The University Boulevard Extension, a $21 million project completed two years ahead of schedule, provides a critical connection to US 90A that alleviates congestion on State Highway 6. An ACEC Texas member firm designed the aesthetically pleasing roadway that increases traffic capacity, provides greater access to Nalco Champion, and connects to the city’s baseball stadium.
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ABOUT THE COVER
A dynamic city with a rich heritage and confluence of cultures, the City of San Antonio welcomes you to the 107th TML Annual Conference and Exhibition.
The Texas Municipal League exists solely to provide services to Texas cities. Since its formation in 1913, the League’s mission has remained the same: to serve the needs and advocate the interests of its members. Membership in the League is voluntary and is open to any city in Texas. From the original 14 members, TML’s membership has grown to more than 1,150 cities. Over 16,000 mayors, councilmembers, city managers, city attorneys, and department heads are member officials of the League by virtue of their cities’ participation.

The League provides a variety of services to its member cities. One of the principal purposes of the League is to advocate municipal interests at the state and federal levels. Among the thousands of bills introduced during each session of the Texas Legislature are hundreds of bills that would affect cities. The League, working through its Legislative Services Department, attempts to defeat detrimental city-related bills and to facilitate the passage of legislation designed to improve the ability of municipal governments to operate effectively.

The League employs full-time attorneys who are available to provide member cities with information on municipal legal matters. On a daily basis, the legal staff responds to member cities’ written and oral questions on a wide variety of legal matters. The League annually conducts a variety of conferences and training seminars to enhance the knowledge and skills of municipal officials in the state. In addition, the League also publishes a variety of printed materials to assist member cities in performing their duties. The best known of these is the League’s monthly magazine, Texas Town & City. Each issue focuses on a variety of contemporary municipal issues, including survey results to respond to member inquiries.

For additional information on any of these services, contact the Texas Municipal League at 512-231-7400 or visit our website, www.tml.org.

### ABOUT TML

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Eddie Edwards, City Manager, Borger
TML Intergovernmental Risk Pool
Mary Gauer, Harker Heights
What makes a Texas city beautiful? That’s the million-dollar question, isn’t it? I do know one thing—every city official thinks their own city is beautiful in its own way. I know that I do. There’s something about West Texas that gives my city that something extra, but I’m sure you feel the same way about Spring, or Waco, or Colleyville, or wherever you call home.

This issue of Texas Town & City is devoted to city beautification. Don’t think that city beauty is something that just happens on its own without some assistance. The truth is there’s so much we can actively do to help enhance what’s already appealing about our towns. You’ll read articles about Scenic Texas certification, Governor’s award winners, and many articles about what individual Texas cities are doing that’s unique in the field of beautification.

And there’s more—this issue continues to ramp up toward the Annual Conference with lots of information about what to expect October 9-11 in San Antonio. It will be a great week on the River Walk. I hope you’ll visit with me at the event and let me know why your city is the most beautiful in Texas. Just be prepared to hear an argument for Midland in return!

John B. Love III, CMO
Mayor Pro Tem
City of Midland
TML President
Special Preview! TML Annual Conference and Exhibition

More than 2,500 city officials will meet in San Antonio, October 9-11, for the Texas Municipal League’s 107th Annual Conference and Exhibition at the Henry B. González Convention Center. Nestled in the heart of historic downtown San Antonio along the banks of the world famous River Walk, the Convention Center is located in walking distance to the TML conference hotels.

From the smallest towns to the large cities, local leaders will come to network and discuss issues such as implementing the new Texas laws, workplace behavior, healthcare and workers’ compensation trends, economic development, community planning, the 2020 United States Census, and much more. Plenty of time has been built into this year’s program to visit with exhibitors and shop the products and services that can save your city time and money.

Stay Connected with our Conference App

Plan your event schedule before conference starts by downloading the TML Annual Conference app. With the app, you can save the sessions you plan to attend, add your personal profile and start networking with other attendees, identify the vendors you want to meet with and map their location on the exhibit floor, and stay connected with TML for the latest conference news.

In this issue of Texas Town & City, you will get a look at the preliminary program, meet our keynote speakers, and learn about the affiliate programs that are being offered.

Use the official TML Annual Conference hashtag #TMLAC2019 to follow our conference news on Twitter, Instagram, and Facebook. You can also access conference news on LinkedIn.

Please check the conference website frequently for full program information and updates at www.tmlconference.org.
TML will notify conference attendees by email when the app is available in September. Download it to your iPhone, iPad, or Android device. The app will give you access to course listings, speaker bios, exhibitor descriptions, maps, and alerts – all in the palm of your hand.

Wednesday Is City Shirt Day!

Wednesday, October 9, is “City Shirt Day” at the TML Annual Conference and Exhibition. Pack your city shirt and wear it with enthusiasm to show off your hometown pride and dedication. Gather your city officials and staff for group photos, and delight in the camaraderie.

Announcing Bonnie St. John as TML Conference Luncheon Keynote

This year’s Annual Conference Luncheon on Thursday, October 10, will feature Olympic Medalist Bonnie St. John, whom NBC Nightly News calls “one of the five most inspiring women in America.”

In her talk “Normal Is Overrated – Aim Higher,” St. John will encourage you to set your sights high and push past your limits to achieve the impossible.

As a child, St. John’s right leg was amputated and she was a victim of sexual abuse. But instead of being impaired by these traumatic events, she became the first African-American to win Olympic medals in ski racing at the 1984 Winter Paralympics in Austria. In recognition of this historic achievement, she was honored at the White House by President George W. Bush and quoted on millions of Starbucks coffee cups.

St. John graduated Magna Cum Laude from Harvard University, won a Rhodes scholarship to Oxford University, and served on the White House National Economic Council. She has also written best-selling books, is a television and radio personality, and heads up the Blue Circle Leadership Institute which helps companies become more diverse.
Pinning the Tail on Coverage: Claims-Made Versus Occurrence-Based Policies

You’ve probably heard it before... not all coverage is the same. Even though two coverage documents from different providers may have the same name, the coverage provided may very well be like apples and oranges. This is certainly the case when comparing any type of “claims-made” coverage to “occurrence-based” coverage.

Consider the following scenario: The human resources director receives a lawsuit alleging discrimination. The lawsuit alleges the discrimination took place two years ago. At the time, the city had coverage with ABC insurance, and that policy was claims-made. Their current policy is occurrence-based with no retroactive date for prior incidents. The director contacts the current provider only to find out there’s no coverage since the incident occurred prior to the inception of that policy. Then, a call is made to the prior insurer who advises there is no coverage through that policy either, because coverage was terminated two years ago.

The worst time to learn that there is no coverage is after a claim is submitted. Let’s explore how to remedy this problem. In the example above, the city was left without coverage after moving liability coverage from one provider to another.

Claims-made coverage simply means the claim must be made during the policy period - the coverage is triggered when a claim is made during the policy period, regardless of when the wrongful act that gave rise to the claim took place. (Two exceptions might apply: an extended period to report claims is purchased from the claims-made carrier upon termination; or the new carrier provides a retroactive period for reporting of claims for prior incidents. In such instances, the wrongful act that gave rise to the claim must have taken place during the extended reporting period or within the retroactive period.)

Most professional, errors and omissions, directors and officers, and employment practices liability insurance is written on a claims-made basis.

Coverage is triggered under an occurrence-based policy so long as the claim occurs during the policy period, regardless of when it is reported, and even if coverage has been moved to a different insurer when the claim is actually filed. Occurrence coverage is often deemed superior since professional liability claims are often made long after the incident giving rise to the claim occurs. The advantage of an occurrence-based policy is its permanence. The period of time you are insured under an occurrence policy is protected forever by the policy you had in place when the incident occurred.

Should you have a claims-made policy and change carriers, an extended reporting period, mentioned earlier and known as “tail coverage,” is needed to provide protection for incidents that have occurred, but no claim has been filed. Tail coverage is usually available, but at an additional cost, which can be significant. In addition, most tail provisions have limited reporting provisions – typically one, three, five, or possibly 10 years. Nevertheless, it is often advisable to purchase tail coverage when switching from a claims-made policy. Please note, coverage through the Risk Pool is on an occurrence basis and retroactive coverage is provided for up to five years at no additional cost. Tail coverage can be quite costly and should be factored in when comparing the cost of coverage.

The obvious question becomes “why would anyone purchase a claims-made policy if occurrence-based policies are superior?” A claims-made policy may be all that is available. As an example, employment practices liability may only be available under the claims-made form from a private carrier. Other coverages may be available on either type of form, but the occurrence version is likely more expensive given the breadth of coverage.

In summary, pay close attention to the type of coverage form (occurrence or claims-made) when considering liability coverage options. Additionally, the costs, both on the front and back end, should be considered. When switching carriers, additional retroactive or tail coverage may be advisable, depending upon the coverage form. Also consider that tail coverage may be a future cost for claims-made coverage.

Please contact the Risk Pool’s member services department for more information on this or any other coverage need.
Where’d it GLO?

Well, the program may be ending, but TCAP’s still here for cities that want affordable electric rates along with awesome service and peer-governed oversight. TCAP is Texas’ only non-profit, by-cities-for-cities aggregator of electricity. Contact us today for a free, unbiased appraisal of your options. No profit motive. No hidden gotchas. No magic tricks.
Pflugerville’s Cool Moves

The Pflugerville Police Department’s Cool Moves program is returning this summer to reward children for being safe. From June 1 through August 31, police officers will be on the lookout for children showing “Cool Moves,” including looking both ways before crossing the street, wearing a helmet while riding a bike or skateboard, using hand signals while riding a bike, and using crosswalks.

