



Post Office Box 9010 Addison, Texas 75001-9010 5300 Belt Line Road (972) 450-7000

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AGENDA

WORK SESSION OF THE CITY COUNCIL

6:00 P.M.

AND

REGULAR MEETING OF THE CITY COUNCIL

7:30 P.M.

JANUARY 8, 2008

TOWN HALL

5300 BELT LINE ROAD

WORK SESSION

Item #WS1 - Discussion of Special Events Bidding Process.

Item #WS2 - Discussion of Operational Status of Addison Airport Bulk Fuel Storage Facility.

REGULAR SESSION

Item #R1 - Consideration of Old Business.

Item #R2 - Consent Agenda.

#2a - Approval of the Minutes for:
December 11, 2007, Regular City Council Meeting

Item #R3- Presentation and briefing on the town wide WiFi network upgrade by a representative from RedMoon.

Item #R4- Consideration and approval of a Resolution for the appointment of Scott Wheeler to the Dallas Central Appraisal District (DCAD) Board of Directors.

Attachments:

1. Letter
2. Resolution

Administrative Recommendation:

Administration recommends approval.

Item #R5- Consideration and approval for the purchase and installation of new carpet and area rugs at various town facilities under the Town's Inter-local Agreement with The Cooperative Purchasing Network (TCPN) in the amount of \$164,824.88.

Attachment:

1. Council Agenda Item Overview

Administrative Recommendation:

Administration recommends approval.

Item #R6- Consideration and approval of a bid for Electrical Services (Bid No. 7-20) for Addison special events for a three year period beginning 2008.

Attachments:

1. Council Agenda Item Overview
2. Memorandum

Administrative Recommendation:

Administration recommends approval.

Item #R7- Consideration and approval of bid for Tent Services (Bid No. 7-21) for Addison special events for a three year period beginning 2008.

Attachments:

1. Council Agenda Item Overview
2. Memorandum

Administrative Recommendation:

Administration recommends approval.

Item #R8- Rejection of bid for Stage, Sound and Lighting Services (Bid No. 7-22) for Addison special events for a three year period beginning 2008.

Attachment:

1. Council Agenda Item Overview

Administrative Recommendation:

Administration recommends rejection.

Item #R9- Consideration and approval of bid for Fencing Services (Bid No. 7-23) for Addison special events for a three year period beginning 2008.

Attachments:

1. Council Agenda Item Overview
2. Memorandum

Administrative Recommendation:

Administration recommends approval.

Item #R10- Consideration and approval of bid for Restroom and Trash Services (Bid No. 7-24) for Addison special events for a three year period beginning 2008.

Attachments:

1. Council Agenda Item Overview
2. Memorandum

Administrative Recommendation:

Administration recommends approval.

Item #R11- Consideration and approval of bid for Trash Pick-up Services (Bid No. 7-25) for Addison special events for a three year period beginning 2008.

Attachments:

1. Council Agenda Item Overview
2. Memorandum

Administrative Recommendation:

Administration recommends approval.

Item #R12- Consideration and approval of bid for Miscellaneous Rental Services (Bid No. 7-27) for Addison special events for a three year period beginning 2008.

Attachments:

1. Council Agenda Item Overview
2. Memorandum

Administrative Recommendation:

Administration recommends approval.

Item #R13- Presentation and discussion by the Bonner Group regarding market research and brand development for the Town.

Attachments:

1. Council Agenda Item Overview
2. Résumé

EXECUTIVE SESSION

Item #ES1 - Closed (executive) session of the City Council, pursuant to Section 551.071 of the Texas Government Code, to conduct a private consultation with its attorney(s) to seek the advice of its attorney(s) about contemplated litigation, and/or on a matter or matters in which the duty of the attorney(s) to the Town Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code, regarding and relating to the Addison Airport Bulk Fuel Storage Facility.

Item #R-14- Consideration of approval of any action regarding the Addison Airport Bulk Fuel Storage Facility.

Adjourn Meeting

Posted:
January 4, 2007 at 5:00 P.M.
Mario Canizares - City Secretary

**THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS
WITH DISABILITIES. PLEASE CALL (972) 450-2819 AT LEAST
48 HOURS IN ADVANCE IF YOU NEED ASSISTANCE.**

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL

December 11, 2007
7:30 P.M. – Town Hall
5300 Belt Line Road

Present: Mayor Chow, Councilmembers Braun, Hirsch, Kraft, Mellow, Meier and Niemann

Absent: None

Item #R1 - Consideration of Old Business.

