

## City Council Work Session Handouts

September 28, 2015

- I. Review and Discuss the September 16, 2015 Sign Control Board Minutes and Consider Final Approval of SCB Case #15-08, Winfield Jewelers
- II. Review and Discuss the Fall 2015 Cottonwood Art Festival
- III. Review and Discuss National Preparedness Month

**Sign Control Board of Adjustment  
September 16, 2015 Meeting**

**SCB Case # 15-08**  
**Winfield Jewelers**  
**129 N. Plano Rd.**

## Applicable Ordinance

### ❖ Chapter 18, Article III, Section 18-96

#### ❖ (23.) Pole Signs;

##### ❖ (c.) Number:

##### ❖ (iii.) Retail and Commercial zoning districts

##### ❖ (1.) Sites less than ten acres: One single-use pole sign.

### ❖ Chapter 18, Article III, Section 18-96

#### ❖ (23.) Pole Signs;

##### ❖ (d) Location:

##### ❖ (2) Pole Signs must be located a minimum of 30 feet from the adjoining private property line.

##### ❖ (3) Poles Signs must be located a minimum of 60 feet from any attached building sign.

## **Requested Variance**

- ❖ Allow for the sign to be multi-tenant.
- ❖ Allow for the sign to be 15 feet from the adjacent private property line.
- ❖ Allow for the sign to be 27 feet from the attached building sign.

## **Reason for request**

- ❖ Previous variance approved.
- ❖ To project an updated form of advertising similar to competitors.

SCB 15-08

N. Plano

Subject Sign

Commercial

Commercial

S. Jupiter Road

Local Retail

Zoning 250 feet from  
the proposed sign:  
Local Retail  
Commercial

E Belt Line Rd.



SCB 15-08



Subject Sign

N Plano Rd.



# Existing Sign

## ❖ Existing Variance

- ❖ Obtained in 2009
- ❖ Multi-tenant (Allstate)
- ❖ 15' from side property line
- ❖ 20' in height, 42.75 sq.ft.

## ❖ Existing Sign

- ❖ Constructed in 2009
- ❖ Single-tenant
- ❖ 18' in height, 39 sq.ft. in area
- ❖ 15' from side property line



# Proposed Sign



# Proposed Location



# Previous SCB Hearing – September 11, 2013

- ❖ Structural changes to the sign requires a new variance.
- ❖ Requested variance
  - ❖ To add a 13 sq.ft. panel
  - ❖ To be multi-tenant
  - ❖ 15' from side property line and 27 feet from the attached building sign.
  - ❖ 18' in height, 52.33 sq.ft.
  - ❖ Passed SCB
- ❖ Council Feedback
  - ❖ Did not want to increase the size of a legal non-conforming sign.
  - ❖ Property could reface “Pandora” panel to an “Allstate”, per 2009 variance.
  - ❖ SCB approval was overturned.



# Northbound View



# Southbound View



## **Sign Control Board Action**

The Sign Control Board voted 5-0 to approve SCB Case 15-08.

**Sign Control Board of Adjustment  
September 16, 2015 Meeting**



There's an art  
to having fun!

# Cottonwood

Art Festival

RICHARDSON • TEXAS | OCTOBER 3&4 • 2015

Richardson City Council Work Session  
September 28, 2015

# *A Richardson Tradition for 46 Years!*



There's an art  
to having fun!

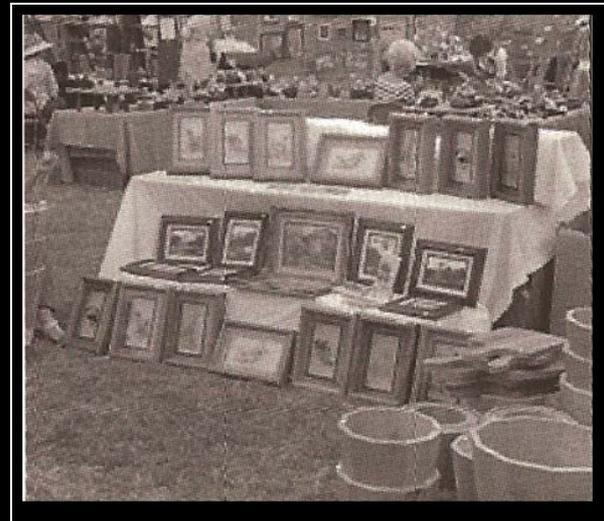
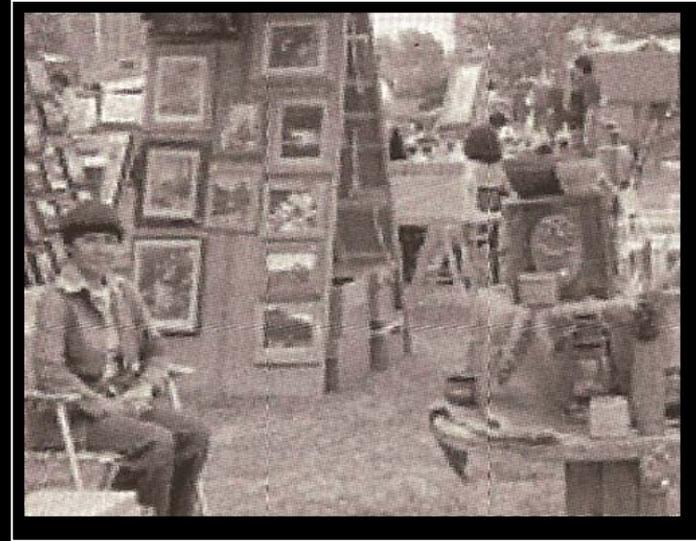
# *Cottonwood*

Art Festival

OCTOBER 3-4 RICHARDSON • TEXAS  
FREE ADMISSION & FREE PARKING

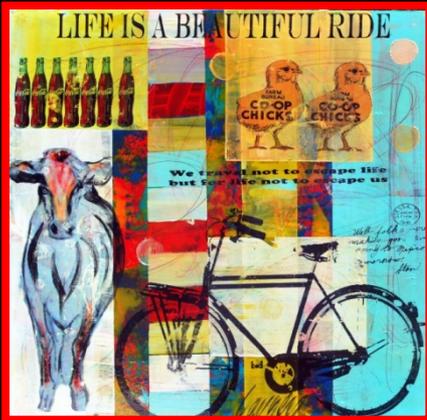
[CottonwoodArtFestival.com](http://CottonwoodArtFestival.com)