Children “caught” practicing these safe behaviors will be given a “ticket” by the police officers. These tickets reward them with a free ice cream cone from participating partners. This year the program is supported with free ice cream cones from Andy’s Frozen Custard, Baskin Robbins, Cece’s Froyo, Dairy Queen, McDonald’s, Menchie’s Frozen Yogurt, and free kids’ meals from Zaxby’s.

New Braunfels, We’re Big Fans!

The New Braunfels Professional Firefighter’s Association recently kicked off their Annual Fan Drive. The donated fans will be distributed to those in the community who need help dealing with the extreme summer heat.

“We invite everyone to leave a fan directly with us at Lowe’s and support this great cause,” New Braunfels Fire Engineer Brandon Appleby said. “Or you can always bring a fan to one the drop-off locations.”

Donors were asked to bring new, in-the-box fans to Lowe’s, any New Braunfels fire station, fire administration, or the municipal building.

“This is an easy, effective way for people to help their neighbors live more safely and comfortably,” said Appleby. “As firefighters and paramedics, we see firsthand the dangers some of our residents face during the intense heat of the summer months, so we’re dedicated to this project and happy to open up our stations to accept fan donations.”

Round Rock Celebrates 20 Years of Baseball

The City of Round Rock celebrated its 20-year partnership with the Round Rock Express with special recognitions at the team’s game against the Tacoma Rainiers in June.

The event festivities included a first pitch thrown by Mayor Morgan and four of Round Rock’s former Mayors: Alan McGraw, Nyle Maxwell, Robert Stluka and Charles Culpepper. City staff and those who played an integral part in securing the partnership with Round Rock Express were also honored between innings.

“What makes this partnership work are the city’s wonderful citizens and the Express’ wonderful fans,” Mayor Craig Morgan said during a proclamation at the game. “To the whole Express organization, I’d like to personally thank you for all that you’ve done in our community. We’re excited for the next 20 years.”
The Express were founded as a Double-A franchise in 2000 by Ryan Sanders Baseball, a group made up of Hall of Famer Nolan Ryan, his sons Reid and Reese, Houston businessman Don Sanders, and his sons Bret and Brad. Reid Ryan worked with former Round Rock Mayor Charlie Culpepper to build community support for the team, while simultaneously setting the wheels in motion to build Dell Diamond prior to the team’s inaugural season.

In the past 20 years, Dell Diamond has become a staple in the Round Rock community. The stadium serves as a premier central Texas destination and is constantly ranked among the top in Minor League Baseball. Dell Diamond is a multi-purpose sports and entertainment complex, hosting Express games, concerts, expos and festivals, among other events.

**Missouri City Plays It Forward**

Missouri City recently rolled out #PlayItForward, an initiative that celebrates the outdoors and builds a healthy future for outdoor life in the City.

The initiative follows the city council-approved Strategic Plan by accomplishing three objectives:

- Expand leisure opportunities – such as programs, activities, and venues
- Expand opportunities to live a healthy and active lifestyle
- Maintain and upgrade City infrastructure, including parks, streets, and sidewalks

"#PlayItForward focuses on giving back to the community and will allow Missouri City to partner with neighborhoods and individuals with opportunities to sponsor City greenspace projects, thereby helping to reduce the burden on the budget and enhance our local playscapes," said City Manager Anthony Snipes.

Missouri City takes pride in being a safe, scenic city and the award-winning greenspaces throughout the area play a key role in maintaining this designation. More than 20 parks and 14 miles of trails wind through the City, providing infinite ways to enjoy the outdoors. #PlayItForward will help to showcase these amenities.

Companies and neighborhoods that join this initiative will work closely with the Parks and Recreation Department to ensure specified projects come to fruition and that they showcase commercial partnerships with the City.

"We will emphasize to business owners and neighborhoods that when you #PlayItForward, you further cement your legacy in Missouri City," said Parks and Recreation Director Jason Mangum. "And that whenever somebody visits the greenspace your organization sponsored, they will know that they are enjoying the space because of your generosity."

Companies will provide input in any initiative they sponsor, making the possibilities endless, Snipes explained, adding: "we are thrilled to work with the community to make this campaign a success. Together, we will continue to raise the quality of life in Missouri City!"

For more information on the #PlayItForward campaign, please visit www.mctxparks.com.
On the exceedingly valid premise that everyone, regardless of age, position, station in life, or any other measure, can indeed do something to help the environment, the Town of Prosper has initiated a program that allows every man, woman, and child to make productive use of water, help sustain plant life, and keep plastics out of landfills.

It’s called the Release, Renew, and Recycle Environmental Protection Program, created and implemented by the Town’s public works department. It provides an additional purpose to the drinking water remaining in single-use plastic bottles by releasing it onto planters, helps renew the vegetation that thrives on proper watering, and encourages the recycling of the empty bottle.

Tristan Cisco, Prosper’s water education coordinator, in a section within the Town’s public works department, says the idea for the program sprang from a casual conversation among Town employees after some parks and recreation workers were waiting for the conclusion of an afternoon of soccer games at Frontier Park.

“Parks employees conduct a general clean-up after the games conclude, picking up litter and emptying the trash bins,” Cisco said. “Conscious of our Town-wide recycling initiatives, some workers remarked that the plastic water bottles were filling up trash bins, and that many of the bottles were more than half-filled with water. It seemed highly wasteful to us on many levels. Then, almost in unison, several of us had a ‘what if?’ moment.”

That “what if?” question began to percolate ideas as Cisco and her colleagues chatted about not only the misplaced...
plastic bottles, but the water inside the bottles as well. Could the water somehow be better utilized?

What if, they questioned, the trapped water could be released from the bottle in such a way as to renew or revital-ize a living organism, allowing the empty plastic container to become ready for recycling?

The small, self-directed, spontaneously-constituted group of parks and public works co-workers added shape and tex-ture to their still-forming idea, and reached a general agree-ment on the overall concept. The question then moved to how to encapsulate the idea into a program that would be convenient to implement and easy to convey to the kids and parents participating in the Town’s recreation programs, their primary target audience.

“We knew we had to make it easy to comprehend because we did not have the luxury of time to explain the program, or why it was important, to the harried soccer moms and dads eager to get their hungry kids to lunch or dinner,” said Cisco.

Another “what if?” session emerged from which details of the Release, Renew, Recycle Environmental Protection Program were fleshed out. What if large, colorful, attention-grabbing planters with live plants were placed along the entrances and exits of the park’s vast play areas? And, what if the planters succinctly explained the program in lan-guage that was easy to grasp? And what if there were re-cycling bins near the planters to accept the newly-emptied plastic bottles?

“It kind of came together organically,” added Cisco. “We knew we had to have a place for the water to go where it would do the most good, and that once the bottles were empty, we did not want them in the trash bins. The planter/recycling bin combination made the most sense.”

Thus began the implementation of the program. Cisco solic-ited the assistance of the Texas A&M Agrilife Extension Service, Collin County Master Gardeners, Cristina’s Stone and Garden Company, iCandy Grafix Company, members of the National Art Honor Society at Prosper High School, and the Town’s Public Works and Parks and Recreation Depart-ments.

The final iteration of the program included building large wooden planter boxes, designing some distinctive artwork and decorating them with short, pithy recycling messages, adding soil and living plants in them, and placing them near places where plastic water bottles were in common use.

The result was a way for anyone carrying a near-empty bottle of water to “release” the water into the planter, “re-new” the plant life in the boxes by pouring the water into the planter, and “recycle” the bottle in a strategically-placed recycling bin.

“So much of the plastic we use does not get properly recycled,” she said. “And, worse, all these half-filled bottles of water were being thoughtlessly tossed in the trash. Without an intervention like this program, the water winds up trapped in a plastic bottle at a landfill for who knows how long. It’s a wasteful practice that we’re trying to address.”

The wooden planters, constructed by Public Works, feature artwork designed by the students enrolled in the gifted and talented program at Prosper ISD, illustrating their purpose. The planters are then wrapped with durable graphic vinyl by iCandy Grafix. The plants were chosen by the master gar-dener group and obtained from Cristina’s Stone and Garden in nearby Frisco. Conceptual assistance was provided by the Agrilife Service. Currently, there are five Release, Re-new, Recycle planters at Frontier Park, in close proximity to the athletic fields, where Parks personnel first observed countless water bottles being thrown away.

“We’re hopeful that the idea catches on,” added Cisco. “If we can divert the water in the bottles and then the bottles themselves, we’ve met our goal. Hopefully, we can identify other locations around Town that would be ideal for more planters.”

While the planters provide a perfect place for the water, the small amounts left in bottles can also benefit trees, grass, and shrubs. Placing the empties in the recycling bin en-sures that the landfill remains free of items that can be re-used in some way.

“Parents can use the program as a learning opportunity, enlightening their children, no matter the age, on the im-portance of water conservation and recycling,” she said. “Participating in this program requires little to no effort yet can produce a huge impact on our environment. Anyone can do it.”

And it all began with a simple “what if?”
**Q** What is an electronic signature?

**A** An "electronic signature" is defined in Texas law as "an electronic sound, symbol, or process attached to or logically associated with a record and executed or adopted by a person with the intent to sign the record." Tex. Bus. & Com. Code § 322.002(8).