The following employees were introduced to the Council: David Jones with the Fire Department and Zeis Chen with the Information Technology Department.

Scott Glendale, a Boy Scout and Jeff Glendale, Scott's father, were recognized at the beginning of the Council Meeting.

Item #R2 - Consent Agenda.

#2a - Approval of the Minutes:

November 19, 2007, 5 pm Special Meeting and Work Session
November 19, 2007, 6 pm Special Meeting and Work Session
November 27, 2007, Regular City Council Meeting

The Minutes for November 19, 2007, 5 pm Special Meeting and Work Session, were approved as written.

The Minutes for November 19, 2007, 6 pm Special Meeting & Work Session, were approved as written.

The Minutes for November 27, 2007, Regular City Council Meeting, were approved as written.

Councilmember Braun made a motion to approve the Minutes.

Councilmember Kraft seconded. Motion carried.

Voting Aye: Chow, Braun, Hirsch, Kraft, Mellow, Niemann, Meier

Voting Nay: None

Absent: None

Item #R3 - Discussion and consideration of approval of a Consulting Services Agreement between the Town of Addison and Public Werks, Inc. for the provision of

consulting services to the Town regarding transportation matters, and authorizing the City Manager to execute the Agreement.

Councilmember Kraft made a motion to approve the consideration of a Consulting Services Agreement between the Town of Addison and Public Werks, Inc. to set a cap of \$100,000 for the provision of consulting services to the Town regarding transportation matters, and authorizing the City Manager to execute the Agreement, subject to approval of the City Attorney.

Councilmember Niemann seconded. Motion carried.

Voting Aye: Chow, Braun, Hirsch, Kraft, Mellow, Niemann, Meier
Voting Nay: None
Absent: None

Item #R4 - Consideration and approval authorizing the City Manager to enter into an Interlocal Cooperative Agreement between the North Central Texas Council of Governments (NCTCOG) and the Town for implementation of the Thoroughfare Assessment Program Phase 3.2 and reimbursement of the 20 percent local match contribution of \$31,136.

Councilmember Braun made a motion to approve the City Manager to enter into an Interlocal Cooperative Agreement between the North Central Texas Council of Governments (NCTCOG) and the Town for implementation of the Thoroughfare Assessment Program Phase 3.2 and reimbursement of the 20 percent local match contribution of \$31,136.

Councilmember Kraft seconded. Motion carried.

Voting Aye: Chow, Braun, Hirsch, Kraft, Mellow, Niemann, Meier
Voting Nay: None
Absent: None

Item #R5 - Discussion of the reclassification of the Administrative Assistant Position for the Public Works Department as a Management Assistant Position.

Chris Terry, Assistant City Manager, and Nancy Cline, Director of Public Works, presented this item.

No action was taken.

Item #R6 – Consideration and approval of a Contract with Curtco, Inc. for the Street Joint and Crack Sealing Bid for work to be performed on Belt Line Road and Addison Road in the amount of \$48,500.

Councilmember Hirsch made a motion to approve the Contract with Curtco, Inc. for the Street Joint and Crack Sealing Bid for work to be performed on Belt Line Road and Addison Road in the amount of \$48,500.

Councilmember Niemann seconded. Motion carried.

Voting Aye: Chow, Braun, Hirsch, Kraft, Mellow, Niemann, Meier
Voting Nay: None
Absent: None

Item #R7 - Consideration and approval of a contract with Blade Turners Maintenance totaling \$164,302 for annual mowing services.

Councilmember Braun made a motion to approve the contract with Blade Turners Maintenance totaling \$164,302 for annual mowing services.

Councilmember Mellow seconded. Motion carried.

Voting Aye: Chow, Braun, Hirsch, Kraft, Mellow, Niemann, Meier
Voting Nay: None
Absent: None

Item #R8 – Consideration and approval of a contract with Palm Springs Pool Service totaling \$73,883 for annual maintenance of five display fountains.

Councilmember Kraft made a motion to approve the contract with Palm Springs Pool Service totaling \$73,883 for annual maintenance of five display fountains.

