

**MINUTES  
HURST CITY COUNCIL  
WORK SESSION  
TUESDAY, JANUARY 15, 2019**

On the 15th day of January 2019, at 4:00 p.m., the City Council of the City of Hurst, Texas, convened in Work Session at the Hurst City Hall, 1505 Precinct Line Road, Hurst, Texas, with the following members present:

Henry Wilson	)	Mayor
David Booe	)	Mayor Pro Tem
Larry Kitchens	)	Councilmembers
Jon McKenzie	)	
Cathy Thompson	)	
Cindy Shepard	)	
Clay Caruthers	)	City Manager
Matthew Boyle	)	Attorney
Rita Frick	)	City Secretary
Malaika Marion Farmer	)	Executive Director of Administration and Customer Service
Kara McKinney	)	Public Information Officer
Shelly Klein	)	Customer Service Technologies Administrator

With the following members absent: Councilmember McLendon, constituting a quorum; at which time, the following business was transacted:

The meeting was called to order at 4:00 p.m.

1. Discussion and update of May 2019 General and Special Elections including but not limited to a possible Bond Election for proposed Animal Control Service Facilities.

City Manager Clay Caruthers stated the Animal Control Service Facilities project is in the works for a Special Election in May. City Secretary Rita Frick provided a few key dates for the 2019 Elections. Council discussed and provided ideas regarding communicating the upcoming elections and the need for citizens to be informed. Council agreed staff should continue communications as in the past, but in addition, include a button on the front page of the City's website; add the time and place of elections on the Library's digital sign for Early Voting and for Election Day; and, a social media link to the City's webpage to provide filing period information, Early Voting and Election Day times and dates. Council discussed the City's involvement in past candidate forums and the use of City facilities. City Attorney Matthew Boyle provided a review of the Election Code, constitutional requirements and case law relative to same. Council discussed citizen involvement, methods utilized in area cities, and best practices for Hurst. Council

agreed the City will not host a candidate forum and the use of City facilities, for a forum, will remain available for rental.

2. Discussion and update of City marketing and communications including but not limited to City branding.

Executive Director of Administration and Customer Service Malaika Marion Farmer and Public Information Officer Kara McKinney presented a proposed refresh of the City logo and tag lines that will further market the City. Staff stated they do not want to retire the current logo and seal, but enhance the tools utilized for various media and marketing campaigns. Council agreed the new logo should be used in conjunction with the current logo, to utilize the City seal on official documents, and use the tag line "Community Built on Connection." Also discussed, was the possibility of utilizing a shorter version "Community Connects Us" during special events.

**Informational Items** – Items of Community Interest and review of City Council calendar of meetings. City Manager Caruthers noted the Thursday, January 17, 2019, Hurst 101 Citizens Academy, 6:00 p.m. at Hurst Conference Center.


**ADJOURNMENT** - The Work Session was adjourned at 5:49 p.m.

**APPROVED** this the 12<sup>th</sup> day of February 2019.

**ATTEST:**

  
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Rita Frick, City Secretary

**APPROVED:**

  
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Henry Wilson, Mayor