



City of Converse Texas

Expanding Horizons

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Launch of the New City of Converse & Converse Economic Development Corporation Brand

The City of Converse and Converse Economic Development Corporation (Converse EDC) launched their new brand and tagline, after Council voted unanimously to approve the new city brand at the June 16th City Council meeting.

Earlier this year, Converse EDC hired Creative Civilization, a San Antonio marketing firm, to develop a Branding and Marketing blueprint with a new logo and tagline. Meetings with stakeholders, along with extensive research within the community, helped uncover the message to emphasize the key assets of the City of Converse, attract new businesses and investments, increase job opportunities and improve quality of life for the residents.

“The new City of Converse brand coincides with the explosive commercial & residential growth that we are currently experiencing,” said Mayor Al Suarez. “This innovative brand reflects the strategic vision of Converse by connecting the community through commercial growth. The brand also promotes a sense of pride for the citizens of Converse.”

The logo forms two interlocking C's using blue and green to represent land and sky balanced with the red and yellow representing the passion and diversity of the people. Altogether this symbol is a new brand that is bright and vibrant. The first two letters, “CO” in Converse help unify and emphasize the tagline below the City's name which reads, “Connecting Community + Commerce.”

“This unifying brand presents a positive contemporary image of Converse to developers and site selectors looking for a place to do business,” said Kate Silvas, Converse EDC Executive Director. “Converse is an undiscovered jewel, ripe for development and we believe this logo captures the opportunity that exists in Converse.”

Robert Sosa, the Creative Director for Creative Civilization stated, “There's a phrase that I love when it comes to branding. ‘Sometimes you never get a second chance to make a first impression.’ This new branding effort is meant to make that first impression.”

About City of Converse Economic Development Corporation

The Converse Economic Development Corporation (Converse EDC) is a Type B Corporation under the laws of the State of Texas with a seven-member Board of Directors appointed by the City Council of Converse. The Converse EDC was created in 2000 by voter referendum to create, attract, retain and expand business opportunities for Converse and its residents. Converse is home to more than 18,000 residents and over 200 diverse businesses.

Converse, Texas is situated in NE Bexar County adjacent to Randolph Air Force Base and conveniently located off of Loop 1604 between I-35 & I-10. Visit us online for more information at <http://www.converseedc.com> or call us at 210-659-9163.



Letter From the Mayor

Dear Citizens of Converse,

This month we are launching the new City of Converse Neighborhood Newsletter that will provide you with highlights of the past, present, and future. We will make a proactive attempt to keep you informed on all the progress in Converse. More importantly, we will deliver the Converse Neighborhood Newsletter directly to your mailbox at no cost to you. Here are some of the significant highlights.

The City of Converse is currently experiencing an explosive commercial & residential growth. We have opened over 40 new businesses in the past 4 years and have almost doubled our population since 2000. Officially, the City of Converse population is currently at 18,198 residents, but unofficially we are at approximately 24,000 residents. We continue to have the best basic quality services available for all residents to enjoy. Converse is one of the safest communities in Bexar County thanks to the proactive approach taken by our Police & Fire Departments. The City Council recently approved a detailed Strategic Plan that outlines the city vision for the next 5 & 10 years. Our Economic Development Corporation has developed a detailed master planned community for the FM 1604 corridor that will accommodate a mixed use development. Bexar County Commissioners Court recently purchased 51 acres on FM 1604 [adjacent to Rocket Lane] with a detailed plan to build a County Complex to house a Sheriff's Northeast Substation, County Annex offices, Precinct 4 Justice of the Peace Court, Precinct 4 Constables, University Health Urgent Care Clinic, and a Park dedicated to the Veterans of our Community. Last month, we welcomed the arrival of the city's First Choice Emergency Clinic located at the intersection of Kitty Hawk Road & Windburn Trail. We are pleased to welcome the first Neighborhood Wal-Mart Grocery Store to be built along Kitty Hawk Road next to McDonald's. Construction of the new 250-unit market based Converse Heights Apartments are well underway on Kitty Hawk Road. We would like to welcome the new Sub-Zero Ice Cream located on FM 78. The newly constructed Little Caesar's Pizza Store is almost completed across from Judson's D.W. Rutledge Stadium.

