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Three new outdoor dining opportunities coming to Downtown Rowlett!

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a monthly newsletter for the Rowlett community

Rowlett On the Move

Economic Development News

Sprouts Farmers Market is Coming to Rowlett!

Highly anticipated new grocery store and retail development will go in on Lakeview Parkway between Walgreens and Arby's.



Sprouts Farmers Market operates 175 stores in ten states and has become one of the largest specialty retailers of natural and organic food in the United States, generating revenue in excess of \$1 billion annually. Offering a different kind of shopping experience,

fresh produce and grains are available from field bins, barrels and wooden crates. There's low shelving so the whole store is visible from the moment shoppers enter, with spacious aisles and bright, natural light that evokes the feel of an indoor farmers market. Founded in 1943 by Henry Boney as a fruit stand in California, in 1997, the family renamed its store to Henry's Marketplace in honor of their father. In 1999 they sold to Wild Oats, which was later sold to Whole Foods Market. The Boney family founded Sprouts Farmers Market based in Phoenix, Arizona in 2002, at which time they began their rapid expansion through acquisitions and new store development, opening their first Texas location in Plano in 2004.

Sprouts anticipates breaking ground very early in 2015, with the store

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ISSUE NO. 1409

NOVEMBER, 2014

**One of Only 10 in Texas,
135 Nationwide!**

PARKS & RECREATION DEPARTMENT EARNS NATIONAL ACCREDITATION

**Prestigious Designation Recognizes a Commitment
to the Highest Level of Service to our Community**

Rowlett Parks and Recreation Department has joined the ranks of 135 elite park and recreation agencies and departments across the country by earning accreditation through the Commission for Accreditation of Park and Recreation Agencies (CAPRA) and the National Recreation and Park Association (NRPA). The CAPRA standards for national accreditation provide an authoritative assessment tool for park and recreation agencies. Through compliance with these national standards of excellence, CAPRA accreditation assures policy makers, department staff, and the general public that an accredited park and recreation agency has been independently evaluated against established benchmarks as delivering a high level of quality.

CAPRA accreditation is the only national accreditation for park and recreation agencies, and is a measure of an agency's overall quality of operation, management and service to the community.



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opening in early 2016. Phase one of this project will generate a total of \$7.2 million in private investment, consisting of a 28,000 square foot Sprouts Farmers Market and 7,500 square feet of additional retail space. The phase one improvements will create 75-80 new jobs and generate property tax and sales tax revenue of approximately \$62,500 annually to the City versus the current \$11 annually collected by the City. Phase two will include the development of five outparcels along Lakeview Parkway for commercial, retail and restaurant uses and the development of an additional commercial anchor tenant on the remaining property

immediately north of the outparcel development.

An important component of the City's Strategic Economic Development Plan is to diversify Rowlett's tax base and provide additional retail, restaurant and shopping opportunities for Rowlett residents and the surrounding areas. With the adoption of form based codes and Realize Rowlett 2020, the City's comprehensive plan update, our community continues to attract quality development such as Sprouts Farmers Market, and more is on the way!

Three New Downtown Rowlett Restaurants in Development Includes a French Café, along with other outdoor dining opportunities!

On Tuesday, October 14, the Rowlett City Council approved an Economic Development Program Agreement with Rowlett business, Millennium Road Holdings, LLC, to develop restaurant concepts that will include a French bakery/café with outdoor seating and two additional restaurants with outdoor dining opportunities. This will add approximately 12,500 square feet of unique commercial space to the City's Downtown Main Street. The café will open within one year, the other two will be developed and opened within 24 months.

Since the adoption of the Strategic Downtown Plan, new zoning regulations and the announcement of the Village of Rowlett project, the City has actively marketed Downtown Rowlett development opportunities, garnering interest from several entities interested in pursuing catalyst projects on City owned properties. To that end, the City has worked with Millennium Road Holdings, LLC (owners Serge and Jennifer Faucon), entrepreneurs and business owners in Rowlett, who have a passion for the restaurant industry and are focused on renovating and activating existing properties in Downtown Rowlett.

Rowlett residents from 2000-2009, Serge and Jennifer Faucon have a vested interest in the revitalization of Downtown Rowlett. The Village of Rowlett development announcement focused their attention on

Downtown, where they acquired the former Big Star Burger property on Main Street and leased it to El Centro Mexican Restaurant. The Faucons also founded two other businesses in Rowlett; ABC Restaurant Equipment in 2002 and Advanced Auction Company in 2007.

Before the Faucons started ABC Restaurant Equipment, Serge was Executive Chef for La Madeleine restaurants. He was responsible for 11 production facilities serving 62 restaurants, producing over \$126 million in annual sales; managed 11 General Managers and 26 managers, and developed culinary training for La Madeleine chefs and associates.

"The Mayor, the City Council, the Economic Development Department and so many others in the City have worked so hard to bring the vision of *Realize Rowlett 2020* to life. We are very excited to be a part of re-energizing Rowlett's downtown area. We want to create something that will make downtown a unique destination," say the Faucons. "Rowlett has a wonderful opportunity to reinvent this area into a vibrant, mixed use space....a thriving urban village with a hometown feeling right in the heart of the City. The French bakery is obviously very close to our hearts, and we want to share that artisan authenticity with our friends and neighbors in Rowlett!"



WITH VILLAGE OF ROWLETT DEVELOPMENT NOW UNDERWAY, WE ARE DELIGHTED TO SEE THIS RENEWED URBAN ENERGY PAVING THE WAY FOR THESE EXCITING NEW CULINARY OFFERINGS DOWNTOWN! SERGE AND JENNIFER FAUCON HAVE A PROVEN TRACK RECORD OF SUCCESSFUL RESTAURANT-ORIENTED BUSINESSES AND I, FOR ONE, LOOK FORWARD TO ENJOYING A CROISSANT WHILE DINING AL FRESCO!