# 1969 – The Beginning



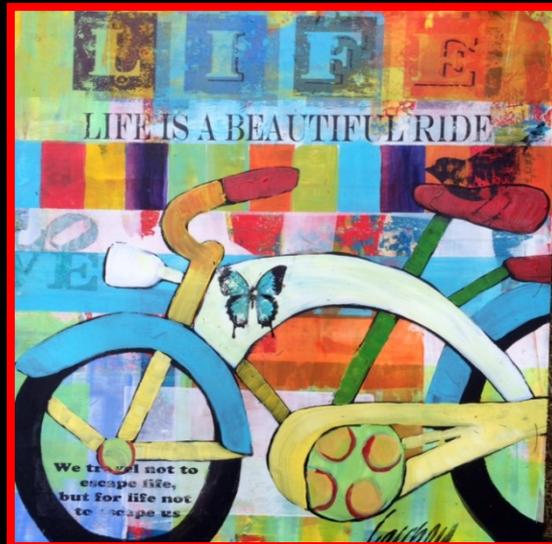
# Featured Artist

Teri Causey  
Ft. Meyers, Florida



“Cottonwood Art Festival is one of my favorite events of the year, and I am so honored to be the featured artist,” said Teri Causey. “The whole experience of Cottonwood is remarkable. It is a beautiful setting. Families come to enjoy the art with their children. Everyone is having a good time. And I feel that people coming to the festival truly appreciate the wide variety of art that is available.”

Teri resides in Fort Myers, FL. She travels for art festivals nationwide throughout the year.



Cottonwood  
Art Festival

OCTOBER  
3 & 4

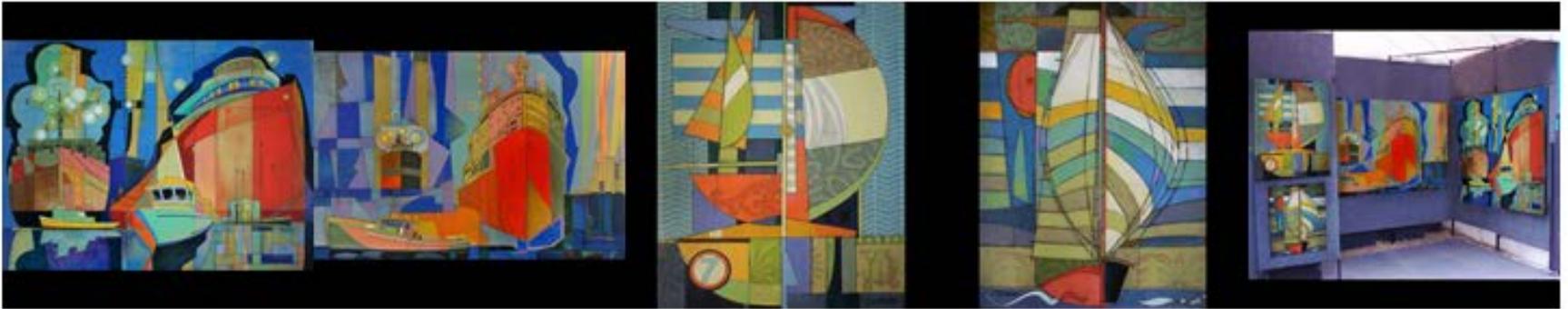
Cottonwood  
Park  
RICHARDSON, TX

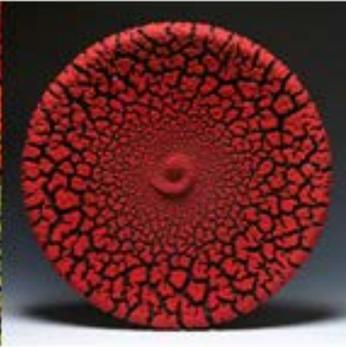
free admission  
free parking

# The Art

From 700 submissions, jurors have selected 250 artists to exhibit their museum quality work.







# Courtyard

- Artist Information
- Cottonwood Boutique
- Cottonwood Beer Garden
- ATM
- Live Music



# Cottonwood Beer Garden





# Isaac Rouso

Finalist for State Fair Big Tex Choice Award  
#1 The Best Food by Dallas Morning News



Most Creative  
State Fair Big Tex Choice Award



# Entertainment

## The Courtyard Stage

### Saturday's Entertainment Schedule

- 10:00a: Matt Rogers
- 11:30a: J.R. Byrd
- 1:30p: David Carr, Jr.
- 3:30p: The Jason Lee McKinney Band
- 5:30p: James Elmore & Hoodoo Witch

### Sunday's Entertainment Schedule

- 10:00a: Victor Andrada
- 11:30a: The Wicks
- 1:30p: The Bodarks
- 3:30p: Revolution 9



# Entertainment

## The Food Court Stage

### Saturday's Entertainment Schedule

11:00a: Kaven Allenson

1:00p: J.R. Byrd

### Sunday's Entertainment Schedule

11:00a: Victor Andrada

1:00p: Darrin Kobetich



# Food Vendors

19 Food Vendors

5 Richardson Restaurants

Sonny Bryan's

Big Schucks

Wound Up Café

Jersey Mikes

Bawarchi Restaurant



# ArtStop

- Crazy Cool Caps- Let the kids show off their pint-sized personalities by creating their own colorful, over-the-top hat! There are plenty of ribbons, glitter, feathers, pompoms, and foam shapes for all to use



- Fancy Fingers- Kids can dip their hands into a rainbow of colored wax to make a lasting, colorful impression of their hand. Petite Pottery - Just in time for Mother's or Father's day! Kids can paint their own hand-thrown vase.



# ArtStop

- **Throwin' Mud** - It's OK for the kids to play in the mud at this activity station guided by ArtStop's own master potters as they learn to throw a pot or form a vase on an electric potter's wheel.

- **Canvas Classics** - Kids will paint fun, adorable picture on a real canvas propped on an easel guided by an art instructor.



- **The Wee Weavers** – Our newest activity inspired by the latest trend in pop up yarn art.



