



GARLAND

NOTICE OF MEETING

CITY OF GARLAND, TEXAS

**Community Services Committee
Work Session Room
200 N. Fifth Street
Garland, Texas
August 27, 2026
10:00 AM**

A meeting of the Community Services Committee of the City of Garland, Texas will be held at the aforementioned location, date, and time to discuss and consider the following agenda items.

NOTICE: The Committee may recess from the open session and convene in a closed executive session if the discussion of any of the listed agenda items concerns attorney/client communication, including pending/contemplated litigation, settlement offer(s), and matters concerning privileged and unprivileged client information deemed confidential by Rule 1.05 of the Texas Disciplinary Rules of Professional Conduct. Sec. 551.071, Tex. Gov't Code.

AGENDA:

1. APPROVAL OF MINUTES

- a. Consider Approval of the February 26, 2026 Meeting Minutes**

2. PUBLIC COMMENTS

Persons who desire to address the Committee on any item on the agenda are allowed three minutes to speak.

3. ITEMS FOR INDIVIDUAL CONSIDERATION

- a. Review Neighborhood Vitality Matching Grant Spring 2026 Applications**

The Committee will review applications for the Neighborhood Vitality Matching Grant program, Spring cycle 2026. Applications approved by this Committee will be forwarded to the full City Council for consideration.

Presenter: Laura De La Vega, Sr. Planner

- b. Developing a Designated Camping Site for Unhoused Individuals**

The Committee will discuss potential policies for a "designated camping site" for unhoused individuals within the City limits. The item was referred to the Committee by former Councilmember Beard and seconded by Deputy Mayor Pro Tem Dutton.

Presenter: Amber Thompson, Legal Compliance and Special Projects Director

- c. Lake Ray Hubbard**

The Committee will discuss issues regarding litter, refuse, and debris along the Lake Ray Hubbard shoreline and adjoining neighborhoods. The item was referred by Councilmember Moore and seconded by Councilmember Caraway.

Presenter: DLee Williams, Managing Director- Parks and Recreation

d. Native Lawn Program

The Committee will discuss potential policies for a native lawn program. The item was referred to the Committee by Deputy Mayor Pro Tem Dutton and seconded by Councilmember Lucht.

Presenter: Brian Morris, Director of Code Compliance

4. ADJOURN

NOTE: A quorum of the City Council may be in attendance and may or may not participate in the discussions of the Committee.



GARLAND

MINUTES

The Community Services Committee of the City of Garland convened in regular session at 10:00 AM on February 26, 2026, in the Council Chambers at the William E. Dollar Municipal Building, 200 North Fifth Street, Garland, Texas, with the following members present:

Present: Councilmember Carissa Dutton, Chair
Councilmember Kris Beard
Councilmember Jeff Bass

Staff Present: Mike Betz, City Manager
Trey Lansford, Deputy City Attorney
Tiffany Veno, Chief Communications Officer
Dana Lodge, CVB & Events Director
Antonia Garcia, Special Events Manager
Scott Bollinger, Neighborhood Resources Director, Staff Liaison
Darci Pickel, Public Information Coordinator

1. APPROVAL OF MINUTES

a. Approval of the January 22, 2026 Community Services Committee Meeting Minutes

Councilmember Beard made a motion to approve the minutes of the January 22, 2026 Meeting. Chair Dutton seconded the motion. All voted in favor. Motion carried.

2. PUBLIC COMMENTS

Persons who desire to address the Committee on any item on the agenda are allowed three minutes to speak.

There were no speakers on this item.

3. ITEMS FOR INDIVIDUAL CONSIDERATION

a. Special Events Overview and Scoping Discussion

The Committee will have a scoping discussion over City Special Events. The item was referred to the Committee by Mayor Pro Tem Lucht and seconded by Councilmember Dutton.

Ms. Lodge and Ms. Garcia presented an overview of City-produced and supported events, including budgets, attendance figures (via Placer.ai cell phone data), social media impressions and engagement, and general attendee origin information.

Councilmember Bass arrived at 10:14 a.m.

City events discussed included:

- Art Made Here Festival (March)
- Asian American Heritage Festival (May)
- Juneteenth Celebration (June)
- Red, White & You (July)
- Fall Fest & Guzzler Run (October)
- Día de los Muertos (October)

- Christmas on the Square (December)
- Music Made Here (monthly concert series)
- MLK Parade (January)
- Asian American Soccer Tournament (June)
- First Responder Tournament (July)
- Labor Day Parade (September)
- Wheels of Hope Car Show (October)
- Sensory Christmas (December)

Staff noted that attendance figures are generated using Placer.ai software, which filters out residents and regular downtown employees to more accurately reflect event-specific attendance. Staff also reported approximately \$130,000 in sponsorships secured in the previous year to help offset event costs.

Members expressed interest in evaluating:

- Total special events expenditures, including in-kind services.
- Return on investment (ROI), including sales tax impact, hotel stays, and downtown economic activity.
- Attendance relative to budget.
- Community impact and sense of place.

Discussion included whether future adjustments should focus on reduction (scaling back budgets), or deduction (eliminating specific events).

Members requested additional information regarding:

- Sales increases or decreases for downtown restaurants during events.
- Impact of food trucks on brick-and-mortar establishments.
- Broader economic effects during extended activation periods (e.g., Christmas decorations and fall installations).

Staff noted adjustments are being made to reduce the number of food trucks at certain events to better support brick-and-mortar businesses.

Committee Members discussed the methodology for attendance tracking, including:

- Potential undercounting due to cell phone filtering.
- Exclusion of children and regular downtown visitors.
- Comparison of event-day attendance versus extended seasonal activation (e.g., Christmas décor timeframe).

Staff explained that while filters may affect totals, they are applied consistently across events for comparative purposes.

Discussion included:

- Cost variance between performances.
- Consideration of emphasizing local Garland artists.
- Balancing brand-building through original artists versus cover bands.
- Use of pavilion vs. large stage production costs.

The Committee discussed evaluating:

- Financial support levels for nonprofit events.
- In-kind support versus direct funding.
- Funds raised and community benefit generated by partner organizations.
- Long-Term Budget Context, concluding long-term fiscal sustainability, potential revenue constraints, and the need to align programming with overall City priorities.

Mr. Betz discussed structural budget considerations and the importance of long-term fiscal planning, regardless of future tax rate adjustments.

The Committee requested that staff return with a more detailed framework presentation including:

- A comprehensive breakdown of total event spending, including in-kind costs.
- Clarification of the goals and purpose behind each event.
- Economic impact information where available (sales tax, hotel stays, business feedback).
- Expanded attendance data, including seasonal activation periods where applicable.
- Historical comparisons post-downtown renovation.

4. ADJOURN

Chair Dutton adjourned the meeting at 11:00 a.m.

Submitted By:

/S/ Councilmember Carissa Dutton, Chair

/S/ Darci Pickel, Public Information Coordinator