MAYOR TODD GOTTEL



This mark of distinction indicates that an agency has met rigorous standards related to the management and administration of lands, facilities, resources, programs, safety and services. Only 10 other park and recreation agencies in Texas have earned this designation.

As part of the two-year accreditation process, Rowlett Parks and Recreation Department had to demonstrate compliance with 144 recognized standards and document all policies and procedures. It also involved self-assessments, a formal application, a site visit by a team of trained visitors, all of which resulted in a written report and hearing with the commission to grant accreditation. This process helped identify efficiencies and heightened areas of accountability, all of which translate into higher quality service and operation to benefit our community. Once accredited, the agency must uphold the standards and is reviewed again in five years. One of the requirements to maintain accreditation is to

“We have a great community and our hopes are to implement programs and policies that will continue to be gratifying for our citizens. With this national accreditation, we want citizens to know we will strive to reach the benchmarks of delivering a high level of quality and play an essential role in the lives of the people we serve”

*Jermel Stevenson
Parks and Recreation Director*

actively seek grant funding. This typically saves taxpayer dollars by reducing the amount needed from the City’s general fund.

“We started the road to accreditation in 2012 and it has been a positive learning journey. This department is now in a better position for other sources of funding from the federal, state, or non-profit organizations,” says Parks and Recreation Director Jermel Stevenson. “Every member of our staff, along with other City departments, the Parks and Recreation Advisory Board, Senior Advisory Board and Golf Advisory Board, played a role in this process and I am very proud of this department. We have a great community and our hopes are to implement programs and policies that will continue to be gratifying for our citizens. With this national accreditation, we want citizens to know we will strive to reach the benchmarks of delivering a high level of quality and play an essential role in the lives of the people we serve.”

For more information about CAPRA accreditation, visit www.nrpa.org/CAPRA.

Scenic Point Park *Phase 1 Construction Has Begun!*

After an extensive three-year process of public input and design, construction on Phase I of the Wellness Preserve at Scenic Point Park has begun. Located in the heart of the Realize Rowlett 2020 Healthy Living area on the Rowlett side of the two mile bridge to Rockwall on SH 66, this park will become an outdoor lakeshore recreational entertainment destination. One of our hometown’s best features is its location on Lake Ray Hubbard, yet there are limited opportunities to access the lake and this park will allow Rowlett residents and visitors to do just that in a beautiful natural setting.

The park design takes cues from the site’s existing land forms and grades, allowing for minimal disturbance, and is meant to enhance and accentuate the existing natural features found there. A very special feature is the little beach on the north side of a spur formed by an old road which was demolished years ago. In fact, small alcoves with intimate viewing of the lake exist along the entire stretch of the park. The design also sets the stage for future economic development and connections within Rowlett and the Healthy Living District, which is envisioned to be a neighborhood for people whose focus, due to personal choice, field of employment or physical need, is on health and wellness. Phase I includes the construction of a 12’ wide hike and bike path along an existing well-worn path. This also allows for future hike and bike connections throughout Rowlett and the Healthy Living District!.

Future phases include a series of cantilevered boardwalks, observation piers, fishing pier, elevated observation decks, and a secondary network of unimproved nature trails. The most public spaces of the park will be located at the eastern end. This area will include a children’s playground, terraced lawn, passive no-swim beach, vehicular drop-off area, large fishing pier and Keep Rowlett Beautiful’s Environmental Learning Center.



CITY BOARDS AND COMMISSIONS MAKE A DIFFERENCE IN *YOUR* COMMUNITY!

Fiscal Year 2014 Accomplishments

The Rowlett community is truly blessed to have so very many citizens wishing to make a difference in their City by joining a Board or Commission. Here are the highlights of Fiscal Year 2014 (FY 2014) for each one!

Animal Shelter Advisory Board (ASAB)

The Animal Shelter Advisory Board reviews various shelter policies and procedures and assists in planning the special events pertaining to the Animal Shelter. The Board also provides input on the drafting and modifying of Animal Control Ordinances.



The ASAB coordinated with the shelter to hold four adoption events and bi-weekly off-site adoption events.

The board ran the Putts for Paws golf tournament to raise funds for the Shelter.

Encouraged the ongoing use of social media as an adoption and rescue tool.

Saw the adoption of the Pet Abandonment Ordinance. The board favored this ordinance, which allows action to be taken against a pet owner who does not redeem their animal after impoundment.

Was instrumental in the installation of security cameras at the shelter.

Arts and Humanities Commission (AHC)

The Arts & Humanities Commission receives an annual budget, funded through the Hotel/Motel tax, to encourage the development of, an appreciation for, and participation in the arts and humanities in the City of Rowlett.



The AHC awarded four cultural arts grants totaling \$2,000.

The AHC endorsed the idea for a changeable display of community-based art at the Downtown Rowlett DART Light Rail Station.

Conducted the AHC Young Artists Exhibit in January. The purpose of the exhibit is to recognize and provide positive reinforcement to talented young artists and their art teachers.

Conducted the AHC Writing Contest in May. The contest has two divisions, youth and adult, and there are three categories within each division: poetry, short story and short works. Entries are judged on originality, content, creativity, relevancy, structure and the intangible – how the work touches the reader.

Conducted the AHC Photography Contest, open to anyone in the Lake Ray Hubbard area with an interest in photography. Themed “Rowlett Up Close,” participants had three categories from which to choose for their entries: people, places and things. Entries were displayed at the Rowlett Public Library throughout September.

BOARDS AND COMMISSIONS

Board of Adjustment (BOA)

Board of Adjustment members hear requests for variances and special exceptions to the City's Zoning Ordinance.

The BOA heard only one variance case during FY 2014. The types of cases that might go to the Board of Adjustment are variances from the strict requirements in the code, or rulings on staff interpretations of the code. BOA variances should be the exception, not the rule. If the zoning codes are clear and reasonable, there should be very few instances of cases going before the Board of Adjustment. One case in FY2014 is considered a success by City staff!

