

THE MANSFIELD CITIZEN

Quarterly news and information
for the citizens of Mansfield

Vol. 9 No. 3
Fall 2010

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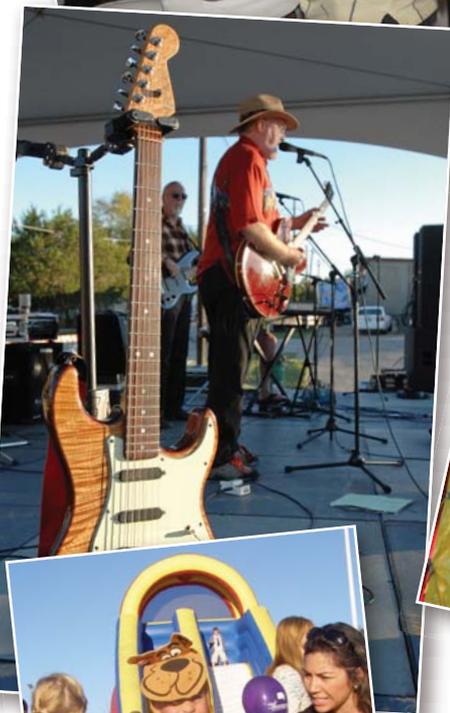
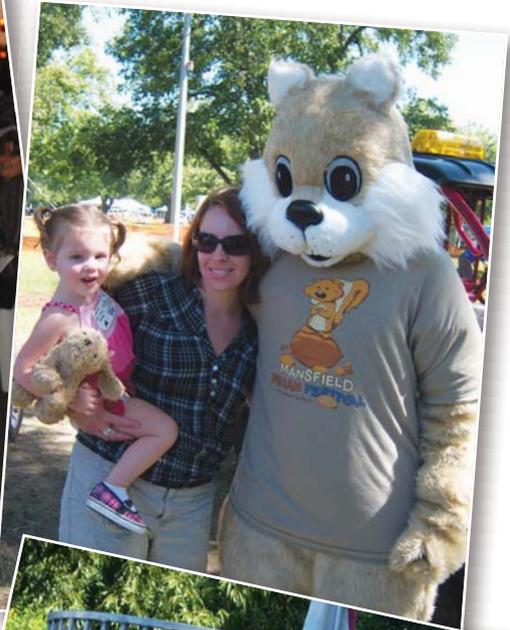
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FALL FUN!

Budget is lean, but city remains in solid financial condition

At the time this issue of *The Mansfield Citizen* goes to press, the city council will have begun the process to approve the 2010-2011 budget as well as set the property tax rate for the coming year.

The balanced budget city management and staff presented to council reflects no tax rate increase and maintains current city services, with some increases in fees for specific programs and services. These are the challenges we are facing in this new economy. We have made difficult decisions in the current economic uncertainties of flat or decreasing home values, a drop in new single-family building permits and a dip in sales tax revenue.

Even in this economic downturn, Mansfield has fared better than many of our neighboring cities, some of whom are facing large deficits and extreme budget choices. I am pleased we are able to present a balanced budget to City Council without a tax increase or reduction in service.

We are able to accomplish this because of difficult choices, good business decisions and conservative financial practices put in place. As we have planned for growth we also made contingency plans for the slowing of growth. Those efforts have proved prudent in the light of the current economic downturn.

In the years when we were enjoying more than 1,000 single-family building permits each year, we maintained our conservative financial approach and simultaneously were aggressive in the diversification of our local economy.

Working with the Mansfield Economic Development Corporation (MEDC) and the Mansfield Park Facilities Development Corporation (MPFDC), the city expanded our incentive programs and built industrial and economic value. More importantly, we added several thousand jobs to our local economy.

The diversification efforts established a medical corridor and brought Methodist Mansfield Medical Center, Cook's Children's Hospital and other medical support businesses and doctors. It also brought Big League Dreams, Hawaiian Falls and the growth of the hotel and restaurant industry, as well as the successful recruitment of new manufacturing

industries. These all proved strategic to our economy as well as to our bond ratings and our image nationally.

The general fund budget management and staff presented to council is approximately \$35 million, about the same as last year's \$34.99 million budget and significantly lower than the \$37.5 million FY09 budget.

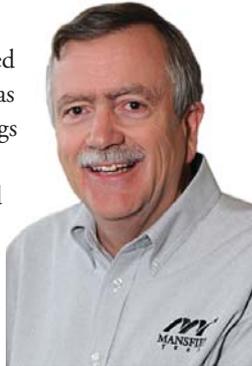
And, as was the case last year, this budget includes no pay raises for city employees, no new positions and freezes on hiring for vacant positions. There are currently 32 unfilled positions in the various city departments. The city will try to hire additional police officers if revenues exceed our forecasts.

This is the second straight year we have asked our staffs to operate with less money than the previous year. Our departments have responded by being innovative and creative, looking for ways to continue, and in some cases do more, with less money – with a goal to avoid service disruptions for our citizens.

Other cost-saving measures we have implemented include the distribution of this publication. Rather than significantly reduce the size of the newsletter or the number of issues, we began distributing it through *The Mansfield News-Mirror* to save postage costs.

As we look to our future budgets, we are trying to address service costs. The recognition that some services should be funded by the user of the services will cause some fees to be addressed. The goal is to reduce the tax burden overall. Gas well inspections, alarm fees and animal control fees are all examples of user fees that are being studied.

All of these efforts have allowed us to offset some of the major economic factors that are affecting other cities in our area. We will continue to be diligent in looking for cost savings and plan for future budgets, realizing there are many uncertainties that we must consider.



