

**NOTICE OF A SPECIAL CALLED MEETING  
OF THE GOVERNING BODY  
OF THE CITY OF MIDLOTHIAN, TEXAS**

**Tuesday, August 15, 2017**

Pursuant to the provisions of Chapter 551 VTCA Government Code, notice is hereby given of a Special Called Meeting of the Midlothian City Council, to be held in the Council Chambers of City Hall, 104 West Avenue E, Midlothian, Texas

**REGULAR AGENDA – 6:00 p.m.**

Call to Order

2017-312 Consider and act upon an ordinance by the City Council of the City of Midlothian, Texas, calling a special election to be held on November 7, 2017 relating to the issuance of bonds; providing for the conduct and the giving notice of the election; providing an effective date; and enacting other provisions relating to the subject

2017-313 Consider and act upon an agreement with Mayes Media Group to provide public relations/public education communication services for the November 7, 2017 special election bond referendum in an amount not to exceed \$27,500.

2017-314 Adjourn

I, Mary McDonald, Deputy City Secretary of the City of Midlothian, Texas, do hereby certify that this Notice of Meeting was posted on the front window of City Hall, 104 West Avenue E, Midlothian, Texas, at a place readily accessible to the general public at all times, no later than the 11<sup>th</sup> day of August, 2017 at or before 6:00 p.m.

  
Mary McDonald, Deputy City Secretary

**This facility is wheelchair accessible and accessible parking spaces are available.  
Requests for reasonable accommodations must be made 48 hours prior to this meeting.  
Please contact the City Secretary at 775-3481 for further information.**



## AGENDA ITEM 2017-312

**AGENDA CAPTION:**

Consider and act upon an ordinance by the City Council of the City of Midlothian, Texas, calling a special election to be held on November 7, 2017 relating to the issuance of bonds; providing for the conduct and the giving notice of the election; providing an effective date; and enacting other provisions relating to the subject

**ITEM SUMMARY/BACKGROUND:**

The ballot will include four propositions:

Proposition A - The issuance of \$9,100,000 Tax Bonds by the City of Midlothian for constructing and equipping fire safety improvements.

Proposition B - The issuance of \$22,200,000 Tax Bonds by the City of Midlothian for street and road improvements.

Proposition C - The issuance of \$33,000,000 Tax Bonds by the City of Midlothian for constructing and equipping a multi-purpose public safety center.

Proposition D - The issuance of \$16,100,000 Tax Bonds by the City of Midlothian for parks and recreation improvements.

Information on polling locations, dates, and times and early voting is included in *Exhibit A* of the proposed ordinance

**SPECIAL CONSIDERATION:** N/A

**FINANCIAL IMPACT/FUNDING SOURCE:** N/A

**ATTACHMENTS:**

Proposed Ordinance

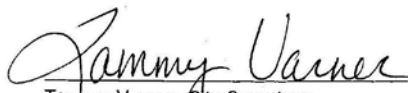
**ALTERNATIVES:**

Approve, deny, table or amend the proposed ordinance.

**RECOMMENDATION:**

Approve as submitted.

**SUBMITTED AND TO BE PRESENTED BY:** Tammy Varner, TRMC, City Secretary for the Tuesday, August 15, 2017 City Council Meeting

  
Tammy Varner, City Secretary

**APPROVED BY:**

  
Chris Dick, City Manager

ORDINANCE NO. \_\_\_\_\_

**A ORDINANCE BY THE CITY COUNCIL OF THE CITY OF MIDLOTHIAN, TEXAS, CALLING A SPECIAL ELECTION TO BE HELD ON NOVEMBER 7, 2017 RELATING TO THE ISSUANCE OF BONDS; PROVIDING FOR THE CONDUCT AND THE GIVING NOTICE OF THE ELECTION; PROVIDING AN EFFECTIVE DATE; AND ENACTING OTHER PROVISIONS RELATING TO THE SUBJECT**

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WHEREAS, this City Council finds and determines that it is necessary and advisable to call and hold an election within said City on the propositions hereinafter set forth; Now, Therefore

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MIDLOTIAN, TEXAS:

Section 1. Findings.

The statements contained in the preamble of this Ordinance are true and correct and are adopted as findings of fact and as a part of the operative provisions hereof.

Section 2. Election Ordered; Propositions.