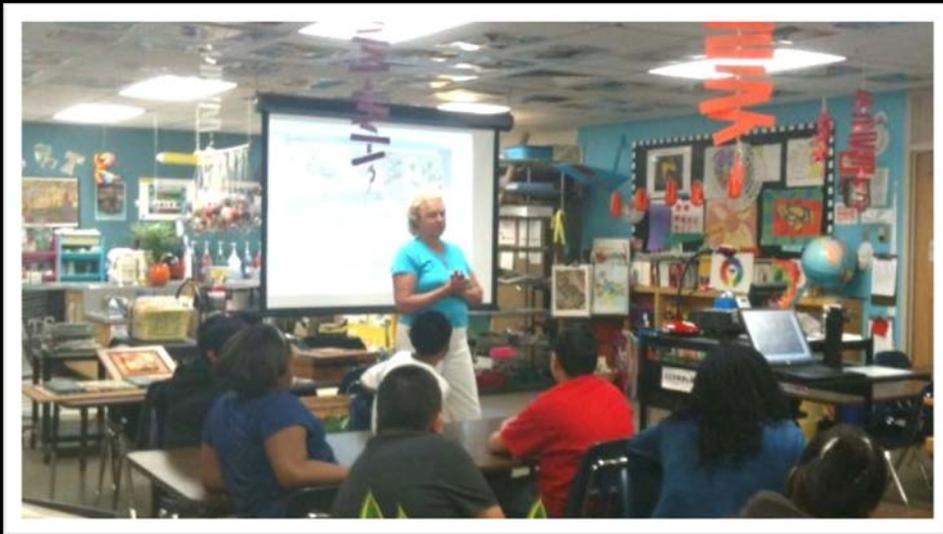
# ArtPlay Day

- Children from Dobie Elementary that are a part of the Preschool Program for Children with Disabilities are invited to ArtStop on Friday morning before the festival.

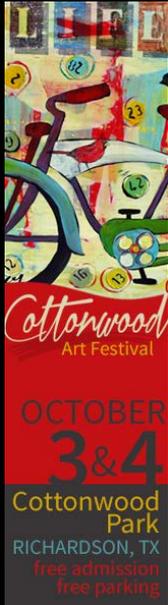


# Visiting Artists

This program is designed to encourage school age children to participate in the visual arts and will give them the opportunity to interact with a professional artist. Students will gain valuable information from a Cottonwood Artist and be given inspiration and encouragement that they may never receive. For a young student who loves to draw it may be just what he or she needs to set them on a career path in art. This program has become ever so popular among the students, teachers and artists who have given their time. It's a chance for the entire community to learn more about the visual arts and the impact it has on our lives.



# Marketing



Print and Digital  
NeighborsGo  
The Observer  
Dallas Morning News



Digital Billboard  
75 and Meadow



Utility Bill Stuffer



# The Top 10 Things Every Texan Art Lover Needs To Experience

From museums and art galleries to home tours, graffiti and art festivals, the state of [Texas](#) proffers a plethora of interesting, diverse and cultural experiences for any and every art lover. Read our guide below to discover top 10 art experiences in Texas.

The screenshot shows a website interface with a dark header. On the left, there is a Texas state icon and the text "Texas the best art, food, culture, travel". To the right of the header are social media icons for Facebook, Twitter, and Email, along with a "Newsletter" link and a search bar labeled "Search...". Below the header is a navigation menu with links for "Africa", "Asia", "Caribbean", "Central America", "Europe", "UK", "Middle East", "North America", "USA", "Pacific", and "South America".

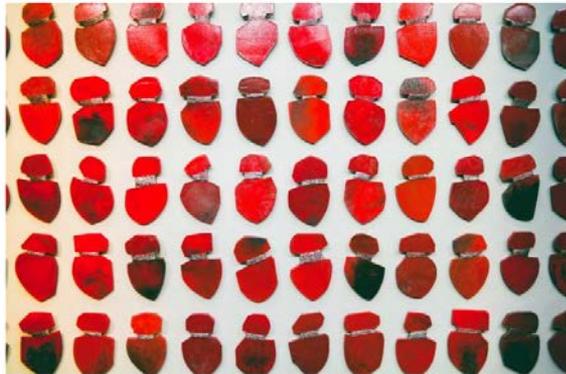
The main content area is divided into several sections:

- Most Recent Texas Articles:** A large featured article titled "Where to Eat Outside in Dallas" with a sub-headline "We explore the best patios and backyards to dine at in Dallas, Texas." The image shows an outdoor patio with tables and chairs near a pond.
- Selected Texas Articles:** A vertical list of articles, including "Houston's Top 5 Fresh and Fun Juice Spots" with an image of colorful juice.
- Texas Articles:** A category filter section with buttons for "Recent", "Art", "Film", "Food", "Literature", "Music", "Travel", and "Other". Below are three article thumbnails: "Where to Eat Outside in Dallas", "The 10 Best Bars in Downtown Austin", and "10 Locations To Explore in Downtown Houston".
- Right Sidebar:** A circular logo for "the culture trip" and a vertical advertisement for Lamar University titled "BIG EDUCATION SMALL COST" with a "Get Your Free Guide" button.



# The Top 10 Things Every Texan Art Lover Needs To Experience

From museums and art galleries to home tours, graffiti and art festivals, the state of Texas proffers a plethora of interesting, diverse and cultural experiences for any and every art lover. Read our guide below to discover top 10 art experiences in Texas.



© Nan Palmoro/flickrcommons

### Visit the McNay Art Museum

The McNay Art Museum of San Antonio was founded by a woman named Marion Koogler, a native of Ohio who married Texan Sergeant McNay. When McNay passed away in 1918, Marion moved to San Antonio and, along with her new husband, commissioned the



### Related Articles



Top 5 Museums in Houston, Texas



From War to Celebrity Photographer Christopher Anderson



World > North America > USA > Texas

Kerrville Sham Festival, Kerrville City Hall, 701 Main St, Kerrville, TX, USA +1 830 895 5222



© Jim Wal/flickrcommons

### Attend the Cottonwood Arts Festival

Held every May and October, the Cottonwood Arts Festival in Richardson's Cottonwood Park has been a major component of the city's culture for 45 years. Held the first full weekend of the month, the festival boasts over 250 artists - local, national and international - whose exhibitions create an eclectic outdoor gallery. These exhibitions participate in an array of categories, from 2D and 3D mixed media to ceramics, glass, jewelry, photography and sculpture. In addition to the fine art pieces, the festival presents local bands, delicious food and great shopping.