For the first time ever, we are happy to report that a sidewalk construction project has been approved (\$170,000) by VIA for Toepperwein Road (West-side) from Meadow Forge to FM 1976. The FM 1604 Roadway expansion TXDOT Project (\$29 million) is underway with a projected completion date in the Spring of 2016. The FM 1516 Roadway expansion TXDOT Project

(\$12 million) to 5 lanes from FM 78 to FM 1976 is on track to commence in 2016. The FM 78/1604 Intersection Improvement TXDOT Project (\$3.2 million) is scheduled to commence in late 2015. Bexar County Commissioners Court recently approved a \$200,000 Community Development Block Grant that will be used to repair streets in the Fair Meadows Subdivision.

The City of Converse recently joined the Canyon Regional Water Authority, which resulted in removing all drought Stage Water restrictions mandated by the Edwards Aquifer Authority. We are continuing our proactive efforts to conserve water and urge all residents to please do their part to conserve water. We have started a new proactive program to help keep Converse clean. The newly developed 4 C's for Converse program will give all residents an opportunity to discard their bulk items and household hazards every month (call 658-5356 for details).

The City Council recently commissioned the University of Texas at San Antonio to develop an extensive Master Plan for Converse City Park & North Park. We will continue to improve our parks and increase the quality of life for all our residents. Our new Copperfield Elementary School recently completed a very successful first year.

Finally, the City Council recently appointed a 19 member Citizens Committee to evaluate the future capital needs of the City for the next 5 & 10 years and submit a sound recommendation to the City Council for possible action. The City of Converse is financially sound with a strong reserve fund balance and a high grade AA- bond rating. I encourage and invite all citizens to attend your City Council meetings, which are held at 7:00 pm on the first and third Tuesdays of every month. Your City Council, City Staff, & Employees will continue to work together as ONE COHESIVE TEAM... for one common GOAL ... to make Converse a better place to live, work and raise a family. If you have a complaint, concern, question, or suggestion, please contact me anytime at 210-658-5356 (office), 210-787-7295 (cell) or email: mayorsuarez@conversetx.net. Please stop by and visit me at "MAYOR'S CALL" on the 2nd & 4th Saturdays of every month from 8:00 am to 10:00 am. (City Hall Conference Room/ 405 S. Seguin) ... NO APPOINTMENT REQUIRED.

Let's make a difference together! We look forward to hearing from you very soon!

My Best Regards,
Converse Mayor Al Suarez

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Converse Public Library



Summer Reading

Summer Reading is in full swing! We have programs for all children ages birth to eighteen! All programs are free but require registration!

Children Ages Birth to 4

Every Hero Has a Story! - This program is designed for our youngest library users with the goal of getting them to enjoy coming to our library! Registration is required. Upon registration the child will receive a Reading Log and a prize book! The Reading Log has several Reading Activities listed on the back. Once you and your child complete an activity, help color in the bubble. Every Wednesday from 10:30-11:30 we will have a Story Time designed for this age group.

Children Ages 5 to 10

Every Hero Has a Story! - This program is designed for early and independent readers to encourage the love of reading! Registration is required. Upon registration your child will receive a Reading Log with stickers and a prize book! For every ten minutes the child reads, or is read to, they will put a sticker on one of the spotlights on the back. There are a total of 50 spotlights equaling 500 minutes!

Teens Ages 11 to 18

UnMask! - This program is designed for middle and high school students to encourage reading for fun! Registration is required upon registration the teen will receive a Reading Log. The Reading Log will be where they list the ten

books/ ten activities they have participated in the summer. Once they have either read ten books or have attended ten Library activities, they will give their logs to staff to put their name in a drawing. A winner will be announced at the last Teen Time, August 9th at 2:00.

End of Summer Reading Party- Make sure to bring your Reading Log to our End of Summer Reading Party which will be held on Friday, August 14 at 12:00. Pizza will be served! Your Reading Log is your ticket to get into the Party! Your child will also receive a Reading Certificate!

See our online calendar for more details at <http://www.conversetx.net/calendar.aspx>.

Saturday Storytelling Adventures will start on September 12 at 10:30! We will feature special guest performers once a month during the school year! Stay tuned for more details to follow on our Facebook page and our online calendar!

Texas Reads Grant Awarded!

