June, 2010



# City Lights DeSoto, Texas



www.ci.desoto.tx.us 972.230.9600

A publication of the City of DeSoto Community Relations Department

## DeSoto Elects Carl Sherman, First African American Mayor



As the 20th Mayor of DeSoto, I am honored to be elected to lead our All-America City. As the first African American Mayor, I carry an added measure of expectations from African Americans to achieve and lead our city to higher prominence. Yet, I am keenly aware that I am the Mayor of all DeSoto residents, elected by all ethnic groups whether Hispanic, white, black, or Asian. Therefore, I am most proud of and comfortable with the title given to me by some residents, "the peoples Mayor".

I have been asked what challenges and opportunities are ahead for DeSoto. I will start with what I perceive to be one of our biggest challenges, low revenues derived from property taxes due to declining property values. As property values fall across the nation, as well as in DeSoto (relative to our local economy), our ability to sustain the quality of city services, including public safety and public works will be a challenge. We will need to address these shortfalls in a sustainable way. To maintain these services, we will need to explore enacting cost impact, which is retro to the total dollar amount experienced by home owners three years ago. In other words, we may face some serious discussions relating to the reduction of our property value and its impact on our ability to maintain much valued city services.

Now, concerning opportunities ahead for DeSoto, I believe we are at a tipping point and we must be bold in our approach to regain some of our lost luster in the Metroplex. This bold approach requires a redefining strategy in which we create a downtown that becomes a point of destination with a sense of place where people come to stay a week or weekend and enjoy a jazz performance or a play. This vision will require that we challenge our previous concepts of mixed use developments that are exclusively defined as apartments, retail and office. The new problems cannot be solved by old solutions. We must adequately address the challenges that retailers consider paramount to creating a robust retail environment with a focus on boosting daytime customer traffic. This will require a different type of mixed use development that significantly addresses the inadequacies of another apartment mixed use development. Currently, most residents leave DeSoto to go to work outside the city during the daytime, leaving retailers with little or no business traffic in the daylight hours. Nevertheless, imagine a new DeSoto that becomes a place of destination in the daytime by way of a new mixed use development that targets the visitors and tourism market. This combination of the mixed development is critical to our success and I believe with a different direction, DeSoto's future will be brighter than our past.

As I begin my term as Mayor, let me say that we are an All-America

City of 50,000 with a great history that has attracted great people from all walks of life. Now, I believe, we must challenge all citizens to take an active role in our city government, school district and local businesses to create the greatest results DeSoto has yet to realize. It is my fundamental belief that we are better when we come together as one people with one vision. I hope you will join me in this new initiative defined as *One People - One Vision - One All-America City*, by emailing me your cellular phone number; so I can add you to our texting updates on new restaurant openings, businesses, street developments and/or local job opportunities. DeSoto First!

Sincerely yours, Carl O. Sherman Mayor

#### Citizen Input is Essential as our Parks and Recreation Master Plan is Revised

Every 5 to 7 years, the Park Development Corporation initiates a process to revise the city's Parks and Recreation Master Plan. Three sources of information are used as a part of the master plan process to determine needs. They look at standards based needs using standards established by the National Recreation and Parks Association, demand based needs as determined by citizen input, and resource based needs as determined by recent trends in recreation. Each of these information sources are then combined to produce an action plan that provides a realistic plan for immediate and future park, recreation and trail development.

A consultant has been hired to assist with the process. The consultant is responsible for inventorying existing park, trail and recreation facilities and establishing a development and planning strategy to meet current and future needs. They will also prepare maps that identify existing park, recreation and trail facilities and illustrate future park, recreation and trail development.

Citizen input is a very important component in the master plan process. The consultant has joined with Park Development Corporation members and staff to form a master plan team to gather that citizen input. They will be attending public events such as outdoor concerts, festivals, sporting events, and senior citizen activities looking for citizens who will answer a few questions regarding their use of current park, recreation, and trail facilities provided by the City of DeSoto. They will be soliciting feedback on what can be done to improve park, recreation, and trail facilities in DeSoto. The questionnaire will also be available in the form of an online survey which can be accessed at <a href="http://www.surveymonkey.com/s/DeSoto-Parks">http://www.surveymonkey.com/s/DeSoto-Parks</a> and is linked at the city's website.

Please take a few minutes to complete the survey when asked by a master plan team member or online. The information gathered from citizens is vitally important to make sure the action plan included in the master plan accurately reflects the needs and desires of our residents. DeSoto has changed significantly in the seven years since the last master plan was completed, and the revised master plan needs to reflect those changes. Survey results will be gathered throughout the month of June. If you have any questions, please call Renee Johnson, Managing Director of Parks and Leisure Services at 972.230.9650.