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For questions or comments, call 817-276-4202, or email belinda.willis@mansfield-tx.gov.



New markers offer added security along linear park trails

The nearly two-mile trail along Walnut Creek Linear Park is a favorite place for bikers, walkers and runners to lose themselves in nature or a workout.

But providing emergency care in the area can be problematic for the city's public safety workers because the lengthy trail touches portions of five different city parks as it winds along Walnut Creek from Main Street to U.S. Highway 287.

While the trail has several access points, those needing emergency care often couldn't pinpoint their exact location for rescue crews, using valuable response time.

Now the park features numbered markers placed approximately every 200 feet that allow outdoor enthusiasts to better identify their location if

they need help.

"It had become difficult to find people in an emergency," said Hillary Hodges, the city's park planner. "We'll have people who start off at Town Park and take it all the way around. But from the pedestrian's point of view, it's all one park."

Hodges said public safety officials requested that the Parks Department consider installing the markers as a safety measure.

Capt. Daniel Tripp, a Mansfield Police patrol officer, said the markers are about three feet tall and are placed within patron's line-of-sight to provide a better sense of location. He said because the trail doesn't have obvious landmarks or large structures it can be difficult for those who need help to know exactly where they are.

"People don't always pay close

attention to their surroundings, particularly when they're working out," he said. "They don't really know where they are until something bad happens and they have to look around."

He said prior to the markers, the best that people could describe of their location would be between two parks.

Hodges said the effort now "gives the trail an addressing system."

"Now we can locate someone much more quickly, determine the best place to enter the park and decide which vehicle to use," she said. "The response time should be quicker now."

The markers are currently plotted on paper maps and



linked to a GPS system that work with police and fire dispatch systems.

And although the markers are a step to provide more safety along the trail, there are no emergency phones stationed there. She encouraged park patrons to carry a phone or other communication device with them for additional safety.

Mansfield still a hot spot for new retailers, restaurants

Residents can "Shop Mansfield" at new retail and restaurants in the city with several new businesses opening in the last few months and some others on the horizon.

Mansfield Pointe Shopping Center, located next to Home Depot on U.S. Highway 287, is the site of three new shopping opportunities. Party City opened in June in the space vacated by Circuit City, and Half-Price Books has plans to take the spot next door.

"We don't have a firm date on their opening but the lease has been signed and the space is



just waiting for them to move in," said Andrew Sudderth of The Retail Connection.

Also joining Party City and Half-Price Books is Verizon, which will open in the space next door to Sleep Experts.

One of the most awaited restaurant openings in Mansfield is The Olive Garden, which will build next door to Applebee's in Mansfield Town Center West. Officials in the city planning department say the company has already met with staff in the

Development Review Committee and has received approval on its sign and additional parking.

City officials say they expect construction to begin soon with an opening by January.

Also gearing up for construction is the new concept Kroger Marketplace store, which will be located on the southwest

corner of East Broad Street and State Highway 360. Crews are preparing to begin site work on the property.

Broad Street Commons is a \$32 million, two-acre development that will feature the Kroger Marketplace Store and other retail. It is expected the store will open in late 2011.

"Mansfield is still considered an excellent market," said Scott Welmaker, director of economic development. Mansfield's location and demographics continue to be attractive to retailers."



New fee approved for residential, business alarm permits

Starting this fall, the city will begin charging an annual fee for security system permits for both residents and businesses. Currently alarm registration is required; however, until now Mansfield was one of the few cities not charging a fee. The City Council approved a fee schedule that will charge homeowners an initial fee of \$50 to register their alarm with a \$25 renewal fee each year after that. Seniors aged 65 years or older are exempt from the permit fee as are government institutions and schools.

Businesses and churches will be charged \$100 each year. Banks and financial institutions will be required to pay \$200 each year. Those who have security alarms that are not registered could be charged \$100 for non-compliance.

Police department officials will notify current permit holders in September of the fee that will take effect on Oct. 1. Water bill notices will inform those who don't have an alarm permit that they are required.

Cities require registration so they have current contact information on file in the event a home or business alarm is activated. Keeping an alarm permit and emergency contact information current can help

both the city and homeowners reduce the number of false alarm calls.

"This is not meant to penalize people," he said. "It's to educate people about their alarm units and reduce unneeded police calls. It's a safety issue, too. We want our citizens to maintain their systems to protect themselves."

Fowler said that in July, 94 percent of alarm system calls to police were false alarms. He said the escalation in false alarms has placed an increased demand upon officers.

"It takes at least one officer to respond to each one of these calls," Fowler said. "We treat each one as if it's a real alarm. That takes time. We need to make more effective use of our officers."



Highway 287 construction to impact area until December 2011

The look and function of two of the city's major intersections along U.S. Highway 287 will change substantially in the coming months as crews take on an \$18 million overhaul of the area.

Though city officials say the end result will be much more

two bridges over Walnut Creek Drive and the linear park and completing the northbound and southbound frontage roads of U.S. Highway 287 from East Broad Street to Walnut Creek Drive. It also includes building new U-turn bridges on both sides of Walnut Creek Drive and

the way that drivers use the highway's frontage roads and will increase overall traffic capacity.

"At this point, you cannot get to either side of the frontage roads without going through the signal light," he said. "You're forcing everyone to go through the intersection who may just want to get to the frontage road on the other side."

When completed, the redesign will allow motorists to have a dedicated U-turn lane over the bridge that would avoid the intersection entirely. Now during rush hour, traffic at the Walnut Creek and East Broad Street stop lights cause back-ups onto the highway exit ramps.