Cottonwood Arts Festival, 1321 West Beltline Rd, Richardson, TX, USA +1 972 744 4580



# Social Media

The League Lady – Cece Liekar

**Hashtag:** #CottonwoodArtFest or #CottonwoodArtFest2015

**Facebook:** <https://www.facebook.com/CottonwoodArtFestival?fref=ts>

**Instagram:** <https://instagram.com/cottonwoodartfest/>

**Twitter:** <https://twitter.com/CAFRichardson>

**YouTube:** <http://www.youtube.com/c/Cottonwoodartfestivaltexas>

**Google+:** <https://www.google.com/+Cottonwoodartfestivaltexas>

**Website:** [www.cottonwoodartfestival.com](http://www.cottonwoodartfestival.com)

The League Lady  
 3000 Custer Road  
 Suite 270-506  
 Plano, Texas 75075

direct: (214) 695-8192  
 twitter: @theleaguelady  
 facebook/theleaguelady  
 www.theleaguelady.com  
 cece@theleaguelady.com



## 2015 Highlight Report

**Prepared for:** Cottonwood Art Festival

**Date:** August 15, 2015

Site	December 2014	August 15, 2015	November 15, 2015
<b>Twitter</b>	593 tweets 81 following 288 followers	1,293 tweets 1,866 following 4,909 followers	
<b>Facebook</b>	3,770 likes 6,536 check-in	6,239 likes 7,299 check-in	
<b>Instagram</b> <i>(launched March 2015)</i>	0 followers 0 pictures 0 following	4,354 followers 437 pictures 1,415 following	
<b>Google+</b> <i>(launched March 2015)</i>	0 followers 0 views 0 posts	1,280 followers 5,850 views 119 posts	
<b>SEO Web Grade</b>	36 out of 100	51 out of 100	
<b>Website Views</b>	14,998 (2014)	9,400 (Jan-July 2015)	
<b>Web Page Views</b>	36,722 (2014)	28,520 (Jan-July 2015)	
<b>UV Media Hits</b>	n/a	240,921,633	

# Facebook

facebook [Sign Up](#)

Email or Phone  Password  [Log In](#)

Keep me logged in [Forgot your password?](#)

[Create Page](#)

Recent: 2015, 2014, 2013, 2012, 2011, 2010, 1975

**Cottonwood Art Festival is on Facebook.**  
To connect with Cottonwood Art Festival, sign up for Facebook today.  
[Sign Up](#) [Log In](#)

**Cottonwood Art Festival**  
Community Organization · Art Gallery · Performance Venue

**OCTOBER 3 & 4**  
Cottonwood Park  
RICHARDSON, TX

**Cottonwood Art Festival**  
Community Organization · Art Gallery · Performance Venue

**Timeline** About Photos Reviews More ▾

**PEOPLE**

★★★★★  
6,450 likes  
7,296 visits

**ABOUT**

1321 W Bell Line Rd  
Richardson, Texas  
(972) 744-4562  
Price Range: \$\$  
<http://www.cottonwoodartfestival.com/>

**PHOTOS**

**Cottonwood Art Festival**  
14 likes · [View Photos](#)

Fluid Art Works uses shapes and colors in nature, the textures and designs of modern society. <http://ow.ly/SFJBi>



[Like](#) [Comment](#) [Share](#)

Rob Stenberg likes this.

**Cottonwood Art Festival**  
Yesterday at 3:10pm · [View Photos](#)

Christopher Smith is a 7th generation Texan and uses pen and ink on acrylic for these detailed hand-drawn maps.

**Texas Hill Country Map**  
Special Texas maps and other artwork. Available only in Hill Country. All items are handmade and custom-made.  
• Artists: Dan Bennett, Andrew Brinkley, Bruce Jamison, Johnson Day, Kuchta, Ruppert, Bill Sharpe, Lutzschmidt, and more.  
• Some artwork is available in limited quantities.  
• Hill Country, Brown Hill, El Paso County, Guadalupe Mountains, the Burnet, and more.  
**Artists: Map Prints**  
Limited Edition Canvas Map Prints  
All original and handmade.  
• Canvas Map Print: Silver Fox #2001  
Size: 18x11, \$65.00, \$140.00  
• Silver Canvas Map Print: Dallas #2002  
Size: 11x17, \$55.00, \$120.00



Post Details

Reported posts may be delayed from what appears on page. [X](#)

**Cottonwood Art Festival**  
Published by Hootsuite (T) · April 17 · [View Photos](#)

The Cottonwood Art Festival is May 2-3 in Cottonwood Park and free to the public. Free admission and parking. <http://www.cottonwoodartfestival.com/>



**Cottonwood Art Festival May 2-3, 2015**  
The festival is Saturday, May 2, 10 AM to 7 PM, and Sunday, May 3, 10 AM to 5 PM. Cottonwood Park is located at 1321 W. Bell Line Road, one block...  
[WWW.COTTONWOODARTFESTIVAL.COM](http://WWW.COTTONWOODARTFESTIVAL.COM)

479 Likes · 27 Comments · 150 Shares

[Like](#) [Comment](#) [Share](#)

<b>13.5K</b> Organic Reach	<b>11.6K</b> Paid Reach	<b>1K</b> Post Clicks
-------------------------------	----------------------------	--------------------------

[View Insights](#) [View Results](#)

**24,736** People Reached

**1,016** Likes, Comments & Shares

<b>754</b> Likes On Post	<b>479</b> On Post	<b>275</b> On Shares
<b>106</b> Comments On Post	<b>30</b> On Post	<b>76</b> On Shares
<b>156</b> Shares On Post	<b>150</b> On Post	<b>6</b> On Shares

**1,010** Post Clicks

<b>1</b> Photo Views	<b>572</b> Link Clicks	<b>437</b> Other Clicks <a href="#">View</a>
----------------------	------------------------	--

**NEGATIVE FEEDBACK**

<b>7</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Post Details

Reported posts may be delayed from what appears on page. [X](#)

**Cottonwood Art Festival with TJ Hamm and So Anointed**  
Dianna Esquivel  
Published by Hootsuite (T) · March 24 · [View Photos](#)

May 2-3 visit Cottonwood Art Festival in Richardson, TX! Free admission and parking! #art <http://ow.ly/KFIrd>



246 Likes · 5 Comments · 24 Shares

[Like](#) [Comment](#) [Share](#)

<b>2.2K</b> Organic Reach	<b>3.7K</b> Paid Reach	<b>183</b> Post Clicks
------------------------------	---------------------------	---------------------------

[View Insights](#) [View Results](#)

**4,282** People Reached

**286** Likes, Comments & Shares

<b>246</b> Likes On Post	<b>246</b> On Post	<b>0</b> On Shares
<b>16</b> Comments On Post	<b>5</b> On Post	<b>11</b> On Shares
<b>24</b> Shares On Post	<b>24</b> On Post	<b>0</b> On Shares

**183** Post Clicks

<b>70</b> Photo Views	<b>24</b> Link Clicks	<b>89</b> Other Clicks <a href="#">View</a>
-----------------------	-----------------------	---