Councilmember Niemann seconded. Motion carried.

Voting Aye: Chow, Braun, Hirsch, Kraft, Mellow, Niemann, Meier
Voting Nay: None
Absent: None

Item #R9 – Consideration and approval of substituting Encore Addison FBO, LLC in place of Encore FBO Acquisition, LLC in connection with 1) the assignment of R. Stern FBO LTD ground leases at Addison Airport, 2) the early termination of R. Stern FBO LTD ground leases in favor of a new ground lease, and 3) granting a Public FBO (fixed base operator) Fuel Farm License agreement, the said assignment, early termination, and Public FBO Fuel Farm License agreement having been previously approved by the Town Council on November 17, 2007 in favor of Encore FBO Acquisition, Inc.

Councilmember Kraft made a motion to approve substituting Encore Addison FBO, LLC in place of Encore FBO Acquisition, LLC in connection with 1) the assignment of R. Stern FBO LTD ground leases at Addison Airport, 2) the early termination of R. Stern FBO LTD ground leases in favor of a new ground lease, and 3) granting a Public FBO

(fixed base operator) Fuel Farm License agreement, the said assignment, early termination, and Public FBO Fuel Farm License agreement having been previously approved by the Town Council on November 17, 2007 in favor of Encore FBO Acquisition, Inc.

Councilmember Mellow seconded. Motion carried.

Voting Aye: Chow, Braun, Hirsch, Kraft, Mellow, Niemann, Meier
Voting Nay: None
Absent: None

Item #R10 - Discussion of possible repeal of existing Special Use Permits for vacant restaurants and corresponding Special Use Permits at such restaurants for the sale of alcoholic beverages for on-premises consumption, and possible change in the definition of a restaurant to exclude prepared food shops.

Carmen Moran, Director of Development Services, presented this item.

No action was taken.

Item #R11 - Consideration and approval of an ordinance amending the Code of Ordinances of the Town by deleting and repealing section 74-32 regarding the taxation of motor vehicles leased for personal use for tax (calendar) years 2008 and thereafter.

Councilmember Hirsch made a motion to approve an ordinance amending the Code of Ordinances of the Town by deleting and repealing section 74-32 regarding the taxation of motor vehicles leased for personal use for tax (calendar) years 2008 and thereafter.

Councilmember Kraft seconded. Motion carried.

Voting Aye: Chow, Hirsch, Kraft
Voting Nay: Braun, Mellow, Niemann, Meier
Absent: None

Item #R11 failed.

Item #R12 - Consideration and approval of a 9-1-1 billing agreement with Foremost Telecommunications which has received a Service Provider Certificate of Operating Authority (SPCOA) from the Texas Public Utilities Commission.

Councilmember Niemann made a motion to approve a 9-1-1 billing agreement with Foremost Telecommunications which has received a Service Provider Certificate of Operating Authority (SPCOA) from the Texas Public Utilities Commission.

Councilmember Mellow seconded. Motion carried.

Voting Aye: Chow, Braun, Hirsch, Kraft, Mellow, Niemann, Meier
Voting Nay: None
Absent: None

At 9:24 P.M., Mayor Chow announced that Council would convene into Executive Session to discuss the following items:

Item #ES2 was discussed first.

Item #ES2 - Closed (executive) session of the Addison City Council, pursuant to Section 551.071 of the Texas Government Code, to conduct a private consultation with its attorney on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code, regarding and relating to the taxation of improvements at Addison Airport.

No action was taken on #ES2.

Item #ES1 - Closed (executive) session of the Addison City Council, pursuant to Section 551.072 of the Texas Government Code, to deliberate the purchase, exchange, lease, or value of various tracts or parcels of real property located within the Town of Addison.

The Council came out of Executive Session at 10:09 P.M.

Item #R13 - Discussion and consideration of any action concerning the purchase, exchange, lease, or value of various tracts or parcels of real property located within the Town of Addison.

Councilmember Niemann made a motion to take action concerning the purchase, exchange, lease, or value of various tracts or parcels of real property located within the Town of Addison.

Councilmember Braun seconded. Motion carried.