Economic Development Advisory Board (EDAB)

The EDAB is a strategic partnership with the Rowlett Chamber of Commerce focused on providing resources and information for our local business community. The Board advises on the implementation of the City's Economic Development Strategic plan and assists with the Business Retention and Expansion program.

As part of the department's strategic plan, interacting with local businesses is a key opportunity to communicate and provide resources. The EDAB participated with the ongoing business retention and expansion programs, assisting businesses who were interested in partnering with the City to create a strong local economy and retain jobs.

The EDAB worked with staff to implement a new five year Economic Development Strategic Plan for the department as an extension of the Realize Rowlett 2020 initiative. Formulated and adopted by the City Council in FY2013, this Plan had not been updated since 2007.

A key function of the EDAB is to partner with the Rowlett Chamber of Commerce to promote economic development in the community. The board provided oversight on a Cooperation Agreement between the City and Chamber this year. Several EDAB board members serve on the Chamber Board of Directors and various Chamber committees. Several EDAB members also serve on the Governmental Affairs/Legislative Committee, which works with the local state legislative members to ensure Rowlett business and economic development issues are being heard.



Golf Advisory Board (GAB)

The GAB acts in an advisory capacity to provide observations and make recommendations to the City Council regarding operations and maintenance of the City's golf course.

FY2014 accomplishments include:

- Implementation of drainage improvements on hole #10
- Replace the retaining wall on the hole #18 tee box (currently in progress).

The GAB also held discussions and put forth the following recommendations, which were approved and are currently under design:

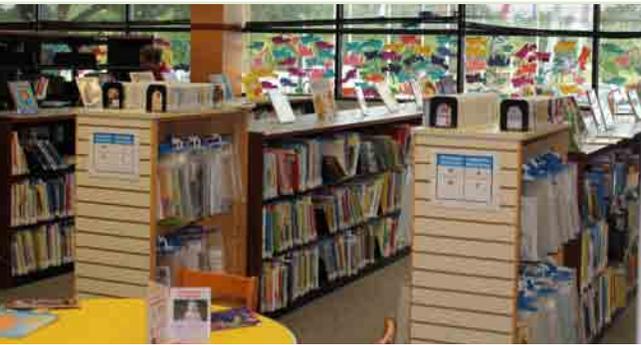
- Enclose the outdoor pavilion area of the clubhouse (March, 2015 expected completion date).
- Add a lake on hole #1 .



BOARDS AND COMMISSIONS

Library Advisory Board (LAB)

Library Board members act as liaisons to the library staff, advising on items of community interest and concern. Board members review library policies for City Council approval as well.



LAB members were instrumental in the implementation of Apollo, the Library's new Integrated Library System. An almost two-year research and vetting process took place to ensure Apollo was the right product for Rowlett Public Library users.

The board held a Staff Appreciation Event in April.

A John Pritchard Memorial was held in May. Mr. Pritchard, who served as the LAB Vice-chair, passed away in March. Memorial book purchases were made to honor his service to our community.

Members also conducted regular benchmarking and visits to other libraries in the north Texas area.

Parks Advisory Board (PAB)

The PAB reviews, discusses and votes to present recommendations before the City Council for all Parks and Recreation matters.



The PAB played a major role in two special work sessions with City Council, Keep Rowlett Beautiful and several City departments discussing the master plan for Scenic Point Park. They advocated for the relocation of the Environmental Learning Center to this park, and for the role it plays in the Realize Rowlett 2020 vision plan.

The PAB is very instrumental in the Kids Kingdom rebuild and fundraising efforts. They help the *PARDners Foundation* in the areas of marketing, fundraising and volunteer drives in order to rebuild the playground.

Tree City USA: Arbor Day. One of the PAB's goals was to coordinate the Arbor Day program with the Parks Department. This year, they will be working with the JFK Foundation to plant several trees in the parks system in order to provide much needed shade.

The PAB assists with the Playful City USA application process. The City has now earned this designation for the fourth straight year!

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The application process for Boards and Commissions begins each year in August, with appointments made by the City Council in September. Please consider donating YOUR time, knowledge and skills!

BOARDS AND COMMISSIONS

Planning and Zoning Commission

Duties and responsibilities include processing and initiating zoning cases at the request of property owners and/or their representatives or the City Council. Commissioners also hear, recommend and/or determine any matter relating to planning or subdivision control.



A total of 45 cases were heard and received resulting in either a decision from the Planning and Zoning Commission or a recommendation to City Council over the course of 19 meetings. These can include rezoning cases, code amendments, comprehensive plan amendments, plats, conditional use permits, alternative building material requests, alternative landscape plans, development plans and tree mitigation plan.

P&Z Commissioners were active participants in the completion of Realize Rowlett 2020 Phase II initiative by providing thoughtful and productive input. They devoted many hours to making sure the process and result would work for the City of Rowlett by:

- Participating in joint City Council meetings.
- Having two P&Z members serve on the Realize Rowlett 2020 Advisory Committee.

Traffic and Safety Commission

The Traffic and Safety Advisory Commission identifies and reviews citizen concerns regarding traffic and other public safety issues.



The commission conducted a review of the sequencing and timing of the light at Rowlett Road and Main Street, resulting in better coordination of the pedestrian crossing signal with the traffic lights and an increased crossing time. This offers a safer experience for pedestrians who use the intersection and crosswalk on a regular basis.

The commission, in conjunction with the Parks and Recreation Advisory Board, researched, reviewed, and implemented highly visible and easily discernible distance markers within the City parks. These markers assist Emergency Services, such as Police and Fire, to quickly and efficiently reach persons in need of those services by allowing them to give an exact location. This project was successful in large part due to the teamwork of several volunteer commissions and City departments.

A concern regarding the noise level and the safety of drivers exiting a subdivision at the intersection of Harborview and the PGBT service road was voiced, leading to discussions with concerned residents, commission members and City staff representatives. This spurred a study by NTTA and TxDOT concerning the safety issues. As a result, the intersection was enhanced with traffic control devices for added safety.