**Q** What is an electronic record?

**A** An "electronic record" is defined in Texas law as "a record created, generated, sent, communicated, received, or stored by electronic means." Id. § 322.002(7).

**Q** What laws govern electronic signatures?

**A** The Uniform Electronic Transaction Act (UETA), Government Code, Chapter 322, is the Texas law that governs the use of electronic signatures. The Electronic Signatures in Global and National Commerce (ESIGN), 15 U.S. Code Chapter 96, is the federal law that governs electronic signatures.

When dealing with electronic signatures in Texas, cities should look to the UETA. This is because the Texas Legislature adopted UETA in its entirety from the model laws. 15 U.S.C. § 7002. Therefore, UETA in Texas is not preempted by ESIGN.

**Q** What is the difference between an electronic signature and a digital signature?

**A** As explained above, an electronic signature is an electronic sound, symbol, or process attached to or logically associated with a record and executed or adopted by a person with the intent to sign the record. In other words, an electronic signature could be made by simply clicking a box.

A "digital signature" is a type of electronic signature that provides higher levels of security and universal acceptance than many of the ways to complete an electronic signature. A "digital signature" means an electronic identifier intended by the person using it to
have the same force and effect as the use of a manual signature. Gov. Code § 2054.060(e)(1). It is considered a manual signature. Therefore, it requires more than an electronic signature. A digital signature is created by cryptographic means involving the use of two mathematically related keys (i.e., a public and private key pair, often referred to as Public Key Infrastructure or PKI).

Both an electronic signature and a digital signature require the intent of a person to sign the electronic record.

**Q** What types of agreements can be signed with electronic signatures?

**A** Lease agreements and any contract for the sale of an item can be signed electronically. Bus. & Com. Code, Chapters 2 and 2A. Items that cannot be signed electronically include negotiable instruments (i.e., checks), bank deposits and collections, letters of credit, fund transfers, documents of title, and investment securities. Bus. & Com. Code, Chapters 1, 3-8.

**Q** Can another party force a city to use an electronic signature if it does not want to use one?

**A** No. Both parties to a transaction have to agree to conduct their business by electronic means. Bus. & Com. Code § 322.005(b). Because the parties agree to conduct one transaction by electronic means does not necessarily extend to future transactions. Id. § 322.005(c). The parties may refuse to conduct other transactions by electronic means. Id.

**Q** How can a city send an electronic record to another party?

**A** If a city has agreed to conduct a transaction by electronic means, the requirement to provide, send, or deliver information in writing is satisfied if the information is provided, sent, or delivered in an electronic record capable of retention by the recipient at the time of receipt. Id. § 322.008(a). The city and other parties need to ensure they have compatible programs to view the electronic records.

**Q** Do cities still need to retain electronic records with electronic signatures like they would other records?

**A** Yes. If a law or retention schedule requires the retention of the record, the electronic record must be retained in a way that accurately reflects the information in the record in its final form as an electronic record and remains accessible for later reference. Id. § 322.012(a)(1)-(2). The record may be maintained by a person other than the city so long as it meets those requirements. Id. § 322.012(c).

**Q** What should city officials consider when deciding whether or not to use an electronic signature?

**A** City officials should decide whether to use an electronic signature and the type of electronic signature based on: (1) the risk of the transaction; (2) the effectiveness of the electronic signature method to be used; and (3) the cost of available alternatives like a user ID and password versus a biometric or encryption-based signature method. When analyzing the risk of the transaction, cities should evaluate the need for information at a later point, the value of the transaction, the relationship between the parties, and the risk of intrusion. Additionally, cities should maintain documents with elec-
Electronic signatures in a secure manner that protects the documents from destruction or unauthorized alteration. A digital signature can only be used in a written electronic communication sent to a city if the digital signature complies with the city’s adopted rules governing digital signatures. The city should look to the Department of Information Resources’ rules governing the state’s use of digital signatures for guidance in adopting its own rules. Gov. Code § 2054.060(b). Along those lines, cities should adopt a written policy for the creation, use, management, and preservation of records that contain electronic signatures. City staff should be trained in the implementation of the written policy.

Q: Can a city use a contract that is an electronic record or has an electronic signature as evidence in court?

A: Probably yes. Evidence of a record or signature may not be excluded in a legal proceeding solely because it is in electronic form. Id. § 43.013. A court could use other considerations to exclude an electronic record or document with an electronic signature. Cities should consult their local legal counsel for advice on whether signed electronic records are useable or trustworthy for a particular legal purpose or in a legal proceeding.

Q: Does sending an email become an electronic signature for the purposes of the UETA?

A: Maybe. When the parties have agreed to conduct some business electronically, courts have varied on whether sending an email creates an agreement with an electronic signature. For example, the Fort Worth appellate court has declined to find that a signature in an email was an electronic signature. Cunningham v. Zurich Am. Ins. Co., 352 S.W.3d 519, 529–30 (Tex. App.—Fort Worth 2011, pet. denied). In contrast, the First Court of Appeals found that the name in the “from” field of an email was an electronic signature. Khoury v. Tomlinson, 518 S.W.3d 568, 579 (Tex. App.—Houston [1st Dist.] 2017, no pet.). City officials should consult with their local legal counsel on the best practices for negotiating the terms of a contract or lease that will be signed with an electronic signature or will be an electronic record.

Q: Can a city use an electronic signature for a document that needs to be notarized?

A: Yes, but the notary must be an “Online Notary Public.” 1 Tex. Admin. Code § 87.4. The notary public must attach or include all the other information required to be included in a way that is logically associated with the signature. Bus. & Com. Code § 322.011. The online notary public must comply with the procedures in 1 Tex. Admin. Code § 87.41. “[F]or an online notarization, the principal for whom the notarization is being performed appears by an interactive two-way audio and video communication that meets the online notarization requirements as provided by Subchapter C, Chapter 406 of the Government Code” and the administrative code. 1 Tex. Admin. Code § 87.41.

Specifically, Government Code § 406.108 provides that the Online Notary Public must maintain a record that includes detailed information about the transaction. Additionally, the online notary public should maintain a backup record of the electronic record and take steps to ensure its integrity. Id. § 406.108(b)(1)–(3).

Q: What types of programs work for electronic signatures?

A: Several different technologies, such as Personal Identification Number (PIN), digital signatures, smart cards, and biometrics can be used as electronic signatures. The Department of Information Resources keeps a list of Digital Signatures and Public Key Infrastructure (PKI) Approved Service Providers for use by state agencies. The list can be accessed online at http://bit.ly/2KTFHnF.

Adobe Acrobat allows for the creation of a signature in the program and for an individual to electronically sign documents. Examples of electronic signature platforms that are password protected are DocuSign, SignRequest, PandaDoc, and SignNow. Platforms for biometric identifiers include Veridium and Cursor Insight. The amount of security needed for the particular document is a consideration for which platform to use.
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All conference events will be held at the Henry B. González Convention Center unless otherwise noted. Conference information will be updated as program details are added. Check the conference website at www.tmlconference.org often for the most current information.

Tuesday, October 8

1:00-5:00 p.m.  
Registration

2:00 p.m.  
TML Board of Directors Meeting

Wednesday, October 9

7:30 a.m.-5:00 p.m.  
Attendee Registration

9:00 a.m.-4:00 p.m.  
TML Guest Hospitality Suite Open

10:30 a.m.-Noon  
Opening General Session and Presentation of Awards  
Lifescale: Escape from Distractions to Live a Better Life  
Brian Solis, Digital Anthropologist, Futurist, and Thought Leader

Noon-5:00 p.m.  
Exhibit Hall Grand Opening

2:00-3:15 p.m.  
Concurrent Sessions

3:30-4:45 p.m.  
Concurrent Sessions

4:45 p.m.  
TAMCC Board Meeting

Thursday, October 10

7:30-8:45 a.m.  
TML Health and Risk Pools’ Breakfast  
(separate ticketed event at no charge)

7:30 a.m.-5:00 p.m.  
Attendee Registration
8:00 a.m.-4:00 p.m.
Exhibit Hall

8:00-9:00 a.m.
Continental Breakfast in the Exhibit Hall

8:00-11:45 a.m.
Affiliates’ Board, Business, or Educational Sessions

9:00 a.m.-4:00 p.m.
TML Guest Hospitality Suite

9:00-10:15 a.m.
Concurrent Sessions

10:30-11:45 a.m.
Concurrent Sessions

Noon-1:30 p.m.
Luncheon and Keynote Speaker
(separate ticketed event)
Normal Is Overrated – Aim Higher!
Bonnie St. John, Olympic Medalist and Best-Selling Author

2:00-3:15 p.m.
Concurrent Sessions

2:00-5:00 p.m.
Affiliates’ Board, Business, or Educational Sessions

3:30 p.m.
TML Business Meeting

Friday, October 11

7:30-10:30 a.m.
Attendee Registration

8:00-10:30 a.m.
Exhibit Hall Open

8:00-9:00 a.m.
Continental Breakfast in the Exhibit Hall

9:00-10:30 a.m.
Affiliates’ Board, Business, or Educational Sessions

9:00-10:15 a.m.
Concurrent Sessions

10:30-Noon
Closing Brunch and Keynote Speaker
(separate ticketed event)
A Conversation About the Future of Texas Cities
Evan Smith, CEO and Co-Founder, The Texas Tribune
AFFILIATE PROGRAMS

There are 21 organizations officially affiliated with TML that represent various professions in city government. Many of the League’s affiliate organizations support the TML Annual Conference and Exhibition by holding special programs for their members, as well as for any conference registrants who would like to attend. These programs are listed below in alphabetical order by affiliate name, and on the Conference website at wwwtmlconference.org.