**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

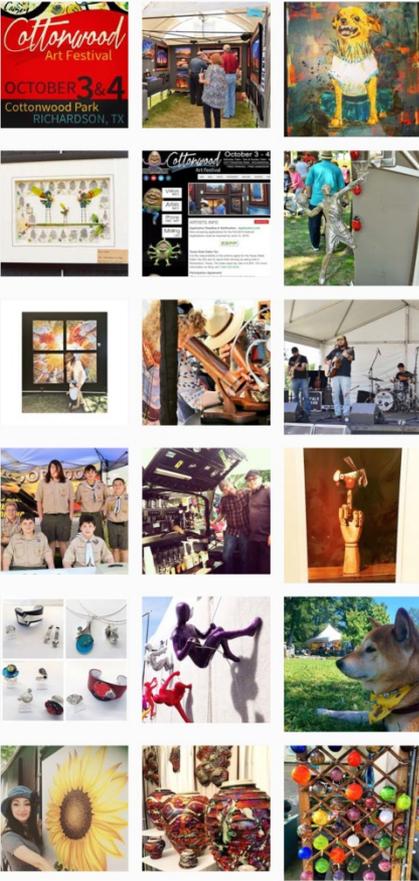
# Instagram

Instagram Search Log out

 cottonwoodartfest EDIT PROFILE

Cottonwood Art Festival Free admission & free parking October 3-4, 2015.  
Cottonwood Park, City of Richardson, 240 artists, food, kids crafts, live music, and great ART! [www.cottonwoodartfestival.com](http://www.cottonwoodartfestival.com)

436 posts 4,355 followers 1,399 following



The grid contains 24 photos arranged in 8 rows and 3 columns. The photos depict various aspects of the Cottonwood Art Festival, including: a large red sign for the festival; a person in a blue shirt; a colorful dog sculpture; a framed artwork; a person in a blue shirt; a person in a blue shirt.

