

**CARROLLTON CITY COUNCIL  
WORKSESSION AND REGULAR MEETING**

**OCTOBER 21, 2008**

The City Council of the City of Carrollton, Texas convened in a Regular Meeting and Worksession on Tuesday, October 21, 2008, at 5:45 p.m. with the following members present: Mayor Ron Branson, Mayor Pro Tem Pat Malone, Deputy Mayor Pro Tem John Mahalik, Councilmembers Tim Hayden, Larry Williams and Herb Weidinger. Also present were City Manager Leonard Martin, Assistant City Managers Marc Guy and Bob Scott, Director of Managed Competition Tom Guilfooy, Workforce Services Director Erin Rinehart, City Attorney Clayton Hutchins and City Secretary Ashley D. Mitchell.

**\*\*\* PRE-MEETING \*\*\***

**5:45 P.M. – COUNCIL BRIEFING ROOM**

1. Dinner
2. Mayor and Council **reports and information sharing.**
3. Receive **supplemental staff information** and responses to questions.

**\*\*\* WORKSESSION \*\*\***

**COUNCIL BRIEFING ROOM**

6. Discuss **Appointments for a Blue Ribbon Committee on Strategic Branding, Marketing, and Logo Development.**

Peter Braster, TOD Manager stated that on July 18 and 19, 2008, the City Council conducted their annual strategic planning session to set properties for their 2008-2009 Action Agenda. Two of the high-priority items selected by Council were to create a strategic branding and marketing campaign and the creation of a new logo for the City. The purpose of these efforts is to create a recognizable, distinct brand that significantly identifies the City. The goal of the new logo is to capture all of our City's assets and aspirations in a single image that will convey those ideas effectively. A successful brand addresses the marketing challenges of the City by giving increased strategic focus, clear differentiation from our competitors, and consistency among marketing messages.

To aid the City in our efforts, we engaged Development Counsellors International (DCI) in early September 2008. The two scope of work elements already underway are: the new logo design and the branding and marketing blueprint. DCI is now conducting a perception study and is ready to begin work on the logo. To kick-off this effort, DCI and their logo subconsultant PURE would like to present the City Council and select members of the community the findings of their perception analysis. The findings will include common key themes, words, and phrases that have surfaced about Carrollton that will form the basis of our new tag line. In addition, PURE would like to facilitate a meeting to form the beginnings of the new logo. Both firms have conducted similar meetings in other cities that have lead to a successful new logo launches.

DCI is recommending that we form a Blue Ribbon Committee that will provide input for the branding and logo efforts. Ideally, the citizen membership will consist of community members that share the same progressive view of the city, are invested in the Council's strategic goals, and are representative of the City as a whole. Therefore, staff is

requesting that the Mayor and each Council Member select one Carrollton citizen to join them on the committee, for a total of sixteen (16) members.

We would like to hold the first meeting of the Committee on the evening of November 17, 2008. Additional meetings may be necessary, and members will be requested to provide further input via e-mail and/or telephone as DCI and PURE complete their tasks.

A community branding and logo update program can build upon the excitement and anticipation of the arrival of light rail transit and transit-oriented development in Carrollton. It will create a new image for the city and transform the City's image in a positive manner.

Councilmember Weidinger suggested Mark Stokes, Councilmember Marchant suggested Kevin Falconer and Councilmember Williams suggested Dave Olfield.

7. Discuss **Electric Power Contract With Cities Aggregation Power Project, INC. (CAPP).**

Carl Shelton, Facilities Manager stated that this is a follow-up discussion on the CAPP Power Purchase Agreement ("PPA") with Luminant Generation Company LLC.

The ordinance commits the City to purchasing electric power to satisfy a portion of its annual energy needs (approximately 70%) through the CAPP PPA for up to 24 years from CAPP and to pay a capacity payment equal to its proportionate amount of the debt service obligation associated with CAPP's prepayment of PPA capacity costs.

The City's allocated total maximum capacity payment is \$8,884,000.00 (total maximum monthly capacity payment is \$61,000.00). The blended rate (PPA + wrap contract) average cost is .07 - .08/kWh. For every cent we are under the market rate, we expect to save approximately \$264,000. Monthly debt service and energy payments will be made from existing utility budgets. Debt service reimbursement will be made from each fund/department using the electricity.

The CAPP long-term contract has inherent risks and benefits. Staff will provide short and longterm options for council to consider.

Staff recommends that we go out in the market and negotiate agreements with power providers ourselves and when we get it cheaper, we can choose that provider. This would also require that the City Manager be pre-authorized to sign the contract.

