



City of Irving *City Manager's Report*

October 17, 2007

Goal No. 2: Vibrant Neighborhoods

Property in Compliance – Code Enforcement recently observed a driveway that had been expanded in excess of the allowable 50 percent concrete coverage in a front yard. After receiving a warning notice from Code Enforcement, the owner ultimately made application for a variance. The case was heard by the Planning and Zoning Commission and referred to the City Council. The applicant's request was denied. Code Enforcement contacted the owner and issued a deadline in which the property was to be brought into compliance. The owner met that timeframe and the property is now in compliance.

New Neighborhood Association – On Oct. 15, the Corporate Communications Department assisted in the formation of a new neighborhood association. Northwest Place Neighborhood Association has more than 90 homes within its boundaries: Northgate Drive to Old Faithful Court and Cheyenne Drive to Missoula Street. Corporate Communications staff will continue to assist this neighborhood association as it moves forward with future activities.

New Library Opens – The Valley Ranch Library held a grand opening of its new 26,000-square-foot building on Oct. 6. The new location is at 401 Cimarron Trail. A ceremony marked the occasion with a ribbon-cutting, refreshments and live entertainment. More than 3,000 people visited the new library during the grand opening weekend. Checkout numbers approached 6,000 items, a 226 percent increase compared to the same weekend last year. Customers can now check out books, buy gourmet coffee and surf online using their laptops and free wireless Internet access. The library also has a new phone number: (972) 721-4671.

Neighborhood Leadership Seminar – Neighborhood leaders will come together at 6 p.m. Oct. 30 at City Hall for a neighborhood leadership seminar. The evening's speakers will share useful advice that will cultivate leadership, communication, diversity and consensus within neighborhood associations. A \$250 Home Depot gift card (to be used on a neighborhood project) will be awarded to the neighborhood group with the most members in attendance. The seminar, organized by Corporate Communications, is designed for neighborhood officers, board members and potential neighborhood leaders.

Goal No. 3: Economic Development

Morgan Stanley Chooses Irving – Morgan Stanley will be consolidating its three residential mortgage businesses into office space in Irving. The businesses are Saxon Capital, Morgan Stanley Credit Corp. and Morgan Stanley Mortgage Capital Holdings. At least 500 jobs will be brought to Irving, with the possibility of more than 1,000 jobs. A final office location has not been announced. The fully integrated mortgage company will originate, purchase and service a broad spectrum of products. This project, assisted by the Irving Economic Development Partnership, will help offset job losses experienced earlier in the year due to downsizing and closing of some sub-prime lenders.

New South Irving Businesses – Choice Homes has leased 37,837 square feet of office/warehouse space in the Valley View Business Center, located at 5325 FAA Blvd. Also locating into the Valley View Business Center will be Metroplex Mailing Services with 24,000 square feet of space, and Coast-to-Coast Popcorn & Candy with 13,837 square feet. These leases bring occupancy levels to 62 percent.

Sportex Relocating to Irving – Sportex, a synthetic stadium turf provider, is relocating its headquarters from Round Rock to Irving. The headquarters will employ approximately 20 people and occupy 7,000 square feet in Las Colinas. The relocation should be completed by the end of November. Sportex was acquired earlier this year by Southlake-based Insight Equity.

Citigroup Earns LEED Certification – Recent construction at Citigroup's two campuses in Irving has earned the company Leadership in Energy and Environmental Design (LEED) certification. LEED certification is a system implemented by the U.S. Green Building Council to rate energy efficiency and sustainability. These are the first campuses constructed under Citigroup's green program to earn the environmental certification. Mayor Herbert Gears and Greater Irving-Las Colinas Chamber of Commerce officials joined Citigroup's management at the event to celebrate this accomplishment.

