

October, 2009



www.ci.desoto.tx.us
972.230.9600

City Lights DeSoto, Texas



Council Corner, A Message from Patricia Ledbetter, City Council, Place 2



The year 2010 is fast approaching. It is an important year because the US Census Bureau is responsible for the census every 10 years, and the United States has done so ever since 1790, exactly one year after the inauguration of President George Washington. It was Thomas Jefferson who delivered the numbers to President Washington. Washington was disappointed that it was only 3.9 million and not 5 million which would show Europe our prosperity since 1776. Thomas Jefferson believed that an increase in

population brought blessings which we enjoy in nature, government, economy and society. It was under the auspices of our first leaders, that enumeration (count/census) was included in Article I, section 2 of the U.S. Constitution, making it mandatory. The first numbers were recorded in the state of Maryland by US Marshals. That first census survives today and is preserved in Washington D.C. as one of six not destroyed when the capital was burned by the British on August 24, 1814. It contained 6 questions.

There are only 10 questions on the 2010 questionnaire and one individual in each household at that residence should complete the questionnaire on behalf of every person living in the residence, relatives and non-relatives. All people must be counted, whether citizen or non-citizen, regardless of race and ethnic group. **By law, the Census Bureau cannot share the personal responses with anyone including other federal agencies and law enforcement.**

The answer to those 10 questions will determine how many seats each state will have in the U.S. House of Representatives and help the federal government allocate more than \$300 billion each year to states and communities. This data will guide local decision-makers on where to build new roads, hospitals, child-care and senior citizen centers, schools and more. Businesses use it to locate supermarkets, new housing and other facilities. This fall recruiters will hire local census takers who will compile information and walk door to door for questionnaires not returned by mail. More information can be found at www.census.gov/2010census or by calling 1-866-861-2010.

As a local decision-maker in DeSoto; one of the 31 cities in Dallas County, which is one of 254 counties in Texas; it is important to me, because we are a robust community that can benefit from a timely, fair and accurate census. The City of DeSoto will soon have an ad

hoc committee appointed by city council members to bring awareness of this event to our community. The questionnaires will be mailed to residents between February and March. By law, the Census Bureau delivers a final population count to the President of the United States no later than December 31, 2010.

I am reminded of a fifth grade student that I taught last year in math class who when confronted with the 1790 population from the census, asked if she had to write down every digit of that 3.9 million number as though it would cause her great pain. She, of course, had no idea of the hardships and time it took for a new nation over two hundred years ago to be able to count all of them in person one by one and deliver the number to President Washington. I told her to sharpen her pencil and expect to break a sweat because all 7 digits had to be in their exact place value or it was not correct and if not in the correct form would alter its intent.

I hope that each of you will view the 2010 census as important and make sure the numbers are accurate and that what we receive from our prosperity and diligence as citizens comes back to us proportionately.

"As soon as any man says of the affairs of state,
'What does it matter to me?'
The state may be given up as lost."
Rousseau

Patricia Ledbetter, City Council, Place 2



Recently, the Texas Municipal Library Association presented their 2009 Achievement of Excellence in Libraries Award to the DeSoto Public Library. Pictured above on the back row from left are DeSoto Library Board Members - John Ringhouser, Andrea, Coleman, Lynn Kornegay, Thomas Webster and DeSoto Mayor Bobby Waddle. Front row from left DeSoto Library Director, Lucile Dade and Steve Standefer, TMLDA Representative and City Librarian, Mansfield Public Library. Congratulations Library!!

Did You Know.....

During heavy rains it helps to remove the cap from your sewer line cleanout (the white pipe that sticks about 7" out of the ground, near your house or near your property line).

The purpose of the cleanout is to help prevent sewer backups into your house. In heavy rains, when the lines are particularly full, sewer backups tend to follow the path of least resistance. If your cleanout cap is off, a potential overflow is more likely to happen at the cleanout than inside your home.

