



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date:

January 14, 2020

Department:

Admin

Presented By:

City Manager

AGENDA ITEM:

Discussion/ Action: To consider and act on allowing Dana Bowman to install a helipad on his property located at (address), in Willow Park.

BACKGROUND:

Dana Bowman is requesting a special use permit to install a helipad on his property for a limited use—primarily for activates for Veterans, Wounded Warriors, and similar organizations. Additionally, Mr. Bowman is offering his services to the Willow Park PD and FD as needed. Staff recommendation is for a 6 month period with an automatic renewal.

STAFF/BOARD/COMMISSION RECOMMENDATION:

EXHIBITS:

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$
	Source of Funding	\$

RESOLUTION NO. 2020-02

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WILLOW PARK, TEXAS, AUTHORIZING DANA BOWMAN TO TEMPORARILY OPERATE A HELIPORT OR HELISTOP ON PROPERTY OWNED BY HIM LOCATED AT 100 SPANISH OAK ROAD, WILLOW PARK, TEXAS PURSUANT TO THE TERMS AND CONDITIONS SET FORTH IN THIS RESOLUTION.

WHEREAS, Article 8.06, Section 8.06.002 of the City of Willow Park Code of Ordinances prohibits the landing of a helicopter at any location within the corporate city limits, except as provided in the Article; and

WHEREAS, Section 8.06.003 of the Code of Ordinances provides that on a case-by-case basis, the City Council may approve the temporary creation of a heliport or helistop upon prior application and upon a written grant of permission specifying the terms of such temporary permission; and

WHEREAS, Dana Bowman, who operates the tax exempt, non-profit foundation, HALO for Freedom Warrior Foundation (the "Foundation") which is established to provide support for wounded military veterans as they face the many challenges encountered during their rehabilitation, reintegration and healing process, has requested that he be allowed to temporarily operate a heliport or helistop to be used for the Foundation in the transportation of wounded military veterans and other Foundation purposes; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WILLOW PARK, TEXAS THAT:

The City Council has determined that Dana Bowman may temporarily operate a heliport or helistop (collectively referred to as the "heliport") on his property located at 100 Spanish Oak Road, Willow Park (the "Property") for a period beginning February 1, 2020 and ending on July 31, 2020 on the following terms and conditions:

- a) Bowman may only operate the heliport for the transportation of wounded military veterans who are the beneficiaries of the Foundation and other Foundation purposes;
- b) The heliport may not be used for commercial, for-profit purposes or by any other helicopters not owned by Bowman and/or his Foundation;
- c) Bowman shall comply with all Federal Aviation Administration ("FAA") rules and regulations and all applicable laws, including, State, Federal and/or local laws in the operation of the heliport and a helicopter;
- d) The City Council shall review this permission to operate a heliport prior to July 31, 2020 and determine if the permission to operate a heliport shall be extended or terminated; and
- e) The City Council may terminate this permission to operate a heliport earlier than July 31, 2020 should they so desire, in their sole and absolute discretion.

PASSED AND APPROVED this the 28th day of January, 2020.

Doyle Moss, Mayor

ATTEST:

Alicia Smith, City Secretary



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date: January 28, 2020	Department: Communications and Marketing	Presented By: Rose Kertok
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AGENDA ITEM: Discussion/ Action: To consider and act on City of Willow Park Communications Policy.

BACKGROUND:

A prospective communications policy was brought before council at the December meeting for review. No changes to the proposed policy have been suggested by council.

STAFF/BOARD/COMMISSION RECOMMENDATION: Staff recommends approval

EXHIBITS: A. Communications policy
B. Social Media policy
C. Critical incident communications

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$ none
	Source of Funding	\$

City of Willow Park

COMMUNICATIONS BEST PRACTICE GUIDELINES

The following guidelines are hereby established in order to ensure professional, accurate, and timely communication with the public and media. City of Willow Park departments, particularly those having frequent contact with citizens or members of the news media, should abide by the provisions set forth below in all public communication settings.

Specific policies are included for communications with news media, through the City's official website, and via social media outlets.