Senior Advisory Board (SAB)

The SAB reviews, discusses and presents recommendations and items to the City Council for all aspects of Rowlett's senior citizens. The Board plays an integral part in planning and assisting with senior programming.

The SAB, along with City staff, conducted the Annual Senior Health Fair with over 50 vendors including DART, Rowlett and Dallas Area Agency on Aging and many other senior service providers. Over 250 area seniors attended this successful event!

The SAB board members teach computer classes for seniors. These classes include navigating the internet or how to utilize Microsoft Office. This has been a very successful program initiated from the board.

The SAB held a Senior Travel Expo.

RECENTLY IN ROWLETT...



Boy Scout's *Cub Fun Day*

Pecan Grove Park played host to 250 scouts on September 27. Tug of war, BB gun safety and archery were just a few of the activities, designed for the boys to have fun and earn badges.



Great American Clean-up!

On Saturday, October 11 the City joined efforts with about 60 Keep Rowlett Beautiful volunteers for this annual event in which volunteers clean up parks and shoreline areas around the City.



Angel Swim Program Wins Award

The Texas Recreation and Park Society awarded the Rowlett Parks and Recreation Department an "Excellence in Programming" award. Angel Swim is a two-hour monthly event that allows those with special needs and their families to visit the Wet Zone Waterpark before it opens so that they might enjoy the park without all of the crowds. The intent of this program is to connect with and meet the needs of everyone in our community.



National Prescription Take Back Day

On Saturday, September 27, the Police Department participated in this annual event and collected 183 pounds of prescription drugs. This was a collaborative effort between state and local law enforcement agencies coordinated by the Drug Enforcement Agency (DEA) focusing on removing potentially dangerous controlled substances from medicine cabinets.



Camp Fear – October 24-25



Families had a great time at Rowlett's spooky Halloween camp-out!



COMMUNITY EVENTS: MARK YOUR CALENDAR!



Veterans Day

Tuesday, November 11
11:00 A.M.

Veterans Park (Main Street
next to the Library)

Join us at Veterans Park as we recognize and honor our local veterans. Veterans Day is a time when the community gathers together to give thanks to those who have served our country. Please gather

with us to show your support and appreciation to those who have made so very many sacrifices for our freedom.



City of Rowlett Holiday Closings

City of Rowlett offices and facilities will be closed for the Thanksgiving holiday:

Thursday, November 27 and Friday, November 28

City of Rowlett offices and facilities will be closed for the Christmas holiday:

Wednesday, December 24 and Thursday, December 25

City of Rowlett offices and facilities will be closed for the New Year's Day holiday:

Thursday, January 1



Holiday Parade & Main Street Fest

Saturday, December 6
3:00 - 7:00 P.M.

Main Street

Main Street comes alive with holiday sparkle, including children's activities, letter-writing to Santa, festival-style food, school choir performances, photos with Santa,

Touch a Truck and a spectacular fireworks show! Make sure to grab your seat early on to watch the Noon Exchange Club's 28th Annual Holiday Parade at 4pm; this year's theme is "Playground Christmas." Then oooh and ahhh as the holiday light show all along Main Street is switched on for the season!

Waste Management Holiday Closings

Waste Management is closed and will delay trash and recycling pick up by one day on:

Thanksgiving Day – Thursday, November 27

Christmas Day – Thursday, December 25

New Year's Day – Thursday, January 1



Annual Stop a Cop for Christmas Toy Drive

Saturday, November 29 – Saturday, December 20



Help the Rowlett Police Department and the Rowlett Needy Children's Fund give a less fortunate child living in Rowlett a Merry Christmas this year. Wave down any officer out on patrol, if not responding to a call, they will be happy to accept donations of toys and other gifts appropriate for children of all ages.

Toys may also be dropped off 24 hours a day at any of the Rowlett Fire Stations or the lobby of the Rowlett Police Station.

Other collection sites include the Community Centre, City Hall, Fire Administration Building and the Rowlett Chamber of Commerce.

Don't forget our teens, there is always a great need for gifts in this age group!

ROWLETT POLICE OFFICERS AND ROWLETT VOLUNTEERS IN POLICE SERVICE (VIPS) MEMBERS WILL ACCEPT TOY DONATIONS IN THE WAL-MART PARKING LOT ON:

**SATURDAY
DECEMBER 6
10:00 A.M. – 2:00 P.M.
DECEMBER 13
2:00 - 6:00 P.M.
DECEMBER 20
10:00 A.M. – 2:00 P.M.**

All toys and gifts donated go to the Rowlett Needy Children's Fund and will be distributed to families living in Rowlett.

For more information, contact Officer Chad Caldwell at ccaldwell@rowlett.com or 972-412-6242.



**Animal Shelter Maintains
a 98% Live Release Rate!**

The Story of *Kali*

The shelter had received many calls for two weeks about an injured lab mix roaming around the Stonemeadow area. After multiple attempts to catch her, on September 19 Animal Control was successful. Kali had a shallow open wound on her right side that healed after treatment by shelter staff. Although she was microchipped, sadly the owner could not be located because their information was outdated. Kali spent almost a month recuperating at the shelter and was rescued by one of the groups shelter staff regularly works with on October 16.

Although Kali's story ended well, please use this as a reminder to not only microchip your pets, but to keep that information up to date so that they can be returned to you in the event they are lost!



Pet Adoptathon!

**Saturday, November 15
10:00 A.M. - 5:00 P.M.
Rowlett Animal Shelter
(4402 Industrial)**

Reduced Adoption Fee - \$25

Come find your new best friend and help your Animal Shelter maintain its current live release rate of 98 percent! This is well above the national rate of 30 percent thanks to Rowlett residents' willingness to open their hearts and homes to all the wonderful pets available at the shelter.



Code Enforcement tip of the month



It is illegal to keep a *Junked Motor Vehicle* on private property in Rowlett.