So let your cleanouts help you. Keep the cleanout caps loose, or take them off in the event of heavy rainfall.

Let us help you. If you experience a sewer backup in your yard or inside your home, call the City at 972-230-9600 (8am-5pm, Monday-Friday), or 972-780-6641 (after business hours).



Congratulations to the Best Southwest Unified Citizen Corps Council (BSWUCCC) for winning the Texas Citizen Corps trailer pictured above!

This trailer, with custom Citizen Corps graphics and accessories, was awarded by the Texas Citizen Corps Program and the Texas Association of Regional Councils to the Best Southwest Unified Citizen Corps Council. The award winner was determined through a competitive process involving short essays detailing past, present and planned Citizen Corps program activities and capabilities, regionalism and transport needs.

Best Southwest CCC is based in DeSoto and encompasses DeSoto, Duncanville, Cedar Hill and Lancaster, with members from outlying jurisdictions as well. Program leaders travel throughout the region to conduct training classes and to promote preparedness awareness and assist first responders in the event of a local emergency. Don Dewberry and Gordy VanSteenburg of DeSoto are the driving force behind this organization. The new trailer will be a great asset to Best Southwest and to our region.

CITY CALENDAR

October

- 1 Keep DeSoto Beautiful Board Mtg. - 6:30 p.m. - City Hall
- 1 Library Advisory Board Mtg. - 7 p.m. - Library Conference Room
- 3 Creekfest - Town Center - noon - 7 p.m.
- 5 Park Development Corp. Meeting - 6:30 p.m. - City Hall
- 6 City Council Meeting - City Hall - 7 p.m.
- 13 Planning & Zoning Commission Mtg. - 7 p.m. - City Hall
- 13 Mayor's Quarterly Meeting with HOA's - 6:30 p.m. - Library Assembly Hall
- 16 *Master Harold and the Boys* - opens in the Corner Theatre 972.572.0998
- 19 Early voting begins - for info call 972.230.9646
- 20 City Council Meeting - 7 p.m. - City Hall
- 22 Adopt-a-Street Banquet - 6:30 p.m. - Civic Center
- 26 DEDC Board Meeting - noon - City Hall
- 27 Planning & Zoning Commission Mtg. - 7 p.m. - City Hall

November

- 2 Park Development Corp. Mtg. - 6:30 p.m. - Recreation Center
- 3 City Council Meeting - 7 p.m. - City Hall - Election Day
- 5 Keep DeSoto Beautiful Board Mtg. - 6:30 p.m. - City Hall
- 5 Library Advisory Board Mtg. - 7 p.m. - Library Conference Room
- 7 Jazz Concert with Joe Vincelli - Corner Theatre - call 972.230.9648 for tickets
- 10 Planning & Zoning Mtg. - City Hall 7 p.m.
- 17 City Council Meeting - 7 p.m. - City Hall
- 23 DEDC Board Meeting - noon - City Hall
- 24 Planning & Zoning Commission Mtg. - 7 p.m. City Hall
- 26 Thanksgiving Holiday - city offices and facilities closed
- 27 Thanksgiving Holiday - city offices and facilities closed

A New System to Report Service Requests Through the City Website Is Now Available at www.ci.desoto.tx.us

In October, the city's online service request system will be upgraded. The new system will have additional features and provide all services in one location on the city's website. Next time you go to the Action Center page to register a service request, that page will look different but it will provide the same function with the addition of a few new ones. You'll be asked to create a personal login. By doing so, you'll be able to check back periodically for the status of your request. Once logged in, you will be able to view the answers to frequently asked questions, also known as FAQ's. If you are not able to find what you're looking for in the FAQ section, you can submit your question directly to the appropriate department. If you don't know the department, you can submit it the Action Center who will make sure it gets to the right place. On this one-stop page, there will also be a link to the E-services main page, the online payment page, the alarm monitoring page and the News and Events page.

