

# March 2015

# HIGHLIGHTS



Mayor  
Rob Franke

## Mayor's Economic Perspective

I remember about 15 years ago a colleague from another city asking me about Cedar Hill's 'great experiment' in retail growth. I thought it was a bit short-sighted considering that our area remains underserved with retail and fine dining. During this 15-year period we have seen over 3 million square feet of new retail and the first shopping center established south of I-20. **I think it is safe to say we are no longer an experiment; we are the proof.** Needless to say, I am very proud of our community to set high expectations and support quality retail.

Fast forward to today, I am now hearing and reading comments and questions about our ability to attract and support quality development. From one perspective it is very encouraging to see many people highly engaged, committed and concerned about our beloved Cedar Hill. **Many mayors dream of having citizens that truly care, so I feel blessed to have such wonderful citizens.** Conversely, it is difficult to see some businesses close or move, even if this is a natural part of commercial business, growth and redevelopment. This is particularly difficult for those businesses that actively engage in community activities; they are a part of what makes our city so special.

In this context, I think it appropriate to offer my perspective, advice and encouragement. **As your Mayor, I ask you to "fear not"; our town is doing well. Some ways to consider our continued strength is to look at the longer term and the consistent reinvestment in our retail centers.** Within the last couple of years we have seen the Plaza at Cedar Hill reinvest and upgrade their facilities. Recently the new owners of Uptown Village announced they are planning a multi-million dollar upgrade to the center and will soon be announcing a number of new retail businesses. We continue to maintain relatively high occupancy rates in our retail centers and over 75,000 square feet of new development in progress.

We will continue to encourage other retail centers to upgrade and reinvest. Our plans for reinvestment in our city center will keep us on the track for new areas of opportunity. **Our sales tax revenue continues to be strong and growing.** It continues to fund parks and recreation projects, economic development activities, and our general operations. Visitors provide about two-thirds of the revenue from our retail centers. Our comprehensive economic development strategy is designed to enhance and strengthen the city's economy as a whole as well as existing and future retailers. The City's efforts will continue to focus on the creation of high-quality primary jobs,

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**Get informed, engaged**

## Town Hall meetings make it personal



The City will host three public meetings in the next several months to keep residents informed and give them access to our City Council members and City staff.

Set for March 17, May 19 and July 21, these Town Hall meetings will be similar to the ones held last year. They will each be in a different part of the city to make it convenient for all residents.

The format for each will include a short presentation about some of the services the City provides, and then breakout meetings where small groups of residents will have one-on-one access to City Council members.

The first Town Hall meeting is set for March 17 at the Ninth Grade enter at 1515 W. Belt Line Road. The meeting will begin at 6:30 p.m. It is open to the public, especially those who live west of US 67 and south of FM1382.

The meetings are scheduled for about two hours and will update information on public safety, animal control, code enforcement, trash, and litter.

The small group sessions are open to the interests of those who attend. They are a great way to get in-depth, up-to-date information directly from City leaders.

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## Mayor *from page 1*

the attraction of office and corporate facilities to enhance services and boost our daytime population, the retention and expansion of existing businesses and the development of a robust tourism sector, taking advantage of our beautiful natural open spaces, premier sports facilities and regional retail.

While these are all important, it is the actions of our citizens and businesses that have and will remain a vital key to Cedar Hill's success. Many people have asked me what they can do to keep our city and economy strong. **The answer is simple, but very impactful. Continue to support our local businesses; insist on our standards for customer service, expect quality service and tip well when you get it; continue to share all the great things occurring in our town now and in the near future; and continue to engage and strengthen Cedar Hill by volunteering, participating and supporting our neighborhoods, institutions and schools.**

As I reminded the envious colleague 15 years ago, just watch and see what happens. The 'city on a hill' will do just fine because we have three great things going for us. First we have more natural beauty than anywhere else in North Texas – we are a destination for those that love our God-given natural beauty. Second, we have engaged citizens that choose to build on our common values with the dream of what a premier city can be – we continue to look up! And third, we have a proven track record of success with quality development and a lot of room to continue growing.

As always, I remain blessed to be your mayor and hope that you will contact me if you have questions, concerns, or just want to talk.

Rob

## Fire Marshal brings broad experience

Early this year, Reginald Alexander joined our Fire Department as Fire Marshal Battalion Chief.



Starting in New Orleans in 1997, Reggie recently served in Farmers Branch as Lieutenant Fire/Arson Investigator and Emergency Operations Center Resource Manager.