Section 22-81-22-87 of the Rowlett Development Code: Inoperable means not capable of being used or operated due to legal or mechanical incapability. Vehicles parked on the street will be reported to the police – moving it into the driveway is not the answer because it then becomes a Code Enforcement violation. Thank you for your assistance and ongoing vigilance in keeping Rowlett a safe, clean community where families enjoy life and feel at home!

The criterion for a *Junked Motor Vehicle*:

- it must be on private property;
- it must have expired registration or inspection;
- it must be wrecked, dismantled, partially dismantled or discarded;
- it is inoperable and has remained inoperable for more than 30 days on private property.

**For more info please call
Rowlett Code Enforcement
at 972-412-6283 or visit
Rowlett.com**

Every Other Week Landscape Watering in Effect Through March 31, 2015!



North Texas Municipal Water District Initiates Seasonal Stage 3 Water Restrictions

**DROUGHT CONDITIONS
CONTINUE, RESULTING IN
CRITICALLY LOW LAKE LEVELS**

The City of Rowlett is a customer city of the North Texas Municipal Water District (NTMWD), meaning the City purchases its water from the District and is subject to their implementation of water restrictions and the rules each level brings. Recently, due to below average rainfall and extremely low lake levels, the NTMWD Board of Directors have initiated Stage 3 seasonal watering of the NTMWD Water Conservation and Drought Contingency and Water Emergency Response Plan. This limits landscape watering with sprinklers or irrigation systems to once every two weeks between November 1 and March 31.

The goal of Stage 3 is a 10 percent reduction

in water use and increased awareness in ongoing conservation efforts. Water conservation and the wise use of water is still critical to maintain current available supplies until the drought eases.

As of October 31, Lake Lavon was down 12.59 feet. Lake Chapman, another NTMWD water source, was down 11.69 feet.

The City of Rowlett would like to thank citizens for their tremendous conservation efforts. We conserved water at a rate of 31.5 percent for the fiscal year 2014. That's 21.5 percent more than the goal of 10 percent!

STAGE 3 RESTRICTIONS INCLUDE:

PROHIBIT
OPERATION OF
ALL ORNAMENTAL
FOUNTAINS TO THE
EXTENT THEY USE
TREATED WATER.

PROHIBIT WASHING
OR RINSING OF
VEHICLES BY HOSE
EXCEPT WITH A
HOSE END CUTOFF
NOZZLE.

EXISTING SWIMMING
POOLS MAY NOT
BE DRAINED AND
REFILLED (EXCEPT
TO REPLACE
NORMAL WATER
LOSS).

PROHIBIT USING
WATER IN SUCH
A MANNER AS TO
ALLOW RUNOFF OR
OTHER WASTE.

PROHIBIT
HYDRO-
SEEDING,
HYDRO-
MULCHING, OVER-
SEEDING, AND
SPRIGGING.

WHEN CAN I WATER?

Landscape watering is allowed once every fourteen days based on the last number of your physical address.

No landscape watering is allowed between 10:00 A.M. and 6:00 P.M.

Exceptions to this Schedule

Foundations, new landscaping, new plantings (first year) of shrubs, and trees may be watered for up to two hours on any day by a hand-held hose, a soaker hose, or a dedicated zone using a drip/bubbler irrigation system.

Registered and properly functioning ET/Smart irrigation systems and drip/bubbler irrigation systems may irrigate without restrictions.

Golf courses, using NTMWD water, may water greens and tee boxes without restrictions.

Locations using other water sources such as well water, water reuse, or reclaimed water for irrigation may irrigate without restrictions.

Public athletic fields used for competition may be watered twice per week.

NOVEMBER 2014

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 & 4	5	6 & 7	8	9	10
0	3 & 4	1	6 & 7	2	8 & 9	5
NO WATERING						
16	17	18	19	20	21	22
0	3 & 4	1	6 & 7	2	8 & 9	5
NO WATERING						
28	29	30				
0						
						Watering Day: Use Last Digit In Address



View the [NTMWD Water Plan](#).
For More Information call the City of Rowlett
Action Center at 972-412-6100.

Monthly Financial Update

The City of Rowlett's monthly financial report is provided as one element in the City's effort to ensure financial transparency for its citizens and policy makers.

The Finance Department prepares the report and presents it to the City Council at a regular City Council meeting each month. While the presentation made at the Council meeting usually provides a high level overview, the report itself is very detailed, providing information on each of the City's funds, key local, state and national economic indicators, and "dashboard" information about the City's primary operating funds, major revenue sources and overall fund performance.

The purpose of this report is to inform the City Council and public regarding the status of the City's financial position. In other words, where are we versus where did we project we would be at this time of the fiscal year. Also, the report informs the staff and City Council about significant variances in projected versus actual revenues and expenditures and allows the Council to monitor the City's financial position and make adjustments as needed.

The report provided to Council in October includes financial information through August, eleven months through the City's

fiscal year. September was our final month of the fiscal year and we are fairly confident at this time that the revenue trends we have been monitoring will be close to where they will end up.

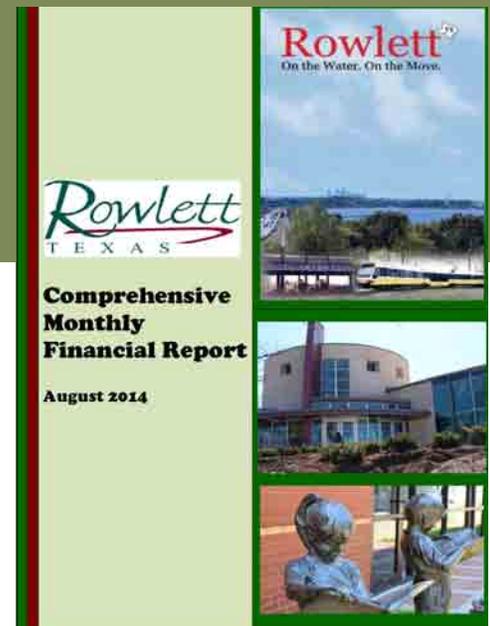
"The net surplus from operations is \$0.4 million. This is \$0.3 million better than expected at this point in the year."