Even though the new online Action Center Service Request system looks different, it will still work like the old system. It is still user-friendly and easy to maneuver. Next time you have a service request or question regarding a city service or function, just go to the website at www.ci.desoto.tx.us, click on the red Citizen Assistance button on the left side which will take you to the Action Center page, from there you can log on the service request system. If you have any questions or problems with the new system, please call the City of DeSoto at 972.230.9600.



DeSoto EDC 2008-'09 Annual Report

October 2009

What's New?

Board of Directors

Curtistene McCowan
President

Michael Hurtt
Vice President

Aaron Carter
Treasurer

James Zander
Board Member

Perry Holloway
Board Member

Staff

Norma Nichols
Executive Director

Randal Levingston
Director of Marketing

Millie Garcia
Executive Secretary

The mission of the DeSoto Economic Development Corporation is to plan, promote, finance, and create opportunities for the attraction, growth, and retention of enterprises that enhance the tax base, quality of life, and level of employment for the citizens of DeSoto, Texas.

During the fiscal year '2008-'09, DeSoto proudly welcomed Technology Container and Cintas Corporation. The relocations of these businesses to the Eagle Industrial Park resulted in a total of 140 jobs to the local economy. In addition, three new hotels were added...Hampton Inn, Holiday Inn Express and LaQuinta.

ITT and Cato are locating in retail adjacent to the Wal-Mart on Beltline.

Jazzy's Restaurant and Lantern Dental debuted in the second quarter.

Twenty-six COs (certificate of occupancies) were issued during the fiscal year.

Notable Accomplishments of the year

# of Formal Inquiries	38
# of Written Proposals	14
# of Visits to Local Firms for Retention/Expansion	13
# of Jobs Committed	333

On the Horizon...

DeSoto Town Center will welcome Substance: Jokes and Jazz Restaurant and Raw Cuts.

DEDC is currently working with CHA and NCTCOG to get DeSoto placed in the regional and national heliport/vertiport plan. The DEDC is exploring FAA and Texas Department of Transportation funding for the heliport project.

Project CM is a company seeking a 150,000 square foot build to suit opportunity in Eagle Industrial Park.

A twenty-five acre mixed-use medical park will be developed by Wildwood Developers.

Check out our new website at www.dedc.org and follow us on Twitter!!!



We asked...Businesses said

The DEDC mailed 177 surveys to DeSoto businesses. We received 28 responses which equates to a 16% return.

The good news is that 28% of the businesses that responded stated that they have plans to expand within the next two years.

Overall, businesses were pleased with both city and non-city services and are proud to call DeSoto home. If you would like a complete summary of survey results, please do not hesitate to contact our office. We will gladly mail a copy of the results to you.



Thank You!!!

The DEDC thanks the citizens of DeSoto for your continued support and we will continue to work diligently to bring positive economic growth to DeSoto.

The DeSoto Arts Commission invites you to a special evening of jazz featuring:

Joe Vincelli
Saturday, November 7th 8 p.m.
DeSoto Corner Theatre, 211 E. Pleasant Run Rd.
Tickets \$10. To purchase tickets or for more information call 972.230.9648.

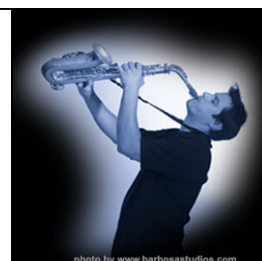


photo by www.barbosastudios.com

South West Regional Communications Center Celebrates 10 Year Anniversary

In the span of a few minutes on a seemingly sleepy Sunday afternoon fire, EMS and police from Cedar Hill, DeSoto and Duncanville responded to:

- A multi-acre grass fire threatening homes in southwest Cedar Hill;
- An armed robbery in progress at a Duncanville sandwich shop;
- A major accident with injuries in DeSoto.

Despite the differences of call types and locations, the emergencies all had one thing in common – a 9-1-1 call to South West Regional Communications Center (SWRCC), a combined dispatch center that serves DeSoto, Duncanville and Cedar Hill.