8. Discuss the **Medicare Supplement and Advantage Plan.**

Erin Rinehart, Workforce Services Director stated that the City's Health Plan is self-funded for both employees and retirees. Currently, the City has approximately forty seven (47) retirees covered by our medical insurance plan. Of the 47 retirees only two (2) are age 65 or older. Prior to 1987, the City of Carrollton did not pay into Medicare, however, starting in 1987, the City was required to pay Medicare for anyone hired after that date. These pre-1987 employees may be eligible for Medicare through other jobs or through a spouse's eligibility. The two retirees over 65 currently on the City's health plan were hired prior to 1987 and are not eligible for Medicare.

Recently, the Public Employee Benefits Alliance (PEBA) went out for proposals for a Medicare Supplemental Plan as well as a Medicare Advantage Plan. Through the proposal process, Hartford was selected for the Medicare Supplemental Plan and Aetna was selected for the Medicare Advantage Plan. Through these plans, a retiree will no longer be on the city's plan when they are Medicare eligible or at least 65 years of age, but will have the option to elect the Medicare Supplement or Medicare Advantage plan. The cost to the retiree for the Aetna Advantage plan will be \$226.42 per month less than the current premium to stay on the city's Basic health plan. The cost to the retiree for the Hartford plan would be \$199.19 less than the current premium to stay on the city's Basic health plan.

Both the Medicare Supplemental plan and the Medicare Advantage plan offer Medicare eligible retirees the benefit of paying less out of pocket expenses throughout the year. In addition, this would eliminate claims costs to the city's self funded health plan for current retirees that are Medicare eligible and elect this option.

Some employees and retirees that began service with the City of Carrollton prior to 1987 are not eligible for Medicare. However, the City will either purchase Medicare-Part A for these retirees to allow them to qualify for the Medicare Supplement and Advantage plans, or the retiree will continue to pay the retiree rate to stay on the health plan. The decision on whether to purchase Medicare-Part A or to allow the retiree to stay on the City's Health Plan will be up to the City and dependent on the cost of Medicare-Part A, versus premium costs for retiree's on the City's Health Plan. Upon implementation, retirees will not have the option to stay on the City's Health Plan after reaching age 65 or becoming Medicare eligible.

According to Chapter 175 of the Local Government Code, the city must provide access to equal or greater coverage and the Medicare Supplement and Advantage Plan will meet this requirement, while concurrently providing a more cost effective solution for retirees. This will ultimately provide a more cost effective benefit for the retirees and will limit claims liability for the city. Attached you will find for your review a chart outlining the difference in out of pockets maximums and premiums for each of the plans that will be offered by the city.

#### OUT OF POCKET MAXIMUM ASSUMPTIONS

(1) The above calculations do not include prescription drug co-payments/co-insurance costs.

(2) Total cost is the annual premium payments and assumes enrollee will meet all deductibles and annual out of pocket maximums.

The cost of these supplement plans will be paid by the retirees in its entirety. No city funds will be used. The retirees that started employment with the City of Carrollton prior to 1987 and are not eligible for Medicare, will either be allowed to stay on the City Health Plan by paying the monthly premium as they are today, or the City may pay their Medicare Part-A premium in an effort to reduce claims cost. The cost for Medicare Part-A increases annually and will be evaluated on an annual basis to determine the most cost-effective option.

Staff is providing this work session overview to answer questions and is also seeking council support for the companion item on the consent agenda. The Resolution on the consent agenda authorizes the City Manager to sign an application with Aetna and Hartford to provide Medicare supplement coverage for City of Carrollton retirees.

Council concurred with staff.

9. Discuss **Construction Advisory And Appeals Board Nominations And Board Policies.**

At the October 14 worksession, Council requested to set up interviews for the Construction Advisory and Appeals Board vacancies. Council also wished to discuss some of the policies governing the board in regards to the name of the board and the professional experience required of the members.

Councilmember Marchant stated he would like to change the name and the composition of the board.

Council concurred with changing the name to the Property Standards Board and the composition would be five citizens and four from the construction industry.

10. Discuss **Future Agenda Items.**

Councilmember Simons requested an item be placed on the agenda for the future use of the Gravely Center as a First Lady Laura Bush Library or museum. Council concurred.

Mayor Branson requested an update on potential businesses that may be leaving Carrollton.

INVOCATION was led by Pastor David Byrd Trinity Valley Church.

**PLEDGE OF ALLEGIANCE**

**PRESENTATIONS**

11. Present A **Proclamation Supporting The Prime Time Association Programs “The Truth” & “Prime U”.**

Mayor Branson presented a proclamation to Deion Sanders. The Prime Time Association is a nonprofit organization founded by Deion Sanders. The Prime Time Association has designed two programs that will train youth in many athletic competitions and provide them the training they need to succeed. Prime U's goal is to maximize the potential of each athlete that attends. It was designed exclusively for the top collegiate players in the nation. Prime U prepares athletes for the fierce competition they will face in the NFL, interview training, financial awareness, social skills and teach them how to say "No" in three different languages.