Groups in Irving – The Irving Convention and Visitors Bureau welcomed the following groups to Irving: U.S. Department of Homeland Security (Sept. 25-28); Southern Baptists of Texas Convention (Sept. 27-29); Dallas Cowboys Football Club (Sept. 29-30); National Association of Broadcasters (Sept. 30-Oct. 5); AstraZeneca, LP (Oct. 1-5); Zale Corporation (Oct. 1-4); Women Military Aviators (Oct. 4-7); University of Oklahoma Athletics (Oct. 5-7); Zep Manufacturing (Oct. 8-10); Aeroxchange (Oct. 9); Commercial Metals Company (Oct. 9-11); American Shoulder and Elbow Surgeons (Oct. 9-14); 366th Fighter Association (Oct. 11-15); 94th Troop Carrier Squadron (Oct. 11-16); Dallas Cowboys Football Club (Oct. 13-14); New England Patriots (Oct. 13-14); and Texas Apartment Association Board of Directors (Oct. 16-20).

Hudson River Gondola Expedition – The Irving Convention and Visitors Bureau (ICVB) partnered with Gondola Adventures on a historic event in New York. Gondola Adventures, which has an operation in Irving along the Mandalay Canal, organized a six-day expedition along the Hudson River. It culminated in the Columbus Day Parade in New York City. It was the first time a gondola has cruised down the Hudson River, and the first time Texas has been represented in the parade. The expedition was created as a tribute row in honor of the Fire Department of New York (FDNY) and fallen heroes of 9/11. The route began on the Hudson in Albany on Oct. 1, with stops made daily to visit with volunteer fire departments. Upon passing under the George Washington Bridge and entering Manhattan on Oct. 6, FDNY, along with the Coast Guard and New York Police Department, welcomed the expedition with a grand water display. On Oct. 8, the gondola and her crew ended their journey as an entry in the Columbus Day Parade down 5th Avenue in New York City. The Irving logo was branded on everything from gondolier uniforms to stationary to the gondola itself. Public relations and media efforts for the expedition were spearhead by the ICVB.

National Travel Writers Visit Irving – The Irving Convention and Visitors Bureau hosted 10 national travel writers Sept. 27-30 in Irving. The press tour, organized by the Dallas-Fort Worth Area Tourism Council, featured media representatives covering both the leisure and travel trade markets. The group stayed at the Omni Mandalay Hotel, took a gondola ride on Lake Carolyn, enjoyed breakfast at Big State Drug and attended the Sept. 30 Dallas Cowboys game at Texas Stadium.

Job Center Workshops – The Irving Central Library's Job Center is providing a series of free workshops to help residents brush up on the skills they need to find a job in today's marketplace. Class takes place daily at 2 p.m. Oct. 23-26. Topics include writing résumés, interviewing, online job searching and company research. No registration is needed. Call (972) 721-2606.

Goal No. 4: Safe and Secure City

Fire Prevention Week 2007 – The Fire Department has scheduled more than 35 show-and-tell programs in local schools for Fire Prevention Week. "Practice Your Escape Plan!" is the theme of Fire Prevention Week 2007. In addition to having working smoke detectors, develop and practice a plan that will allow all members of the family to escape and to be accounted for after leaving the home.

Extrication Class – Fire Chief Mario Molina and the crew of Truck 7B taught a hands-on extrication class for a group of firefighters from several countries at the Hispanic International Firefighter Conference in Dallas.

Cheese Heroin Task Force – Police Department supervisors and Irving ISD administrators attended a Cheese Heroin Task Force meeting on Sept. 26 in Dallas. This task force was developed by Dallas County Commissioner Ken Mayfield to examine ways to combat the problem of cheese heroin in the Dallas-Fort Worth area. The task force is a collaboration of professionals in the medical, research, law enforcement, education and drug treatment fields. Several work groups provide updates at each meeting concerning data collection, treatment, prevention/education, law enforcement, media relations, fund development and recovery.

Police Recruit Graduation – The Police Department had four recruits graduate from the North Central Texas Council of Governments Police Academy Class No. 187. Officer Jonathan Rowan won two awards: class salutatorian with a grade point average of 94.39 and second place in firearms. Officer Robert Reynolds won first place for physical fitness. Officers Nicholas Crossland and Jonathon Long also were among the graduates.