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# **JUNE CITY CALENDAR**

#### June

- 1 City Council Meeting City Hall 7 p.m.
- 3 Keep DeSoto Beautiful Board Meeting City Hall 6:30 p.m.
- 3 Library Advisory Board Meeting Library Conference Room 7 p.m.
- 4 Moseley Pool opens for Summer Season 2 p.m.
- 7 Arts Commission Meeting City Hall 6:30 p.m.
- 7 Park Development Corp. Meeting City Hall 6:30 p.m.
- 8 Planning & Zoning Commission Meeting City Hall 7 p.m.
- 12 Creekfest Urban Challenge Town Center 2 p.m. to 10 p.m.
- 12 Run-off Election, City Council Place 6 Library Assembly Hall 7 a.m. 7 p.m.
- 15 City Council Meeting City Hall 7 p.m.
- 19 BSW Juneteenth Celebration Armstrong Park Duncanville 4 to 10 p.m.
- 22 Planning & Zoning Meeting City Hall 7 p.m.
- 23 Great Days of Service
- 28 DEDC Board Meeting City Hall noon
- 29 Planning & Zoning Commission Meeting City Hall 7 p.m.
- 30 3 on 3 Basketball Tournament Rec. Center 7 9 p.m.

# **JULY CITY CALENDAR**

#### Tuly

- 1 Keep DeSoto Beautiful Board Meeting City Hall 6:30 p.m
- Library Advisory Board Meeting Library Conference Room 7 p.m.
- 4 Joint Fireworks Show Lancaster Community Park 6 p.m.
- 5 July 4th Holiday City Offices and Facilities closed
- 6 City Council Meeting City Hall 7 p.m.
- 12 Arts Commission Meeting City Hall 6:30 p.m.
- 12 Park Development Corp. Meeting Recreation Center 6:30 p.m.
- 13 Planning & Zoning Commission Meeting City Hall 7 p.m.
- 17 Evening of Jazz with Paul Rogers Corner Theatre 6:30 p.m.
- 20 City Council Meeting City Hall 7 p.m.
- 22 FY2011 Budget Workshop City Hall 6:30 p.m.
- 26 DEDC Board Meeting City Hall noon
- 27 Planning & Zoning Commission Meeting City Hall 7 p.m.
- 28 Slam Dunk Competition Recreation Center 7 to 8:30 p.m.
- 29 FY2011 Budget Workshop City Hall 6:30 p.m.
- 30 FY2011 Budget Workshop City Hall 6:30 p.m.
- 31 FY2011 Budget Workshop City Hall 6:30 p.m.

### Do You Have a Recreation Pass?

The DeSoto Recreation Center offers residents a variety of opportunities to have fun and stay in shape. The facility includes two competition-grade gymnasiums, an indoor walking/jogging track, three racquet balls courts, and a youth activity room. You can also use the state-of-the-art Fitness Center or participate in Jazzercise, Yoga, Hip-Hop Cardio, Boot Camps, Spin and Zumba classes for an additional fee.

Membership in the DeSoto Recreation Center is open to all DeSoto residents and non-residents who work in DeSoto. Patrons aged 6 to 54 pay a fee of \$10 per year and those 55 and older pay \$5 per year. Day passes are available for \$5. Membership fees can be paid by cash, check (payable to the City of DeSoto) or credit/debit card (Master Card or Visa).

A photo I.D. and two forms showing proof of DeSoto residency are required to apply for a new membership; and one form of residency is required for renewals (photocopies will not be accepted). All users 18 years and older must show proof of DeSoto residency. Youth under the age of 18 must have their parent or legal guardian present to obtain a membership pass. Youth under the age of 6 are not required to have a membership pass. Memberships are non-transferable and non-refundable.

For more information about the DeSoto Recreation Center call 972.230.9655.

#### De Soto Parks and Leisure Services Presents De Soto Rec Center reekfest Walsh Jordan Basketball Camp June 12, 2010 June 7th - 11th De Soto Town Center Hip Hop Summit 2pm-10pm June 26th Music in the Parks Series Summer Cheer Camp eptember 16, 2010 June 23rd - 25th Denise Valeria Davila nner City All-Sta Dallas Mavericks Hoop Camp Show starts at 6:30pm June 21st - 25th Joe King Junior Players Theater Camp Natural Change Show starts at 6:30pm For More Info: (972) 230-9655 www.ci.desoto.tx.us

### **Update on Brush Removal**

The city's normal brush schedule has resumed following extra efforts to clean-up the record amount of brush caused by the snow storm in February. Please continue to place all brush, regardless of size, on your front curb for pickup. Brush cannot be collected from the alley. Trash crews are running our streets daily to identify brush piles and they will be collected within seven days of being placed at the curb. If you have any questions regarding your trash service, please call the Action Center at 972.230.9600.

#### DeSoto Public Library Summer Reading Club

This program begins with a kick-off party on June 9th and continues through Friday, July 30th. Kids and teens can read their favorite books, make fun crafts, enjoy summer programs and activities, and win prizes while keeping their readings skills sharp over the summer. For more information call 972.230.9663.