General:

1. Public communication refers to any communication, whether written or spoken, between an employee of the City of Willow Park and a resident or non-resident member of the public when such communication is made in the employee's capacity as an official of the City of Willow Park;
2. Examples of public communication may include, but are not limited to:
 - a. Phone calls;
 - b. E-mails;
 - c. In-person conversations;
 - d. Postings and articles on the City's website;
 - e. Postings on social media websites; and
 - f. Interviews with members of the news media.
3. City employees should ensure that all public communication is performed in a professional manner which reflects positively on the City of Willow Park, its employees, operations, and citizens;
4. When engaging in public communication on behalf of the City of Willow Park an employee shall refrain from the following forms of content:
 - a. Comments in support of or in opposition to political campaigns or ballot measures;
 - b. Profane language or content;
 - c. Content that promotes or fosters discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability;
 - d. Sexual content or links to sexual content;
 - e. Solicitations of commerce;
 - f. Conduct or encouragement of illegal activity;
 - g. Information that may tend to compromise the safety or security of the public or public systems; or

h. Content that violates a legal ownership interest of any other party

5. Where applicable, the employee is responsible for the retention of public communication as may be required by State or Federal law.

In addition to these general procedures, the following guidelines should be considered by all City employees engaging in the following methods of public communication:

Electronic Media: The City of Willow Park maintains a variety of electronic media tools for the purpose of distributing vital information to the public.

1. All content posted in electronic media format must adhere to the standards outlined in the General section of this policy;
2. Any content not meeting these standards may be removed;
3. Any content removed from an electronic media source shall be retained, including the time, date, and identity of the individual who posted such content, for the purposes of records retention.

City Website: The City of Willow Park maintains an internet website for the purpose of distributing vital information to the public, including but not limited to City ordinances, records of public meetings, public events, contact information, financial information, and more. **The City's official website shall be the primary source of information distributed via electronic media.** In all communication via the City's website, employees shall abide by the following code of conduct:

1. Information posted on the City website should be timely and accurate. Changes to any posted content should be updated as soon as practicable;
2. Each department head or their designee shall be responsible to communicate with the Communications and Marketing Department about any necessary changes to the web site. Certain departments will be allowed access to update their own pages and information;
3. Oversight for the City's website shall be conducted through the Communications and Marketing Department;
4. All postings to the City's website shall conform to the content requirements set forth in the General section of this policy.

City social media accounts: The City of Willow Park, as well as City departments, may maintain social media accounts as a secondary means of distributing information to the public. In all communication via social media, employees shall abide by the following code of conduct:

1. All social media pages shall conform to the requirements for branding and identification to ensure consistency with all official City accounts as outlined within the Style Guide Policy;
2. All postings to City of Willow Park social media tools shall conform to the content requirements set forth in the General section of this policy;
3. The best, most appropriate uses of social media tools may include:

a. As a channel for quickly disseminating time-sensitive information as quickly as possible (for example, emergency information);

b. As marketing or promotional channels which increase the City's ability to broadcast its message to the widest possible audience.

4. Wherever possible, content posted to City of Willow Park social media tools will also be available on the City's official website;

5. Wherever possible, content posted to City of Willow Park social media tools should contain links directing users back to the City's official website for more information, including documents, forms, or online services necessary to conduct business with the City of Willow Park;

6. All content posted to a social media tool shall be topically related to the particular social medium article being commented upon;

7. Each department is responsible for determining which employees shall have access to post information to City of Willow Park social media tools;

8. The Communications and Marketing Department shall maintain a list of all approved accounts as well as administrator login and password information;

10. Departmental social media administrators are responsible for informing the Communications and Marketing Department in the event that a login or password is changed as soon as practicable;

11. All departmental social media administrators must designate the Communications and Marketing Director as an administrator for each social media page, along with one full-time staff member from the department in which the account was created.

Public Communications with News and Information Media: Communication and transparency are basic components to upholding the City of Willow Park's mission/vision. Transparency promotes accountability and provides information for citizens and stakeholders about the City of Willow Park activities, events and happenings. The City of Willow Park strives to ensure the public's trust and establish a system of transparency, public participation and collaboration. Timely, reliable and accurate communication is an integral part of achieving transparency.