In addition, some of the League’s affiliate organizations plan and organize broader concurrent sessions that are part of the Conference program and open to all attendees. These sessions are listed in the Preliminary Agenda on pages 18-19, as well as on the Conference website.

The League is grateful to all affiliate members who contributed to the 2019 TML Annual Conference and Exhibition program.

PLEASE KEEP IN MIND:

• Sessions, times, and speakers are subject to change.
• All events will be held at the Henry B. González Convention Center unless otherwise noted.
• You may contact your affiliate president with questions.
TEXAS ASSOCIATION OF MUNICIPAL
HEALTH OFFICIALS (TAMHO)
Thursday, October 10
9:15-10:15 a.m.
Public Health as an Emergency
Management Issue
Mistie Gardener, Emergency
Management Coordinator,
City of Richardson

10:30-11:30 a.m.
Panel Discussion: 2019 Legislature’s
Impact on Municipal Health and
Code Department
Bill Alsup, Director of Health, City of
Richardson; Steve Killen, Director of
Code Compliance, City of Garland;
and Tony Gray, Director of Health, City
of Baytown

11:30 a.m.-Noon
Board Meeting

TEXAS MUNICIPAL LIBRARY
DIRECTORS ASSOCIATION (TMLDA)
Friday, October 11
2:00-4:00 p.m.
Membership Meeting

TEXAS CHAPTER OF AMERICAN
PUBLIC WORKS ASSOCIATION
(TEXAS CHAPTER
OF APWA)
Thursday, October 10
10:00 a.m.-2:00 p.m.
Board Meeting

TEXAS RECREATION AND PARK
SOCIETY (TRAPS)
Wednesday, October 9
8:15-10:15 a.m.
Board Meeting
5:15-7:00 p.m.
Meet-N-Greet
Location TBD

Thursday, October 10
8:15-10:15 a.m.
Parklets, Placemaking, and Other P’s:
What is the Park System?
Jamie Rae Walker, Ph.D, Assistant
Professor and Extension Specialist,
Texas A&M AgriLife Extension

10:30-11:45 a.m.
Case Study on Georgetown’s
Garey Park
Kimberly Garrett, CPRP, Director
of Parks and Recreation, City of
Georgetown

2:00-3:15 p.m.
Your Team Is Not as Messed up as
You Think: Lessons from the Titans
Jason Mangum, Director of Parks and
Recreation, City of Missouri City

TEXAS CITY ATTORNEYS
ASSOCIATION (TCAA)
Attendees of the entire session can
earn five hours of MCLE credit (includ-
ing one hour of ethics).

Thursday, October 10
9:00 a.m.-Noon
Registration

9:00 a.m.-Noon
Educational Sessions

Noon-1:45 p.m.
TML Attendee Luncheon and
Presentation (separate ticketed event)
or Lunch on Your Own

2:00-5:00 p.m.
Educational Sessions

TEXAS CITY LIBRARY
DIRECTORS ASSOCIATION (TMLDA)
Thursday, October 10
8:00-9:00 a.m.
Registration

9:00 a.m.-Noon
Educational Sessions

Noon-1:45 p.m.
TML Attendee Luncheon and
Presentation (separate ticketed event)
or Lunch on Your Own

2:00-5:00 p.m.
Educational Sessions

TEXAS MUNICIPAL LIBRARY
DIRECTORS ASSOCIATION (TMLDA)
Friday, October 11
2:00-4:00 p.m.
Membership Meeting

TEXAS CITY LIBRARY
DIRECTORS ASSOCIATION (TMLDA)
Thursday, October 10
8:00-9:00 a.m.
Registration

9:00 a.m.-Noon
Educational Sessions

Noon-1:45 p.m.
TML Attendee Luncheon and
Presentation (separate ticketed event)
or Lunch on Your Own

2:00-5:00 p.m.
Educational Sessions
Charlotte Stoekle, Stone family descendant and owner of a unique house in Wylie called Stonehaven, was approached by developers for years, hoping she would agree to sell the 38 acres that had been in her family since 1850.

The property’s location at the intersection of Alanis Drive and South Ballard Avenue was an attractive area for new housing developments to accommodate Wylie’s rapidly growing population. The house had been uninhabited for 45 years, and developers tried to persuade Stoekle to sell and let them remove the home. But Stoekle remained adamant that she would not sell to anyone interested in tearing down this piece of North Texas and family history that was designated a Texas Historic Landmark in 1992.

**Historical Architecture**

Her interest in preserving the home was more than just sentimental. The historical structure (built by Stoekle’s...
great-grandfather William Stone in 1912 for his bride Charlotte Howard) was inspired by the “Prairie Style” of Frank Lloyd Wright – a long, low, open-plan structure that emphasized the horizontal line of the prairie and created an environment that was harmonious with the lives of the people of the day. It incorporated unique features, such as the centrally located, two-way fireplace, square pillars, broad veranda, low-profile chimneys, wide entry steps, and strategically placed windows that captured the cooling prairie winds.

In materials provided to the Texas Historical Commission, the house is described as “a superlative example of the elegance of restraint. Dramatically unlike the romantic flourishing style of the Victorian homes of the late 19th century, this home exemplifies the dignity of form to follow function, achieving its distinction through restraint of adornment for its own sake, depending instead upon scale, integrity of design and function, harmony and beauty in detail. The integrity of plan, materials, and workmanship make it a house of architectural importance.”
The family moved out of the home in the 1970s, and Wylie grew around the house. As new developments sprang up, Stonehaven might have gone the way of the wrecking ball except for the partnership between the City of Wylie, Wylie Parks and Recreation, developer Douglas Properties, the Wylie Historical Society (WHS), and Stoekle — all of whom worked together to ensure its preservation.

Cooperative Planning

Jim Douglas, with Douglas Properties, planned to purchase the property and create the Stone Ranch Development, but he understood the house’s significance and was eager to work with the other entities to preserve it. But there was a problem: in order to create the 145-lot development, Alanis Drive had to be widened, and the house was in the way.

Keeping in mind Stoekle’s passion to preserve Stonehaven, Douglas and City staff met to brainstorm solutions, and an agreement was reached. Douglas proposed an innovative approach to the City’s developer requirement regarding parkland dedication: he would place Stonehaven on a piece of the property that would be City owned, adjacent to proposed parkland. He would dedicate 1.87 acres of land and improvements, including a playground with a farm theme. The parks and recreation department worked with Douglas Properties on the type of amenities that would be part of the eventual Stone Ranch Park, including the playground, which would complement the historical nature of the Stonehaven house and the farm that surrounded it. The parks and recreation board accepted the parkland dedication and recommended the approval of the park improvements.

Douglas then went before the Wylie Planning and Zoning Commission, requesting a zoning change for the 38 acres from Agricultural (A/30) to Planned Development, Single Family (PD-SF). He proposed moving the historic home approximately 400 feet to the north, ensuring the integrity of its ceiling, windows, and exterior. The WHS was to be involved in labeling, photographing, packing, and storing the contents and returning the items once the house had been moved. The Wylie Planning and Zoning Commission recommended approval to the city council.

Assistant City Manager Renae Ollie (planning director at that time) presented the unique development project to the council. She said Douglas and Stoekle worked
diligently with staff and WHS to ensure that the house would be relocated and preserved for its historic value. In addition to the responsibilities that would be assumed by Douglas and the WHS, Ollie explained that maintenance of the park area would eventually be assumed by the homeowners' association. The council approved the zoning change and the division of responsibilities regarding the house and property.

Moving On Up

H.D. Snow & Son House Moving, Inc., seen on the television show, Texas Flip and Move, was retained to do the actual move. Using hydraulic jacks, the house was lifted 18 to 20 inches above its foundation, then “cribbing,” a steel support structure, was placed under the I-beams. Roller patches, not unlike old-time roller skates, were installed under the cribbing, and the house was literally pulled by a truck 400 feet to the north, inches at a time, a process that took most of two days.

One of the challenges posed by the relocation involved the oversized fireplace, constructed to accommodate three-foot logs. It featured muted green, blue, and gold Italian tile depicting a lakeshore scene, and its mantelpiece was made of four-inch timber. The fireplace had to be taken apart and reassembled after the move. It was one of the most intriguing parts of the house; its central location provided warmth in winter and ventilation in summer to most of the rooms.

Since the move, the exterior of the house has been repaired and repainted in colors from a historic palette. The farm-themed playground features a silo slide, tractor, and two spring farm animals. Douglas Properties also provided an eight-foot hike-and-bike trail, irrigation, picnic tables and park benches, shade trees, and a 10-space parking lot for Stonehaven visitors. Other tributes to the house's lineage include streets named after Stone family members, such as Virginia Drive and Milford Street.