*Alan Guard
Chief Financial Officer*

On the revenue side of the equation, overall, the City has earned or received \$74.2 million for all funds in FY 2014. This amount is 92.9 percent of the approved operating budget of \$80.3 million and is 0.6 percent lower than the forecast projected through the month of August.

Expenditures have totaled \$75.6 million through the same time period. This amount is 91.4 percent of the approved operating budget of \$81.3 million and is 1.8 percent lower than forecast. Based on these figures, the net surplus from operations is \$0.4 million. This is \$0.3 million better than expected at this point in the year.

As you can see from this report, the City of Rowlett takes its fiduciary responsibilities very seriously, and you can see we do an accurate job at forecasting revenues and



expenditures. This information is provided every month to the City Council, on RTN 16 and in the City's newsletter. This report, along with the City's budget, its annual audit and the monthly check registry are provided on the City's website. Starting with the leadership of the Rowlett City Council, we are committed to full disclosure for all our citizens. As a result, Rowlett has been recognized for the third year as a Texas State Comptroller's Office Leadership Circle Member, and this year Rowlett has been recognized as a Platinum Member - its highest award for financial transparency.

[View the entire report here.](#) If you have any questions please contact Alan Guard, Chief Financial Officer [via email](#) or 972-412-6288.

SENIORS: MARK YOUR CALENDARS!

Senior Computer Class Intro to Microsoft Excel

Tuesday - Thursday, November 4 - 6
8:30 - 10:00 A.M.
Rowlett Library

Free computer classes for Rowlett Seniors in conjunction with the Rowlett Senior Advisory Board. This class is limited to 18 participants, please plan to attend all three days. Call 972-412-6161 to register.

Senior Road Trip

Perot Museum of Nature and Science
Thursday, November 6
10:00 A.M. - 4:00 P.M.
\$10

Experience eleven hands-on exhibit halls, group programs, 3-D films and shopping. Lunch is not included.

Call 972-412-6170 for more information.

Senior Programs at the Rowlett Community Centre

TAX STRATEGIES FOR SENIORS
TUESDAY, NOVEMBER 4
10:00 A.M.

SENIOR HEALTH CHECK
2ND TUESDAY 8:30 - 10:00 A.M.

HEALTHCARE SEMINAR & LUNCH
TUESDAY, NOVEMBER 18
10:00 A.M.

SENIOR FITNESS PROGRAMS:
SAIL
PACE

Fall into the Rowlett Library!

Visit the library for a variety of programs and activities to entertain and educate audiences of all ages!

GED Tutoring

Mondays and Wednesdays

7:00 - 8:30 P.M.

Tuesdays and Thursdays

10:30 A.M. - Noon

To sign up for classes or to become a tutor, please stop by the Reference Desk.

English as a Second Language (ESL) Classes

Beginners: Mondays, Tuesdays & Thursdays @ 1:00 P.M.

High Beginners: Mondays @ 6:00 P.M., Wednesdays @ 1:00 P.M.

ESL classes focus on conversation and language skills, pronunciation, and cultural insights. Students of all languages are welcome!

Saturday Movie at the Library: *Planes*

Saturday, November 1

2:00 P.M.

Inspiring story of a crop-dusting plane with a fear of heights that gets to live his dream of competing in a famous around-the-world aerial race. Rated PG.



Healthy Holiday Cooking

Saturday, November 22

2:00 P.M.

A recipe swap with a healthy twist for cooks of all ages! Special guest Amanda Mullaney, City of Rowlett Wellness Coordinator, will also demonstrate how to create tasty and healthy holiday meals and treats for your friends and families.

Football Trivia for Tweens and Teens

Saturday, November 29

All Day

How well do you know football? Come on in and enjoy trivia, games and prizes! Free event for ages 10-18.

Arts & Humanities Commission

Annual Photography Contest Winners

2014 Theme – “Rowlett Up Close”



First Place
People category
Sue Ann Bruce



First Place
Places category
Michael Ficarra



First Place
Things category
Lorraine Ficarra



Best in Show
Greg Wilkins

The contest was open to everyone in the Lake Ray Hubbard area . . . professionals, amateurs, people of all ages.

All entries were on display at the Rowlett Public Library from September 6 through October 4.

Winners were presented their award checks at the October 14 City Council Meeting.

ROWLETT LIBRARY GETS CREATIVE!



Arts and Humanities 14th Annual Young Artists Contest and Exhibit

One of the goals of the Arts and Humanities Commission is to encourage area students to become more active in their communities through the visual arts.

validate and further their development as young artists. It also encourages parents and community members to be more aware of the visual arts programs in our schools.



With that in mind, all talented young artists, Kindergarten through 12th grade, are invited to participate in this exciting contest! Three age divisions and two categories, 2D and 3D works, ensure that each child participating has a chance to shine!

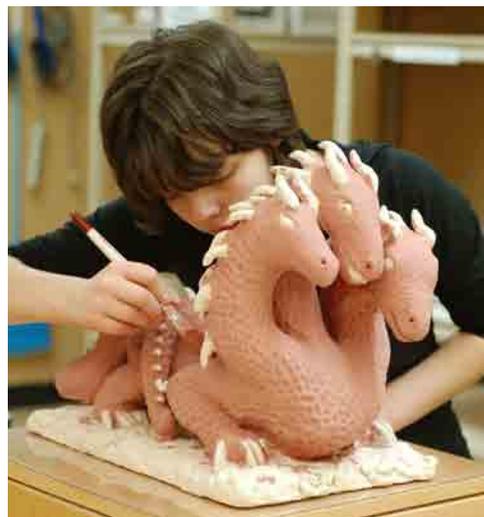
Submit all entries to the Rowlett Library on Saturday, January 10, 2015 between 10:00 and Noon for judging at the exhibit, all entries will be on display until Saturday, February 7.

Submissions run the gamut of 2D and 3D visual arts and might include paintings, drawings, sculpture or ceramics. This event gives children the positive reinforcement and encouragement that they need to

For more information and contest rules, please visit the Arts and Humanities Commission webpage at www.rowlett.com!