Preliminary work on the frontage roads and on the two new bridges over the creek is underway and construction will

continue this fall. Work on the new U-turn bridges likely will begin early next year.

Landscaping, new concrete pavement and other improvements will be made to the area as well.

David Boski, the city's transportation engineer, said there will be temporary lane changes and shifts in traffic throughout construction but intersections will stay open. He said U.S. Highway 287 likely will be shut down early next year for periods at night as crews erect the new U-turn bridges.

"Things will get congested in the intersections during the construction period," he said. "But this project will significantly improve the traffic flow in that area overall."



efficient traffic flow, the construction upheaval will affect motorists from this fall through December 2011.

The project involves adding

on the north side of East Broad Street.

Steve Freeman, the city's public works director, said the long-awaited project will change



Fall cleanup efforts focus on bulky waste, trash on Walnut Creek

The month of October has become Mansfield's traditional Fall Beautification time, and this year residents are asked to not only clean up around their own property, but along Walnut Creek as well.

The 5th Annual Creekside Cleanup and Cookout is heading to east Walnut Creek near Phillip Thompson Soccer Complex, starting at 9 a.m., Saturday, Oct. 2.

Volunteers are needed to help remove litter and trash around the creek area surrounding the soccer fields. The city's Environmental Services Department will provide the

necessary tools such as gloves, trash bags, sun block and bug spray. There will also be drinks, with a hot dog cookout following the cleanup for all volunteers.

"This is the first time we have focused the creek cleanup on this section of Walnut Creek," said Arianne Shipley, environmental specialist with the city.

Volunteers should wear sturdy, closed-toe shoes and be prepared to get dirty and/or wet. To volunteer or for more information, contact Shipley at 817-276-4297 or email arianne.shipley@mansfield-tx.gov.

Those interested in keeping their cleanup efforts closer to home can take the bulky trash

and other items to the Fall Beautification Day site at Second Avenue and Burl Ray Street on Saturday, Oct. 9. The site will be accepting discarded brush, scrap metal and other bulky items from 7 to 11 a.m.

The event is sponsored by the Mansfield Area Chamber of Commerce, the Keep Mansfield Beautiful Commission, the Women's Division of the Mansfield Area Chamber of Commerce and the city.

The event is for Mansfield residents only, so bring identification showing residency, such as a driver's license or utility bill. Participation is free,



although there is a small fee for disposal of used tires. No contractors are allowed and no roof materials, pesticides, household hazardous waste or motor oil will be accepted.

The elderly and handicapped can participate, thanks to the Rotary Club. To schedule a pickup or for information, call 817-473-0507.

NEWS BRIEFS

Entries sought for holiday parade

From floats and bands to decorated cars and clowns, organizers are on the lookout for entries to the 2010 Hometown Holidays parade.

The parade is scheduled for Saturday, Dec. 4, in Historic Downtown Mansfield, and this year's theme is "A Storybook Holiday."

There is a \$20 entry fee and registration is at the Mansfield Activities Center, 106 S. Wisteria St. For more information, call 817-473-5420.



SmartScape classes offered in October

The city's environmental services department is hosting a series of SmartScape classes in October to educate residents on water conservation and landscape maintenance.

Classes are 7 to 9 p.m., Tuesdays in October at the MAC. A MAC card or day pass is required. For more information, call 817-453-5420 or visit www.mansfieldparks.com.



Women's sprint triathlon Oct. 3

Mansfield's first triathlon is Sunday, Oct. 3 with an expected to 400 to 500 participants and hundreds of spectators.

The sanctioned event will begin at 8 a.m. Registration for the event will continue until 5 p.m. the day before the race. For more information, visit www.ironheadrp.com.



Kiwanis Club hosts annual tennis tournament

The Mansfield Kiwanis Club will present the Bob Noel Tennis Classic Nov. 5-7 at Walnut Creek Country Club. The event, sponsored by the Kiwanis Club and the City of Mansfield, benefits the Alzheimer's Association and the Feed the Kids program.

The tournament is a United States Tennis Association sanctioned event. For more information, contact Ernie Abraham, tournament director, at 817-473-1311.



National Night Out against crime celebrates 27th year

It's the 27th year for the National Night Out against crime and once again Texas is celebrating in the fall to beat the summer heat.

For the third straight year, Texas cities skipped the national observance in August and are scheduling activities for Tuesday evening, Oct. 5. National Night Out is a nationwide observance sponsored by local police departments to encourage interaction between neighbors as a crime prevention tool. Law enforcement officials also use the event to teach other safety measures to residents.

"We like to encourage the neighborhood block parties," said Mansfield Police Officer Jesus Valles. "It's a great opportunity for everyone to come together in their park or pool area and get to know their neighbors. The goal is that these personal connections can ultimately help prevent crime by having neighbors watch out for each other."

The Texas Crime Prevention Association and the Texas Chiefs of Police Association sponsor the Texas National Night Out, along with the National Association of Town Watch, the national sponsor for more than 25 years.

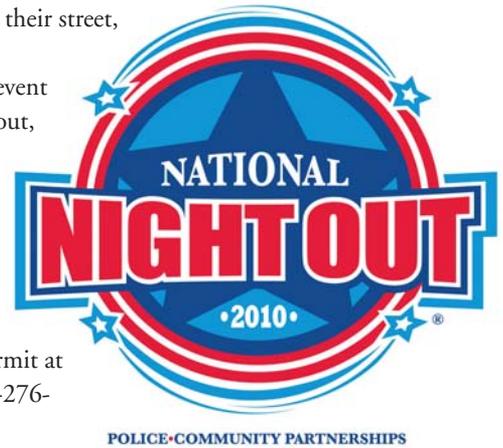
Anyone can participate in the event by planning a party for their

neighborhood or just their street, Valles said.