# Unique Hits Media Hits

Date	Source	Media	Title	URL	UV
1/1/2013	RichardsonTexas.org	Community News	Cottonwood Art Festival	<a href="http://www.richardsontx.org/activities.aspx">http://www.richardsontx.org/activities.aspx</a>	0
1/29/2015	City of Richardson	Government	Richardson's Cottonwood Art Festival to be held May 2-3 and Oct. 3-4, 2015	<a href="http://www.cor.net/index.aspx?page=73&amp;recordid=1609">http://www.cor.net/index.aspx?page=73&amp;recordid=1609</a>	34,131
1/29/2015	ShopAcrossTexas.com	Online Calendar	Cottonwood Art Festival May 2-3	<a href="http://www.shopacrosstexas.com/tml/cottonwood-art-festival/">http://www.shopacrosstexas.com/tml/cottonwood-art-festival/</a>	18,369
2/1/2015	GoTexas.com	Online Calendar	Cottonwood Art Festival	<a href="http://gotexas.about.com/od/artfestivals/tp/Texas-Art-Festivals.htm">http://gotexas.about.com/od/artfestivals/tp/Texas-Art-Festivals.htm</a>	3,257
2/20/2015	Everfest.com	Industry News	Cottonwood Art Festival Richardson TX	<a href="https://www.everfest.com/e/cottonwood-art-festival-richardson-tx">https://www.everfest.com/e/cottonwood-art-festival-richardson-tx</a>	4,531
2/27/2015	Houston Chronicle	Newspaper	Art Fests Paint A Creative Scene	<a href="http://www.chron.com/news/article/art-fests-paint-a-creative-scene-6105914.php">http://www.chron.com/news/article/art-fests-paint-a-creative-scene-6105914.php</a>	9,699,103
2/28/2015	VisitPlano.com	Online News	Cottonwood Art Festival	<a href="http://www.visitplano.com/event-details/7f0c240">http://www.visitplano.com/event-details/7f0c240</a>	8,891
3/1/2015	TFEA.org	Online News	City of Richardson Cottonwood Art Festival	<a href="http://www.tfea.org/events/2015/city-of-richardson-cottonwood-art-festival-wildflower-arts-and-music-festival/">http://www.tfea.org/events/2015/city-of-richardson-cottonwood-art-festival-wildflower-arts-and-music-festival/</a>	0
3/15/2015	LaurenKnode.com	Artist	2015 Cottonwood Art Festival	<a href="http://laurenknode.com/event/41945/2015-cottonwood-art-festival">http://laurenknode.com/event/41945/2015-cottonwood-art-festival</a>	0
3/15/2015	TexasArtBlog.com	Blog	Cottonwood Arts Festival	<a href="http://www.texasartblog.com/art-events/cottonwood-arts-festival/">http://www.texasartblog.com/art-events/cottonwood-arts-festival/</a>	0
3/15/2015	RocksteadyDesigns.com	Artist	Galleries and Events - Cottonwood Art Festival	<a href="http://rocksteadydesigns.com/galleries-and-events.html">http://rocksteadydesigns.com/galleries-and-events.html</a>	0
3/15/2015	IonaHandCrafedBooks.com	Artist	Cottonwood Art Festival - Richardson, TX	<a href="http://ionahandcrafedbooks.com/calenda/050215-cottonwood-art-festival-richardson-tx/">http://ionahandcrafedbooks.com/calenda/050215-cottonwood-art-festival-richardson-tx/</a>	0
3/15/2015	SeanBrownArtist.com	Artist	Cottonwood Art Festival	<a href="http://www.seanbrownartist.com/shows-events/2015/5/2/cottonwood-art-festival">http://www.seanbrownartist.com/shows-events/2015/5/2/cottonwood-art-festival</a>	142
3/18/2015	BestEvents.com	Event Calendar	Richardson Cottonwood Art Festival	<a href="http://bestevents.us/richardson-cottonwood-art-festival-richardson-733996/">http://bestevents.us/richardson-cottonwood-art-festival-richardson-733996/</a>	59,993
3/27/2015	StarLocalMedia.com	Newspaper	Kimber Fiebigler Named Artist of Cottonwood Arts Festival	<a href="http://starlocalmedia.com/planoquarterly/live_and_local/kimber-fiebigler-named-featured-artist-of-cottonwood-arts-festival/article_b3746d06-d4e-11e4-946c-0e84-60048b.html">http://starlocalmedia.com/planoquarterly/live_and_local/kimber-fiebigler-named-featured-artist-of-cottonwood-arts-festival/article_b3746d06-d4e-11e4-946c-0e84-60048b.html</a>	70,407
3/29/2015	CottonwoodArtFestival.com	Website	Press Release: Kimber Fiebigler Named Featured Artist	<a href="http://www.cottonwoodartfestival.com/pdf/2015SpringPR/CottonwoodFeaturedArtist2015.pdf">http://www.cottonwoodartfestival.com/pdf/2015SpringPR/CottonwoodFeaturedArtist2015.pdf</a>	1,710
4/1/2015	WFAA Channel 8	Television	Cottonwood Art Festival	<a href="http://events.wfaa.com/Cottonwood_Art_Festival/313896703.html">http://events.wfaa.com/Cottonwood_Art_Festival/313896703.html</a>	1,140,596
4/1/2015	TourTexas.com	Online News	Cottonwood Art Festival - Oct & May	<a href="http://www.tourtexas.com/content.cfm?id=493">http://www.tourtexas.com/content.cfm?id=493</a>	13,889
4/1/2015	GuideLive.com	Industry News	Cottonwood Art Festival - Spring 2015 "Thin		
4/1/2015	DFWChild.com	Online Calendar	Things to Do - Cottonwood Art Festival	<a href="http://www.dallasnews.com/news/community-news/richardson-lake-highlands/headlines/20150427-cottonwood-art-festival-to-display-juried-selections-ecce">http://www.dallasnews.com/news/community-news/richardson-lake-highlands/headlines/20150427-cottonwood-art-festival-to-display-juried-selections-ecce</a>	2,847,662
4/1/2015	FriscoCentral.com	Local Online	Cottonwood Art Festival Spring 2015	<a href="http://myinform.com/en/n/12585759-cottonwood-arts-festival-returns/">http://myinform.com/en/n/12585759-cottonwood-arts-festival-returns/</a>	75,965
4/1/2015	HeyEvent.com	Online Calendar	Cottonwood Art Festival Richardson	<a href="http://starlocalmedia.com/live_and_local/cottonwood-arts-festival-returns/article_6918d202-ed06-11e4-a87a-dfec70248e5.html">http://starlocalmedia.com/live_and_local/cottonwood-arts-festival-returns/article_6918d202-ed06-11e4-a87a-dfec70248e5.html</a>	106,974
4/1/2015	CottonwoodArtFestival.com	Website	New for 2015: Craft Beer Garden	<a href="http://www.wfaa.com/video/feetertainment/television/programs/good-morning-texas/2015/04/28/26509129/">http://www.wfaa.com/video/feetertainment/television/programs/good-morning-texas/2015/04/28/26509129/</a>	1,140,596
4/1/2015	FestivalNet.com	Industry News	Fine Art and Craft Shows - Cottonwood Art I	<a href="http://www.shopacrosstexas.com/hitherandyonder/cottonwood-art-festival-weekend-2/">http://www.shopacrosstexas.com/hitherandyonder/cottonwood-art-festival-weekend-2/</a>	14,948
4/2/2015	DallasNews.com	Newspaper	Plan Your Summer the Top 20 Events for Kid	<a href="http://dfw.cblocal.com/2015/04/30/1ashas-to-do-list-april-30-may-3/">http://dfw.cblocal.com/2015/04/30/1ashas-to-do-list-april-30-may-3/</a>	673,186
4/9/2015	Meetup.com	Event Calendar	Cottonwood Art Festival	<a href="http://artsandseek.net/2015/05/01/saturday-spotlight-the-cottonwood-art-festival/">http://artsandseek.net/2015/05/01/saturday-spotlight-the-cottonwood-art-festival/</a>	9,436
4/6/2015	FrontRow D Magazine	Online Magazine	6 Family Friendly Things to Do in Dallas This	<a href="http://www.theflashlist.com/galleries/events/2015/05/events-usa-texas-richardson-cottonwood-arts-festival.html">http://www.theflashlist.com/galleries/events/2015/05/events-usa-texas-richardson-cottonwood-arts-festival.html</a>	11,995
4/9/2015	DFW.com	Event Calendar	Spring Festivals and Events in DFW	<a href="http://www.northtexasactivelife.com/photo-gallery-cottonwood-art-festival-2015/">http://www.northtexasactivelife.com/photo-gallery-cottonwood-art-festival-2015/</a>	0
5/3/2015	NorthTexasActiveLife.com	Community News	Photo Gallery: Cottonwood Art Festival 2015	<a href="http://buffaloloukus.com/050315-cottonwood-art-festival-cottonwood-art-festival-richardson-tx/">http://buffaloloukus.com/050315-cottonwood-art-festival-cottonwood-art-festival-richardson-tx/</a>	0
5/3/2015	BuffaloLokus.com	Artist	Cottonwood Art Festival Richardson, TX		
5/3/2015	DallasNews.com	Newspaper	Photos: Cottonwood Art Festival	<a href="http://www.dallasnews.com/photos/20150503-photos-cottonwood-art-festival-ecce">http://www.dallasnews.com/photos/20150503-photos-cottonwood-art-festival-ecce</a>	3,419,958
5/6/2015	Yelp.com	Online Review	Cottonwood Arts Festival Richardson - 4 Star Review	<a href="http://www.yelp.com/biz/cottonwood-arts-festival-richardson">http://www.yelp.com/biz/cottonwood-arts-festival-richardson</a>	32,375,953
5/7/2015	DallasNews.com	Newspaper	Richardson Natives Race Clock to Help Displaced Nepalis As Monsoon Season Looms	<a href="http://www.dallasnews.com/news/community-news/richardson-lake-highlands/headlines/20150507-richardson-natives-race-clock-to-help-displaced-nepalis-as-monsoon-season-looms-ecce">http://www.dallasnews.com/news/community-news/richardson-lake-highlands/headlines/20150507-richardson-natives-race-clock-to-help-displaced-nepalis-as-monsoon-season-looms-ecce</a>	3,419,958
5/7/2015	Demolay.com	Blog	Review the Cottonwood Art Festival	<a href="http://demolay.com/review-the-cottonwood-art-festival/">http://demolay.com/review-the-cottonwood-art-festival/</a>	0
5/10/2015	DFWandMe.com	Blog	Cottonwood Art Festival Richardson	<a href="http://www.dfwandme.com/5072/cottonwood-art-festival-richardson/">http://www.dfwandme.com/5072/cottonwood-art-festival-richardson/</a>	0
5/12/2015	BluffBiz.com	Blog	Dallas Art Fair 2015 - Cottonwood Art Festival 2015	<a href="http://www.bluffbiz.com/#Dallas-Art-Fair-2015-Cottonwood-Art-Festival-2015/r44r/5552d8e0ePdr;v23b1df#">http://www.bluffbiz.com/#Dallas-Art-Fair-2015-Cottonwood-Art-Festival-2015/r44r/5552d8e0ePdr;v23b1df#</a>	0
5/15/2015	Zappication.org	Industry News	Cottonwood Art Festival Fall 2015	<a href="https://www.zappication.org/event-info.php?i=64113">https://www.zappication.org/event-info.php?i=64113</a>	19,019
6/1/2015	ArtFairCalendar.com	Industry News	Texas Craft Festival and Fine Arts Fairs	<a href="http://www.artfaircalendar.com/Art_Fair_Texas_art_fairs.html">http://www.artfaircalendar.com/Art_Fair_Texas_art_fairs.html</a>	19,432
6/30/2015	ArtandSeek.net	Industry News	Cottonwood Art Festival	<a href="http://www.artsandseek.org/event.php?id=6669">http://www.artsandseek.org/event.php?id=6669</a>	20,996
7/1/2015	FindFestival.com	Event Calendar	Fall Cottonwood Art Festival	<a href="http://www.findfestival.com/richardson/2015/fall-cottonwood-art-festival/">http://www.findfestival.com/richardson/2015/fall-cottonwood-art-festival/</a>	20,898
7/29/2015	YouTube.com	Video	May 2015 Cottonwood Art Festival	<a href="https://www.youtube.com/watch?v=8A3H0Hiz-z">https://www.youtube.com/watch?v=8A3H0Hiz-z</a>	169,555,128
7/31/2015	Nevada.MyFairsandFestivals.com	Industry News	Cottonwood Art Festival Richardson, Texas October 2015	<a href="http://nevada.myfairsandfestivals.com/456973-cottonwood-art-festival-richardson-texas-october-2015.html#V8f8udhH-U">http://nevada.myfairsandfestivals.com/456973-cottonwood-art-festival-richardson-texas-october-2015.html#V8f8udhH-U</a>	0
8/13/2015	GuideLive.com	Event Calendar	30 Great Festivals You Need to Hit This Fall in DFW	<a href="http://www.guidelive.com/lan-places-and-events/2015/08/13/30-great-festivals-fall-dfw">http://www.guidelive.com/lan-places-and-events/2015/08/13/30-great-festivals-fall-dfw</a>	230,434
8/21/2015	City of Richardson	Government	Cottonwood Art Festival Coming Oct 3-4	<a href="http://www.cor.gov/index.aspx?page=73&amp;recordid=1817">http://www.cor.gov/index.aspx?page=73&amp;recordid=1817</a>	29,053
8/21/2015	Dmagazine.com	Magazine	Cottonwood Festival	<a href="http://www3.dmagazine.com/events/dats39/cottonwood-festival">http://www3.dmagazine.com/events/dats39/cottonwood-festival</a>	357,539