Attention Cultural Arts Groups: Arts and Humanities Commission Offers Grants!

The Arts and Humanities Commission awards small grants to support the activities of Rowlett-based non-profit cultural art groups. Applications are due December 6, 2014.



- Project applications must demonstrate how the funds will be used to promote the cultural arts in Rowlett. Grant recipients must agree to provide one program or exhibit to benefit Rowlett citizens during the grant year.
- Grant applications will be reviewed by a sub-committee of the Arts and Humanities Commission.
- Grant applications are available at www.Rowlett.com.

Mail or deliver applications to:
Kathy Freiheit
*Director of Library Services
and Staff liason to the Arts and
Humanities Commission
Rowlett Public Library
3900 Main Street
Rowlett, TX 75088*

STORY TIME!

by the Rowlett Library

The Library offers story times for all ages...



The Young & the Restless Baby Story Time

Every Monday @ 10:00 & 10:30 A.M.

For babies up to age 2

November 3 - To the Zoo

November 10 - Let's Go Visiting

November 17 - Time to Eat

November 24 - No Story Time

An interactive story time between baby and caregiver, which includes board books, songs, nursery rhymes, baby sign language, peekaboo, bubbles and parachute play.

Giggle, Wiggle Toddler Story Time

Every Wednesday @ 10:00 & 10:30 A.M.

Ages 18 months to 3 years

November 5 - Chugga-Chugga, Choo-Choo

November 12 - Yummy, Yummy

November 19 - Thanksgiving Time

November 26 - No Story Time

Toddlers will have lots of fun learning as they are introduced to letters of the alphabet and new words to build their vocabulary.

Shake, Rattle and Read *Preschool Story Time*

Every Friday @ 10:00 & 10:30 A.M.

For children 3 years of age and older

November 7 - What's in the Box

November 14 - Pie for All

November 21 - Thanks for Thanksgiving

November 28 - No Story Time

Continue your child's introduction to letters and words through stories, books, rhymes and much more!

Prime Time Book Club

Thursdays, @ 4:00 P.M.

Ages 6-11

November features historical fiction in honor of Thanksgiving during this weekly after-school reading club for elementary school students in grades 1 through 5. Each week, a book series or favorite book will be read and discussed, with a take-home activity to do relating to the books.

Pajama Story Time

Thursday @ 7:00 P.M.

Families are invited to wind down the day with a blankie, pillow, lullaby and bedtime story. Yes, kids are encouraged to wear their jammies and parents should wear their slippers!



Apollo

The New "Face" of the Library's Online Catalog!

In August, the Library launched an exciting new online catalog system called Apollo! Apollo puts you, our Library patron, in control. Log in to access your account, update contact information, set preferences for how we contact you, renew items that you've checked out and reserve items that are currently checked out. You can also save items for later under the Bookmarks heading and even request that the Library purchase items.

One of the most frequently asked questions is "What's New?" Well, with Apollo, the newest items scroll right across the top of the screen or click on the "What's New" link under the "What's Hot" heading on the right side of the page to see the newest items, then narrow them down by media type (books, DVDs, CDs, etc). Another new feature is access to enhanced content. For example, view book, CD or DVD covers. Many items also have extra information, such as author biographies and professional reviews. Additionally, the Library offers access to several very useful online databases. Previously, navigation through several links was necessary, but now simply log in to your account and these databases are accessible from the main Apollo page. Speaking of electronic resources, eBooks have now been integrated into the Library's main catalog. No more navigating to an external catalog to search for and check out items! Find what you're looking for, click on it, and download, all from Apollo with no repeat login at OverDrive.

We really hope you'll like the new catalog. [Check it out!](#) Questions? Give us a call at 972-412-6161 or come on in to the Library for a personal demonstration of how to use all of the great new features offered by Apollo!

ROWLETT LIBRARY OFFERS TECH ASSISTANCE!

Phil's Technology Corner

Improve Productivity Using a Smart Phone

Phil Barott, Technical Services Supervisor with the Rowlett Public Library, offers a useful technology tip each month.

Smart phones are a lot of fun. Play games, keep up with Facebook and Twitter, listen to music or even watch TV and movies. More than a fun portable computer though, your smart phone can also help organize your life more efficiently. Here are some apps to help with time management!



Trello

Trello essentially allows you to create and organize to-do lists. First, create a Board. Each Board is made up of Lists. Each item on a List is a Card. Cards can be made up of text and pictures, and you can tag and color-code them. Trello's strength is that it allows easy reorganization of Cards and Lists as the need arises. It can be used to manage something as simple as a shopping list or as complicated as the workflow of a special project at work. Once you've created an account, you can even share Boards with other users, creating a collaborative system.

Timr

Timr is a productivity tracker, measuring how much time you spend on certain tasks. At the end of the day, see how productive (or unproductive as the case may be) you've been and identify areas of improvement. Knowing how long it takes you to perform certain tasks can help you more efficiently manage your time.

Flipboard

I've talked about RSS readers in previous tech tips. Flipboard takes that idea one step

further. Rather than just tracking feeds from different news sources, you can create digital magazines out of content you've selected and share them with friends. You can also search for magazines others have created and find new content based on your interests. Flipboard also allows you to track feeds from your different social networks all in one place.

Due

Due is a simple task reminder app available for IOS. While some of the other apps on this list offer varying degrees of complexity, Due's strength is in its simplicity. Do you want help remembering to do something? Set a reminder and Due will bug you about it until you do it.

If This Then That

If This Then That lets you automate actions related to your different online accounts. It allows users to get different web applications (Facebook, Twitter, Evernote, etc.) to bring their content directly to you. For example, you could set it up so if you posted to Facebook, then it would automatically post

to Twitter. It also works for email alerts. For example, you could set it up so that every time someone made a post on Craigslist containing certain keywords, you would automatically receive an email.