The community event could include a cookout, a parade, exhibits, a flashlight walk, contests or other fun activities.

For parties that plan to block a roadway, file for a permit at City Hall or call 817-276-4200. To register for National Night Out or for more details, contact Officer Valles at (817) 276-4757 or email jesus.valles@mansfield-tx.gov.

Organizers should provide the party coordinators name, address, phone and email as well as the party location and specific plans for the event.



POLICE • COMMUNITY PARTNERSHIPS

Smoke detectors sound the alarm for Fire Prevention Week

The importance of smoke alarms in preventing fires and injuries is the theme of this year's Fire Prevention Week (Oct. 3-9) and once again the Mansfield Fire Department will commemorate

the event with its annual Open House 10 a.m. to 2 p.m. Saturday, Oct. 2, at Fire Station No. 3, 3100 E. Broad St.

Among the activities planned for the open house are tours of the station and the fire safety house, as well a close-up look at the equipment used by firefighters, including the engines, ambulance and the Jaws of Life. Klown Kompany No. 1, the department's fire safety clown troupe, will perform and hot dogs, chips and drinks will be served.

Assistant Chief Clay Cawood said the open house provides fire personnel with an opportunity to interact with the community and educate them on fire safety.

"This is our chance to give them a look at the work their fire department does each day, and to educate residents, especially

children, on fire safety measures," he said. "It's important to start teaching our kids about fire safety at an early age. And we enjoy that everyone can learn and have fun at the same time."



The National Fire Protection Association, which sponsors Fire Prevention Week the first week of October each year, reports that fire departments respond to a home fire every 79 seconds and that someone is injured in a home fire every 39 seconds. The

goal of Fire Prevention Week, officials say, is to increase public awareness to the dangers and reduce fire injuries and death through public education.

Officials hope this year's focus on smoke alarms and detectors will encourage homeowners to install or update devices in their homes. Studies show smoke alarms cut the risk of dying in a house fire in half.

For more information or questions, visit the fire department home page at www.mansfield-tx.gov/fire or call 817-276-4790.



Parks department opens new operations facility

The City Council and the members of the Mansfield Park Facilities Development Corporation board were on hand with the parks department staff recently to cut the ribbon on the new Park Operations Facility at 405 Industrial Blvd.

The 2,400 square-foot office and 2,600 square-foot shop facility was opened last month and replaces an aging and deteriorating structure that was demolished last year. The facility will house the 17-member park operations crew that maintains all city parks and right of ways.

Included in the office portion of the building are offices, conference room and break room. The shop area has maintenance



and equipment areas.

AUI Construction built the outer structures while the city building maintenance crew completed the finish out of the interior. Cost of the project was \$722,335.

Senior Lifestyles program hosts health fair for seniors

Health & Wellness Expo
2010



Health screenings, exhibitor booths and flu shots are on tap for the annual Mansfield Senior Lifestyles Health and Wellness Expo from 9 to 11 a.m. Friday, Oct. 15, at the Mansfield Activities Center.

The expo is focused on improving the mental, physical and emotional health of seniors and their families. The event is open to the public and will include many types of health screenings.

For more information, contact the senior lifestyles program at 817-453-5420.

MANSFIELD
SENIOR
LIFESTYLES



Mother-Son "Field Day" set for Oct. 2

Mansfield moms and their sons will bring their competitive spirit to the MAC for a special field day event from 10 a.m. to noon Saturday, Oct. 2.

Fun relays and games are among the activities planned and families are encouraged to come out and cheer on their favorite team.

The event is for children ages 5 and up. The fee is \$12 per couple and \$6 for each additional mother and/or son.

Drinks and snacks are provided. No MAC card is required for participation.

For more information, contact the MAC at 817-453-5420.

Save the date! If it's fall it must be festival time in Mansfield

Fall festivals in Mansfield continue to grow in activities, events and people. Family fun, music and Halloween parties offer fun for all ages.

Mansfield Pecan Festival

The 25th annual Pecan Festival will be held Saturday, Sept. 25. Sponsored by the Mansfield Area Chamber of Commerce, the event includes music, a sanctioned 5K run, a bake-off and the Hometown Idol singing competition.

The day-long event runs from 9 a.m. to 6 p.m. at Katherine Rose Memorial Park, 303 N. Walnut Creek Drive.



More than 11,000 people attended the event last year.

Bounce houses, arts and crafts, a farmers market and food vendors also will be included during the event. Admission is free with food and drink available for purchase.

The Hometown Idol competition



includes categories for children, teens and adults. Prizes in each category will be a personal Karaoke Machine and a \$50 Best Buy Gift Card. Auditions will be held on Sept. 10-11 with a 30-second to 1-minute acappella performance required. On Sept. 17-18, the semifinals will be held at Farr Best Theater.



The finals will be held at the Pecan Festival from 11 a.m. to 3:30 p.m. The top 10 winners will perform a show at Farr Best Theater.

For more information on the festival, call the Mansfield Chamber of Commerce at (817)473-0507 or visit www.mansfieldchamber.org

Night on the Town

The fall series of the city's free double-feature family movie nights will be held at 7 pm on Saturday, Oct. 2 and Oct. 9.

Sponsored by the Mansfield Parks and Recreation Department, the events are staged at the



outdoor amphitheater at Town Park. Concessions will be available for purchase or families may bring food.