Voting Aye: Chow, Braun, Hirsch, Kraft, Mellow, Niemann, Meier
Voting Nay: None
Absent: None

There being no further business before the Council, the meeting was adjourned.

Mayor

Attest:

City Secretary

Council Agenda Item:#R3

There are no attachments for this item.



#R4

Dallas Central Appraisal District

DATE: December 17, 2007
TO: Mayors of Suburban Cities
Board of Trustee Presidents of Suburban School Districts
FROM: W. Kenneth Nolan, Executive Director/Chief Appraiser *W. Kenneth Nolan*
RE: Results of 2007 Election of Representative to DCAD Board of Directors

State law requires the Chief Appraiser to conduct an election of representatives to the Board of Directors in odd numbered years. The process outlined in the Texas Property Tax Code requires the election to be conducted and the individual entities notified of the results once the process is complete.

1. Suburban Cities Election

The election process requires a runoff. The following suburban cities participated in the election. Each of their selections is noted below. The current tally indicates Scott Wheeler of Addison received 9, Dwayne Gentsch of Garland received 6, Michael Hurtt of DeSoto received 6, Rita Burks of Balch Springs received 4, James Daniels of Lancaster received 2 and Robert Thornton of Grand Prairie received 1 of the 28 votes cast. Two cities abstained from voting. Since there was no one candidate receiving 16 votes (majority of the 30 votes eligible), a runoff election is necessary. A coin flip between the two candidates who shared the second highest number of votes, Dwayne Gentsch and Michael Hurtt, resulted in Michael Hurtt securing a place on the ballot.

<u>City</u>	<u>Candidate Selected</u>
1. Addison	Scott Wheeler
2. Balch Springs	Rita Burks
3. Carrollton	Scott Wheeler
4. Cedar Hill	Michael Hurtt
5. Cockrell Hill	Rita Burks
6. Combine	Rita Burks
7. Coppell	Scott Wheeler
8. DeSoto	Michael Hurtt
9. Duncanville	Michael Hurtt
10. Farmers Branch	Scott Wheeler
11. Ferris	Dwayne Gentsch
12. Garland	Dwayne Gentsch
13. Glenn Heights	Michael Hurtt
14. Grand Prairie	Robert Thornton

15. Grapevine	Abstain
16. Highland Park	Scott Wheeler
17. Hutchins	James Daniels
18. Irving	Scott Wheeler
19. Lancaster	James Daniels
20. Lewisville	Michael Hurtt
21. Mesquite	Scott Wheeler
22. Ovilla	Michael Hurtt
23. Richardson	Scott Wheeler
24. Rowlett	Dwayne Gentsch
25. Sachse	Dwayne Gentsch
26. Seagoville	Rita Burks
27. Sunnyvale	Abstain
28. University Park	Scott Wheeler
29. Wilmer	Dwayne Gentsch
30. Wylie	Dwayne Gentsch

2. Suburban School District Election

The election process requires a runoff. Jerry Jones of Rowlett received 7, Dorothy Wolverton of Duncanville received 4, and David Merritt of Carrollton received 2 of the 13 votes cast. Two school districts abstained from voting. Since there was no one candidate receiving 8 votes (majority of the 15 votes eligible), a runoff election is necessary. School districts voting are:

<u>School District</u>	<u>Candidate Selected</u>
1. Carrollton-Farmers Branch	Merritt
2. Cedar Hill	Wolverton
3. Coppell	Jones
4. DeSoto	Wolverton
5. Duncanville	Wolverton
6. Ferris	Jones
7. Garland	Jones
8. Grand Prairie	Wolverton
9. Grapevine/Colleyville	Abstain
10. Highland Park	Merritt
11. Irving	Jones
12. Lancaster	Abstain
13. Mesquite	Jones
14. Richardson	Jones
15. Sunnyvale	Jones

3. Dallas County Appointment

The Commissioners Court has not made an appointment to the Board of Directors.

4. Dallas ISD Appointment

On October 25, 2007, the Dallas ISD reappointed Mr. Jerome Garza to the Board of Directors.

5. City of Dallas Appointment

On December 12, 2007, the City of Dallas appointed James Christopher Wells to the Board of Directors.