Although the historical society may someday headquarter in Stonehaven, it will be maintained by the City of Wylie for the foreseeable future. Conversations are ongoing regarding refurbishment of its interior – it currently has no heating or air conditioning, water, or electricity, so work has yet to be done. For now, however, cooperative partnerships have ensured that Stonehaven will continue to steadfastly stand as Wylie moves forward, and this glimpse of history will not be lost. ★
BEAUTIFYING BAYTOWN: BEFORE AND AFTER

By Natasha Barrett
Strategic Communications Manager, City of Baytown
Before big box stores, huge movie theaters, and Netflix, The Brunson Theater was the place to go on a date night. Friday and Saturday nights you could see cool classic cars parked up and down Texas Avenue in downtown Baytown. People would flock to buy tickets to the latest Hollywood movies at The Brunson Theater. On Saturdays, popular shows for children would draw a crowd that wrapped around the block to get a ticket and a seat inside to be the first to watch the attraction. The historic theater is now being brought back to life this summer.

The Brunson is being renovated into short-term office leases and a tourist center. Plans also include a back patio. The theater was bought by the City of Baytown in 1997, after the structure sat empty for a decade. The City of Baytown is injecting life into our historic downtown through color, and part of that effort includes bringing back the Brunson sign that lit up Texas Avenue for years.

The Brunson Theater lobby, will house the Baytown tourism team, as well as a space for visitors and the community to enjoy. The tourism team will be on hand five days a week to provide information on Baytown attractions and venues to anyone who visits. Those who have fond memories of The Brunson Theater will be delighted to see a few nostalgic surprises inside serving as an important and valuable ode to the historic past of Baytown. Behind the visitor information center, the building will also include an incubator for new businesses and entrepreneurs. The Brunson represents the revitalization of the Downtown Arts District.

Baytown's most famous movie house is about to be the subject of a movie itself in a documentary about the landmark. The film will highlight the historic theater using photos, films, and interviews with locals about their memories of going to the movies. Hollywood screenwriter and Baytown native Bill Broyles is helping with the project.
Broyles wrote big blockbusters like *Cast Away*, *Apollo 13*, *Flags of Our Fathers*, *Entrapment*, *Unfaithful*, and the television series *China Beach*. He is also the author of the book *Brothers in Arms: A Journey from War to Peace*. The documentary will debut at the official Brunson Grand Opening of the theater’s 70th anniversary.

**Take a Selfie Around Baytown…**

Sitting at a stoplight is no longer painstakingly mundane anymore. Eye-catching pieces of art and beautiful photographs representing local attractions and nature are on display on traffic cabinets throughout Baytown. The Mini Mural Traffic Cabinet project kicked off last year as another facet of the Baytown Public Art Program.

Larger exterior murals are also popping up all around town by local artist Armando Castelan. There is a larger than life bookshelf at the Sterling Municipal Library. A colorful, paint-dripped Downtown Arts District mural is located across from Town Square in Downtown Baytown. Our newest addition to the Public Art Program in Baytown is a lenticular mural on Texas Avenue. Lenticular pictures are accordion-pleated creations that show different images when you look at them from the left or right. This installation includes more than one mural. From one direction, you can see one mural and when looking from the other side, it is an entirely different mural.

Tucked away in an alley, formerly filled with broken concrete and graffiti walls, is a colorful art installation sure to make your Instagram post break the Internet. Umbrella Alley is occupied with colorful umbrellas that swing back and forth in a whimsical limbo, casting dancing shadows along the alley walls and ground. Several bright murals wrap around the walls that focus on the ecology of Baytown.

Baytown is located just 20 minutes outside of Houston. Visit us, and you will find out why we are #BaytownProud.
Cities like to talk about creating a sense of "community," but when translating that vision into action, a physical space can be a great place to start. The City of Colleyville has spent the last 18 months working to create more opportunities for community building by literally building a space for this to happen—in the form of a plaza directly across from City Hall and the library where the public can interact and enjoy a variety of events, concerts, and celebrations.

The City worked closely with consulting firm Freese and Nichols, Inc., to design a dynamic public space that reflects the character of the 25,000-resident community. Amenities will appeal to families and citizens of all ages, and the new uses for the plaza are expected to increase the vibrancy of The Village at Colleyville, a high-end mixed-use development around City Hall.

Going through the design process for the plaza provides several significant “lessons learned” that are worth sharing:

### Create Community by Involving Your Community

If one of the largest drivers for the project was creating a space for the community to come together, we knew that it would be important to ask the community to come together to tell us what elements they would like to see in a plaza. Colleyville residents regularly demonstrate their interest and involvement in public projects and provide a wealth of expertise in a wide variety of fields. That said, we knew we wanted our engagement efforts for this project to go above and beyond the typical feedback strategy.

After a city council workshop, three open houses were held adjacent to the future plaza, and residents were invited to review drawings that incorporated elected officials’ feedback. To reach those who might not come to City Hall, plaza design options were displayed for viewing and comment at various public events, at a weekend farmers’ market and at a family movie night. The City also met with the Village
Owners Association to ensure that the plans for the plaza were supported by businesses and homeowners in the vicinity.

Ultimately, resident input significantly shaped the final design, with every comment tabulated and considered in the process. At the end of the day, every comment voiced at the final council meeting was positive.

This shows that involving residents early is key to success and can positively impact design decisions — after all, the community that will use the park should be able to help shape it.

**Remember Plans Are for Action, Not the Bookshelf**

Colleyville started as a small suburb between Fort Worth and Dallas but continues to grow, partly because of its proximity to the Dallas Fort Worth International Airport, its excellent schools, and its appeal to families, busy executives, and a mix of businesses. The population is high income and well educated, and wants excellent parks that inspire community pride, promote healthy activities, and encourage interaction through events and daily activities.

The creation of a plaza in Colleyville was a project first envisioned in 1998 in the City’s original Tax Increment Financing (TIF) Project Plan. While opinions differ on why it took so long for this project to be brought to fruition, the current city council made it a priority to tackle those projects that had not yet been acted upon.

The process of updating the parks master plan in 2018 further reinforced that residents value family-friendly programming that reinforces community spirit. The Colleyville Plaza project fits right in with those priorities and will achieve key goals from the City’s 2018 Parks, Recreation, and Open Space Master Plan. Those include maintaining exemplary services, promoting health and community enrichment, building connectivity, and respecting natural resources.

A survey conducted during the parks master plan update process found that summer concerts were the second-most-needed type of recreation program. When the project is completed, the Colleyville Plaza centerpiece will include a covered stage for small concerts and events, string lighting, benches and tiered seating for casual or formal use, attractive plantings, a signature fountain, and an open area for formal community gatherings. During events, food trucks will be able to set up on the new pedestrian corridor in front of City Hall.

Turning an unadorned 140-by-140-foot flat area of lawn with no distinguishing features into a signature gathering place that provides a critical linkage to City Hall and the public library will fill a gap in desired services for Colleyville residents. It finally brings to life the projects identified in existing community plans.

**Make Sure the Design Team Understands the Vision**

City leaders and staff wanted to accomplish a number of interrelated goals in developing the plaza. For instance, it was important that the space was able to accommodate large community gatherings, while also providing attractions for daily use. The design also needed to be mindful of both the business and residential development nearby.

Just as significantly, the design team needed to fully understand financial considerations. Tax increment financing revenue was available for the plaza, but
budget-conscious elected officials wanted to ensure that limited public funds would be responsibly invested.

In addition to the extensive public input process, numerous meetings with staff and work sessions were held with the city council to ensure that the final design never strayed from the intended goals.

This case shows that deep discussions about goals and desired impact can generate a plan that meets high expectations, incorporates essential elements, delivers a quality product, stays mindful of budget constraints — and can be enthusiastically embraced.

**Use Feedback to Stimulate Creativity**

At the outset of the project, the City asked the design team to produce three different schematic concepts for City Council members and residents to consider. The options were expected to reflect 21st-century urban design but fit with the Mediterranean-style architecture that distinguishes the area.

The options provided by Freese and Nichols ranged from a large elliptical open space to an “urban square” concept to a contemporary concept with fluid shapes and forms.

A shade structure included in one of the designs inspired city staff to foresee a wider array of uses than initially had been discussed. That prompted staff to ask that the structure be expanded beyond an attractive canopy into a more prominent feature. A simple covering evolved into a versatile stage with an audiovisual system that would allow capabilities for large public events.

This showed that visualizing ways of adapting design elements with distinctions to meet local needs can help a City make a space its own.

**Conclusion**

Public parks, gardens, and gathering places enhance community health and welfare, but they can also serve as the physical foundation to create community vibrancy and connections. Through community engagement and collaboration, the Colleyville Plaza has created a welcoming space for residents, nearby businesses and visitors, and an ideal event venue where the City can start traditions and residents can create memories.

The plaza construction is scheduled for completion in November, just in time for the City’s annual Christmas Tree Lighting Celebration. We hope you’ll visit sometime soon. ★
Each year, Keep Texas Beautiful works with the Texas Department of Transportation to award ten communities around the state for their considerable achievements in community impact and leadership, as well as their ability to engage citizens, local businesses, schools and civic organizations in environmental improvement initiatives.

The Governor’s Community Achievement Award (GCAA) is one of the most coveted annual environmental and community improvement honors in Texas. Read about our 2019 winners below, and learn about past recipients at www.ktb.org/gcaa.
Category 1: Utopia

Population: Up to 3,000  
Landscape Award: $90,000  
Utopia is an unincorporated community of 222 residents with no government, ordinances, or tax funding. With this small base, Utopia has still made a remarkable impact on the environment. With the help of Keep Utopia Beautiful, community members volunteered a total of 2,050 hours in 2018.

