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A Weekly Wrap Up of All Things Addison!

February 1, 2019

Council Updates

Interested in Running for Council?

There are only two weeks left to file for the May 4 City Council election. Packets are available in the City Secretary's office at Town Hall, 5300 Belt Line Road, Monday through Friday from 8am - 5pm. Filing closes on Friday, February 15 at 5pm.

Addison Magazine Changes Format

For 20 years, *Addison Magazine* has promoted the Addison brand in hotel rooms throughout North Dallas. In October 2018, the publisher of *Addison Magazine* informed Addison that he no longer planned to publish Addison Magazine in its current form. According to the publisher, advertising income over the past year has diminished to a point that the publication was losing money each issue.

The Marketing Department has been working with *Addison Magazine* to brainstorm options to reduce the scale of the magazine, its website, and its weekly e-newsletter to accommodate a diminished budget, but still achieve the Town's tourism goal of having an Addison-branded publication in local hotel rooms.

On January 22, Council approved a \$90,000 advertising contract with *Addison Magazine* that will help support a twice-a-year publication that will be placed not only in the 23 hotels in Addison, but also an additional 13 hotels along the North Dallas corridor. The

publication will continue to create content for AddisonMagazine.com and distribute their ENews every other week. Addison residents and businesses will no longer be mailed copies of the printed edition, but they can [subscribe to receive the ENews](#) which will include a link to the digital copy of the publication.

You can watch the [Council's Addison Magazine discussion here](#) .

Addison Fire Department to Get New Aircraft Rescue Firefighting Apparatus

At the January 22 meeting, Council approved both an interfund loan to purchase a new \$700,000 Aircraft Rescue Firefighting Apparatus, as well as the actual purchase of the vehicle. The Addison Fire Department is currently using a 2001 Aircraft Rescue Firefighting Apparatus which has reached the end of its useful life.

The plan discussed during the budget process was to lease a replacement vehicle since the Town's Capital Equipment Replacement Fund did not account for this vehicle's replacement. Unfortunately, the lease agreement requires the purchase of the vehicle at the end of the lease. Therefore, it is more cost effective to purchase the vehicle outright.

Staff determined that there are funds available to complete the purchase in the Infrastructure Investment Fund (IIF). Per the Town's finance policy in the Code of Ordinances, the IIF may be appropriated to support pay-as-you-go capital projects or significant non-routine capital expenditures of not less than \$500,000. At the January 22 meeting, Council approved an interfund loan from the IFF to the Airport Fund to cover the cost of the new vehicle. The Airport Fund will pay back the IFF over five years with interest estimated to be 2.75%.

The Airport Fund will also begin contributing to the Capital Replacement Fund to purchase future replacement Aircraft Rescue Firefighting Apparatus.

You can watch the [Council's discussion on the vehicle purchase and funding here](#) .

Business Pulse

ER Near Me Celebrates Opening with a Ribbon Cutting



City Council Member Marlin Willesen and Economic Development Manager Wilson Kerr joined the Metrocrest Chamber of Commerce on Thursday, January 24 at a ribbon cutting for ER Near Me - Addison. Located at 15240 Dallas Parkway, ER Near Me is not

technically in Addison, but close enough to serve the Addison community. Welcome to the neighborhood, ER Near Me!

Public Safety Updates

AFD Earns Toys for Tots Top Award



On Thursday, June 24 the Town of Addison and the Addison Fire Department were recognized as the top contributor in the area for the 2018 Toys for Tots program. Fire Chief David Jones and Deputy Fire Chief Mike Thomson were joined by Fire Equipment Operator/Paramedic and U.S. Marine Reservist John Peskuski to accept the honor.

Firefighters from the AFD teamed up with the United States Marine Reserves to collect nearly \$32,000 in donations and a large amount of toys for the 2018 Toys for Tots program in two days.

Around Town

Addison Arbor Foundation Announces Name of New Bosque Park Sculpture



Addison Arbor Foundation announced the name of the Pascale Pryor sculpture in Bosque Park this week: *Aigue-marine* (pronounced eg-marine). *Aigue-marine* is French for Aquamarine, a beautiful gemstone of the beryl family. The name acknowledges Pascale's French heritage, as well as the exquisite blue and green hues of the art work. In mythology, aquamarines were associated with Neptune, god of the sea, and believed to be the treasure of mermaids and a lucky talisman for sailors to calm the seas.

Pascale said "Aquamarines are my favorite gemstones, even more so than diamonds. Bosque Park is a treasure all by itself and I love the idea of bringing peace and clarity to the visitors of this special place."

With the lighting recently installed by the Addison Parks Department, *Aigue-marine* looks spectacular at night. Come by to see this special treasure day or night.

Deadline to Provide Feedback for the Parks, Recreation and Open Space Master Plan Extended to February 8



Your input is important to us, so we've extended the deadline for you to review and comment on the Parks, Recreation and Open Space Master Plan, to February 8. You can view the [report here](#) and the [appendix here](#).

The Master Plan will serve as a tool that will guide staff in addressing the park and recreational needs of Addison in future years. Comments can be provided by e-mailing or calling Director of Parks and Recreation Janna Tidwell at jtidwell@addisontx.gov or 972-450-2869.

Thank you to all the residents who took time to participate in the surveys that we conducted. The information you provided set the framework upon which this plan was developed.

The Master Plan consultant will present the plan to Council for discussion during a work session on February 20. We invite you to attend.



Wednesday, February 6
Coffee with the Mayor
 10am
 Dunn Brothers Coffee
 3725 Belt Line Road

Thursday, February 7
City Council Meeting - RESCHEDULED
FROM February 12
 7:30pm
 Addison Town Hall
 5300 Belt Line Road

Important Links and Numbers

Town Hall:

Volunteer

972-450-7000

Non-emergency Police Dispatch:

972-450-7156

Missed Trash:

972-392-9300

Athletic Club:

972-450-7048

Sign up for [Addison Alerts](#)

[List of Restaurants](#)

[Addison News Blog](#)

[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 Marketing & Communications Department. Please direct any comments to marketing@addisontx.gov . Click [here](#) to subscribe!

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