An election shall be held in the City of Midlothian, Texas (the "City"), on November 7, 2017, at which election the following propositions shall be submitted in accordance with law:

CITY OF MIDLOTHIAN, TEXAS PROPOSITION A

Shall the City Council of the City of Midlothian, Texas, be authorized to issue and sell the bonds of said City in the aggregate principal amount of \$9,100,000, for the purpose of constructing and equipping fire safety improvements, including a new fire station and a fire fighting training facility, and related furnishings, landscaping, parking and infrastructure; with said bonds to be issued in one or more series or issues, to mature serially or otherwise not to exceed 40 years from their date and bear interest at such rate or rates, not to exceed the respective limits prescribed by law at the time of issuance, and to be sold at such price or prices, as the City Council in its discretion shall determine; and shall there be levied and pledged, assessed and collected annually ad valorem taxes on all taxable property in said city in an amount sufficient, within the limits prescribed by law, to pay the annual interest on said bonds and provide a sinking fund to pay said bonds at maturity?

CITY OF MIDLOTHIAN, TEXAS PROPOSITION B

Shall the City Council of the City of Midlothian, Texas, be authorized to issue and sell the bonds of said City in the aggregate principal amount of \$22,200,000 for the purpose of constructing, improving, upgrading and reconstructing streets and roads, including related bridges and intersections, utility relocation, drainage, landscaping, sidewalks, traffic safety and operational improvements and signalization and signage, the acquisition of any necessary right-of-way, and other related costs for such projects; with said bonds to be issued in one or more series or issues, to mature serially or otherwise not to exceed 40 years from their date and bear interest at such rate or rates, not to exceed the respective limits prescribed by law at the time of issuance, and to be sold at such price or prices, as the City Council in its discretion shall determine; and shall there be levied and

pledged, assessed and collected annually ad valorem taxes on all taxable property in said city in an amount sufficient, within the limits prescribed by law, to pay the annual interest on said bonds and provide a sinking fund to pay said bonds at maturity?

**CITY OF MIDLOTHIAN, TEXAS PROPOSITION C**

Shall the City Council of the City of Midlothian, Texas, be authorized to issue and sell the bonds of said City in the aggregate principal amount of \$33,000,000 for the purpose of constructing and equipping a new multi-purpose public safety center to include public safety offices, city jail facility, municipal court, and emergency operations center within the City, and related furnishings, landscaping, parking and infrastructure; with said bonds to be issued in one or more series or issues, to mature serially or otherwise not to exceed 40 years from their date and bear interest at such rate or rates, not to exceed the respective limits prescribed by law at the time of issuance, and to be sold at such price or prices, as the City Council in its discretion shall determine; and shall there be levied and pledged, assessed and collected annually ad valorem taxes on all taxable property in said city in an amount sufficient, within the limits prescribed by law, to pay the annual interest on said bonds and provide a sinking fund to pay said bonds at maturity?

**CITY OF MIDLOTHIAN, TEXAS PROPOSITION D**

Shall the City Council of the City of Midlothian, Texas, be authorized to issue and sell the bonds of said City in the aggregate principal amount of \$16,100,000, for the purpose of constructing, improving and equipping municipal parks and recreational facilities, and the acquisition of land and interests in land necessary therefor; with said bonds to be issued in one or more series or issues, to mature serially or otherwise not to exceed 40 years from their date and bear interest at such rate or rates, not to exceed the respective limits prescribed by law at the time of issuance, and to be sold at such price or prices, as the City Council in its discretion shall determine; and shall there be levied and pledged, assessed and collected annually ad valorem taxes on all taxable property in said city in an amount sufficient, within the limits prescribed by law, to pay the annual interest on said bonds and provide a sinking fund to pay said bonds at maturity?

**Section 3. Official Ballots.**

The official ballots for the election shall be prepared in accordance with the Texas Election Code so as to permit the electors to vote "FOR" or "AGAINST" on the propositions with the ballots to contain such provisions, markings and language as required by law, and with such propositions to be expressed substantially as follows.

**CITY OF MIDLOTHIAN, TEXAS SPECIAL ELECTION**

**CITY OF MIDLOTHIAN, TEXAS PROPOSITION A**

FOR                    (   )    THE ISSUANCE OF \$9,100,000 TAX BONDS BY THE CITY OF  
MIDLOTHIAN FOR CONSTRUCTING AND EQUIPPING FIRE  
AGAINST            (   )    SAFETY IMPROVEMENTS



places and all early voting places. The early voting clerk for the election shall be Jana Onyon, Ellis County Elections Administrator.

(b) The early voting ballots shall be canvassed by the Early Voting Ballot Boards, which shall be appointed and designated in accordance with the provisions of the Joint Election Agreements.

Section 8. Voting Hours; Period for Early Voting by Personal Appearance.

(a) On election day the polls shall be open from 7:00 A.M. to 7:00 P.M.

(b) The dates and hours for early voting by personal appearance at the Early Voting Polling Places shall be as described in Exhibit A hereto.

Section 9. Persons Qualified to Vote.

All resident qualified electors of said City shall be permitted to vote in said election.

Section 10. Required Information.

In accordance with the provisions of Section 3.009(b), Texas Election Code, it is hereby found and determined that:

(a) The proposition language that will appear on the ballot is set forth in Section 3 hereof.

