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A Weekly Wrap Up of All Things Addison!

October 11, 2019

Council Update

Council Discusses Regulations for Temporary Directional Signage

At its October 8 work session, Council discussed the Town's regulations for temporary directional signage. Examples of temporary directional signage are garage sale, yard sale, estate sale, real estate and open house signage. The Town will be evaluating its policies regulating temporary signs as part of the Unified Development Code (UDC) update. According to the current UDC timeline, signs are scheduled to be reviewed in May 2020. Council directed staff to discuss with the consultant the impact of expediting that discussion.

Residents can [learn more about the UDC update here](#) and email feedback to UDC@addisontx.gov.

You can [watch the Council's Temporary Sign discussion here](#) and [read the presentation here](#).

Council Adopts Investment Policy for Fiscal Year 2020

The Public Funds Investment Act (PFIA) requires the Council to annually adopt the Town's Investment Policy. Finance staff, along with the Town's investment adviser, Hilltop Securities, determined that minor changes to the existing policy were needed. Chief Financial Officer Olivia Riley shared those changes with Council at its October 8 meeting.

Direct management responsibility for the investment program is delegated by the City Council to the Chief Financial Officer. The investment policy that Council adopted on October 8 has the following priorities:

- Understanding the suitability of the investment to the financial requirements of the Town
- Preservation and safety of principal
- Liquidity
- Marketability of the investment if the need arises to liquidate the investment prior to maturity
- Diversification of the investment portfolio
- Yield

You can [watch Council's Investment Policy discussion here](#) and [read the presentation that details the changes here](#).

Council Adopts Special Events Strategic Plan

At its October 8 meeting, Council adopted a five-year Special Events Strategic plan that was developed by Strategic Event Initiatives in conjunction with staff from the Special Events, Marketing and Communications, and Economic Development and Tourism departments.

The Special Events Strategic Plan focuses on six priorities, each with specific objectives designed to bring Addison Special Events, Marketing, and Tourism closer to the Town's ultimate vision of Addison as a community that offers dynamic event and destination experiences year-round, and attracts and engages visitors from throughout Texas and across the country. These six priorities include:

1. Enhancing event products and calendar
2. Achieving excellence in event asset management and development
3. Creating winning strategic alliances
4. Focusing on event and destination marketing
5. Maximizing return on investment, effective financial and risk management
6. Creating centralized frameworks

You can [watch Council's Strategic Special Event discussion here](#) , [read Special Event Director Jasmine Lee's presentation here](#) , and review the [final Special Events Strategic Plan here](#).

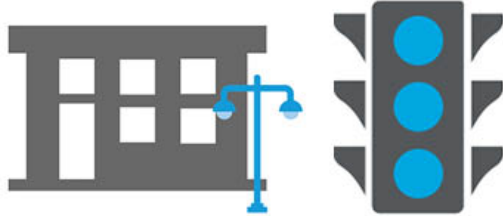
Deadline Extended to October 18 for 2019-20 Board and Commission Applications

If you are interested in applying for a position on the Planning and Zoning Commission, Board of Zoning Adjustment, Census Complete Count Committee, and/or Charter Review Commission, please [fill out this application](#) . You can [find more information on each body here](#) . *The application deadline has been extended to October 18, 2019.* The Council will begin to discuss appointments at the October 29 meeting. Please direct any questions to City Secretary Irma Parker at 972-450-7017 or iparker@addisontx.gov .

Get Information on the November 5 Bond Election



**Addison Bond Election
November 5, 2019**



The Town has created a website (www.AddisonBond2019.com), [video](#) and [Voters' Information Brochure](#) to help inform the community about the November 5 Bond Election. Early voting begins October 21 and runs through November 1. Addison residents can early vote at any Dallas County polling place, including Fire Station One (4798 Airport Parkway), or at Fire Station One or Two (3950 Beltway Drive) on election day.

Public Safety

Public Safety Open House a Big Success





On Saturday, October 5, Addison's Police and Fire Departments hosted Addison's annual Public Safety Open House. Residents of all ages enjoyed the games, demonstrations, and opportunities to interact with police officers and firefighters! Thank you to everyone who came out to join in the fun!

Business Pulse

Economic Development Team Visits Hilton International



On Friday, October 10, Mayor Joe Chow, City Manager Wes Pierson, Deputy City Manager John Crawford, and Director of Economic Development and Tourism Orlando Campos paid a visit to Hilton International at the Colonnade Building and met with key local executives. Hilton is one of Addison's major employers and serves as the company's IT support and group sales center. The company also manages a large call center in Carrollton. They have been in Addison for close to ten years.