A copy of the runoff procedures and ballot resolution is attached. The deadline to vote is January 31. Please notify our office immediately when your ballot has been cast.

cc: DCAD Board of Directors
Ms. Rita Burks
Mr. James Daniels
Mr. Dwayne Gentsch
Mr. Michael Hurtt
Mr. Robert Thornton
Mr. David Merritt
Ms. Dorothy Wolverton
City Manager- Suburban Cities
Superintendent - Suburban School Districts
City Secretary - Suburban Cities
Tax Assessor/Collectors



Dallas Central Appraisal District

**BOARD OF DIRECTORS ELECTION
RUNOFF PROCEDURE FOR SUBURBAN CITIES/SCHOOL DISTRICTS REPRESENTATIVE**

The 1979 Resolution adopted by the taxing units participating in Dallas Central Appraisal District, which governs Board of Director elections and appointments, requires that a candidate for the suburban cities position and a candidate for the suburban school districts positions on the Board each receive a majority of the votes that are cast in order to be elected to the Board of Directors (BOD).

The procedures outlined below are to be used in the event that no candidate receives a majority of the votes for the election for the Suburban Cities Representative to the BOD or the Suburban School Districts Representative to the BOD.

The Property Tax Code allows for the Chief Appraiser to resolve a tie vote by any method of chance.

RUNOFF PROCEDURE:

PARTICIPATING CITIES:

1. A candidate for the Suburban Cities Representative must receive a majority of the votes from all the suburban cities participating in the BOD election.
2. After the initial ballots are submitted by December 15 of the election year, the Chief Appraiser shall count the votes and if no candidate receives a majority of the votes from the participating suburban cities, the Chief Appraiser will declare the two (2) candidates who received the largest number of votes from the field of candidates.
3. The Chief Appraiser shall prepare another ballot listing the two (2) candidates who received the largest number of votes and shall deliver a copy of the ballot to the presiding officer of the governing body of each suburban city that is entitled to vote.
4. The governing body of each suburban city that is entitled to vote shall determine its vote by resolution and submit it to the Chief Appraiser on or before January 31.
5. The Chief Appraiser shall count the votes, declare the candidate who receives the majority number of votes, and submit the results no later than February 5 to the governing body of each suburban city and to the candidates.

PARTICIPATING SCHOOL DISTRICTS:

1. A candidate for the Suburban School Districts Representative must receive a majority of the votes from all the suburban school districts participating in the BOD election.
2. After the initial ballots are submitted by December 15 of the election year, the Chief Appraiser shall count the votes and if no candidate receives a majority of the votes from the participating suburban school districts, the Chief Appraiser will declare the two (2) candidates who received the largest number of votes from the field of candidates.

3. The Chief Appraiser shall prepare another ballot listing the two (2) candidates who received the largest number of votes and shall deliver a copy of the ballot to the presiding officer of the governing body of each suburban school district that is entitled to vote.
4. The governing body of each suburban school district entitled to vote shall determine its vote by resolution and submit it to the Chief Appraiser on or before January 31.
5. The Chief Appraiser shall count the votes, declare the candidate who receives the majority number of votes, and submit the results no later than February 5 to the governing body of each suburban school district and to the candidates.

A RESOLUTION OF THE CITY OF _____, DALLAS COUNTY, TEXAS, CASTING ITS VOTE FOR THE FOURTH MEMBER OF THE BOARD OF DIRECTORS OF THE DALLAS CENTRAL APPRAISAL DISTRICT.

WHEREAS, Dallas County eligible taxing entities have expressed and approved an option which allows for representation to the Appraisal District Board of Directors (in accordance with Section 6.03 of the Texas Property Tax Code) as follows:

1. The City of Dallas shall appoint one (1) member to the Board.
2. The Dallas Independent School District shall appoint one (1) member to the Board.
3. The Dallas County Commissioners Court shall appoint one (1) member to the Board. The member appointed by the Dallas County Commissioners Court shall not be a resident of either the City of Dallas or the Dallas Independent School District.
4. Each of the incorporated cities and towns, except for the City of Dallas, shall have the right to nominate by an official resolution one (1) candidate as the fourth member of the Board of Directors. The said cities and towns shall, from the nominations received, elect by a majority vote, with each city and town being entitled to one (1) vote, the fourth member of the Board of Directors.
5. Each of the independent school districts, except for the Dallas Independent School District, shall have the right to nominate by an official resolution one (1) candidate as the fifth member of the Board of Directors. The said independent school districts shall, from the nominations received, elect by a majority vote, with each independent school district being entitled to one (1) vote, the fifth member of the Board of Directors.