With no recycling or trash/curbside pickup, Utopia relies heavily on volunteers to educate and engage the community on beautification efforts. Projects like Bulky Household Trash Day, installing Utopia Park recycling bins and Great Utopia Cleanup are a few examples of how Utopia upholds its mission to be “nurturing stewards of our canyon lands.”

Category 2: Aubrey

Population: 3,001-5,500  
Landscape Award: $110,000  
Aubrey is a dynamic small town with a big heart that encourages community engagement. Keep Aubrey Beautiful (KAB) is a city-led organization that spearheads all community improvement initiatives and helped Aubrey win their GCAA last year.

Last year, KAB volunteers invested 5,235 hours in service to the community. KAB worked hard to educate residents on cleanup efforts, litter prevention, and recycling by hosting presentations at city council meetings, handing out flyers, and participating in demonstration booths. In addition, the City of Aubrey participated in the Don’t mess with Texas® Trash-Off, the Great American Cleanup, Adopt-a-Highway, and America Recycles Day.

Category 3: Whitehouse

Population: 5,501-9,000  
Landscape Award: $130,000  
With a population of 8,371, Whitehouse is a vibrant community that features superior city services, excellent schools, and numerous recreational opportunities. The City of Whitehouse and community members work hand-in-hand to educate, engage, and improve the City.

Keep Whitehouse Beautiful (KWB) plays a huge role in community improvement. Last year, KWB volunteers dedicated more than 1,154 hours to community projects. In 2018, the City of Whitehouse, Parks Committee, and KWB joined together to develop a mountain bike, hiking, and nature trail at Black Hawk Creek. This multi-year project will include a five-mile paved trail, beautification projects, trash bins, and more.
Category 4: Henderson
Population: 9,001-15,000
Landscape Award: $160,000
Henderson is a small, rural community in the Piney Woods of northeast Texas. City of Henderson employees are incredibly active and work with local organizations to improve community engagement and environmental initiatives. Keep Henderson Beautiful (KHB) is a volunteer-led organization that, with help from the City of Henderson, has made a significant impact on maintaining the town’s beauty.

Last year, during the Don’t mess with Texas Trash-Off, volunteers committed a total of 848 hours and picked up 82,080 pounds of trash and 5,500 pounds of recyclables. KHB also works to educate residents through educational forums to prevent litter and encourage community involvement.

Category 5: Dickinson
Population: 15,000
Landscape Award: $180,000
Dickinson is a unique community situated between the fast-paced metropolis of Houston and the laid-back island of Galveston. This past year, Dickinson experienced a large amount of debris and trash from Hurricane Harvey. Thankfully, citizens stepped up to the plate and helped clean the City. More than 275 volunteers cleaned 160,000 pounds of debris and litter during Fall Sweep, the Great American Cleanup, and Trash Bash Waterways Cleanup.

Keep Dickinson Beautiful has played a key role in revitalizing the city by organizing cleanups and beautification events, engaging the community, and restoring a sense of hope for citizens.

Category 6: Aransas County
Population: 25,001-40,000
Landscape Award: $210,000
Although it is the second smallest county in the state, Aransas County has one of the fastest growing populations in Texas, comprised of local residents, summer vacationers, and winter residents. Aransas County is still rebuilding after Hurricane Harvey, which makes winning the GCAA that much more meaningful.

If you find yourself in Rockport-Fulton, you will see that residents embody the “Rockport-Fulton Strong” and “Love Where We Live and Play” tourism slogans. These mottos perfectly personify the proud and dedicated volunteers of Aransas County. They participated in numerous beautification projects, cleanups, and educational events.
Category 7: Little Elm

Population: 40,001-65,000
Landscape Award: $250,000

With a population of 42,771, Little Elm works to balance its explosive growth with the small-town charm of this lakeside community. Little Elm’s city government believes in a culture of “servant leadership,” where it is one’s duty to lead by example. This demonstration of social responsibility has had a large impact on residents and visitors.

The City of Little Elm engages volunteers and educates the community on the importance of litter prevention and community improvement projects. In 2018, Little Elm hosted Keep Texas Waterways Clean events, four Adopt-a-Highway cleanups, the Lakefront Trash Bash, and other community Clean and Green events.

Category 8: Temple

Population: 65,001-90,000
Landscape Award: $270,000

Nestled amidst rolling hills, Temple is a diverse city with a growing population of 74,350. The City of Temple, along with Keep Temple Beautiful (KTB), are heavily invested in community improvement and environmental stewardship.

KTB has engaged community members through their “Get in the Know” environmental and education campaign, inviting citizens to get involved in local cleanups and beautification events. KTB has also inspired the community through their “Take Action” campaign, teaching citizens about the importance of recycling, waste reduction, and litter prevention. Last year, Temple residents participated in cleanups, such as Adopt-a-Park, Adopt-a-Street and the Don’t mess with Texas Trash-Off.
Category 9: Lewisville
Population: 90,000-180,000
Landscape Award: $290,000
Lewisville is a dynamic suburban community in the thriving North Texas region and is home to 108,159 residents. Lewisville’s tenets are to “value people,” “serve every day,” and “build our future.” These values are evident in their commitment to community improvement. Keep Lewisville Beautiful (KLB) helps steer these efforts by providing volunteer opportunities, education, and environmental resources. Last year, KLB engaged 4,439 volunteers who contributed 10,103 hours, while removing 28 tons of trash from the community. The City does its part with a focus on sustainability, extending public green spaces, and revitalizing neighborhoods.

Category 10: Brownsville
Population: 180,000+
Landscape Award: $310,000
Settled on the southernmost tip of Texas, Brownsville is the 16th largest city in Texas with a population of 183,686. The City of Brownsville and Keep Brownsville Beautiful (KBB) engage residents by educating them on the importance of litter prevention, beautification, and recycling. KBB spearheads most environmental events in the city through their Youth Advisory Board. This board is comprised of passionate youth who encourage their peers to get involved in community improvement efforts. In 2018, Brownsville hosted 26 beautification events including: seven community cleanups, four park cleanups, two beach cleanups, five educational events, and three recycling events. ★
Rivers flow, ideas flow, and so should sewers.

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Ask career urban planners how a city can best position itself for quality of life, economic vitality, and growth—most will respond that to be distinctive, a city should cultivate the visual, cultural, social, and environmental qualities that provide meaning to a location. A city should enable placemaking projects that are focused on creating places where people want to convene – this is the very essence of building community.

Placemaking today involves, in large part, thinking about great parks, open spaces, and streetscapes that work to make cities livable and foster a level of inclusivity and socialization that wasn’t envisioned 50 years ago. Placemaking is a mindset that can be brought to any city project, from small to large scale.

The tools provided through the Scenic City Certification Program can help Texas cities assess the status of their own scenic infrastructure standards, engage the public, plan placemaking projects, and reap the civic and economic benefits of planning excellence, authenticity, good design, unique character, and livability. This sampling of four of the 84 currently Certified Scenic Cities shows how it’s done!

The Scenic City Certification Program is a project of Scenic Texas and its 17 Program Partners (www.sceniccitycertification.org). The Program defines the optimal standard for a Texas city’s scenic infrastructure standards for public roadways and public spaces. Cities apply to the program for an objective, 360-degree evaluation of their existing ordinances against this standard. Points are accumulated, and applicant cities may earn one of five levels of certification. Applications for 2020 certification are available online and can be submitted beginning January 1, 2020.

By Anne Culver
Executive Vice President, Scenic Texas, and Executive Director, Scenic City Certification Program
The City of McAllen

McAllen, in the heart of the Rio Grande Valley, is just a Texas two-step from Mexico’s front door. Known for the palm trees that line its boulevards, McAllen is a thriving city with a strong historic preservation program, a progressive set of streetscapes enhancement initiatives, and an array of outdoor venues for community gatherings and recreational activities. McAllen earned its Silver Scenic City designation in 2016.
The City of Belton

Belton has driven its resurgence through a disciplined, four-pronged, placemaking approach. The City has achieved placemaking success working with existing assets (a vintage cotton gin-turned restaurant); creating morning, night, and weekend activities (trails, water recreation, dining, shopping, and performance space); devising a new attraction (Belton’s popular veteran’s memorial walkway); and turning a risk into a resource (Belton reworked a poorly engineered waterway, prone to flooding, into a signature river feature). Belton earned its Gold Scenic City Certification in 2010, and recertified its status in 2015.

The City of Rockwall

Rockwall has devoted thoughtful planning to develop clearly-stated standards that have given new life to Rockwall’s downtown district—the hub of recreational, economic, and cultural activity. The City has placed an emphasis on parks, trails, and open spaces including Emerald Bay Park (pictured). Landscaping and a program to underground utility lines contribute to inviting streetscapes across the city. Rockwall earned its Platinum Scenic City Certification in 2013.

The City of Southlake

Fostering a distinctive sense of place is a high priority for Southlake, which first participated in the Scenic City Certification Program in 2012, earning Gold certification, and then moving up to Platinum certification in 2017. Through strict adherence to a thoughtful urban design plan, Southlake is committed to cultivating the City’s unique identity. Its eight-acre central park is one of the jewels of the City’s eco-friendly landscape ordinance. The premium that is placed on the visual quality of its built environment and scenic areas defines the character of Southlake.