Goal No. 5: Diversity

Feria Pan Americana – Feria Pan Americana was held Oct. 13 with 1,000 people in attendance and 69 vendors participating. The Corporate Communications Department, North Lake College and Our Redeemer Lutheran Church co-sponsored the event to celebrate Hispanic heritage in Irving. Event proceeds will support ESL classes (English as a Second Language) and the Helping Hands program for Our Redeemer Lutheran Church.

Goal No. 6: Effective Communications

Special Election Brochure – An informational brochure, in English and Spanish, has been developed to educate residents about the special election set for Nov. 6. It contains information about the Convention Center and Entertainment Venue Project, along with official ballot wording and a detailed question and answer section. Early voting information, along with polling locations, also is included in the brochure. Early voting runs from Oct. 22-Nov. 2. The brochure is available at various city facilities, and is accessible on the city Web site at www.cityofirving.org.

ETAP Meeting – The Information Technology Department held its third quarter End-user Technology Advisory Panel (ETAP) meeting on Oct. 4. The main discussion addressed security awareness. The committee serves as an advisory entity that reviews and provides feedback on matters related to technology projects and IT services. Each department is represented by an appointed employee.

Goal No. 7: Cultural, Recreational and Educational Environments

Recreation Center Fall Carnivals – Children of all ages are invited to enjoy a variety of games and contests during the Fall Carnival Series organized by the Parks and Recreation Department. The fall carnivals will be held at various recreation centers as indicated below. Tickets are 25 cents each or five for \$1. Activities will include carnival games, cakewalks, jump houses, bingo, concessions and more. Call each recreation center for details.

- Oct. 25 – 6 to 8 p.m. at Senter Park, (972) 721-2641
- Oct. 25 – 6:30 to 8:30 p.m. at Northwest Park, (972) 721-2529
- Oct. 26 – 6 to 8 p.m. at Georgia Farrow Recreation Center, (972) 721-2519
- Oct. 26 – 6:30 to 8:30 p.m. at Lee Park Recreation Center, (972) 721-2508
- Oct. 26 – 6 to 9 p.m. at Mustang Park Recreation Center, (972) 556-1334
- Oct. 30 – 7 to 9:30 p.m. at Heritage Senior Center, (972) 721-2496

Pumpkin Dash Run – The annual Pumpkin Dash 5K Run will be held from 8 a.m. to noon Oct. 20 at Cimarron Park Recreation Center. The event is co-sponsored by Cimarron Park Recreation Center and the Valley Ranch Association. Activities include a 1-mile fun run beginning at 8 a.m. and 5K run at 9 a.m. Following the runs, winners will be presented their awards. All entries will receive a free T-shirt. Other activities include a silent auction; a Halloween costume contest for pets, children and adults; and various vendor booths. Proceeds will benefit the Irving unit of the Salvation Army.

Art Connection – The Irving Arts Center rolled out a new member program this fall, incorporating the dual-membership opportunities offered by the Smithsonian Affiliations program. Art Connection offers great benefits to students, families, City of Irving employees, artists and community members. These include bi-annual newsletters, discounts on KidsArts programs, invitations to special gallery talks and exhibit openings, and an opportunity to exhibit work in the annual members' show. With the Smithsonian-level membership, the Arts Center is able to expand its offerings. Members who sign on at the Smithsonian Affiliate level receive a free membership to "Smithsonian" magazine, discounts at the Smithsonian store, and access to a special members-only Smithsonian Web site.

Teen Comedy Workshop – The Irving Public Library is taking a comedic approach to its celebration of "Teen Read Week" with a comedy workshop geared toward residents ages 12-19. The program will be held at 2 p.m. Oct. 20 at the Irving Central Library, 801 W. Irving Blvd. It is being presented by ComedySportz, a performance company that takes an improvisational approach toward comedy. Unlike standup routines, improvisational comedy is a highly interactive experience with comics creating scenes and games using suggestions from the audience. "Teen Read Week" is an annual national literacy initiative administered by the Young Adult Library Services Association, which has taken on "LOL (Laugh Out Loud) @ Your Library" as this year's theme. No registration is required.

