

**WORK SESSION MEETING OF THE IRVING CITY COUNCIL**  
**DRAFT MEETING MINUTES**  
**July, 23, 2008**

The Irving City Council met in work session July, 23, 2008. The following members were present/absent:

<b>Attendee Name</b>	<b>Organization</b>	<b>Title</b>	<b>Status</b>	<b>Arrived</b>
Herbert Gears	Irving City Council	Mayor	Present	
Beth Van Duyne	Irving City Council	Councilwoman	Present	
Allan Meagher	Irving City Council	Councilman	Absent	
Lewis Patrick	Irving City Council	Councilman	Present	
Rick Stopfer	Irving City Council	Councilman	Present	
Sam Smith	Irving City Council	Councilman	Present	
Joe Philipp	Irving City Council	Councilman	Present	
Rose Cannaday	Irving City Council	Councilwoman	Present	
Thomas Spink	Irving City Council	Councilman	Absent	

Mayor Herbert Gears called the meeting to order at 1:00 PM.

**DISCUSSION TOPIC**

Mayor Herbert Gears gave a special announcement regarding the upcoming Trash Bash and commended the Keep Irving Beautiful Board for their efforts.

**1** Review of Regular Agenda

This item was discussed after the Convention Center Complex Presentations by RMJM Hillier, Las Colinas Group, LP, and Watermark Development Company.

**1** Public Hearing -- Housing and Human Services FY 2008-2009 Action Plan

Mayor Gears noted his concern that funds are being withheld from the Salvation Army and requested the Housing and Human Services Board and staff to work with the Salvation Army on funding.

Housing and Human Services Executive Director Vivian Ballou and Board representative Phil Smith clarified the board's decision to withhold Salvation Army funding due to incorrect financial reporting. Ms. Ballou also noted that the original funding in last year's allocation corresponded with a counseling position that is now being provided by Metrocare.

Councilman Joe Philipp suggested that the Housing and Human Services Board work with the Salvation Army and allocate the funds as they become available throughout the 2008-09 fiscal year.

Councilwoman Rose Cannaday noted her support of the Salvation Army but suggested the agency evaluate their processes and try to operate more efficiently to help the citizens of Irving.

Councilman Sam Smith asked to hear from a Salvation Army representative.

Salvation Army Boardmember Dan Matkin emphasized the good work accomplished by the Salvation Army and asked that the \$18,000 be placed in the Action Plan.

Salvation Army Boardmember Sharon Barbosa-Crain stated the Salvation Army's importance in working with the homeless.

Salvation Army Major Mark Craddock confirmed that the agency will cooperate fully with the Housing and Human Services Board and staff to fully comply with all federal reporting regulations.

Mayor Gears requested the Housing and Human Services Action Plan be amended to allocate \$18,000 to the Salvation Army and that the board and Council will discuss further funding of \$7,000 during the 2008-09 fiscal year.

## **2** City Manager's Report

City Manager Tommy Gonzalez deferred his presentation to the regular meeting.

Councilman Philipp noted his concern with the Pet Registration Program, after hearing the citizen's input, the Council has not received any information on proposed changes.

Councilman Smith requested this item be brought back to the next worksession as a discussion topic.

Mayor Gears agreed that this should be on the next worksession agenda.

- 13** Resolution -- Authorizing the Mayor to Execute a Non-Binding Letter of Intent with Las Colinas Group, L.P. for Development of the Convention Center Entertainment Venue and Instructing the Staff to Negotiate and Determine the Financing Feasibility of the Terms Contained Therein and to Work with Outside Advisors to Prepare Agreements for City Council Approval and Entering Into Negotiations with Watermark Hotel Company, Inc. for Development of the Convention Center Hotel and Authorizing Staff to Proceed with Negotiations

Deputy City Attorney Brenda McDonald noted that the Council will receive an updated resolution before the regular meeting.

- 14** Resolution -- Approving the Purchase of Certain Properties by Heritage District, LLC and Authorizing the Mayor to Execute an Agreement to Provide Economic Incentives for Enhanced Single Family Construction Standards that Complement the Quality of the Heritage District

Councilman Lewis Patrick requested a presentation on this item.

Deputy City Attorney Brenda McDonald clarified the location of the new subdivision.

Mayor Gears asked when the Olde Towne Redevelopment Advisory Committee would meet.

Attorney McDonald stated that she was waiting on architectural plans from the developer to present to the Committee.

- 2** Convention Center Complex Presentations by RMJM Hillier, Las Colinas Group, LP, and Watermark Development Company

Irving Convention and Visitors Bureau Executive Director Maura Gast introduced the RMJM Hillier representative as the architect of the Convention Center Complex. She showed a video of the proposed design of the Convention Center. She also described the timeline and production schedule of the site with the planned opening of the

convention center in the fall of 2010. Ms. Gast noted that this project has been funded by the Hotel/Motel tax.

Las Colinas Group, LP, representative, Bill Beuck presented an overview of the Las Colinas Entertainment Center, highlighting the concert hall and the partnership with Live Nation.

Live Nation representative, Greg Winter, described the live music marketing strategies.

Mr. Beuck continued the presentation and noted the planned parking and site layout.

Watermark Hotel representative, Patrick Kennedy, described the proposed hotel amenities and possible designs for the hotel.

Councilman Philipp noted his support of the project and commended the work that has gone into making this project successful.

**3** Greater Irving-Las Colinas Chamber - Economic Development Update

This item was not discussed.

**4** Development Ordinances Rewrite

This item was discussed after the Brand Research Recommendations item.

Advanced Planning Manager Kevin Kass introduced Clarion Associates representative, Matt Goble.

Mr. Goble gave an overview of the project, the consultant team, the scope of services and the proposed timeline of the project. He noted that the rewrite would include zoning, platting, fencing and signage as well.

Councilman Philipp emphasized the need to get public participation and input throughout the process, with an emphasis on large lot or multiple lot owners.

City Manager Gonzalez noted that staff will bring back incentive plans for voluntary compliance once the ordinance rewrite is complete and the public is fully aware of the proposed changes.

Councilman Smith suggested that Clarion staff provide the Council with studies and reports regarding other cities' signage issues and how they were resolved.

Mr. Kass noted that the next step in the process is to interview the Council members and other key citizens to get their input as the initial analysis begins.

**5** Brand Research Recommendations at the Request of the Communications Committee

This item was discussed after the Review of Regular Agenda.

Irving Convention and Visitors Bureau Executive Director Maura Gast presented an overview of the branding research recommendations. The presentation included recommended positioning, the new branding statement "The home town with a new world view", possible messages and taglines, key strategies and logo options for future use.

Councilman Smith suggested staff putting a budget together for the local public relations initiatives and bring it back to the Council for their consideration.

Council commended staff for their work on such a large scale project.

Councilman Philipp asked City Manager Gonzalez to look at which branding initiatives should be included in the upcoming budget.

City Manager Gonzalez stated that there will be more discussion on this topic at the budget retreat in August.

## **EXECUTIVE SESSION**

City Attorney Charles Anderson read the Mayor and Council into Executive Session at 4:05 PM.

### **6 Personnel - Municipal Judge**

Mayor Gears announced that the Council will now reconvene in Open Session. The time was 4:20 PM.

The meeting was adjourned at 4:21 PM

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Herbert A. Gears, Mayor

ATTEST:

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Janice Carroll, TRMC  
City Secretary