The votes required for election to the Board of Directors in 4 and 5 hereof shall be by a majority of those authorized to vote in 4 and 5 respectively and not by a majority of the quorum, and

WHEREAS, the City of _____ does hereby cast its vote by marking the ballot below:
(Check one only)

- Michael Hurtt**
- R. Scott Wheeler**

NOW, THEREFORE BE IT RESOLVED that the City Council of the City of _____ does hereby confirm its one (1) vote for the election of _____ as the suburban cities' representative to the Board of Directors of the Dallas Central Appraisal District.

PASSED AND APPROVED, this the _____ day of _____, 2008

MAYOR

ATTEST: _____
CITY SECRETARY

SEAL:

Council Agenda Item: #R5

SUMMARY:

Council approval is requested for the purchase and installation of new carpet and area rugs at various town facilities under the Town's Inter-local Agreement with The Cooperative Purchasing Network (TCPN) in the amount of \$164,824.88.

FINANCIAL IMPACT:

Budgeted Amount: \$177,602.00

Cost: \$164,824.88

BACKGROUND:

The Cooperative Purchasing Network (TCPN) is administrated by the Region 4 Education Service Center. Region 4 is a local government agency authorized by Chapter 8, of the Texas Education Code. TCPN is available for use by public and private schools, colleges, universities, cities, counties, and other government entities.

Participation in TCPN is not required of government entities. However, participation by government entities can provide the legally required competition for contracts for commonly purchased items thereby saving the individual entity the cost of going through the competitive process. State statute exempts the Town from formal bid requirements when purchasing through an Inter-local Agreement such as this.

TCPN provides school districts and other government entities opportunities for greater efficiency and economy in acquiring goods and services by taking advantage of state-of-the-art purchasing procedures to insure the most competitive contracts and by providing competitive price solicitation and bulk purchasing for multiple government entities that yields economic benefits unobtainable by individual entities.

The vendor under this contract is Tandus US Inc., who has more than 35 years experience and who has an extensive product offering that is environmentally preferable.

Staff plans to replace the facility carpeting at Town Hall, Finance, Service Center, Athletic Club and the Police Storefront at Addison Circle. This is a turnkey project that includes furniture moving and removal/ disposal of the old carpet. The project also consists of replacing the large area rugs at Town Hall.

RECOMMENDATION:

Staff recommends approval.

Council Agenda Item: #R6

SUMMARY:

Consideration of a resolution to award the bid for **electrical services** (07-20) to **Entertainment Services** in the amount of **\$130,125.00** for the 2008 special event season with the option to renew for two additional years.

FINANCIAL IMPACT:

Budgeted Amount: \$104,648.00

Cost: \$130,125.00

If over budget or not budgeted, what is the budget impact? \$25,477 over budget and will require a mid-year budget amendment unless a more cost-effective option is found.

BACKGROUND:

See attached memorandum from Barbara Kovacevich.

RECOMMENDATION:

Staff recommends approval as outlined in the attached memorandum.

Council Agenda Item: #R7

SUMMARY:

Consideration of a resolution to award the bid for **rental of tents** (07-21) to **Sandone Productions, Inc.** in the amount of **\$115,860.00** for the 2008 special event season with the option to renew for two additional years.

FINANCIAL IMPACT:

Budgeted Amount: \$119,746.00

Cost: \$115,860.00

If over budget or not budgeted, what is the budget impact? Cost is under budget.

BACKGROUND:

See attached memorandum from Barbara Kovacevich.

RECOMMENDATION:

Staff recommends approval as outlined in the attached memorandum.



SPECIAL EVENTS

MEMORANDUM

P.O. Box 9010 • 16801 Westgrove Drive • Addison, TX 75001-9010 • 972-450-6221 • 972-450-2834FAX

DATE: December 18, 2007

TO: Chris Terry, Assistant City Manager

FROM: Barbara Kovacevich, Special Event Administrator

RE: Bids for **Tent Services** (07-21) for the 2008 Special Events

CC: Shanna Sims-Bradish, Budget and Procurement Manager
 Nicole Newkham, Senior Special Event Coordinator
 Michelle Holland, Special Event Coordinator
 Ron Lee, Parks Operations Manager

We would like to place an agenda item on the January 8, 2008 City Council Agenda to award the bid for **tent services** for the 2008 special event season.