On Oct. 2, the themed "Circus Night" movies will offer "Curious George 2" and "Alice and Wonderland." Movie goers are encouraged to dress like a monkey or favorite Alice in Wonderland character. The Music Place & Arts Conservatory will perform.

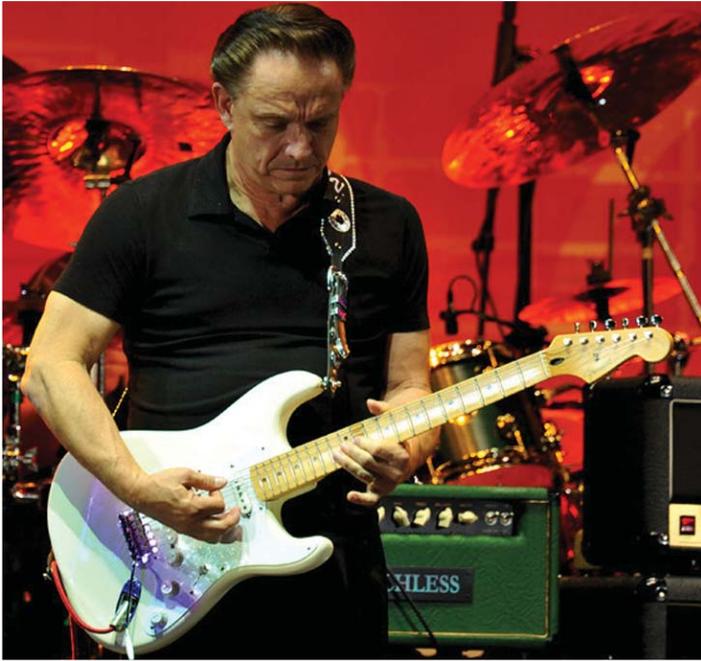
On Oct. 9 for "Dragon and Vampire Night," the movies "How to Train Your Dragon" and "Twilight: New Moon" will be shown. Be sure to dress up as your favorite dragon or vampire.

For more information, contact the Parks & Recreation staff at the MAC, 817-453-5420 or visit the city website at www.mansfield-tx.gov.

Historic Mansfield Music Festival

From country to 80's retro, jazz to blues, the corner of Main and Broad streets will be rocking again this fall as the annual two-day festival descends Oct. 15-16.

Legendary Dallas guitarist Jimmie Vaughan will headline the event



which includes an eclectic lineup of 12 acts that also includes horns and folk and Cuban music.

Sponsored by Discover Historic Mansfield, Inc., the festival had 10,000 people attend last year. The event will run from 6 p.m. until midnight on Friday and from 11 a.m. until midnight on Saturday.



Admission is free and local restaurants will provide food and beer and wine for purchase.

Organizers said more than 25 restaurants are expected to take part this year providing affordable food and beverages for festival goers. No coolers or outside food

and beverages are allowed.

There will also be craft beer and wine tasting, as well as a chili



cook-off on Saturday, sponsored by the Mansfield Citizens Fire Academy Alumni. There will also be a car show on Saturday. For more details, visit www.historicmansfield.net.

Fall Festival

Fall Festival, the city's annual alternative to Trick-or-Treating, will take place 5-9 p.m. on Saturday, Oct. 30 at Vernon Newsom Stadium.

The event is sponsored by the Mansfield Police Department. Admission is free, but some events like the hay ride, and some food



booths and bounce houses will require purchased tickets.

Candy, carnival booths, puppet shows, a petting zoo

and the Fire Safety House also will be offered. Businesses and organizations provide candy and sponsor game booths or other activities for children.

For more details, contact the police department's Community Resource Division at 817-276-4757 or email brandi.howard@mansfield-tx.gov.

Halloween at the MAC

Kids can celebrate Halloween from 6-8 pm on Oct. 29 at the Mansfield Activities Center.

The annual celebration is focused on children ages 2 to 6 years old. Families may RSVP at the MAC or go online to

pay the \$5 fee event fee. No MAC card is required to attend. Anyone older than age 12, including parents, is admitted free if not participating in activities.

The event includes games, snacks and costume contests. For more info, call the MAC at 817-453-5420.



Authors share publishing secrets at Mansfield Writes! event

Local authors will share their writing and publishing tricks of the trade at the annual MansfieldWrites! event set for 7 p.m. Friday, Oct. 29 at the Mansfield Public Library.

Featured authors will speak on a variety of writing-related topics and will take part in a Q&A and book signing. The program was conceived following the successful Mansfield Reads! One-city, One-book program held each spring. That program contains a community writing workshop component as well.

Steve Standefer, the city librarian, said he's been pleasantly surprised by the interest in the freestanding writing program.

"We were wide open to the idea and people really are interested," he said. "As long as there is writing, there will be publishing and there will continue to be readers. That's a good thing."

The event is free, but the public is asked to reserve a seat by calling the library at 817-473-4391 or by sending an email to friends@friendsofmansfieldlibrary.org.

For more information, go to www.friendsofmansfieldlibrary.org.

Writers on this year's panel include:

– **Vannetta Chapman** has published over one hundred articles in Christian family magazines, and has received over two dozen awards from Romance Writers of America chapter groups. She is currently writing Amish romance and Amish mystery novels. She will speak on "Christian Publishing: Books with a Faith Element."

– **Candace Havens** is a novelist and an entertainment journalist whose columns appear in more than 600 newspapers nationwide. She also runs a free online writing workshop and mentors young writers. Candace will speak on "Maximizing Your Writing Time."

