

PRE-COUNCIL/STAFF WORKSHOP SESSION
PRE-COUNCIL CHAMBER
MARCH 4, 1987



ITEMS:

1. BRIEFING ON CONVENTION AND VISITOR'S BUREAU MARKETING STRATEGY -

Mr. Jim Nichols, Chairman of Fort Worth Convention and Visitor's Bureau (FWCVB), and Mr. Tom Hanlan, Director of FWCVB, came before Council to present the marketing strategy developed since the Bureau's inception two months ago. Mr. Hanlan discussed the Bureau's mission, its objectives and strategies. The marketing mix will include advertising, public relations, promotions, and direct sales based on the foundation of marketing research. It is their hope that this "Marketing Plan" will help to make Fort Worth the city that is most representative of Texas' western heritage and culture.

Mayor Bolen requested that the Bureau provide him with what the Visitors Bureau will be using as highlights of the City for touring aspects.

2. REQUEST OF TARRANT COUNTY COMMISSIONERS' COURT -

Mr. Bob Terrell, Assistant City Manager, spoke before Council about the request of Tarrant County Commissioners' Court to provide interim fire service in the unincorporated area west of Benbrook. Due to the expiration of their fire services with the Rural Fire District, the County has been left without fire services since March 1 at 12 midnight. Council agreed to provide interim services based on the condition that the County reimburse the City for services rendered.

Jon Ed Robbins, Assistant to Commissioner J.D. Johnson, told Council that the County would do its best in the arrangement of reimbursement. He stated that on behalf of the Commissioner and Tarrant County, he would like to thank Council for their consent to this request.

Mayor Bolen stated that the City generally provides additional services in times of emergency and that the reverse would be appreciated. He also reiterated that these calls for emergency support should not be taken lightly.

3. FINANCIAL FORECAST -

Mr. Charles Boswell, Director of the Office of Management Services provided Council with a briefing of the five year financial forecast. This forecast represents the City's continuing efforts to provide City Council, City Manager's Staff, bond rating agencies and citizens with information to assess the current and future financial condition of the City.

Mr. Boswell maintained that the previous financial forecasts have predicted increasing deficits over the five year period. The current forecast contains similar projections. These deficits should not be interpreted as predictions for the future. Rather, as Mr. Boswell reiterates, they are projections for the

future based on current trends that may have little relation to what actually occurs in our national, state, and local economies.

The presentation to Council consisted of two scenarios. In the first, called the baseline or continuation forecast, it is assumed that the City will continue to provide services at the same level as that in fiscal year 1986-87. The second scenario is a service enhancement forecast. This scenario reflects incremental improvements in the levels of services currently provided by the various departments and increases due to inflationary pressures.

Mr. Boswell also reported key assumptions regarding the rates of increase in inflation, population, and salary costs made for the 1987-91 period. The inflation rate increase is that projected for the national All Urban Consumer Price - All Items predicted by Data Resources, Inc. The population increases were provided by the City of Ft. Worth's Planning and Growth Management Department. Salary cost increases were those projected by Data Resources, Inc. for growth in average hourly earnings of production workers, total private and nonfarm.

In conclusion, Mr. Boswell told City Council if current economic conditions continue into 1987-88, the City will need \$9.7 million of the \$19,245,000 General Fund Reserve to balance the budget.

Council's primary concern was the 7% salary increase assumption for the 1990-91 forecast year. Mayor Bolen stated that impacts of reduced revenue streams should be considered as well. After attending the National League of Cities in Washington, D.C., Mayor Bolen stated that cities should anticipate the increased cuts of Medicaid, the phasing out of CDBG, and the cancellation of funding for the federal transportation plan.

4. CIP REPORT -

Mr. Charles Boswell, Director for Office of Management Services, provided Council with a status report on the Capital Improvement Program. Some of the projects highlighted were:

- * the Southwest Regional Library by Ms. Linda Allmand, Director of Library,
- * the 1987-88 Bond Program, focusing on the relocation aspects of Fire Station #26 by Judson Bailiff, Finance Director,
- * the Municipal Building 3rd Floor Renovation by Mr. Tom Davis, Assistant to the City Manager,
- * the Park and Recreation Zoo Plans by Mr. Gary Kutilek, Assistant Director/ Planning and Development, and
- * the Equestrian Center by Mr. B. Don Magness, Director of Public Events.