Around Town

Metrocrest Services Honors Addison Resident Fran Powell



Metrocrest Services hosted its annual Seasons of Service Luncheon on Monday, October 7. Mayor Joe Chow, Mayor Pro Tempore Tom Braun, Deputy Mayor Pro Tempore Lori Ward, and Council Members Guillermo Quintanilla, Paul Walden, and Marlin Willesen were there to show their support for the important services Metrocrest Services provides

for Addison. During the program, Addison resident Fran Powell was recognized for her generous volunteer efforts with the agency's employment services and Competitive Edge Program. Fran also serves as the Town's Community Partner Bureau liaison to Metrocrest Services. Congratulations to Fran and thank you for supporting our community!

Addison Earns Texas Quality Asphalt Pavement Award



Congratulations to Addison's Infrastructure Department for earning the 2019 Texas Quality Pavement Award from the Texas Asphalt Pavement Association. The honor for outstanding achievement in quality construction of asphalt pavement was awarded for the repaving of Belt Line Road from Marsh Lane to the Dallas Tollway.

Urban Artist Market



The third Urban Artist Market will take place Friday, October 11 - Saturday, October 12 at the Addison Conference Centre. Check out and interact with regional artists in a variety of disciplines including fine art, print, collage, mosaic, pottery, ceramic, fiber art, metal, jewelry, sculpture, stained glass, novelties, and much more! A VIP reception will take place on Friday, October 11 from 6pm - 9pm and the event is open to the public on Saturday, October 12. Find out more information and [get your tickets here.](#)

Fall 2019 Town Meeting



Save the date for Monday, October 14 for our next Town meeting at the Addison Conference Centre (15650 Addison Road) at 7pm.

Many Thanks to Pinnacle Property Management Services Volunteers!



On Tuesday, October 8, Pinnacle Property Management Services, LLC employees came out to help our Parks Department staff plant pollinator patches at Fire Station 2 and lay sod in Les Lacs Linear Park, in addition to weeding and clearing beds. Thank you for all of your hard work!

Halloween Bash and Trunk or Treat



Put on your cool costume and grab your goody sack for the annual Halloween Bash at the Addison Athletic Club on Friday, October 25 from 6pm - 8pm at Les Lacs Linear Park! There will also be a Trunk or Treat event that features a car trunk decorating contest, special entertainment, refreshments, and lots of candy! If you are interested in volunteering to work at the refreshment table or bounce house, pass out candy, or be part of the trunk contest, please contact Erin Seifert at 972-450-7048 or eseifert@addisontx.gov.

Craft Fair Vendors Needed



The Addison Athletic Club is seeking vendors for the upcoming Craft Fair on Saturday, November 9 at the Addison Athletic Club (3900 Beltway Drive)! Space is \$10 and you must be an Addison resident or a guest of a resident. You can register at the front desk of the Athletic Club or contact Deena Israel at 972-450-7048 for more information.



**Friday, October 11 -
Saturday, October 12
Urban Artist Market**

Friday: VIP reception 6pm - 9pm

Saturday: 11am - 5pm

[Get your tickets here.](#)

**Monday, October 14
Fall Town Meeting**

7pm

Addison Conference and Theatre Centre
15650 Addison Road

**Saturday, October 19
Addison After Dark**

7pm - 11pm

Addison Circle Park

[Get more info here.](#)

Wellness Expo

11am - 6pm

Addison Conference and Theatre Centre
15650 Addison Road

[Get your tickets here.](#)

Important Numbers and Websites

Town Hall:
972-450-7000

Non-emergency Police Dispatch:
972-450-7156

Missed Trash:
972-392-9300 , Option 2

Athletic Club:
972-450-7048

[Addison Website](#)

Sign up for [Addison Alerts](#)

[Volunteer](#)

[List of Restaurants](#)

[Addison News](#)

[Community Crime Map](#)

[Watch City Council Meetings](#)

[Addison's PEG Channel](#)
**(channel 99 for AT&T subscribers,
channel 16 for Spectrum subscribers)**

[Register your Security Alarm](#)

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This newsletter is produced by the Town of Addison Marketing and Communications Department. Please direct any comments to marketing@addisontx.gov . Click [here](#) to subscribe!

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