Howl'oween Pet Parade – The Central Library invites pet owners to show off their furry, fuzzy, feathery or scaly family members in costume. Friendly, well-behaved pets are welcome to join a parade from the Irving Central Library to City Hall. Participants will gather at the library facing Irving Boulevard at 11 a.m. Oct. 27. Prizes will be awarded for the most creative costume, best pet and owner costume pairing, most unusual pet, and the best pet and owner look-a-like. Dogs must be leashed with proof that all required shots are current. Owners with dog rabies shot records will receive a free dog-tracking microchip. Children must be accompanied by an adult.

KidsNotes – The Irving Public Library is collaborating with the Las Colinas Symphony Orchestra on KidsNotes, a program offering young children the opportunity to hear, see, touch and explore different aspects of classical music and the orchestra. It will provide information about the orchestra and give children a hands-on activity with an Instrument Petting Zoo. KidsNotes also includes a storytime, games and activities designed to help kids relate to the symphony orchestra experience. The program takes place at 3:30 p.m. Oct. 27 at the Northwest Branch Library, 2928 N. Belt Line Road.

Goal No. 8: Sound Governance

Texas Court Clerks Association – Court Services Director David Galvan was presented with the Extraordinary Achievement Award at the Texas Court Clerks Association Conference in San Angelo. This award recognizes an individual in the court profession, serving in a non-judicial role, who has continually demonstrated through commitment, extraordinary performance in the development of a program, and involvement and action on behalf of the association that benefits the entire membership. Recipients must have previously earned the Distinguished Service Award.

Pretreatment Software – Information Technology, along with the Public Works/Water Utilities Department, purchased new compliance tracking software to streamline paperwork for business pretreatment and fats, oil and grease inspections. Implementation began Oct. 1, and meets the Texas Commission on Environmental Quality mandates.

IT Steering Committee – The Information Technology Department (IT), along with the city's managing directors, have formed an Information Technology Steering Committee. The committee serves as an advisory entity that reviews and prioritizes all IT-related projects. The group discusses projects related to improving technology services and achieving growth in alignment with the city's Strategic Plan. The next meeting will address priorities of IT projects as they relate to daily operations.

Physical Access Security and Clerk Window Cameras – The Information Technology Department, along with the Municipal Court, has implemented two new digital video recording systems—physical access security and clerk window cameras. The physical access security system replaced the outdated surveillance system and works with existing employee ID badges. The cameras have been implemented at each court clerk's window to record video and audio for total quality customer service.

Public Information Act Training – The City Secretary's Office and City Attorney's Office provided Public Information Act procedures training for city employees. A representative from each department was provided updated material for future reference. In addition, employee training on writing and posting agendas based on the Open Meetings Act is set for Nov. 1.

Goal No. 9: Infrastructure Network

Information Technology Renovation – Building Services has completed an in-house renovation project for the Information Technology Department. The office area was renovated and four additional offices were created. As a result of the project, the area meets ADA standards and is code compliant.

Kinwest Parkway Connector – Public Works is advertising the paving project for the Kinwest Parkway connector, between Kinwest Parkway and State Highway 635. This project will provide needed traffic circulation to this area of the city. Staff expects to award the project in November, with construction to begin in January.

Nursery Road/Pioneer Road Construction – Construction at the intersection of Nursery and Pioneer roads has progressed to the point that the area must be completely closed for four to six weeks starting Oct. 17. Message boards have been posted in the area, and the school district and nearby businesses have been informed of alternate routes.

Goal No. 10: Environmentally Sustainable Community

Drop-Off Recycling Center Change – The recycling drop-off center, located at 3000 Rock Island Road, has been relocated to 101 N. Rogers Road (northside parking area of Lindero Ranch in front of Bill Baley Enterprises). Hours of operation, as well as materials accepted, remain the same.

Material Exchange Program – Solid Waste Services, along with Information Technology, launched the City of Irving's Material Exchange Program on Oct. 1. The free online program matches residents who have good household items to dispose of with local individuals who can use them. Items are not for sale, but listed for exchange only. Irving's Material Exchange works to help reduce the number of reusable items placed in the landfill and to expand the city's recycling program with a reuse program.