Currently President of the North Texas Fire Investigators' Assn., he is also a member of a number of arson/fire investigator organizations. He is certified as a Firefighter, Fire Inspector, Fire Investigator, Arson Investigator, Fire and Explosion Investigator and Fire Instructor for the state of Texas.

A Naval Reserve officer for 17 years, he was assigned to the Pentagon following 9/11 and in 2009 was deployed to Afghanistan.

# Earth Day Cedar Hill / Texas and Spring Clean coming

## Earth Day and Arbor Day 4/20

This annual free family event is set for Monday, April 20 from 5 - 7:30 p.m. at the Cedar Hill Government Center, 285 Uptown Boulevard.

Attendees can see workshops, visit with environmentally-conscious vendors, and learn how the City incorporates environmentally-friendly practices. There will be food from the Pink Pig and live music by Vocal Trash.

Free trees will also be available to Cedar Hill residents on a first come, first served basis.

Last year, over 500 people learned how small changes can make a big impact on the environment, and this year's event is going to be even bigger. For more information about Earth Day, check out [cedarhilltx.com/1086](http://cedarhilltx.com/1086).



## Earth Day Texas 4/24

Cedar Hill's natural beauty and commitment to sustainable practices will be highlighted along with Cedar Hill State Park and Dogwood Canyon at the Earth Day Texas event at Fair Park in Dallas on April 24.

This free family event will be held from 10 a.m. - 6 p.m. Friday, April 24 - Sunday, April 26th. Come show your support of the City and learn how to preserve the environment for future generations.

## BES Spring Clean 4/11

The Cedar Hill Beautification and Environmental Sustainability Board (BES) and Keep Cedar Hill Beautiful are giving spring cleaning a new meaning with a city-wide cleanup on Saturday, April 11 as part of the Don't Mess with Texas Trash Off event.

Citizens and groups are invited to help beautify our town by cleaning up your favorite neighborhood, school, creek, street or park. Teams can click the "Registered" link at [cedarhilltx.com/2089](http://cedarhilltx.com/2089) to receive guidance, free gloves and trash bags.

A free hotdog lunch for volunteers will be provided by the Rotary Club and Keep Cedar Hill Beautiful at Crawford Park, 401 Straus Road, at 11:30 a.m.

Contact Stacey Graves, Code Enforcement and Neighborhood Services Manager, at 972.291.5100 ext. 1094 for additional information.

## People make it a community



**Marilyn Nadolski** has been selected 2014 Employee of the Year for the City of Cedar Hill. A 17-year veteran, she applies her energy, commitment, flexibility and professional skills at the Tri-City Animal Shelter. Her boss, Tammy Miller, Shelter Manager, says "Customers love her, she is the kind of employee that makes a boss look good. She creates a lasting positive impression, which customers brag about to others." She loves the animals and is a people person. Marilyn exemplifies the premier service Cedar Hill is known for.



The Cedar Hill Daddy Daughter Dance attracted nearly 400 daughters and their dates to the Alan E. Sims Recreation Center in February to enjoy a special evening. Sponsored by the Parks & Recreation Department, this annual event has grown in popularity every year of its 10-year history.

"Best Saturday night I've had in a while. We will definitely be back next year" was a comment that seemed to resonate among many dads, grandfathers, brothers and uncles. Next year's dance is scheduled for the first Saturday in February, according to Dianna Childs, Special Events/Marketing Coordinator for the Parks & Recreation Department.

# CALENDAR

For the most up-to-the-minute information on many more events, check out the City's online calendars at [cedarhilltx.com](http://cedarhilltx.com)

## March

### 10 & 24 City Council Meetings

6 p.m. Briefing Session, 7 p.m. Regular City Council Meeting. Both are open to the public. Government Center, 285 Uptown Blvd., First Floor, Cannady Room.

### 28 Household Hazardous Waste Collection Event

9 a.m. - 11 a.m., Cedar Hill High School parking lot, 1 Longhorn Blvd. Free to residents. Hazardous household waste includes acids, aerosol cans, antifreeze, batteries (all kinds including car batteries), brake fluid, craft chemicals, degreasers, drain cleaner, fertilizer, fluorescent light bulbs, herbicides, household chemicals, motor oil, paints and stains, paint thinners, pest strips, pesticides, photo chemicals, pool chemicals, oil filters, solvents, transmission fluid, and varnish. Full details at [cedarhilltx.com/1252](http://cedarhilltx.com/1252).

## April

### 3 City offices closed for Good Friday

### 4 Miracle Weekend Easter Egg Hunt

11 a.m. - 1 p.m. Virginia Weaver Park, 631 Somerset. This Easter egg extravaganza for kids 10 and under will include food and family fun entertainment. It is a joint effort between Church on the Hill and City of Cedar Hill Parks & Recreation Dept. More info at [cedarhilltx.com/pard](http://cedarhilltx.com/pard).