(b) The purpose for which the bonds are to be authorized is set forth in Section 2 hereof.

(c) The principal amount of the bonds to be authorized is set forth in Sections 2 and 3 hereof.

(d) As set forth in Sections 2 and 3 hereof, if the bonds are approved by the voters, the City Council will be authorized to levy annual ad valorem taxes on all taxable property in the City, within the limits prescribed by law, sufficient to pay the annual principal of and interest on the bonds and provide a sinking fund to pay the bonds at maturity.

(e) Based upon the bond market conditions at the date of adoption of this Ordinance, the maximum interest rate for any series of the bonds is estimated to be 5.00% as calculated in accordance with applicable law. Such estimate takes into account a number of factors, including the issuance schedule, maturity schedule and the expected bond ratings of the proposed bonds. Such estimated maximum interest rate is provided as a matter of information, but is not a limitation on the interest rate at which the bonds, or any series thereof, may be sold.

(f) As set forth in Section 2 hereof, if the bonds are approved, they may be issued in one or more series over a period not to exceed 40 years.

(g) The aggregate amount of the outstanding principal of the City's debt obligations which are secured by ad valorem taxes as of the beginning of the City's 2016-2017 fiscal year is \$56,241,274.

(h) The aggregate amount of the outstanding interest of the City's debt obligations which are secured by ad valorem taxes as of the beginning of the City's 2016-2017 fiscal year is \$21,022,441.

(i) The ad valorem debt service tax rate for the City for the 2016-2017 fiscal year is \$0.342603 per \$100 of taxable assessed valuation.

Section 10. Effective Date.

In accordance with the provisions of V.T.C.A., Government Code, Section 1201.028, this Ordinance shall be effective immediately upon its adoption by the City Council.

DULY PASSED AND APPROVED by the City Council of the City of Midlothian, Texas, on the 15<sup>th</sup> day of August, 2017.

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Bill Houston, Mayor

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Tammy Varner, City Secretary

[CITY SEAL]

**EXHIBIT A**

**City of Midlothian, Texas  
Bond Election  
November 7, 2017**

**Election Day Precincts and Polling Places 7:00am-7:00pm**

<b><u>Voting Precincts</u></b>	<b><u>Polling Places</u></b>
101, 102	Midlothian Church of Christ, 1627 N. Hwy 67, Midlothian, TX
103, 104, 105	Midlothian Conference Center, 1 Community Circle Dr., Midlothian, TX
106, 108	Sardis United Methodist Church, 640 Sardis Rd., Midlothian, TX
135	First Baptist Church – Maypearl, 5744 FM 66, Maypearl, TX

**Early Voting**

Any voter residing in the City of Midlothian who is entitled to vote an early ballot by personal appearance may do so at any Early Voting Polling Place listed below.

Early voting shall be conducted by personal appearance at the locations set forth below and during the period early voting is required or permitted by law, being October 23, 2017, through November 3, 2017, on the following dates and times:

**Main Early Voting Location:**

Elections Office, 204 E. Jefferson Street, Waxahachie, TX 75165

Monday, Oct. 23, 2017 through Friday, Oct. 27, 2017	8:00am-6:00pm
Saturday, Oct. 28, 2017	8:00am-3:00pm
Monday, Oct. 30, 2017 through Wednesday, Nov. 1, 2017	8:00am-6:00pm
Thursday, Nov. 2, 2017 through Friday, Nov. 3, 2017	7:00am-7:00pm

**Branch Early Voting Locations:**

Midlothian Conference Center, 1 Community Circle Dr., Midlothian, TX 76065

Location TBD, Palmer, TX 75152

Ellis County Sub-Courthouse, 207 S. Sonoma Trail, Ennis, TX 75119

Red Oak Municipal Center, 200 Lakeview Pkwy., Red Oak, TX 75154

Monday, Oct. 23, 2017 through Friday, Oct. 27, 2017	8:00am-5:00pm
Saturday, Oct. 28, 2017	8:00am-3:00pm
Monday, Oct. 30, 2017 through Friday, Nov. 3, 2017	8:00am-6:00pm

The Early Voting Polling Places for the election shall include all locations established by the Ellis County Elections Department as Early Voting Polling Places.



Address for Applications for Early Voting by Mail – Ellis County

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Mailing Address:

Early Voting Clerk  
Jana Onyon  
204 E. Jefferson St.  
Waxahachie, TX 751065

Last day to apply in person for ballot  
by mail:  
October 20, 2017

Express Courier Delivery:

Early Voting Clerk  
Jana Onyon  
204 E. Jefferson St.  
Waxahachie, TX 751065

Last day to submit by mail an  
application for ballot by mail:  
October 27, 2017  
(received, not postmarked)



## AGENDA ITEM 2017-313

**AGENDA CAPTION:** Consider and act upon an agreement with Mayes Media Group to provide public relations/public education communication services for the November 7, 2017 special election bond referendum in an amount not to exceed \$27,500.