Interspersed among those emergencies, dispatchers fielded calls for business and residential alarms; a verbal disturbance; a 9-1-1 hang up, officer-initiated traffic stops, neighborhood patrols, business patrols and city ordinance violations; an injured person; a burglary report; a follow-up report; and a meet complainant request.

SWRCC is celebrating its 10-year anniversary of serving the residents of the three cities, cities united by geography and a strong desire to provide the best possible emergency and non-emergency service in the metroplex.

"It's been more than a success when you measure it by the better training we can provide, the better employees we have as a result of that training, it's been more than a success," said Jim Baugh, DeSoto City Manager who was involved in the beginning of the merger between the three cities' police and fire dispatch. "It's unique in our area and it's the dispatchers themselves who make it work so well."

Duncanville City Manager Kent Cagle was assistant city manager at the time of the merger and also involved from the very beginning. "From Duncanville's point of view, our agency was so small that we could not adequately train our dispatchers," Cagle said. "I think we've got a more professional dispatch now and there's a lot more to come."

Baugh said lower operating costs was not the reason behind the merger, which occurred Oct. 1, 1999. "We did think by the three cities getting together we would have a higher quality dispatcher and employee because we could provide more and better training than each of us could do separately," Baugh said. "The second thing we looked at was an aging CAD (computer-aided dispatch) system in DeSoto, it was about through. We knew the radios were going out and the 9-1-1 switch was going out." Splitting the cost of a million dollar CAD system three ways saw immediate results in capital expenses, he said. "We were looking at the potential for cost savings and cost avoidance," Cagle said of the reasons for the merger. "Not cost avoidance in day-to-day operations, but it has saved us a lot on capital outlay."

Currently, SWRCC is in the process of a \$1.3 million upgrade to the radio system, said Sharon Schauer, SWRCC manager. "The immediate part for the next 10 years is getting our radio system worked out," said Cagle. "After that we're going to working more on becoming a 'Regional' center instead of it being three cities under one roof."

Sharon Schauer, Communications Manager for SWRCC said in her five years with the agency, staffing levels have been filled; the telephone system has been replaced with a system that will adapt to

new technology as it occurs, redesigned the dispatch work area, purchased new consoles and started the radio upgrade.

"Now we have quality employees with great training and a state-of-the-art CAD system," Baugh said. "And it lets our cities find a way to position themselves to keep capital projects costs reasonable."

A prior success in a regional effort between the three cities was in 1997, sharing the cost of an animal shelter located in Cedar Hill, Baugh said. Another effort is a shared jail between DeSoto, Cedar Hill and Lancaster. "After the animal shelter, dispatch seemed the next regional effort to try," Baugh said. "It took from 1997 to '99 to work through the organization and run the numbers. Clearly, we would do it again and it all has to go back to the people involved in the decision. Our chiefs (fire and police) all had the ability to see the bigger vision; they stepped up and made it happen."



SWRCC has a staff of 30 employees, which includes 20 dispatchers who multi-task as call-takers, a director, manager, administrative assistant and six shift supervisors. It has an annual budget of more than \$3 million.

AFRICAN AMERICAN
REPERTORY THEATER

PRESENTS

MASTER HAROLD AND
THE BOYS

BY ATHOL FUGARD

Directed by Sharon Bengé

Show Dates & Times:
October 16 - November 1, 2009
Thursday - Sunday Nights @ 7:30pm **\$20**
Saturday & Sunday Matinee @ 2:30pm **\$15**
Preview Performance on
October 15 @ 7:30pm **\$10**

To Purchase Tickets:
Box Office - 972.572.0998
Web - www.aareptheater.com

Sponsored by:

DeSoto Corner Theatre
211 E. Pleasant Run
DeSoto, TX 75115

City of DeSoto
MAKING THE DIFFERENCE

Crossroads 101
www.101.com