# Weather

FORECASTS   MAPS   VIDEO   PHOTOS   NEWS   LIVE TV   HURRICANES

The Weather Channel 89° Richardson, TX +

## Richardson, TX (75080) Weather

3:59 pm CDT [Print](#)

Today   Hourly   5 Day   **10 Day**   Weekend   Maps   Monthly   More Forecasts ▾

DAY	HIGH/LOW	COND	PRECIP	WIND	HUMIDITY
<b>TONIGHT</b> Sep 28	-- / 68°F	Partly Cloudy	0%	NE 8 mph	66%
<b>TUE</b> Sep 29	91° / 67°	Partly Cloudy	0%	NNE 12 mph	55%
<b>WED</b> Sep 30	91° / 67°	Sunny	0%	NNE 12 mph	53%
<b>THU</b> Oct 1	89° / 64°	Sunny	0%	NE 11 mph	53%
<b>FRI</b> Oct 2	85° / 61°	Sunny	0%	ENE 9 mph	36%
<b>SAT</b> Oct 3	84° / 60°	Sunny	0%	ESE 13 mph	34%
<b>SUN</b> Oct 4	77° / 60°	Partly Cloudy	0%	E 9 mph	57%
<b>MON</b> Oct 5	82° / 63°	Mostly Sunny	20%	ESE 8 mph	54%
<b>TUE</b> Oct 6	86° / 64°	Showers	60%	ESE 8 mph	53%
<b>WED</b> Oct 7	87° / 64°	Sunny	20%	ESE 9 mph	46%

Next 5 Days ↓

CoilpgPUiqjoDbvPzMPcW6TbwrIB4LX71kwQASD719QfYMnWho3kpMAToAHmoZ7IA8gBAuACAKgDacgDmQsqBLcBT...4\_10GcaHzfu7ChV2upknR5Vua8SyzQ&client=c

# See You At Cottonwood This Weekend!!!



CITY OF RICHARDSON'S

# PrepareAthon! <sup>SM</sup>

BE SMART. TAKE PART. PREPARE.

WHERE WILL YOUR  
FAMILY MEET DURING  
AN EMERGENCY?



OR HERE?



MAYBE HERE?



WINGING IT IS NOT AN  
EMERGENCY PLAN

## MAKE A FAMILY DISASTER PLAN

- Who to call.
- Where to meet.
- What to pack.

LEARN MORE >



# #NatlPrep

BE SMART.  
TAKE PART.  
**PREPARE.**

Mistie Gardner  
Office of Emergency Management  
09/28/2015

# Working Together to Increase Preparedness

## AMERICA'S *PrepareAthon!*

BE SMART. TAKE PART. PREPARE.

- ★ *Ready* Campaign
  1. Be Informed
  2. Make a Plan
  3. Build a Kit
  4. Get Involved



- ★ Take action   
preparedness

- ★ National PrepareAthon Day: **September 30, 2015**

## Stay Informed Locally

### Emergency Notification Systems

- ★ TV Broadcasts/Internet Resources
- ★ Outdoor Warning Systems
- ★ NOAA All Hazards Weather Radio
- ★ Emergency Alert System (820 AM)
- ★ Highway Messaging
- ★ Wireless Emergency Alerts



BE SMART.  
TAKE PART.  
**PREPARE.**

★ **Emergency Notification System:** Register for emails, texts, cell phone and/or VoIP phone

# How Has EM Worked to Improve Preparedness



**Ready.** Family Emergency Plan  
Prepares. Plans. Help. Inform. Connect.

Make sure your family has a plan in case of an emergency. Before an emergency happens, sit down to get in contact with each other, where you will go and what you will do in an emergency. Keep a copy nearby in your car or another safe place where you can access it in the event of a disaster.

Neighborhood Meeting Place: \_\_\_\_\_ Phone: \_\_\_\_\_  
Out of Neighborhood Meeting Place: \_\_\_\_\_ Phone: \_\_\_\_\_  
Out of Town Meeting Place: \_\_\_\_\_ Phone: \_\_\_\_\_

Fill out the following information for each family member and keep it up to date.