– **Jason Henderson** writes computer games, novels and comic books. He created the comic book series *Sword of Dracula*, *Shadowland: Daughters of the Shadow* from Marvel Comics and is a co-creator on the Tokyopop manga series *Psy-comm* and the Humanoids series *Clockwerx*. His most recent novel is *Alex Van Helsing: Vampire Rising*. Jason's topic will be "Alex Van Helsing: A Look at Launching a YA Series from Idea to Shelf."

– **J.A. Sanderlin**, who wrote *Europa: Book One of The Black Chronicles*, is interested in physics, biology, natural history, weapons and martial arts history. His writing style reflects these varied interests. He will discuss "Using Real Science in Science Fiction."

– **Kennedy Shaw**, who uses the pen name Celya Bowers, has sold 11 novels, 5 short stories and has written several articles about writing. She will speak on "How to Write a Book Proposal."

– **Yvonne Jocks**, who uses the pen name Evelyn Vaughn, teaches literature and creative writing classes at Tarrant County College Southeast Campus. She has published fantasy short stories, pop-culture essays, and seventeen romance novels and has won a Rita Award from the Romance Writers of America. Yvonne will speak on "Smart versus Popular: Why Critics and Readers Often Disagree About Quality."

The Mansfield Public Library, located at 104 S. Wisteria Street, is adjacent and north of the Mansfield Activities Center. Hours: 10 a.m. - 8 p.m. Monday and Thursday; 10 a.m. - 6 p.m. Tuesday, Wednesday, and Friday, and 10 a.m. - 4 p.m. Saturday.

Storytime in September

Tots Storytime - Mondays at 10:30 a.m.

Listeners (Ages 3 to 6) - Wednesdays at 10:30 a.m.

"As the Page Turns" Book Club - third Tuesday at 6:30 p.m.

Sept. 21 *The Book Thief* by Marcus Zusak

Oct. 19 JFK assassination (any title on topic)

Nov. 16 *Sarah's Key* by Tatiana de Rosnay

Special Events

September	Library Card Sign-up Month
Sept. 25-Oct. 2	Banned Books Week
Oct. 17-23	Teen Read Week





This quarterly Road Report includes current street projects under way by the City of Mansfield Public Works Department and the Texas Department of Transportation (TxDOT). For additional information, call Steve Freeman at (817) 276-4234 or Bart VanAmburgh at (817) 276-4233.

**Street Bond Program
(construction)**

Cardinal Road

(FM 1187 to Columbia)

Construction began April 6. Cardinal will be closed to traffic in three phases. The first phase, the southernmost section from Columbia to Vista Wood, is under construction. All utilities and street pavement will be completed and opened to traffic on this phase, approximately three months, before moving to Phase 2. The weather in June and conflicts with telecommunications cables caused delays, but Phase 1 should be complete by late August.

Graves and Waxahachie

(Broad to Dallas)

This project includes reconstruction of the sewer line and installing concrete pavement with curb and gutter. Utility construction began in July.

**Street Bond Program
(design)**

Callender Road

(US 287 to Turner Warnell)

This project includes improving Callender to a four-lane undivided section, installation of a storm drainage system and water and sewer improvements. Final plans are being revised to incorporate added width for a bike route. The redesign and added width will be funded through the MPFDC. Right-of-way and easement acquisition is complete. Franchise utility relocations are under way.

Ragland Extension

(Country Club to Fairhaven)

Ragland Extension is a short block running parallel to Matlock Road and is a last remaining unimproved section of road in this area. It will be reconstructed as a 29-foot concrete street with curb inlets and a new water line. Final plans are being reviewed and should be ready to bid for construction late 2010.

Oak Street

(2nd Ave. to Smith)

This project includes improvement of this downtown street to a concrete section with storm drain system. It will include on-street parking and aesthetic elements consistent with the Historic Mansfield plan. Final design is being completed including landscape and irrigation plans.

East Broad Street, Phase 2

(Holland to Day Miar)

This project includes reconstruction of Broad Street to a four-lane divided section and intersection improvements at Day Miar. Preliminary plans have been reviewed.

West Broad Street, Phase 2

(Cotton Street to Retta Road)

This project is a four-lane divided extension to Phase 1. Preliminary design is under review.

South Holland

(Sports Complex to Britton)

This project is in the bond program for design only; no construction funding. Staff is reviewing the scope of services for a survey and preliminary alignment study.

Newport Drive

This project includes reconstruction of the sewer line, storm drain improvements and concrete pavement with new curb and gutter. Preliminary plans are being reviewed.

**Intersections and
Miscellaneous Projects**

Kimball Street

(3rd Ave. to Dawson)

This is the 2009 CDBG reconstruction project. Preliminary plans are under review.

North 2nd Ave.

(Broad to Oak)

This is the 2010 CDBG reconstruction project. Contracts for survey and design were approved by Council on July 12.

East Broad Street @ US 287

This project consists of aligning four through lanes of Broad Street approaching and crossing the bridge over US 287, adding advanced left turn lanes and a right turn lane at the westbound approach. Construction began April 6. Various lane closures will cause delays on Broad Street, motorists should seek alternate routes. The project is scheduled for completion before the beginning of the school year in August.

Heritage Parkway

(Mitchell to Matlock)

MEDC contracted for the design of this project in December, 2008. It involves a four-lane divided section completing the link from US 287 to SH 360 including

bridges over the railroad. The design and permitting process will run through the end of 2010.