Background: The bid was sent to 7 companies and was advertised for two weeks in the newspaper and on Demand Star. One bid was received. The bidder submitted a bid for a total quantity of tent services on an annual basis with the option to renew for two additional years. We conducted a random survey of the other vendor contacts to determine why they didn't bid on the project. Many of them stated that they did not have the 100' x 300' clear span tent for Oktoberfest and that they can't be price competitive with Sandone Productions so they did not submit a bid.

Selection Committee:

Ron Lee, Parks Operations Manager	Nicole Newkham, Sr. Special Event Coordinator
Barbara Kovacevich, Special Event Administrator	Michelle Holland, Special Event Coordinator

Recommendation: The following chart summarizes the bid that was received along with the selection committee's unanimous recommendation for approval of **Mike Sandone Productions** (highlighted in yellow). A point system was used to analyze the bids and select the best-qualified bidder. Mike Sandone Productions has provided services to the Town of Addison at least 15 years. They have an extensive list of customer references and they offer a good product and service at a competitive price.

COMPANY	TASTE	KABOOM	OKT.	TOTAL	COMMENTS
Sandone Productions	\$35,895	\$3,510	\$76,455	\$115,860	

Budget: Proposed bid amount is \$115,860 which is \$398.50 less than the amount we spent in 2007 and is less than the 2008 budget amount of \$119,746.

Council Agenda Item: #R8

SUMMARY:

Consideration of a resolution to reject the bids submitted for **stage, sound and lighting services** (07-22) for the 2008 special event season.

FINANCIAL IMPACT:

Budgeted Amount:

Cost:

If over budget or not budgeted, what is the budget impact?

BACKGROUND:

Staff determined it was necessary to re-submit the RFP for stage, sound and lighting services for several reasons: Kaboom Town specifications were omitted from the original bid and the needs have recently changed significantly from last year, the specifications for the Jazz Festival have changed after a recent meeting with the new venue and several key vendors did not receive the bid package.

RECOMMENDATION:

Staff recommends the rejection of all bids in order to re-bid the project with the new and revised requirements.

Council Agenda Item: #R9

SUMMARY:

Consideration of a resolution to award the bid for **rental of fencing** (07-23) to **Cain Fence Company** in the amount of \$11,298.00 for the 2008 special event season with the option to renew for two additional years.

FINANCIAL IMPACT:

Budgeted Amount: \$10,706.00

Cost: \$11,298.00

If over budget or not budgeted, what is the budget impact? Cost is less than the 2008 budgeted amount.

BACKGROUND:

See attached memorandum from Barbara Kovacevich.

RECOMMENDATION:

Staff recommends approval as outlined in the attached memorandum.

Council Agenda Item: #R10

SUMMARY:

Consideration of a resolution to award the bid for **restroom and trash removal** (07-24) to three bidders as follows for the 2008 special event season with the option to renew for two additional years:

- 1) Lone Star PRR, LP for restrooms and trailers in the amount of \$19,544.15
- 2) Aloha Environmental for dumpsters in the amount of \$4,785
- 3) ACT Services for cardboard receptacles in the amount of \$772.80 (also recommended bidder for trash pick-up services.)

FINANCIAL IMPACT:

Budgeted Amount: \$27,822.67

Cost: \$25,101.95

If over budget or not budgeted, what is the budget impact? Cost is under budget.

BACKGROUND:

RECOMMENDATION:

Staff recommends approval as outlined in the attached memorandum.

Council Agenda Item: #R11

SUMMARY:

Consideration of a resolution to award the bid for **trash clean-up services** (07-25) to **ACT Services** in the amount of \$44,150.36 for the 2008 special event season with the option to renew for two additional years.

FINANCIAL IMPACT:

Budgeted Amount: \$43,049.73

Cost: \$44,150.36

If over budget or not budgeted, what is the budget impact? \$1,111 over budget but we can adjust the other budget items to accommodate the increased expense.

BACKGROUND:

See attached memorandum from Barbara Kovacevich.