*Tex40ScenicCities2019*
What do we love about Texas, other than football and Tex-Mex? Good, old-fashioned Texas hospitality. Texas hospitality is strangers inviting you into their home town, sharing what makes their city exiting and unique, and enjoying the company of locals and neighbors. This fall and winter, there will be plenty of Texas hospitality to go around. So take a look at some upcoming events happening far and wide in this great state. Bring the family and make some new friends – there are plenty of opportunities.
Support local at the Denton Community Market. This farmers’ and art market features live music, kids activities, local farms and artists, and food trucks. The market runs every Saturday until the end of November. Free Admission

**September 1**
City of Bedford: Bedford Blues & BBQ Festival
[www.bedfordbluesfest.com](http://www.bedfordbluesfest.com)
Experience two Texas traditions during Labor Day weekend at the 11th Annual Bedford Blues & BBQ Festival. The three-day event combines live music headlined by Grammy winner Boz Scaggs and food from pit masters across the country vying for “BBQ Triple Play” honors.

**September 1**
City of Lewisville: Texas International Pop Festival Turns 50
Labor Day weekend, 1969, more than 120,000 music fans came together to watch live performances by the biggest names in pop, rock, and blues at the Texas International Pop Festival. Now, 50 years later, Lewisville will take another look at this groundbreaking festival with the likes of ZZ Top and Chicago.

**September 13-15**
City of Early: Early, Texas Showcase
[www.visitearlytexas.com/showcase](http://www.visitearlytexas.com/showcase)
Early is the place to be September 13-15, 2019. Everyone in your group will have fun with baseball and softball tournaments; cook-off competitions; and horseshoe, washers, and cornhole tournaments. The Saturday night concert will feature Bri Bagwell and Stoney LaRue complete with a fireworks show. Free Admission

**September 12-15**
City of Grapevine: 33rd Annual GrapeFest - A Texas Wine Experience
The southwest’s largest family-friendly wine festival features guest wineries from Texas, Michigan’s Traverse Wine Coast, and the Piedmont Region of Italy, plus festival food and carnival rides.
September 13-14
City of Emory: Classics ‘Round the Square
www.emorytx.com

This car show in downtown Emory boasts the best of the best with more than 285 classic cars and trucks surrounding the historic Rains County Courthouse. This year, the show coincides with the Rains County Fair guaranteeing a full day of great cars and family fun.
Free Admission

September 14
City of Azle: Sting Fling Festival

This festival is Azle’s largest community event. Bring the whole family for the parade, 5K run, car show, music, and wiener dog races. See you on Main Street!
Free Admission

September 14
City of Borger: Borger All-American City 50 Year Celebration
mmontoya@borgertx.gov

This year marks 50 years since Borger earned National Civic League’s “All-American City” award, and Borger is celebrating by teaming up with the annual BBQ cook-off and introducing the biggest concert celebration the City has ever seen.
Free Admission

September 14
City of Gatesville: Spurfest
www.VisitGatesvilleTX.com

The Coryell Museum will hold a celebration of the City’s cowboy and frontier heritage with hands-on activities in the museum, entertainment, food, and vendors. The Gatesville Old Time Fiddlers contest will take place during the event.
Free Admission

September 19-22
Town of Addison: Addison Octoberfest
www.addisonoktoberfest.com

An authentic recreation of the Munich event, Addison Oktoberfest features German beer, culinary fare, music, and shopping. Enjoy interactive games and contests, a carnival and midway, and indoor sports hall.

September 27-29
City of Bryan: Texas Reds Steak & Grape Festival
www.texasredsfestival.com

Savor the best wine, steak, and beer that Texas has to offer! With more than 30 Texas wineries and 12 Texas craft breweries, Texas Reds Festival showcases the best of Texas complete with live music, steak dinners, vendors, and even a grape stomp.
Free Admission
September 21
City of Fate: Celebrate Fate
www.cityoffate.com/celebratefate

This annual event draws in thousands of new and established locals. Activities include a concert, fireworks, food, activities, bike derby, and craft vendors. Free Admission

September 27-29
City of McKinney: McKinney Octoberfest
www.mckinneytexas.org/664/Oktoberfest

Dust off your lederhosen and tune up your yodel for this year’s Oktoberfest. McKinney Oktoberfest is a family favorite, offering authentic German music, food and drink, traditional costumes, dancing, and children’s activities. Free Admission

September 28-29
City of Kermit: Kermit Celebration Days
www.kermittexas.us

Carnival rides, music, and tasty food – what more could you want? Head on out to Kermit for the 15th annual Celebration Days. Free Admission

October 3-5
City of Glen Rose: Fall Bluegrass Jamboree
www.glenrosetexas.org/bluegrass

The Bluegrass Jamboree at Oakdale Park has been a family-friendly tradition since 1972. Enjoy the live music Thursday night and all day Friday and Saturday.

October 4-6
City of Gonzales: Come and Take It Celebration
www.gonzalestexas.com

The Come and Take It Celebration commemorates the firing of the first shot of the Texas Revolution on October 2, 1835, which took place near Gonzales. Free Admission

October 5
City of Bowie: Chicken and Bread Days Heritage Festival
www.CityofBowieTx.com

The Bowie Community Development Chicken and Bread Festival Committee welcomes and encourages guests and vendors to this day-long, family-friendly event which has something for everyone: fiddler’s contest, piston heads car show, quilt and art shows, kids’ coop activities, and live music. Free Admission

October 5
City of Eastland: Ripfest
www.eastlandchamber.com/Ripfest

Everyone’s favorite day in Eastland is Ripfest with a 5K race, a large parade, vendor booths, bounce houses, pony rides, and tons of food. Listen to great music and discover Bryan’s “Old Rip” car show which brings lots of classic vehicles to Eastland. There will be something for everyone. Free Admission
October 5
City of Granbury: LakeFest
www.visitgranbury.com/event/lakefest
Come on out to Granbury – voted Best Historic Small Town in America by USA Today – for some live music, food, and fun. Free Admission

October 5
City of Huntsville: Fair on the Square
www.faironthesquare.com
The 45th Annual Fair on the Square is set in downtown Huntsville. This annual event offers fun, food, and adventure, with more than 350 vendors in the historic downtown district selling many unique items. Visit #HomeSweetHuntsville, home of Sam Houston! Free Admission

October 11-12
City of Lake Worth: 2019 Bullfrog West Fest
www.lakeworthtx.org
Carnival rides, live music, bull riding, children's activities, food trucks, and classic rodeo events await you at the Bullfrog West Fest in Lake Worth. Make a weekend of it! Free Admission

October 12
City of Carthage: Potlatch
www.carthagetexas.us
Save the date and bring the family for a fun, nostalgic day! Food vendors, entertainment, karaoke contest, children's area - that includes free bounce houses and pony rides, teen area with a lip sync contest and games, and craft vendors, will be fun for the entire family. Free Admission

October 12
City of Van Alstyne: Fall der All Festival
www.facebook.com/vanalstynefallderall
Van Alstyne Fall der All Festival is a one-day festival with live music, food, kiddie rides, car show, and vendors selling handcrafted and market merchandise. Free Admission

October 16-19
City of Gilmer: Yamboree
www.Yamboree.com
What makes the Yamboree so special? Yamboree is a great carnival with exciting rides and attractions. Queen's Coronation Pageant, livestock show and sale, barn dance and performance with rising young stars of country music, Queen's Parade, gospel singing, vendor exhibits, art and photography shows, great food, and high school football. Free Admission

October 17-19
City of Waco: Silobration
www.magnolia.com/events/silobration-2019
The highly-anticipated 5th annual Silobration features more than 90 artisan vendors from every corner of the United States, craft eats from Waco and beyond, lawn activities, and a ticketed, after-hours JohnnySwim Concert. Free Admission
October 25-27
City of Selma: Skylight Balloon Fest
www.skylightballoonfest.com

The Skylight Balloon Fest, sponsored by RE/MAX and The Chamber, in partnership with the Cities of Selma, Schertz, and Cibolo, is the San Antonio area’s only hot air balloon festival, featuring nightly balloon glows, tethered balloon rides, a family fun zone, and food trucks.

October 26
City of Cresson: Cresson Fall Festival
The Cresson Fall Festival is a small gathering, but big on fun. The festival includes a live auction, country music, brisket lunch, kids’ activities, and museum.
Free Admission

October 26
City of Meridian: National Championship Barbecue Cook-off
www.ncbcmeridian.com
This sanctioned national BBQ cook-off will feature more than 100 cooking teams. There will be plenty of food, so come sample BBQ with people’s choice tickets, vendors, music, carnival, and a huge car show.