Antler Drive

MEDC contracted for the design to reconstruct this industrial road. It will be replaced with a full concrete section and includes an underground storm drain system. The construction contract was awarded at the July 26 Council meeting.

TxDOT Projects

FM 1187 widening

(Bus 287 to Newt Patterson)

TxDOT opened bids for construction in March. However, utility relocations are necessary, including City water and sewer lines. City utility relocations are under construction.

**US 287 Frontage Roads
and Texas U-Turns**

(Broad to Walnut Creek Drive)

This project involves completing the northbound and southbound frontage roads of US 287 from Broad Street to Walnut Creek Drive. It also includes Texas U-Turn bridges on both sides of Walnut Creek Drive and the north side of Broad Street. Construction began in May, 2010 with anticipated completion in December, 2011.

Traffic Signal

(FM 157 at Forest Mill)

TxDOT is preparing plans for this signal and it is scheduled to bid for construction in Fall, 2010.

MEDC assistance follows rigorous process for approval



President's Column

I am often approached by citizens who are curious as to how their tax dollars are spent at the Mansfield Economic Development Corporation (MEDC) and how the MEDC functions.

The MEDC Board considers numerous applications for assistance from businesses starting, relocating or expanding. Its ability to participate in a project is first determined by Texas' 4A Tax Law.

Once a request is determined to comply with the law then the board evaluates it on its merits. If approved by the board then it is sent forward to City Council who must ratify the economic assistance agreement before it can be executed. It is important to know that each and every project is considered independent of any previous or future projects. There is no precedent setting.

But the process really begins months prior to that City Council vote when the economic development department staff meets with an interested company before a project starts. The company representative is then required to submit an application. Staff then prepares a report to present to the board along with the application for evaluation. The board typically meets once a month.

The board evaluates the application and votes whether or not to offer assistance, and if approved, in what amount. Consideration is given for many facets of the applying

company's impact on our city including the type of business, type and number of jobs created, direct financial benefit to the city and indirect benefit to the city.

Direct benefits are created by fees and taxes paid to the city, while indirect benefits include the positive impact on hotels, restaurants, real estate, retail outlets, etc. In addition to benefits to the city, the board also considers any potential detriments to the city. The city is fortunate to have qualified and experienced staff, knowledgeable in 4A tax law and certified in economic development to help evaluate each project. At every meeting a city attorney is present to ensure that all applicable law, rule and regulation are strictly adhered to.

Once the board has approved a project the city attorney prepares an Economic Development Performance Agreement. Once the terms are accepted by the applicant, the agreement is then presented to City Council for approval and if approved then executed.

It is important to note that incentives must be requested via application prior to the start of a project, and if approved for funding, receipt of payment comes in the form of reimbursement after the project is complete and all requirements of the Economic Development Performance Agreement have been met.

These steps are in place to ensure that all tax incentives granted are in the best interest of the city and in an effort to further economic development in the community.

Local businessman Jerry Hefiler is president of the Mansfield Economic Development Corporation

ED staff attends commercial real estate expo

The Mansfield Economic Development staff attended the 2010 NTCAR Commercial Real Estate Expo in Dallas in September. The NTCAR tradeshow is a once a year opportunity to market Mansfield to developers, brokers, financial advisors, and over 2,000 attendees.

The MEDC uses the tradeshow to highlight new developments, completed



projects and potential growth areas. The one-on-one contact with decision makers can be critical as decisions are made on where to invest dollars and build projects.

"It is great to be able to talk to area developers and show them how Mansfield has grown and what amazing potential we have to offer them," said Scott Welmaker, director of economic development said. "Often it's about giving them a fresh perspective on Mansfield, and hopefully that information gets to other developers around the country. The more exposure the city gets to commercial developers, the better."

Mansfield company takes water meter reading to new level

Mansfield-based Master Meter is one of the nation's leading water meter manufacturers, helping its clients manage and measure water usage through state-of-the-art technology. And Mansfield is not only its home, but a client.



The company utilizes Automated Metering Infrastructure, an electronic reading system that has taken the place of traditional curbside meter reading in

many cities. The systems use fiber optics to allow the meter to communicate usage electronically.

The majority of the company's business is with cities that are turning to technology to better monitor water consumption. Cities typically keep a close eye on water consumption because water rates, taxes, fines and tickets are a source of revenue.

"Most cities are looking at managing their water systems as they age," said Jerry Potter, president of Master Meter. "If you can have awareness of what you're using you can use less. Water is a precious commodity and we have to do all we can to preserve it."

The newest Master Meter technology doesn't just yield a cumulative total of water usage but a more detailed record by days, hours or minutes using 4,000 data logging points.

Such information can identify a suspected leak or other problems such as theft, tampering or zero consumption. A

challenge for cities, he said, is to preserve water where they can so that consumers are guaranteed a ready supply. For many families water is considered a certainty.

"Although it's a necessity," Potter said, "people don't think about their water until they turn on the tap."

The Master Meter system encloses all of the encoder and transmitter electronics, battery, and antenna safely inside the register without external wires or connections.

Potter said the company developed the system to overcome a major problem with some meters which could become disconnected accidentally by homeowners or meter readers.

Potter said staying ahead in technology has helped the company record double-digit growth throughout the years.

The company was originally founded as a subsidiary of an Israeli company in the 1940's and started its United States business in 1976. Master Meter located in Mansfield six years ago after moving from Longview.



Potter said the city is a good location for the growing business because it is close to major highways and airports. Master Meter currently occupies a 50,000-square-foot site on 10 acres along Regency Parkway just off East Broad Street. Potter said the company expects to expand another 11,000 square feet soon.