### 11 BES Board and Keep Cedar Hill Beautiful Spring Cleanup

Hotdogs by Rotary Club at 11:30 a.m., Crawford Park, 401 Straus Road. Cedar Hill Beautification and Environmental Sustainability Board and KCHB are coordinating this event of many small cleanups across the community. Put your trash on social media. To sign up, visit [cedarhilltx.com/2089](http://cedarhilltx.com/2089) and click "Registered" link.

### 14 & 28 City Council Meetings

6 p.m. Briefing Session, 7 p.m. Regular City Council Meeting. Both are open to the public. Government Center, 285 Uptown Blvd., First Floor, Cannady Room.

## 20 Earth Day Cedar Hill

5:30 p.m. Cedar Hill Government Center campus, 285 Uptown Blvd.

This is a fun way to learn how to live "greener" and have a positive impact on the environment and the world our next generation will grow up in. Learn about your Tree City and Scenic City and all the City does to grow green. Free trees to residents. Over 500 attended last year. More info at [cedarhilltx.com/1086](http://cedarhilltx.com/1086)

## May

### 9 City Council and School Board Election

7 a.m. - 7 p.m. Early voting information available soon at [DallasCountyVotes.org](http://DallasCountyVotes.org). Updates available on the City and CHISD web sites.

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CEDAR HILL

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# Show off your trashy side

The Cedar Hill Beautification and Environmental Sustainability (BES) Board invites the citizens, businesses, neighborhoods, civic organizations and church groups to share your community pride and how you keep Cedar Hill a clean, green city through the BES Board's cleanup photo/video contest.

From March 17 – April 17, 2015, citizens and community groups can create and submit a 20-second anti-litter video that shows participants picking up litter, or send in a selfie. Details about where to send your videos and selfies are available at [cedarhilltx.com/BESBoard](http://cedarhilltx.com/BESBoard). The video or

selfie can be an individual or group. Participants must identify their group on the video or selfie. The contest ends at midnight on April 17, 2015. Creativity counts for this contest; have fun.

The BES Board will award a prize to the winning submission in April.

This contest is part of the BES Board's comprehensive cleanup strategy. The BES Board's goals of this campaign are to engage the community in the beautification/cleanup process, preventing litter to beautify the City of Cedar Hill.

For additional information about the contest, please visit [cedarhilltx.com/BESBoard](http://cedarhilltx.com/BESBoard)

## Meetings From page 1

Residents who are engaged in their neighborhoods and their community are a priority for the City Council. These meetings are a great way to network with neighbors, strengthen or create organizational ties.

Locations for later meetings will be announced as they are available. Check the Highlights newsletter or "Like" the City of Cedar Hill on Facebook for the latest information.

These Neighborhood Town Hall meetings are coordinated by the Neighborhood Services Dept., including Stacey Graves and Leah Walker.



**Tax help for everyone**  
First come, first served. Tuesdays thru April 14 at 10:30 a.m. to 2:30 p.m. Zula B. Wylie Library, 225 Cedar St. Assistance provided by members of AARP.



## Fire Academy makes it real for residents

Ever wondered what it would be like to be a professional firefighter? The Citizens Fire Academy is a hands-on learning opportunity for Cedar Hill residents to learn more about their fire department.

The class starts April 9 with graduation in June. This is a free program; a t-shirt and class materials are provided.

Only 12 will be accepted per class. Minimum age is 18, residents of all ages are welcome.

Pick up a registration form with more information at any Cedar Hill fire station or at the Government Center lobby desk.

Topics covered include the department's history, organization and responsibilities. There will be a tour of the 911 Communications Center and hands-on experience with firefighter gear and tools. Learn the ropes and knots they depend on. Learn about emergency medical services, CPR and AED. Experience an EMS helicopter.

Most classes will be in the Fire Station at 1212 W. Belt Line, where you'll see your firefighters/paramedics in action as they are dispatched.

Published by the City of Cedar Hill

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## Waste Management offers cash for graduating seniors

Waste Management, Inc. is offering two \$1,500 scholarships to 2015 high school graduates living in Cedar Hill who maintained a 2.6 GPA and have a desire to attend a university, community college or trade school.

Applicants must provide a 2-page essay, double-spaced, describing the role they can play in helping sustainability in our community.

Applications are available at the Library or online at [cedarhilllibrary.org](http://cedarhilllibrary.org). The deadline is 5 p.m., April 24 at the Circulation Desk of the Library, 225 Cedar St.