The Truth is part of The Dallas Select Youth League which is comprised of over 1800 children from across the Dallas/Ft. Worth Metroplex. Stressing all around growth in our youth as well as adults, they focus on the mind, body and soul of the participants which

are coached by the very best at an early age. They strive to equip the youth with the greatest possible tool for life....knowledge.

These 2 programs will take place at the IAD facility in Carrollton. The training facility here was constructed to serve as the number one training facility in the Nation for youths and professionals alike.

12. Present a **Proclamation Declaring October 21, 2008 as Toyia Pointer Day.**

Mayor Branson presented a proclamation declaring October 21, 2008 as Toyia Pointer Day in Carrollton.

Local author Toyia Pointer has served as curator for the A.W. Perry Homestead Museum for the past eight years, and was delighted with the opportunity to compile and edit this photographic history of Carrollton. She hopes the book “increases awareness of the photograph collections and aids in preserving these historic photographs and the stories embedded within those images.”

Pointer’s goal in completing this work was to highlight little known or forgotten facts which illustrate the rich history that the community can take pride in and visitors will discover.

## PUBLIC FORUM

13. **Hearing of any citizen/visitor on items not listed on the regular meeting agenda.**

Citizens/visitors should complete an appearance card located on the table at the entrance to the City Council Chambers. Speakers must address their comments to the presiding officer rather than to individual Council members or staff; Stand at the podium, speak clearly into the microphone and state your name and address prior to beginning your remarks; Speakers will be allowed a maximum of 5 minutes for testimony; Speakers making personal, impertinent, profane or slanderous remarks may be removed from the room; Unauthorized remarks from the audience, stamping of feet, whistles, yells and similar demonstrations will not be permitted; No placards, banners or signs will be permitted in the Chambers or in any other room in which the council is meeting. In accordance with the State Open Meetings Act, the City Council is restricted from discussing or taking action on items not listed on the agenda. Action can only be taken at a future meeting.

Sue Kelly stated that she feels that the new Recycle Program is not fair for single individuals. A single person will not be able to accumulate enough points for redemption. Mayor Branson stated that Assistant City Manager Beth Bormann would be in contact with her.

**CONSENT AGENDA** (*\*All items marked with a single asterisk are part of a Consent Agenda and require no deliberation by the Council. Each Council member has the prerogative of removing an item from this agenda so that it may be considered separately. Contracts and agreements are available in the City Secretary’s Office.*)

**Councilmember Mahalik moved to approve Agenda Items No. 14-18 and 20-23. Second by Councilmember Marchant. The vote was cast 7-0 in favor of the motion.**

## MINUTES

\*14. Consider **Approval of the September 2, 2008 Regular Meeting Minutes.**

CONTRACTS AND AGREEMENTS

- \*15. Consider Authorizing The City Manager To Approve A Contract Renewal With BioTel For Biomedical On-Line Supervision For The Fire Department In An Amount Not To Exceed \$97,903.00.
- \*16. Consider Authorizing The City Manager To Approve A Contract With RKM Utility Services, Inc. For Miscellaneous Sewer Line Replacements In An Amount Not To Exceed \$2,186,185.00.

ORDINANCES

- \*17. Consider An Ordinance Amending Chapter 116. Establishing The Food Service Worker Certification.

RESOLUTIONS

- \*18. Consider Resolutions Appointing Members To Various Boards & Commissions.
- ~~\*19. Consider A Resolution Authorizing The City Manager To Execute An Agreement With Cities Aggregation Power Project (CAPP).~~
- \*20. Consider A Resolution Authorizing The City Manager To Enter Into An Interlocal Agreement With Dallas Area Rapid Transit (DART) To Mutually Exchange Real Estate Property (Right-Of-Way) For The DART Northwest Light Rail Transit Line.
- \*21. Consider A Resolution Authorizing The City Manager To Amend The Service Agreement With Metrocrest Social Services.
- \*22. Consider A Resolution Accepting The Amended Investment Policy And Strategies As A Fulfillment Of The Public Funds Investment Act.
- \*23. Consider a Resolution City Manager To Enter Into An Agreement With Aetna and Hartford To Provide Medicare Supplement Coverage For City Of Carrollton Retirees.

*Mayor Branson adjourned the meeting at 7:12 p.m.*

ATTEST:

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Ashley D. Mitchell, City Secretary

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Pat Malone, Mayor Pro Tem