October 26
City of Saginaw: Train & Grain Festival
www.ci.saginaw.tx.us/1131/Train-Grain-Festival
The tradition of Train & Grain Festival is back! Promoting community involvement, family, creativity, and entertainment, you’ll enjoy live music, local performers, a children’s play area, bounce houses, petting zoo, car show, local food, crafts, and even a corn hole.
Free Admission

October 26
City of Waxahachie: Texas Country Reporter Festival
www.texascountryreporter.com/festival
Join Bob and Kelli Phillips and crew at their annual street fair on the courthouse square in Waxahachie! The Texas Country Reporter Festival features artists, craftsmen, music, and food from all over the Lone Star State – much of it featured on the Texas Country Reporter over the years.
Free Admission

November 9
City of Henderson: 31st Annual Heritage Syrup Festival
www.visithendersontx.com
Mule-powered, old-time syrup-making, along with folk artists, antique tractors, and musical entertainment, are among the highlights at Henderson’s 31st Annual Heritage Syrup Festival. Hay ride shuttles will provide transportation to the historic downtown. Shop more than 250 vendors and enjoy the antique cars.
Free Admission

November 16
City of Southlake: Southlake’s Home for the Holidays Annual Tree Lighting
www.SouthlakeHomefortheHolidays.com
Gather to witness Southlake’s Home for the Holidays
Annual Tree Lighting. You’ll discover holiday magic at every turn, with live entertainment, activities, and food. This event and all the activities are free for the whole family to enjoy! Start making plans to visit the City of Southlake.
Free Admission

**November 22-24**  
**City of Hondo: Christmas in God’s Country**  
[www.hondochamber.org](http://www.hondochamber.org)  
There aren’t many places in Texas where you can make a real snowman! The City of Hondo’s festival will feature snow, horse drawn carriage rides, and photos with Santa. Come celebrate the magic of the season.  
Free Admission

**November 23**  
**City of Wichita Falls: City Lights Parade**  
[www.downtownwf.com/event/city-lights-parade-2](http://www.downtownwf.com/event/city-lights-parade-2)  
City Lights is a Wichita Falls tradition that kicks off the holiday season in North Texas. This 14-block, lighted parade starts on 8th Street near First Baptist Church, goes to Ohio Avenue, and then back up 9th Street.  
Free Admission

**November 23-24**  
**City of Angleton: Market Days**  
[www.angleton.tx.us](http://www.angleton.tx.us)  
Get a head start on your holiday shopping. Twice a year, in March and November, Market Days is held at the Brazoria County Fairgrounds. Market Days features more than 200 diverse vendors from across the State.  
Free Admission

**November 24**  
**City of Richmond: Pecan Harvest Festival**  
[www.pecan-harvest-festival-tx.com](http://www.pecan-harvest-festival-tx.com)  
The Sunday prior to Thanksgiving, Pecan Harvest Festival celebrates the rich history of the pecan featuring pecan exhibits and offering live music, artisan vendors, food truck row, a car show, a children’s area with petting zoo, teen area, farmers’ market, beer and wine garden, and – of course – a pecan bake off.  
Free Admission

**November 25-January 1**  
**City of Cuero: Cuero’s Christmas In The Park**  
[www.cuerochristmasinthepark.org](http://www.cuerochristmasinthepark.org)  
This self-guided driving tour features more than 260 lighted displays. Highlights include the 17-piece nativity on the Lake Island, the 85-foot Paddlewheel Boat, “Sassy” the Sea Serpent, and the 30-foot United States flag.  
Free Admission

**December 4**  
**City of Celina: Christmas on the Square**  
The holiday spirit falls on Celina’s Historic Downtown Square during this family-friendly event featuring a train ride, giant slide, bounce houses, live reindeer, and hayride. Enjoy pictures with Santa, a holiday market, tree lighting ceremony, and live holiday music.  
Free Admission
December 5
City of La Grange: Schmeckenfest
www.visitlagrangetx.com/schmeckenfest

Schmeckenfest attracts visitors to the Downtown Square to sample more than 25 different types of wassail (hot cider) made by various business owners. This small town Christmas festival includes music, a visit from Santa, parade, children’s activities, and food booths.
Free Admission

December 7
City of Aledo: Christmas Tyme in Aledo
www.aledo-texas.com

This day-long festival is an Aledo tradition. It launches the holiday season and continues to be a free attraction for the community! The arts and crafts fair is held from 11:00 a.m.-7:00 p.m. Come to Aledo and shop for unique, one-of-a-kind gifts!
Free Admission

December 7
City of Pittsburg: Home for the Holidays
www.pittsburgtexas.com/community/events/home-for-the-holidays

The Home for the Holidays provides the entire community with a place enjoy activities for the kids, gift shopping, and a movie on the lawn. There will be music, great food, guest appearances, and family holiday picture photo opportunities! Come home to Pittsburg for the holidays.
Free Admission

December 7
City of Wylie: Wylie Arts Festival & Tree Lighting
www.wylietexas.gov/living/events/arts_festival_parade_and_tree_lighting.php

Shop for fine art and handmade crafts with more than 140 vendors, listen to the sounds of the season, and relish festive fair foods. Tree lighting, holiday music by local bands and choirs, and Mayor Hogue’s traditional reading of ‘Twas the Night Before Christmas afterward at Olde City Park.
Free Admission

December 14
City of Helotes: Cowboy Christmas Parade
www.visithelotes.com

Celebrate the holiday season in the City of Helotes at the 2019 Cowboy Christmas Parade. This night parade features floats adorned in lights driven through the heart of the Old Town Helotes special district.
Free Admission

December 31
City of Forney: New Year’s Eve Ball Drop
www.cityofforney.org

You’re invited to downtown Forney for the New Year’s Eve Ball Drop. The City looks forward to kicking off the New Year with new and old friends at this first-time event.
Free Admission

December 31
City of Fredericksburg: Countdown to 2020
www.fbgtx.org

Countdown to 2020 and ring in the New Year in Fredericksburg. Beginning at 4:00 p.m., the children will delight in amusements, games, activities, dance performances, and a 6:00 p.m. ball drop. An all-ages event starts at 9:00 p.m. with live music and a midnight ball drop!
Free Admission ★

Would you like your city festival listed here?
We will publish spring and summer events in the February 2020 issue of Texas Town & City magazine. You can submit your festival information online now. For more information, please visit www.tml.org/formcenter/business-development-4/festival-listing-form-46.
WRITE A QUICK AND COMPELLING MOTIVATIONAL SPEECH

By Jody Urquhart, Motivational Keynote Speaker

Today, speakers need to work hard to keep audiences engaged. Thanks to online influences and increased digital interaction, attention spans are lower than ever.

If you are delivering a motivational speech, keep in mind that people will only recall two or three ideas, so be selective about your message. Don’t overwhelm people with information or facts; they won’t stick.

Build a motivational speech in layers, adding in facts, relevant supporting content, analogies, interaction, activities, and humor as you go. I like to create a speech in modules and add in these elements throughout. Remember to stick to one theme and build your statements around that, forming structure throughout. Make sure you write a speech like you would talk. They are not the same thing; speaking is more informal and uses shorter, conversational sentences.

Usually, a speech has an opening, body, and a close. The opening establishes the objectives; the body develops the argument and the close sums it all up.

Build a Quick and Compelling Motivational Speech

Decide on Your Objective

Audiences will remember only a few points, so you have to be clear on what those points are. What main objective are you trying to accomplish with this talk? Are you trying to persuade people? Are you trying to educate them about something? Is your objective to entertain them or make them laugh? Be clear on what you want the audience to do differently after your speech.

Create Structure

Once you know what you want to accomplish through your speech, build a structure around different modules that will move people toward that goal.

Find elements that will grab people’s attention. It may be startling facts, humor, a poignant story, or some quick audience interaction. Any motivational speech should keep using different elements to engage people.

Audiences have three basic learning styles to keep in mind as you build your speech:

Auditory - Some people learn best by listening to information. They can absorb information best just by hearing it spoken aloud.

Visual - Some people like to see the information. Tools like PowerPoint and photos can help illustrate ideas. Instead of using PowerPoint, I tell stories to paint a picture that inspires audiences to remember my presentation. Also, your body language can help visual learners follow your message.

Kinesthetic - Some audience members learn best through interactive, hands-on engagement. Techniques like surveying the crowd, quick interaction, and group discussion can liven up the speech and keep Kinesthetic learners engaged.

Relate to the Audience

Why should this audience care about your message? Why is it important to them? What shared purpose do people in the audience have? Understand the group’s fears, passions, and what motivates them most. Tie your message to these challenges to make the speech customized and relevant. Use language or buzzwords your audience understands and articulate the needs of your audience through your words.

As a funny motivational speaker, I often use the same comedy pieces, but I alter the content to the audience’s challenges and lifestyles. Humor is subjective, so I carefully choose the type of humor I use based on what my target audience prefers.

Be Energetic

One of the biggest mistakes I see speakers make is to downplay their energy because they are nervous or don’t want to come across as fake. Every speaker needs to give life and energy to their message. This energy must radiate throughout the whole room. If a speaker acts bored or tired giving a speech, the audience will respond with the same energy. When I was starting as a motivational speaker, I latched onto the idea that you fake it until you make it.

This means you fake energy, enthusiasm, and confidence until, eventually, your body catches up and it becomes a more natural part of your delivery. After a short period, it will feel more authentic to be energetic, funny, or confident.

Close your Speech

The end of the motivational speech should quickly summarize ideas, and include a call to action that tells the audience what role they can take after they leave your talk.

Jody Urquhart is a sought-after, funny motivational speaker. She interacts with the audience using stand-up comedy and cutting edge concepts to create a conversation that builds resilience in the face of change. Learn more at www.idoinspire.com.★
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Do you want to see your city highlighted here? It’s easy! You can get involved and share photos a few different ways!

• Tag us on Instagram @TML_Texas
• Use the hashtags #MyTexasCity and #CitiesProvide

We will share your photos on our Instagram account and each month we will pick the very best to showcase here. If you don’t have a city or personal Instagram account, you can still participate! Email us your photos (jen@tml.org) with a brief photo description. Don’t worry about cropping or editing the photo, but please make sure the photograph is crisp and clear.

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