It is essential to communicate information and news both internally and externally in a timely, reliable and accurate manner. In order to achieve communication consistency city staff must work together and keep each other informed of what is happening at all times. Information disseminated to the media and public must originate from the Communications and Marketing Department or designated departmental spokespersons.

Designation of City of Willow Park Spokesperson:

1. The Communications and Marketing Department is designated as the City of Willow Park's principal news and information media contact and spokesperson.

2. In the absence of the Communications and Marketing Director, the secondary spokesperson shall be the City Secretary or City Manager.

3. The Communications and Marketing Department will convey the City's official position on issues of significance or situations that are particularly controversial or sensitive in nature.

4. The Communications and Marketing Department will use its discretion on allowing individuals to speak directly to the news media to ensure a consistent message is presented when responding to the news media and public.

5. Communications' designated media spokesperson(s) shall adhere to the content guidelines identified in the General section of this policy.

Employees and Elected Officials Contacted Directly by News and Information Media:

1. If a City employee is contacted by any form of the news or information media, employee is to refer all news media to the Communications and Marketing Department. Instead of employee stating that they are not allowed to talk to the media, employee should state, "It is the City policy that media inquiries be referred to the Communications and Marketing Department."

2. Employees may not speak in either an official or unofficial capacity on matters involving the City of Willow Park without specific approval from the Communications and Marketing Department.

3. Interviews of employees, either directly or indirectly, must be approved by the Communications and Marketing Department.

4. The City Manager and Communications and Marketing Director are the official spokespersons for all other city related issues. The City Manager may designate management staff to speak on his/her behalf.

Guidelines for Seeking News and Information Media Coverage:

1. The Communications and Marketing Department is the only office authorized to distribute news and information media releases.

2. When submitting news releases or information to the Communications and Marketing Department, please pay attention to news deadlines. Ideally all information should be submitted one week prior to release. Once distributed to news outlets, information is not guaranteed to be published.

3. Employees are not allowed to contact the news media or reporters directly without first consulting the Communications and Marketing Department.

The Police and Fire Departments are exempt to the designated spokesperson and media communications guidelines section of this policy as they have authorized Public Information Officers (PIO) who can speak to the media and provide news releases.

City of Willow Park

CRITICAL INCIDENT COMMUNICATIONS

Within the City of Willow Park Police and Fire Departments, a critical incident can and will be defined as any event of a severe nature, which threatens to cause or causes the loss of life or injury to residents and/or severe damage to property and requires extraordinary measures to protect our residents.

The following procedures are to be followed during a critical incident:

1. Critical incident occurs in City and demands immediate attention
2. Police/Fire Chief notified of incident, chief contacts City Manager or Assistant City Manager, Communications Specialist, and other interested parties of incident
3. Ranking Public Safety officials and Communications Specialist prepare statement about incident to distribute to media, and distribute via push notifications, social media, or any other channels as applicable to the situation
4. Communications Specialist distributes statement, and will now serve as the go-between from fire/police department and media/general public
5. Incident has been resolved and communication about said incident will cease

City of Willow Park

SOCIAL MEDIA POLICY AND BEST PRACTICE GUIDELINES

Social media accounts used by the city, or employees representing the city, fall under the direction of the Communications and Marketing Specialist. For the purpose of this policy, social media refers to the forms of communication through which users create online communities to share information, ideas, personal messages, and other content. Social media sites include, but are not limited to, Facebook, Twitter, YouTube, Instagram, and NextDoor.

City social media forums provide an interactive means of sharing information that relates to the City and engaging in ongoing conversation. It is a useful tool, where applicable, for seeking feedback and engagement from our residents and other stakeholders.

Social media can be especially effective in communicating information in crisis situations when timeliness of the information is crucial.

While social media provides an effective forum for building relationships and for conveying small “bytes” of information, these accounts do not serve as the city’s primary means of communication with residents and businesses. The City of Willow Park utilizes well-established means (e.g. website, newsletter, BlackBoard Connect, public meetings) to effectively share information with a variety of audiences.