"Mansfield has been a longtime customer of ours, so it's a good fit," Potter said.

Sellmark Corporation plans major expansion in Mansfield

Mansfield-based Sellmark Corporation, a designer, manufacturer and distributor of optical products, has announced plans for a major expansion of its facility, the Mansfield Economic Development Corporation announced.

Sellmark, which sells its products to consumers, military and law enforcement through six different brand names, will relocate from its current facility in Newport Business Park to new offices on an eight-acre site on Heritage Parkway, just east of Highway 287. The site is located in The Reserve at Mansfield.

The first phase of their expansion will include a 33,000 square-foot building with additional expansion and job creation planned through 2014. The MEDC was able to assist Sellmark in its expansion in Mansfield rather than another community with an economic development incentive of land and infrastructure construction.

The economic development agreement was approved by the City Council in June.



ROCKIN' 4TH of July

Mansfield, Texas





Public meeting schedule

City Council

7 p.m. the second and fourth Mondays of each month, Mansfield City Hall, 1200 E. Broad St.

Planning & Zoning Commission

6:30 p.m. the first and third Mondays of each month, Mansfield City Hall, 1200 E. Broad St.

Mansfield Economic Development Corporation (MEDC)

6 p.m. the first Tuesday of each month Mansfield City Hall, 1200 E. Broad St.

Mansfield Park Facilities Development Corporation (MPFDC)

7 p.m. the third Thursday of each month, Mansfield City Hall, 1200 E. Broad St.

Library Advisory Board

6 p.m. the second Wednesday of each month, Mansfield Public Library Community Room, 104 S. Wisteria St.

Zoning Board of Adjustment

6 p.m. the first Wednesday of each month, Mansfield City Hall, 1200 E. Broad St.

Keep Mansfield Beautiful Commission

5:30 p.m. the third Monday of each month, Mansfield City Hall, 1200 E. Broad St.

Important numbers

City Hall	817-276-4200
Animal Control	817-477-2038
Library	817-473-4391
MAC	817-453-5420
Public Safety Building	817-276-4700
Municipal Court	817-276-4716
Law Enforcement Center	817-473-8676
Parks Operations	817-473-1943
Tarrant County Tax Office	817-884-1100
Seniors	817-453-5420 ext. 2227
Utility Operations (after 5 p.m.)	817-473-8411

Mansfield City Council

The Mansfield City Council meets at 7 p.m. on the second and fourth Mondays of each month at Mansfield City Hall located at 1200 E. Broad St.



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CALENDAR



Fall 2010 Calendar of Events

	DATE	EVENT	TIME	LOCATION
S E P T E M B E R	1	Zoning Board of Adjustment	6 p.m.	City Hall
	6	Labor Day - City hall, MAC and library closed		
	7	MEDC board meeting	6 p.m.	City Hall
	7	Planning & Zoning Commission	6:30 p.m.	City Hall
	8	Library Advisory Board	6 p.m.	Library Community Room
	13	City Council	7 p.m.	City Hall
	16	MPFDC board meeting	7 p.m.	City Hall
	20	Keep Mansfield Beautiful Commission	5:30 p.m.	City Hall
	20	Planning & Zoning Commission	6:30 p.m.	City Hall
	25	Mansfield Pecan Festival	10 a.m. - 6 p.m.	Katherine Rose Memorial Park
27	City Council	7 p.m.	City Hall	
O C T O B E R	2	Creekside Cleanup	9 a.m. - noon	Phillip Thompson Soccer Complex
	2	Fire Department Open House	10 a.m. - 2 p.m.	Station No. 3
	2	Mother/Son Field Day	10 a.m. - 2 p.m.	Mansfield Activities Center
	2	A Night on the Town	6:30 p.m.	Town Park
	4	Planning & Zoning Commission	6:30 p.m.	City Hall
	5	MEDC board meeting	6 p.m.	City Hall
	6	Zoning Board of Adjustment	6 p.m.	City Hall
	9	Beautification Day	7 a.m.	
	9	A Night on the Town	6:30 p.m.	Town Park
	11	City Council	7 p.m.	City Hall
	13	Library Advisory Board	6 p.m.	Library Community Room
	15	Historic Mansfield Music Festival	7 p.m. - midnight	Historic Downtown Mansfield
	16	Historic Mansfield Music Festival	11 a.m. - midnight	Historic Downtown Mansfield
	15	Seniors Health & Wellness Expo	9 - 11 a.m.	MAC
	18	Planning & Zoning Commission	6:30 p.m.	City Hall
	18	Keep Mansfield Beautiful Commission	5:30 p.m.	City Hall
	21	MPFDC board meeting	7 p.m.	City Hall
	25	City Council	7 p.m.	City Hall
	29	Halloween Party at the MAC	6 - 8 p.m.	Mansfield Activities Center
	30	Fall Festival	5 - 9 p.m.	Vernon Newsom Stadium
N O V E M B E R	1	Planning & Zoning Commission	6 p.m.	City Hall
	2	MEDC board meeting	6 p.m.	City Hall
	3	Zoning Board of Adjustment	6 p.m.	City Hall
	8	City Council	7 p.m.	City Hall
	10	Library Advisory Board	6 p.m.	Library Community Room
	15	Planning & Zoning Commission	6 p.m.	City Hall
	15	Keep Mansfield Beautiful Commission	5:30 p.m.	City Hall
	18	MPFDC board meeting	7 p.m.	City Hall
	22	City Council	7 p.m.	City Hall
	25-26	Thanksgiving - City hall, MAC and library closed		