The Texas Reads Grant was awarded to our Converse Public Library to establish a Dia Family Book Club! The Texas Reads Grant is through the Texas State Library Archives Commission designed to fund public library programs that promote reading and literacy within local communities. Please look at our Facebook page and online calendar for more details to follow in the fall!



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CONVERSE CITIZENS CAPITAL IMPROVEMENTS COMMITTEE

The Mayor and the City Council appointed a group of Converse Citizens to examine the capital needs of the city and to bring back a proposal to consider a Bond Election to pay for major items of expense facing the future.

The Committee has been asked to look at all major operations of the City of Converse: Fire Department, Police Department, Library, Parks, Streets, Utilities, etc for needs.

At their first meeting, on Tuesday, June 30, 2015 the group organized itself, elected officers, and set their meeting dates.

Lanny Lambert, City Manager, made a presentation representing City Staff and asked the group to consider at least six projects:

- 1) Improve city streets
- 2) Replace Fire Station # 1 with a new one
- 3) Expand or replace the Library
- 4) Improve city parks
- 5) Build an animal control facility
- 6) Renovate or replace City Hall

The Committee will look at all city issues, take field trips to look at other city's facilities, hold Public Hearings to gather input from the public, and meet with financial advisors to discuss how the Bonds could be sold and paid for.

Nominated to the Committee by the City Council are:

Robin Benbrook	Randy Pannell
Reggie Grimes	Linda Powell
Joseph Guastella	Leroy Rouse
Dr. Betty Harkins	Dorris Sargent
Johnny Harris	Doug Sterns
Dr. Reginald Harris	Earl Boutelle
David Lane	Donnie West
Dave Mason	Mark Strick
Hope Olds	Frank Waller

Elected Committee Officers are:

Chair- Earl Boutelle
 Vice Chair- Joseph Guastella
 Secretary- Mark Strick

The city staff liaison appointed to the committee is Lanny S. Lambert, City Manager. The committee meeting dates are:

- July 28, 2015
- August 3, 2015
- August 11, 2015
- August 17, 2015

Please contact Lanny S. Lambert at 210-658-5356 or email at cm@conversetx.net with your questions or concerns.

You are cordially invited to a

PUBLIC MEETING

held by the *Converse Citizens Capital Improvement Committee* regarding the future of improvements in our city!

WHEN: Monday, August 3, 2015
 at 7:00 p.m.

WHERE: City Hall Conference Room
 405 S. Seguin

Possible projects include:

- Improve city streets
- Replace Fire Station #1
- Expand or replace the Library
- Improve city parks
- Build an animal control facility
- Renovate or replace City Hall

Light refreshments will be provided.

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CONVERSE POLICE DEPARTMENT

With kids out of school we would like to remind residents to keep an extra eye out for children playing within the City.

Just because it is summer does not mean criminal activity slows or stops, we must stay vigilant as a community.

When burglars come into an area or neighborhood looking for a home to break in to, they look to see if someone notices them. If you see someone in your neighborhood looking around, take note and watch what they do. While walking down the street is not illegal or suspicious, walking down the street looking into cars windows, home windows, and looking around at who may be watching them is suspicious. This warrants a call to 911.

When you are out and about in your neighborhood, you have a sense of who may be a stranger. Get to know your neighbors and greet them each day. When you happen upon someone you don't know, greet them too. Your presence and taking notice of a stranger (burglar) is likely to scare them off. Call Police to report suspicious activity even if the situation seems insignificant to you at the time (Converse Police Department at 210-658-2322).

Please Help Converse Police Department to make our city safe for everyone.

Have a safe and happy Summer!



The staff at Neighborhood News is happy to be publishing your neighborhood newsletter. Neighborhood News is a publishing company that specializes in the publication and distribution of community newsletters.

We have been in business for over 16 years in the San Antonio area, 9 years in Austin, and 6 years in Dallas. So far, our services have been well received. We hope that you will enjoy your newsletter.

If you wish to place an ad in future issues or to learn about our advertising discounts, please contact us at 210-558-3160 or email Sales@NeighborhoodNews.com

We look forward to working with you!