Social media is a particularly ineffective tool for communicating about complex issues. The City will use more appropriate means to communicate detailed information.

Current City Social Media Accounts

The city currently utilizes Facebook and YouTube for official City accounts. In addition, the Willow Park Police Department and Parks and Recreation Board have Facebook accounts.

Official City Account Guidelines

Any city employees or departments wishing to create a social media account on behalf of the city are required to submit a request in writing to the city Communications and Marketing Specialist. The request must include:

- the social media tool (Facebook, Twitter, etc.);
- the department’s social media administrator and contact information;
- the proposed account handle and password;
- and the purpose of the account.

Approved accounts must be clearly identified as a City of Willow Park account and clearly branded as such, using the city logo and colors where applicable. Accounts will be set up in accordance with the requirements of the particular social media platform. This includes sign-

ons, user handles, etc. that will reflect the account is the City of Willow Park. Sites will not use personal sign-ons or personal sounding user names. When possible, use “City of Willow Park-Department” (fill in the department name) as the user name and account title.

Each site or service should include a standard disclaimer referring to the City’s rights and actions about comments. The Social Media Posting Policy should read:

This social media account is a limited public forum. Comments posted to this page will be monitored. The City of Willow Park, Texas, reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products, or are not topically related to the particular posting.

The reason for these restrictions is to assure no intimidation of other citizens by others posting the kinds of communications listed above, dilution of the limited topical purpose of this site, and awareness that minors may foreseeably access a government site for information and should not be exposed to inappropriate language or images.

There are other social media and websites available for the types of communication listed above, other than the City’s government sites.

Social media is, by definition, an interactive medium, and account administrators are expected to monitor and maintain their accounts as is appropriate. Accounts should be updated on a regular basis.

Posting and moderating guidelines:

- Before the first posting on any social media site, it is a good idea to observe the activity on the site for a while before posting. This allows the account administrator to get a feel for the style of the contributions, the nature of the content and any “unwritten” rules other contributors might follow. It also allows you to get to know your potential audience.
- Information should be published in the third person and be presented in a professional manner. Comments made by the city and/or staff should be made under the account handle and not the administrator’s personal handle.
- Comments should be reviewed regularly. Comments that conform to the Social Media Posting Policy will be posted on City social media sites. User comments shall not be deleted or removed based on the views expressed. Comments will not be edited.
- Comments that do not conform to the Social Media Posting Policy should never be deleted from social media sites. Instead, those comments should be hidden, in order to retain the comment in compliance with City record-retention policies. Additionally,

moderators should create and retain documentation detailing the reason the comment wasn't posted.

- Any complaints or requests for service should be directed to the appropriate city staff member to be addressed. A standard reply may be used to direct users with concerns related to sensitive or complex issues. This standard reply shall read something like: "The City of Willow Park is very interested in insights and concerns expressed here. However, complex topics are not effectively addressed in forums such as this. Please contact (insert department name and contact email) if you wish to voice your concerns further or obtain additional information."
- Don't pick fights by escalating heated discussions in the comment thread. Responses should be conciliatory and respectful and quote facts. Don't allow yourself to be drawn into an argument. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace.
- Use good judgement. What you post is widely accessible, not retractable, and will be around for a long time, reflecting on both you personally and the City of Willow Park.
- All postings on any city social media account are subject to approval and editing by the Communications and Marketing Specialist.
- The Communications and Marketing Specialist will maintain a up to date list of all social media tools, including log-ins and passwords, that shall be accessible by the City Secretary and/or City Manager.
- The Communications and Marketing Specialist and the City Secretary will ensure that all information sent or received through social media sites is maintained in compliance with the Texas Public Information Act as well as with the City's records management policy.

Guidelines for personal use of social media

Confidential, proprietary and non-released City information should not be included in employees' private social media activity. Private and personal information, pictures, and video about or depicting City employees, contractors, customers and constituents gathered through the employee's professional activities must never appear online.

An employee's public image in social media, which can be associated with the City, should meet the standards of the workplace rules of conduct. Offensiveness, disparaging comments, untruthful statements, demeaning behavior, nude or obscene pictures and/or video, and use of illegal substances are all examples of behavior that are considered inappropriate.