Councilman Bagsby requested that staff review the timing of the hiring of an architect for the Highland Hills Recreation Center. He further requested that an architect be hired as soon as possible.

5. STATUS OF STREET PROJECTS (C.P. 127) -

Mr. Gary Santerre, Director of Transportation/Public Works presented Council with a full status report on the departments current street projects. Mr. Santerre explained that his staff has implemented every recommendation made by the two citizen street committees. A report was distributed providing the Status of the Select Committee and Citizen Study Committee Recommendations. The following is a short summary of the TP/W staff reports of each street project and it's background to Council.

Mr. Mike McKean, Street Superintendent, spoke on the condition of the City's street network. He explained that the new Pavement Management System, PAVER, is beginning to give more reliable information.

Mr. Dallas Williams, Deputy Director/Engineering, reported on the causes of street deterioration. He stated that such elements as the type of soil, the environment, and the weight of vehicles could and do add to the deterioration of the City's streets. The primary reason for this deterioration is that there is not enough street maintenance and street reconstruction being done.

Mr. Santerre discussed the current level of street maintenance. He explained that the current amount of maintenance is not sufficient to either maintain or improve the condition of the roadways in the City of Fort Worth. With both increased maintenance and reconstruction the street system can be improved, but it will take consistent, dependable, and long term funding to meet the City's goal of 777 miles of properly maintained roadway each year.

Ms. Nancy Amos, Assistant Director/Transit, informed Council of the status of street reconstruction. She reported two recent experiences that have delayed the Assessment Pavement Program. First, citizens are misunderstanding that street bond programs do not fully pay for the assessment of the streets, citizens still have to pay for a portion. Second, the process of relying on citizens for petitions of payment takes time, which in turn delays the street assessment process.

Mr. Mel Bierman, Engineer, reported on the consultant study and the condition of the City's bridges. Mr. Bierman explained the areas of concentration which the DeLeuw-Cather consultant study will encompass. The six specific areas relate to pavement design, and construction and maintenance. In addition he discussed the status of bridge maintenance and the problems that exist. Some of the problem areas were the closure of bridges in an advanced stage of deterioration, the posting of vehicle load limits and severely damaged guard rails.

Major concerns were: why the quota of 777 miles has not been vigorously pushed (Mayor Bolen), the low level of street maintenance allocated to district #2 (Councilman Zapata), the various strategies and alternatives local government should pursue in attaining additional resources (Councilman Lancaster), the seal coating process, in which Councilman Murrin requested a list of streets that are to be seal coated, specifically in his district.

In summary, Council was supportive of the Council Policy that was presented to them and agreed on a compromise of \$3 million dollars allocation to street projects.

6. WORKING AGREEMENT WITH BUREAU OF ENGRAVING AND PRINTING -

Mr. David Ivory, Senior Assistant City Manager, presented Council with a

proposal of establishing an "Working Agreement" between the City of Fort Worth and the Bureau of Engraving and Printing. This agreement will enable the City to legally establish a working contract with the Bureau.

7. PROPOSED PUSH CART ORDINANCE -

Mr. Ramon Guajardo, Assistant City Manager, spoke before Council about the proposed Pushcart Ordinance. This ordinance would outline specific areas where street vending would be permissible, health standards and requirements for sale of foods and specifications for the types of facilities to be used.

Mayor Bolen was concerned about pushcarts being allowed to sell outside of established tax-paying businesses.

Mr. Guajardo indicated that the ordinance proposes that "all vending permits be issued to a specific location." This specific location, as Mr. Guajardo explained, will be determined by the City.

Councilman Bagsby was concerned about the sales tax and property tax that should be paid by these potential vendors.

Councilman Gilley expressed concern about the potential safety hazard that exist for the public and street vendors. He also requested of staff a review of policies regulating motorized vendors.

8. ORDINANCE PROVIDING FOR TOW AND IMPOUNDMENT OF ABANDONED AND JUNK VEHICLES -

Ms. Dorothy Harwood, Assistant City Attorney, explained to Council the legal changes the proposed ordinance would entail. Primary changes include: 1) a definition change to reflect the State law, 2) changing the section designation of certain sections within the ordinance, 3) amending Articles VI and IX to change various notice and hearing provisions, 4) providing for a storage fee clause, and 5) providing for publication of ordinance caption and penalty clause.

Council raised questions about the provision of allowing owners of these vehicles to come before them to appeal their violation. Ms. Harwood stated that the Council could assign the appeal process to an other entity.