Name	Social Security Number	Important Medical Information
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Write down where your family spends the most time work, school and other places you frequent. Schools, the apartment building, church or other specific emergency plans that you and your family need to know about.

Work Location One	School Location One
Address: _____	Address: _____
Phone: _____	Phone: _____
Evacuation Location: _____	Evacuation Location: _____

Work Location Two	School Location Two
Address: _____	Address: _____
Phone: _____	Phone: _____
Evacuation Location: _____	Evacuation Location: _____

Work Location Three	School Location Three
Address: _____	Address: _____
Phone: _____	Phone: _____
Evacuation Location: _____	Evacuation Location: _____

Other place you frequent: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Evacuation Location: \_\_\_\_\_

Other place you frequent: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Evacuation Location: \_\_\_\_\_

Name	Telephone Number
_____	_____
_____	_____
_____	_____
_____	_____

Call 911 for Emergencies



## Public Education/Outreach:

- 50 Preparedness workshops/Corporate Safety Fairs resulting in more than 4,425 personal contacts
- 20,250 education materials
- 60,000 waterbill mailers (topics: winter weather power outages, Severe Weather, Emergency Notification System)

# How Has EM Worked to Improve Preparedness

## Increased Accessibility of Services/Programs:

- ★ Richardson Partners in Preparedness
- ★ State Coordination Initiative: Getting It Right Workshop
- ★ Modifications to OEM webpages
- ★ Functional Needs & Emergency Notification = NOW 1 step
- ★ Specific Planning Tools: Braille, ASL and Captioned videos, large print
- ★ EMS communications tool



# How Has EM Worked to Improve Preparedness

## Leverage Available Grant Funding

Total coordinated to date > \$3,390,700

2015 Initial: \$319,343.16 / Additional Allocation: \$12,000.00

## 2015 Project Initiatives

- ★ COR OEM managing regional Public Works Emergency Response Team PWERT project
- ★ Replace firewalls to protect Public Safety network
- ★ Install updated security system (audio/video) for IOD
- ★ Build mobile phone forensic analysis capability
- ★ Advanced Life Support Simulator
- ★ Update hazardous substance identification
- ★ Emergency power for critical utilities equipment
- ★ Dynamic messaging boards for emergency messaging
- ★ SWAT Rappelling Gear

# How Has EM Worked to Improve Preparedness

## External Coordination Efforts

### ★ Regional

- Non-Profit Security Grant Program Scoring Committee
- Chair – Public Works Emergency Response Team
- Public Works Roundup
- Emergency Preparedness Committee - NCTTRAC
- Emergency Management (REM)
- Public Education Subcommittee
- Integrated Warning Team
- CASA Weather Initiative
- THIRA (Threats, Hazards Identification and Risk Assessment)



# How Has EM Worked to Improve Preparedness

## External Coordination Efforts

### ★ Local

- MRMC Safety Committee
- RISD Safety Committee



### ★ Dallas County

- Local Emergency Planning Committee (LEPC)
- Medical Operations Center
- Voluntary Organizations Active in Disaster
- Children's Response and Recovery Taskforce
- Partners in Preparedness

### ★ State

- Disability Task Force
- Getting It Right Workshop

# How Has EM Worked to Improve Preparedness

## Active Planning Initiatives

- ★ Hazard Mitigation Action Plan
  - Hazard & Vulnerability considerations
  - Public Input: Public Notices to request input and survey
  
- ★ Plan Review & Development
  - Assisted Living/Retirement Facilities – Partners Planning Symposium
  - Daycare/School Facilities
  - Faith-Based organizations
  
- ★ Private Industry
  - Plan Review
  - Exercise
  - Participation & Evaluation



# How Has EM Worked to Improve Preparedness

## Internal Planning/Training/Exercise Initiatives

- ★ Emergency Operations Plan (EOP)
  - All-hazards operation plan clarifies roles & responsibilities
  - Damage Assessment System –kits, just in time training
  - City facility preparedness
  
- ★ Continuity of Operations Plan (COOP)
  - Rally points, contingency locations, employee communication, essential functions & resource needs
  
- ★ Disaster Debris Management Plan (DDMP)
  - Responsibilities & processes for efficient recovery
  - Matching FEMA cost codes to existing equipment

# How Has EM Worked to Improve Preparedness

## Disaster Communications: Priority Service

- ★ Telecommunications Priority Service for all Public Safety Communications Emergency Lines
- ★ Government Emergency Telecommunications Service (GETS)
- ★ Wireless Priority Service (WPS)



# How Has EM Worked to Improve Preparedness

## Public Safety Communications: Programming Authorizations/Backup System

- ★ Continue to coordinate interagency programming of surrounding jurisdictions into Richardson radio system – allows for immediate inter-agency communications
- ★ Backup system has been successfully implemented approximately 12 times (unexpected and maintenance) outages



# How Has EM Worked to Improve Preparedness

## Duty Officer Response

2540 Hours (after-hours, weekend, and holiday ) of Duty Officer response / monitoring time = approximately 317 days of additional service

# How Has EM Worked to Improve Preparedness

## Training and Exercise Program:

- ★ Conducted Emergency Operations Center and Emergency Operations Plan Training – ALL Departments
- ★ Conducted City-wide Incident Command System Tabletop
- ★ Facilitated Mass Decontamination Full Scale Exercise
  - FD, PD, OEM
  - City of Plano
- ★ Represented COR in 10 partner coordination exercises

# To Participate

**TOGETHER  
WE PREPARE.**

**JOIN IN!**

AMERICA'S  
**PrepareAthon!**<sup>SM</sup>  
BE SMART. TAKE PART. PREPARE.

## ★ Prepare Yourself!

- Be informed and register for services /systems utilized in Richardson
- Develop your own emergency and communications plan
- Build a Kit

## ★ Get Involved:

- Support Emergency Response & Preparedness Initiatives
- Spread the Word

CITY OF RICHARDSON'S  
**PrepareAthon!**<sup>SM</sup>  
BE SMART. TAKE PART. PREPARE.



**Access Alerts  
and Warnings**



**Test  
Communication  
Plans**



**Assemble  
or Update  
Supplies**



**Drill or Practice  
Emergency  
Response**



**Plan with  
Neighbors**

**10 WAYS TO  
PARTICIPATE  
IN AMERICA'S  
*PrepareAthon!***



**Participate in  
a Class, Training,  
or Discussion**



**Conduct an  
Exercise**



**Make Property  
Safer**



**Document and  
Insure Property**



**Safeguard  
Documents**