For employees with personal social media profiles and blogs:

- If an employee can easily be identified with, or identifies themselves as a City employee on their blog or other social media profile, they should make it clear that the views expressed on their accounts do not necessarily reflect the City's views. To help reduce the potential for confusion, the following notice — or something similar — should be put in a reasonably prominent place on their site: "The views expressed here are mine alone and do not necessarily reflect the views of my employer."
- Additionally, employees should not associate their private accounts with their city email address. If employees post pictures of themselves containing images of City uniforms or insignia, they should ensure that it is in the best interest of the City. Images of city equipment, city work sites, and the city logo are only allowed in the case of sharing a post from an official city account to an employee's personal account.
- Employees should work with their direct supervisor if they have any questions about what is appropriate to include in their social media profiles.
- Employees are encouraged to be respectful to the organization, fellow employees, residents and other agencies.
- Employees not acting in their official capacity shall not represent or give the impression that they are acting in their official capacity.



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date: January 28, 2019	Department: Admin/Development	Presented By: Bernie Parker
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AGENDA ITEM:

C. Discussion / Action – Presentation of Cross Timbers Park Concept.

BACKGROUND:

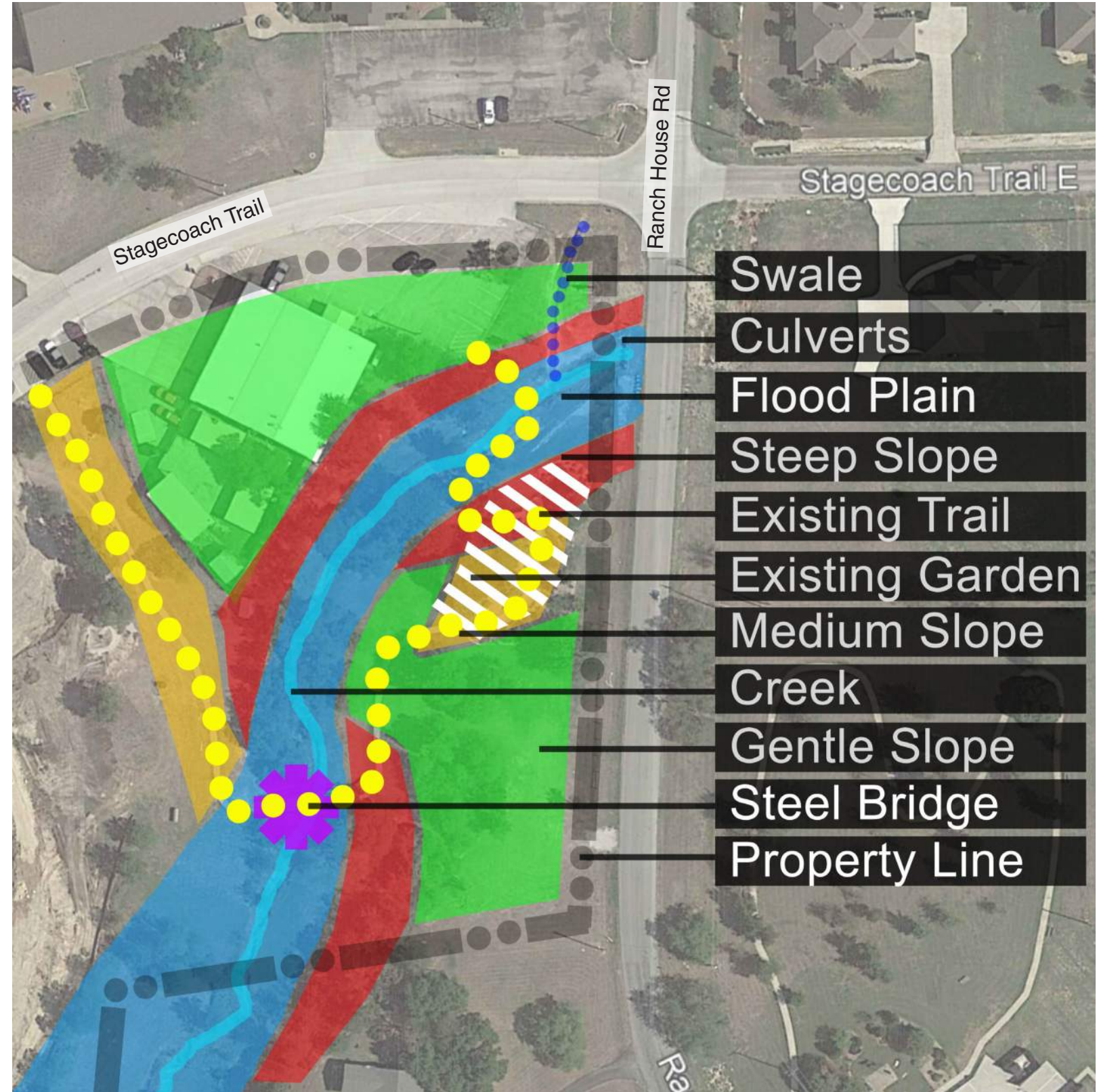
October of 2019 Pacheco and Koch was hired by the City of Willow Park to provide professional civil engineering, land surveying and/or landscape architecture services related to a proposed City Park. Pacheco and Koch meet with city staff and elected officials on different occasions to determine parameters for the development of a concept plan for a proposed playground area.

