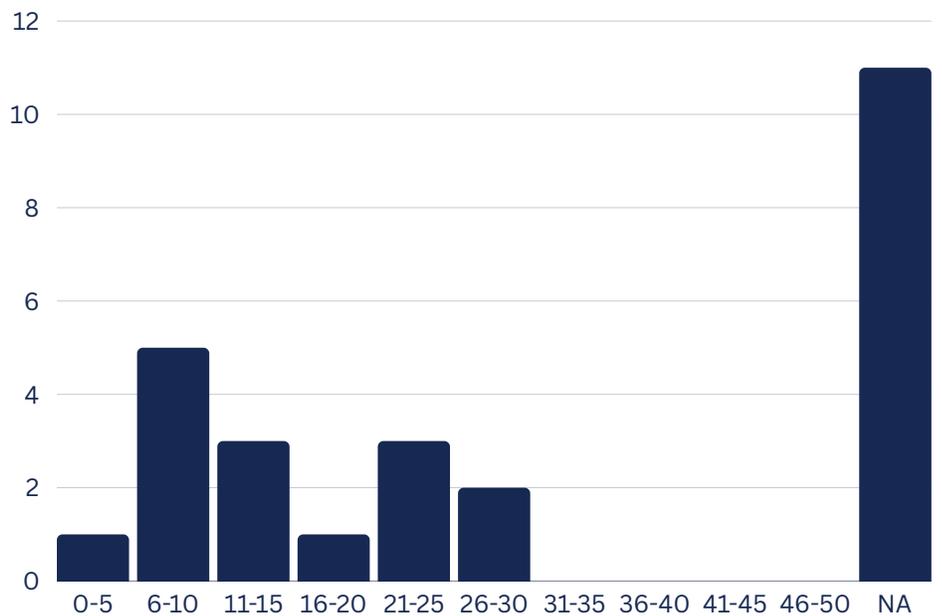
Business Interviews Conducted by BACC Staff



BUSINESSES INTERVIEWED THIS QUARTER

- Hard Eight BBQ
- Sam's Club 8210
- Our place restaurant
- Lowes
- PETSMAT
- Michaels
- Homegoods
- JCPenney
- Mcdonald's
- Logans road house
- Cotton Patch Cafe
- Chick-fil-A Burleson
- Old Texas Brewing Co
- Sunbelt Rentals
- Sherwin Williams
- Wild Birds Unlimited
- Office depot
- Wingstop
- Petco
- Sammys Italian Bistro
- Dairy Queen
- Panda Express
- Refined, LLC
- Spice rack

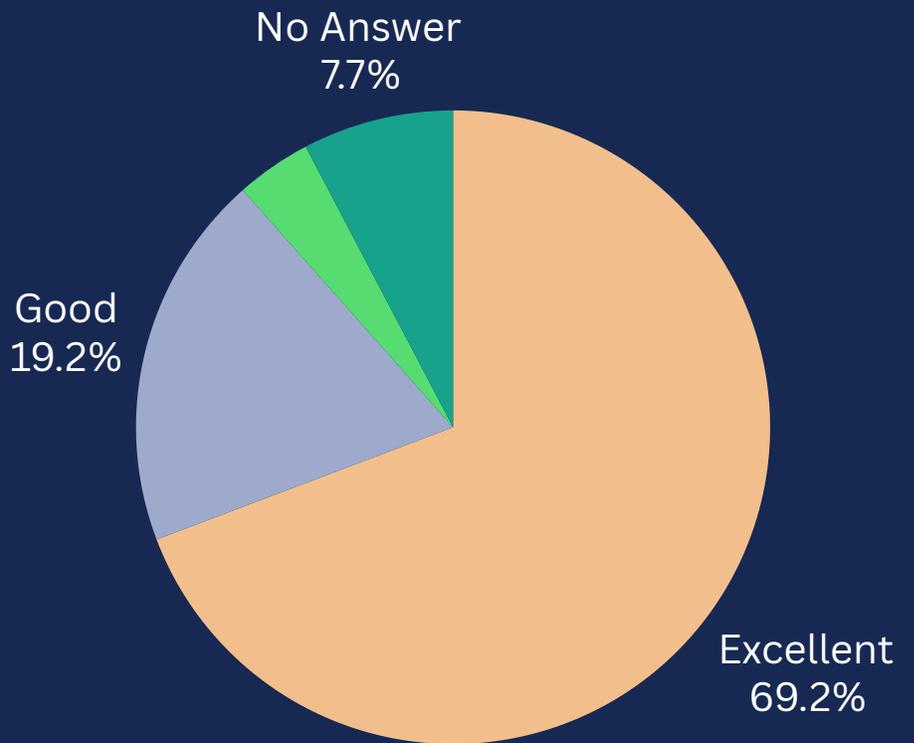
YEARS IN BUSINESS



BUSINESS IN BURLESON



**HOW DO
BUSINESSES
RATE THEIR
OVERALL
SATISFACTION
WITH DOING
BUSINESS IN
BURLESON?**

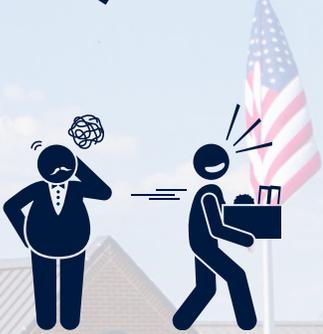




ON AVERAGE

49.88%

OF EMPLOYEES LIVE IN BURLESON



3

BUSINESSES ARE FACING RECRUITMENT ISSUES

7

BUSINESSES
PLAN TO EXPAND



30.76%

OF BUSINESSES KNOW ABOUT BURLESON WORKS

TOP CHALLENGES

- Parking/Construction**
- Workforce Challenges**
- Supplies**
- Economic Factors**
- Police Attention**

TOP 3 CUSTOMERS

1. Families
2. Women
3. Older/Elderly People

TOP 3 COMPETITORS

1. Other local restaurants
2. Other local retail stores
3. Rental Stores

TOP 3 SUPPLIERS

1. Overwhelmingly Ben E. Keith - food and beverage

INTERESTED IN EXPANDING

- Our Place
- Logan's Road House
- Chick Fil A
- Wild Birds Unlimited
- Extremely Refined
- Spice Rack

INTERESTED IN BURLESON WORKS

1. PetCo