# Need Help Finding A Parking Place at DeSoto Town Center?

Now that all the construction is complete, DeSoto Town Center looks different. But as you can see in the aerial photo below, all cities offices and facilities are still operating in their original locations even though some of the normal parking areas have changed. Here's some information about parking at Town Center:

- The parking garage is free and available to anyone coming to DeSoto Town Center. It is also the closest parking if you are visiting the Library, Blue Cow Coffee Company or Civic Center. It can be entered and exited from Hampton Road or from Pleasant Run Road by following the drive through the courtyard area.
- Handicap parking is also available on the north side of the Library next to the book drop.
- If you are visiting the Municipal Court, the Utility Billing window, City Council Chambers or Administrative Offices in City Hall, the closest parking is available on the south side of the building in the surface lot that faces Pleasant Run Road.
- You can also park in the east parking lot. It is the closest parking
  if you are visiting the Recreation Center and is also convenient to
  City Hall.
- Next time you attend a performance in the Corner Theatre, park in the parking garage and walk across the courtyard to the theatre.
- Surface parking lots are available for the retail buildings on Pleasant Run Road and Hampton Road.

Please be aware that parking is not allowed in the fire lanes or the circle on the east side of City Hall.

# Code Enforcement Asks For Your Help By Acting as Their Eyes and Ears

The City of DeSoto has two full time Code Enforcement Officers who are responsible for the entire city. They need your help. If you see a code violation in your neighborhood, please report it by calling 469.658.3075.

As summer approaches, tall grass and weeds become a problem. City Ordinances require that weeds and grass be kept below 12 inches in height. As the owner or occupant of the property, you are required to maintain the property from the street in the front to the middle of the alley in the back (or the property line). This includes the front, back, side yards, the right-of-way (the area between the sidewalk and the curb) and the alley and easement.

High grass can be a problem at unoccupied homes. The following procedure is followed to resolve the problem:

- When a high grass complaint at a vacant house is reported, a Code Enforcement Officer verifies that a violation exists and confirms with the city's water department that the property is vacant.
- A high grass sign is placed in the yard of the vacant property and digital photos are taken of the property for documentation purposes including the date and time of the photo.
- The property owner is notified and has seven days to mow the property.
- On the eighth day, the Code Enforcement Officer will re-inspect the property and if it has not been mowed, the Code Enforcement Officer will hire a contractor to mow the property at the owner's expense. In some cases, the local HOA is notified and they mow the property.

If you have any questions about Code Enforcement in DeSoto or would like to report a violation, please call 469.658.3075.



Third Coast Arts Center & The DeSoto Arts Commission Present

### AN EVENING OF JAZZ WITH PAUL ROGERS & Special Guest Host, SHUCKY DUCKY

Saturday, July 17, 2010 6 to 9 p.m. **DeSoto Corner Theatre** 

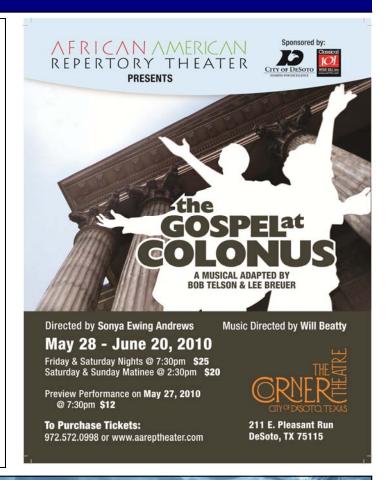


"Shucky Ducky"



**Paul Rogers** 

Seating is limited. Tickets are \$25 and include light appetizers. To purchase tickets or for more information, call 972.230.9648. The DeSoto Corner Theatre is located in DeSoto Town Center at 211 E. Pleasant Run Road. Free parking is available in the parking garage.



#### Sizzling Summer **Events:**

**BSW Juneteenth** Celebration - June 19th - Armstrong Park in **Duncanville** 4 to 10 pm

# DeSoto Parks & Leisure Service

#### **ADMISSION**

\*\* RESIDENT with ID CARD \*\*

Adult (18-54 years) \$4.00 Child (3-17years) \$2.00

Note: DeSoto Seniors (55+) & Children (0-2years) are FREE

\*\* NON-RESIDENTS \*\*

Adult (18-54 years) \$5.00 Child (3-17years) \$4.00

#### SWIMMING LESSONS SCHEDULE

Monday—Thursday (Levels 1, 2, 3 & 4) 9:20 am - 10:00 am

10:10 am - 10:50 am 11:00 am - 11:40 am



- Session I June 7 thru June 18
- \* Session II June 21 thru July 2
- \* Session III July 12 thru July 23
- \* Session IV July 26 thru Aug 6
- \* Session V Aug 9 thru Aug 20

Note: Make-Up Sessions — Aug 23 thru Aug 26 Mom and Tot classes offered at each time slot.

\*\* Adult Swim Lessons Available 8:30 am - 9:10 am/ 7:10 pm - 7:50 pm







**Hours of Operation:** Mon-Thur: 12:00pm to 7:00pm Fri-Sat: 11:00am to 7:00pm

**CLOSED SUNDAY** 

Carolyn Campbell (972) 230-9651 (972) 230-9655

Chris Kleiber - Pool Mgr. - Tel: (972) 228-3553 1300 Honor Drive DeSoto, Texas 75115