RECOMMENDATION:

Staff recommends approval as outlined in the attached memorandum.

Council Agenda Item: #R12

SUMMARY:

Consideration of a resolution to award the bid for **miscellaneous rentals services** (07-27) to **M&M The Special Events Company** in the amount of \$47,299.40 for the 2008 special event season with the option to renew for two additional years. Miscellaneous rentals services is comprised of items such as tables, chairs, umbrella tables, linens.

FINANCIAL IMPACT:

Budgeted Amount: \$39,611.33

Cost: \$47,299.40

If over budget or not budgeted, what is the budget impact? \$10,017.80 more than the 2008 budget and will require a mid-year budget amendment in the amount of \$10,017.80.

BACKGROUND:

See attached memorandum from Barbara Kovacevich.

RECOMMENDATION:

Staff recommends approval as outlined in the attached memorandum.

Council Agenda Item: #R13

SUMMARY: Presentation and discussion by the Bonner Group regarding market research and brand development for the Town.

FINANCIAL IMPACT: \$50,000 allocated in FY08 budget

BACKGROUND: One of the recommendations resulting from the work of the Public Relations Citizens Advisory Committee and embraced by the City Council was that additional research to determine the perceptions regarding the Addison brand needed to be conducted. Based on the results of that research a campaign to reintroduce and enhance the Addison brand would be developed.

Krause Advertising as the Town's marketing consultant recommended the Bonner Group. Staff met with Ms. Bonner and asked her to submit a proposal. Ms. Bonner will present the proposal at the January 8 Council meeting.

RECOMMENDATION: Staff recommends that Council contract with the Bonner Group.

Margaret G. Bonner

Margaret G. Bonner is the principal of The Bonner Group. She has over 25 years of experience in marketing management and communication strategy on both the client and the agency side. She is a recognized expert in marketing strategy and consumer planning.

Career Highlights

Margaret has worked on both the client and agency sides of brand management with blue chip brands across sectors to promote profitable growth.

Margaret began her career on the client side at Revlon New York in brand management. At Revlon she rose to become International Brand Director for the fragrance division. She left Revlon to join ad agency Lowe/Marshalk in New York. While at Lowe/Marshalk she lead integrated communications activities for:

- Maybelline Cosmetics
- Sprite
- Minute Maid Orange Juice
- Coors Beer

Upon relocating to Dallas Margaret joined Tracy-Locke rising to become Managing Partner for DDB, the consumer advertising focused evolution of Tracy-Locke. During her time at DDB she headed up account strategy, management and creative teams responsible for highly successful campaigns for a broad range of national brands including:

- Dillard Department Stores
- Frito-Lay: Tostitos, Doritos and Lay's Brands
- ConocoPhillips
- Dean Foods
- US EPA Energy Star

Identifying a gap in the marketplace for media-neutral, unbiased client consultation services Margaret founded The Bonner Group in 2004. It is a research and marketing consulting firm specializing in to-market strategies, audience definition and marketing strategies for brands, with an emphasis on entertainment, hospitality and dining.

About The Bonner Group

A partial list of recent firm clients and assignments:

Landry's Restaurants:

Brand definition Joe's Crab Shack

Menu evolution and brand perception: Muer's Restaurants

Friends of Fair Park

Marketing strategy development and assessment

Houston Livestock Show and Rodeo

Brand definition audience growth and retention strategy

American Heart Association

Meeting growth and strategy; brand definition

Wine Growers of Bordeaux

Trade expansion and perception research

Awards and Recognitions

Margaret has won a variety of marketing awards and honors including two Effies the American Marketing Association's highest award for overall campaign effectiveness for Coke Foods and Frito-Lay.

She was twice named to the Women in Fragrance Board of Directors.

Margaret has trained in consumer planning domestically and overseas with Omnicom the world's largest communications holding company.

She has been a regular speaker at a variety of conferences: Venues and topics follow:

- AdWeek: *Profitability Seminar*
- National Association of Food Importers: *Consumer eating trends and future implications to the international food community.*
- Radio and Television Advertisers Bureau: *What do women want? Ten lessons from the Heartland.*

ITEM #ES1

There are no Attachments for this Item.

Council Agenda Item: #R14

There are no attachments for this Item.