**ITEM SUMMARY/BACKGROUND:** Mayes Media Group will assist with developing a public relations/public education strategy to ensure the facts and key information reach the citizens to better assist them in their voting decision. Training sessions with staff and elected officials will be conducted to better prepare for communication with the citizens and clarification of misinformation. Mayes Media Group will be available "24-7 on call" to handle any press inquiries or communication projects.

**SPECIAL CONSIDERATION:** Recommended by Midlothian ISD who utilized their services during the latest bond referendum.

**FINANCIAL IMPACT/FUNDING SOURCE:**  
Funds are available in account 105-611-955.

**ATTACHMENTS:**  
Mayes Media Group Service Agreement

**ALTERNATIVES:**  
Approve, amend, table, deny

**RECOMMENDATION:**  
Staff recommends approval as presented.

**APPROVED BY and TO BE PRESENTED BY:** Chris Dick, City Manager for the Tuesday, August 15, 2017 City Council meeting.

  
Chris Dick, City Manager



## **Service Agreement**

August 10, 2017

Mr. Chris Dick  
City Manager  
City of Midlothian  
104 West Avenue E  
Midlothian, Texas 76065

Dear Chris:

Thank you for the opportunity to serve as public relations and communications agency of record for the City of Midlothian. Based on our recent meeting, the following agreement outlines the services and terms by which the Mayes Media Group will assist the City of Midlothian and its elected leaders with educating Midlothian families and businesses about the 2017 November bond referendum.

Our public relations/public education communication services will include, but are not limited to the following:

- Accurately communicate with Midlothian residents the facts of the referendum planning process and the final referendum details, and help identify potential red flags based on community response.
- Research, draft and produce key message documents for briefings and communications about the election.
- Identify key stories about the City (low taxes, transparency, efficiencies, responsible fiscal management, etc.) and help promote them to Midlothian residents.
- Working with City staff and key elected officials, lay out the basic message matrix to help define and clarify key messages and facts about the referendum.
- Identify and prep key Midlothian spokespersons and other business or civic leaders who may be called upon to speak at key functions and organizations.
- Help develop a comprehensive media relations and community outreach plan of action targeting key media, business, civic and governmental decision makers.
- Specific to the final bond referendum proposal, conduct a 3-hour media training class for up to three elected officials, City staff or planning committee members to assist with handling media interviews, media events and crisis communications.

## **Public relations/public education communications services continued.**

- Assist City staff with their media outreach, including developing press releases and media advisories and assisting with follow up calls to media regarding the bond referendum planning and election process.
- As needed, provided guidance to City staff as they schedule and prep for meetings with key civic leadership, opinion leaders and select homeowner associations as part of the education effort.
- Assist City staff with the social media effort including Facebook and Twitter for public education effort.
- Assist City staff in clarifying misinformation that may be communicated during the course of the public education effort.
- Serve on a “24-7 on call” basis to handle any press inquiries or communication projects for the City specific to the bond referendum planning and election process.
- Collaborate with external partners where necessary, and help identify stakeholder groups and target audiences.
- Develop communication strategies for key leaders and manage the communications timeline for events, presentations, etc.

## **Terms & Fees**

For our services as the public relations and communications agency of record to the City of Midlothian regarding the November 2017 bond referendum from August 15, 2017 through November 7, 2017, the Mayes Media Group will be paid a consulting fee of \$27,500 with 50% due August 21, 2017 and 50% due October 1, 2017.

Specific to the advertising and communication materials needs for the public education effort for the referendum, Mayes Media Group will retain responsibility on a turnkey basis for collateral and turnkey advertising efforts including letters, direct mail, brochures, referendum education website, newspaper ads, informative video, signage, etc. that communicate factual and informative messages. These projects will require fees/costs/agency commissions in addition to the consulting fee. A tentative plan of action with estimated turnkey costs (printing, placement, creative development, filming, editing, etc.) will be provided upon approval of this agreement. All vendors for Mayes Media Group projects will be selected exclusively by our firm.

The City of Midlothian will be responsible for minor expenses incurred in servicing your campaign, including couriers, FedEx, mileage to and from meetings, etc. These expenses will be included with your regular billing.

**Conclusion**

Chris, thank you for your confidence. Providing quality city services is vital to the future success of every community and we would enjoy being part of your efforts.

Sincerely,

Brian Mayes

Please sign and return one copy to Mayes Media Group

\_\_\_\_\_  
Mayes Media Group

\_\_\_\_\_  
City of Midlothian

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date