On January 9th, 2020 Pacheco and Koch presented the concept of Cross Timbers Park Concept. This concept was unanimous approved by the Parks Board.

STAFF/BOARD/COMMISSION RECOMMENDATION:

EXHIBITS:

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$
	Source of Funding	\$







LEGEND:

- A** Paved Parking Lot: 18 Spaces
- B** Playground: Age 2-5
- C** Playground: Age 5-12
- D** Enhanced Planting Area
- E** Soft Surface Trail: 4'
- F** Concrete Walking Trail: 8'
- G** Gathering Lawn
- H** Street Crossing
- I** Public Restroom
- J** Shade Structure
- K** Enhance Entry Sign
- L** Picnic Area
- M** Rock Drainage Swale
- N** Future Trail Connection
- O** Existing Demonstration Gardens
- P** Existing Bridge
- Q** Existing Trail



Paved Parking Lot



8' Concrete Walking Trail



SHADE STRUCTURE



TRADITIONAL STYLE: Post & Deck + Unprescribed Play



CONTEMPORARY THEMED STYLE: Post & Deck



CONTEMPORARY STYLE: Unprescribed Play



UNPRESCRIBED PLAY



POST & DECK



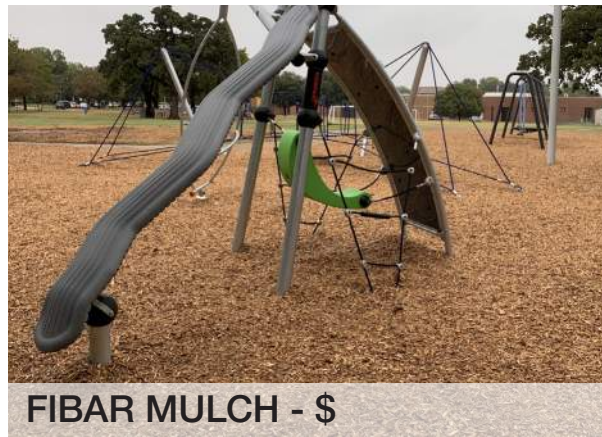
UNPRESCRIBED PLAY



UNPRESCRIBED PLAY



POST & DECK



FIBAR MULCH - \$



VITRITURF - \$\$



ARTIFICIAL TURF - \$\$\$



ENTRY SIGNAGE



ENTRY SIGNAGE



ENHANCED PLANTING



SIGNAGE



PUBLIC RESTROOMS



ENHANCED CULVERT



STONE BENCHES



ENHANCED SWALE



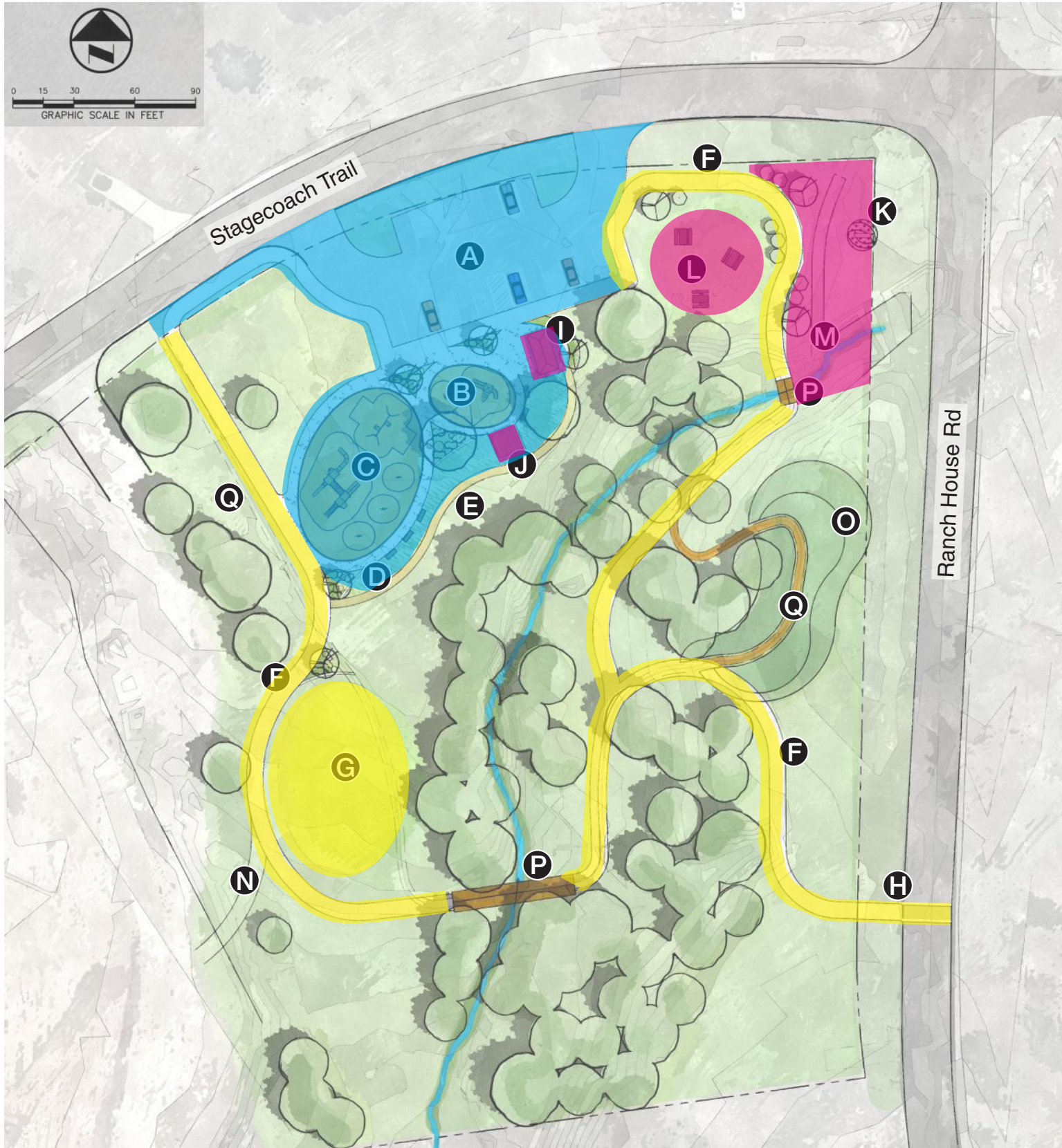
PERVIOUS WALKING TRAIL



LIGHTING



CURBLESS PARKING LOT



LEGEND:

- A** Paved Parking Lot: 18 Spaces
- B** Playground: Age 2-5
- C** Playground: Age 5-12
- D** Enhanced Planting Area
- E** Soft Surface Trail: 4'
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PHASE 1

PHASE 2

PHASE 3