The staff at Neighborhood News



CONVERSE FIRE DEPARTMENT

The Converse Fire Department wishes everyone a safe and happy summer. Please remember to stay properly hydrated when engaging in outdoor activities. Pool accidents can lead to serious injury or death so please use caution when swimming. Please remember to keep watch on children when in the vicinity of pools or other bodies of water. Diving accidents are another common accident that can result in serious injuries. We would also like to remind everyone that it is against state laws to conduct outdoor burning inside the City Limits of Converse. Use caution when cleaning out your Bar-B-Que pit, and make sure the fire is completely extinguished prior to placing ashes in a trash container. Each year we respond to several fires resulting from carelessly discarded materials from Bar-B-Que pits. Have a safe and happy summer.

Water and Wastewater Rate Increase

CONVERSE -- Residents will soon receive an increase in their water bills. The Converse City Council has approved a water and wastewater rate increase for residential and commercial users. Rate increases are standard for other cities; for example, other cities in the San Antonio Metropolitan area have passed similar rate increases. These rates increase are reasonable when you compare it to what is happening around the Metro Area.

The increase reflects a recent 4 percent hike in what Converse pays for wastewater treatment by the San Antonio River Authority (SARA) and agreements recently approved by the City Council for long-term water needs. The increase is just enough to cover the additional water and wastewater treatment cost and won't result in any profit for the city.



CITY OF CONVERSE ECONOMIC DEVELOPMENT NEWS

The City of Converse EDC has been quite busy during the first half of 2015.

Since the beginning of the year, the Converse EDC staff has been supporting the City's grant requests for the Community Development Block Grant funding for capital improvements. The EDC worked with a consultant to perform income surveys to demonstrate qualification for funding. The City submitted two grant applications, one for the Fair Meadows subdivision and one for Quail Ridge subdivision. Bexar County is evaluating these and other submissions for funding and will make decisions on this year's CDBG grants in June 2015.

In the first half of 2015, the Converse EDC worked in partnership with various community stakeholders on developing a unifying brand for Converse. The new brand was promoted by the EDC on its May trip to the International Council of Shopping Centers (ICSC) annual RECON convention. It serves as marketing tool to promote Converse as a bright and vibrant location for business. The tagline is "Connecting Community + Commerce." The brand was adopted by the EDC Board and the City Council in June and will be used throughout the community in the months and years to come.

On March 28, the Converse EDC hosted its fourth annual Converse Goes Green Day event with Build San Antonio Green promoting the conservation of the environment while saving money. The event featured a tree and plant give-a-way from CPS Energy and provided an opportunity for local and small businesses to promote saving money while buying local. Approximately 200 people gathered for the four hour event, and the Spurs Coyote even made an appearance!

On April 23, the Converse EDC hosted its first Quarterly Business Appreciation Event honoring three long-established businesses in Converse: Jack's Paint Place, Deanan Gourmet Popcorn and Converse Painting, Inc. Jack's Paint Place has been in business since 1983; Deanan has been in business since 1979 and Converse Painting Inc. has been in Converse for 42 years! The owners of the three businesses were warmly congratulated by the business community gathered that evening for networking and celebration. The second Quarterly Business Appreciation Event is scheduled for July 8. The EDC will honor J.R. Inc, Simmang's Auto Service Center and A to Z Rentals on that date.

In May, the EDC presented its final Loop 1604 Commercial Corridor Study to City Council for approval. The document provides valuable information for decision making on development along Loop 1604 in Converse and reflects the community's desires for economic development in that area. A copy can be found online at www.converseedc.com.

Expansion of Loop 1604 from Lower Seguin to I-10 is underway and will transform the expressway from two lanes to four lanes. Other infrastructure work set to begin includes expansion of FM 1516 between FM 78 and FM 1976 from two lanes to four lanes with a center turn lane, sidewalks and bike lanes. This improvement scheduled to begin in 2016 will transform the look of South Seguin.

In June, Walmart submitted plans for a Neighborhood Market to be built at the corner of Toepperwein and Kitty Hawk. This is a project the EDC has been

working for four years. In addition, the EDC and the City invested \$100,000 in waterline infrastructure in partnership with two developers at Kitty Hawk to benefit commercial development and the new market rate apartments currently under construction.

The EDC has also hosted a number of ribbon cuttings for new businesses in the community over this last year, including: Taco Bell, Midwest Financial, Floor Pro Network, Freudenrich Auto Repair, Lai Sinh Vietnamese Restaurant, Subzero, Subway, AT&T, Delie's Cell Phone and Repair, and First Choice Emergency Clinic, just to name a few. The EDC published new business directory maps and business directories this spring. Please contact info@converseedc.com for copies.

We are particularly proud of the fact that Converse was recognized by the San Antonio Express-News in Spring 2015 as one of the safest and most affordable suburbs in the San Antonio area.

The EDC is funded by a half-cent sales tax and is charged with creating, attracting, retaining and expanding business opportunities in Converse. The EDC is overseen by a seven member Board of Directors appointed by City Council and is staffed by three professionals. Offices are currently located at City Hall. Our phone number is 210-659-9163. For more information, please visit our website at www.converseedc.com or e-mail us at info@converseedc.com.

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Converse EDC First Quarterly Business Appreciation Event

Hosted on April 23



Pictured from left to right:

Barbara Hodges of *Deanan Gourmet Popcorn*, Jeff Holbrook of *Jack's Paint Place*, Vivian Douglas of *Converse Painting Inc.*, Jon Holbrook of *Jack's Paint Place*, Kate Silvas of *Converse EDC* and Mayor Al Suarez

HUMAN RESOURCES

Job opportunities with the City can be found at <http://www.conversetx.net/jobs.aspx> or by calling Human Resources at (210) 658-5357 and selecting option 2.

Applications are accepted only for open, posted positions and to be considered, applicants must submit a properly completed Application.

Applications for Fire Department uniformed positions may be found at <http://www.conversetx.net/DocumentCenter/View/956> and more information obtained by calling (210) 658-8900.

Applications for Police Department and Dispatcher job openings may be found at <http://www.conversetx.net/jobs.aspx> under Tools and more information obtained by calling (210) 658-2322.

Applications for all other jobs may be found at <http://www.conversetx.net/DocumentCenter/View/767>.

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UTILITIES DEPARTMENT UPDATE

WATER DISTRIBUTION

The Water Distribution Division has completed the upgrade of the water main on the 100 Block of Legion Drive West and is currently in the process of extending the water main along the north side of Kitty Hawk Drive beginning at Windburn Trail. With the assistance of the Water Production and Wastewater Collection Divisions, we continue to diligently strive toward managing and repairing all city leaks as quickly as possible.

Thanks to a very rainy spring and City Management being able to acquire additional water rights, the City of Converse has been able to downgrade to Normal Year Round Water Restrictions. For more information on all Stage Levels of Water Restrictions from Normal thru Stage 4, please visit the City of Converse website at www.conversetx.net.

In order to help us maintain the quality of our system, we encourage all residents to report any observed water or wastewater issues by calling the Converse Utility Billing Department at (210) 658-1965 or the Utilities Department at (210) 658-3453 during normal hours of operation of Monday – Friday, 8:00 am – 5:00 pm. After 5 p.m., please contact the Converse non-emergency Police Dispatch at (210) 658-2322.

WASTEWATER DEPARTMENT

Since the City of Converse has received an abundance of rain, San Antonio River Authority (S.A.R.A) and Converse will review all the rain data compiled by S.A.R.A to find the bad Inflow & Infiltration (I&I) spots within the city. This will enable the city to address the most critical areas in need of repair.

In October and November 2014 the Wastewater Department had to rebuild the MacArthur Park lift station. All of the piping and one pump were replaced. Thank you to all of the residents of MacArthur Park for graciously dealing with the roads being closed for three days while this repair was being accomplished.

In the next couple of months the wastewater crew and management will be working on reviewing and modifying the sewer ordinance before being presented to City Council. This new ordinance will include a revision of the sewer laterals and to whom would be responsible when dealing with sewer backups.

WATER PRODUCTION

The Water Production crew is constantly monitoring and maintaining the City wellsites on a daily basis in order to provide superior quality water. We are currently developing plans to have the Bob Grubb ground storage tank painted. The SCADA monitoring system for four of the City wellsites have been completed. The final wellsite should be completed in the near future. We will be upgrading water meters in the MacArthur Park subdivision and Estates of Cimarron subdivision. This will help to monitor the water meters more efficiently.

Since the Edwards Aquifer Authority (EAA) is the main source of water, anything put down the drain or that enters the storm drains could re-enter the water cycle. We will continue to provide the best quality of water to all citizens. A vital part of Converse's future is clean water.

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