Lift

Lift is an app that wants to be your daily coach, helping you to achieve specific goals. Choose pre-defined goals set by experts and other members of the Lift community, or choose your own and designate the daily habits that will help you achieve it. Lift helps with reminders, coaching, and encouragement from other Lift users. Track progress with the check-in feature and let Lift hold you accountable, you'll reach that goal in no time!

All of these apps are available in web form to allow management from a computer as well as on the go from a smart phone. Each of them in some way will make your day more productive. This list isn't definitive, either. If you're interested, try them out, then spend some time in your mobile device's app store to see what other neat apps you can find!

TECHNOLOGY EDUCATION SERIES

Free classes at the Rowlett Library to educate Rowlett residents on the various ways technology can save time, money and generally make lives easier!



Back-up Your Computer!

Tuesday, November 11
10:30 A.M. & 2:00 P.M.

Computers crash for a variety of reasons. As more of our lives are saved on computers, it has become vital to regularly back up your systems. Come learn about all the different ways to perform this task!



One-on-One Tech Help

Every Friday
Rowlett Library
Flexible times

Did you get a new iPad and aren't sure how to use it? Would you like to learn the basics of Microsoft Office? Two 30-minute sessions are available every Friday for reservation. Contact Technical Services Supervisor Phil Barott at 972-412-6161 or via [email](#). Reservations are on a first come first served basis, so call today!

Distracted Shoppers

Avoid becoming a victim of theft!

As we enter into the busy holiday shopping season, criminals know shoppers will be carrying more cash, credit cards and checks. Your Rowlett Police Department offers these helpful strategies to help get you through the season with all of your personal property still in your possession!



KEEP YOUR HEAD UP, your eyes open and display confidence. Make eye contact when you are walking or shopping. Criminals choose the victim who looks like the easiest target.

LOOK AROUND a parking lot before you exit your vehicle. Lock it and activate the alarm when you walk away. Be prepared - have keys in hand when returning to your vehicle.

AVOID placing your purse in a shopping cart but if you must, don't turn your back on it even for a second. Criminals often "shadow" shoppers and will quickly remove the wallet or purse when their victim is distracted. They may have someone engage you in a conversation or ask for assistance while an accomplice takes your wallet out of your purse. A criminal may even drive or walk by a victim in a parking lot and snatch their purse from a cart while groceries or packages are being loaded into the car.

SHOP with a friend. The chance of being victimized drops dramatically when you are with a companion.

CARRY only what you need. Leave large purses at home and carry a smaller billfold or long strap wallet purse that you can put over your neck and shoulder and carry concealed under a coat. If you must carry a purse, keep it in front, close to your body.

CARRY only small amounts of cash and the credit cards you plan to use that day. Leave your social security card at home - if stolen, it can be used as the "key" to your credit and identity. Carry keys and ID in a pocket rather than in a purse.

“Remember your life is the most important thing and property can be replaced. If a suspect attempts to take your property by force, let it go. If you are threatened or a suspect displays a weapon (or claims to have one), give them what they want.”

*Lt. David Nabors
Rowlett Police Department*

BE ALERT and aware of your surroundings at all times.

Know who and what is around you.

BECOME a good observer. Here are some signs of possible distraction theft tactics:

- *Individuals who seem to be strangers to each other yet appear to be signaling to one another. They may be on cell phones talking to a lookout.*
- *Individuals sometimes distract by asking for help reaching for something, spilling something, make a loud commotion or bumping their victim.*
- *Individuals that are watching people and not shopping or engaging in an event like those around them.*
- *Individuals loitering in areas with lots of people, staying in stores or parking lots for exceptionally long periods of time, mostly just looking around or shadowing potential victims.*
- *Individuals talking together and then splitting up, only to meet again at another location.*
- *Individuals asking for change. This may be a ruse to locate a victim's wallet or money location.*
- *Individuals cruising a parking lot looking for victims.*

For more information on crime prevention, please contact Officer Chad Caldwell at 972-412-6242.

Holiday Cooking Safety

Fire Marshal Bryan Beckner Offers Some Important Home Safety Advice for the Holiday Season.

According to the National Fire Prevention Association, Thanksgiving Day leads the way with the highest instance of home fires involving cooking equipment of any day throughout the year!

The kitchen is the heart of the home, especially at Thanksgiving. Our kids love to help and sample what we are preparing, in fact we all love to be involved in the holiday preparations!



- Stay in the kitchen when cooking on the stovetop to keep an eye on the food.
- Stay in the home when cooking your turkey and check on it frequently.
- Make sure kids stay away from hot food and liquids. The steam or splash from vegetables, gravy or coffee could cause serious burns.
- Keep children at least three feet away from the stove.
- Keep the floor clear so you don't trip over kids, toys, purses or bags.
- Keep knives out of the reach of children.

- Be sure electric cords from an electric knife, coffee maker, plate warmer or mixer are not dangling off the counter within easy reach of a child.
- Keep anything that can catch fire — oven mitts, wooden utensils, food packaging, towels or curtains — away from the stovetop.
- Keep a lid nearby to smother small grease fires when cooking. Smother the fire by sliding the lid over the pan and turn off the stovetop. Leave the pan covered until it is completely cooled.
- Keep matches and utility lighters out of the reach of children — up high in a locked cabinet.

“Safety in the kitchen is important, especially on Thanksgiving Day when there is a lot of activity and people in the home.

Take some time to ensure everyone has a memorable holiday meal...for the right reasons and not because the Fire Department had to pay a visit!”

Make sure smoke alarms are working before the holiday cooking frenzy begins. Test them TODAY by pushing the test button! For more information, [email](#) or call Fire Marshal Beckner at 972-463-3940.

Rowlett on the Move Monthly Newsletter

Click on **Notify Me** at www.rowlett.com to have City news delivered right to your inbox!

Enjoy all the news, information, calendar of events and helpful crime and safety tips provided in this publication each and every month. Subscribe today and never miss an issue!

The screenshot shows the Rowlett City website interface. At the top, there's a navigation bar with 'OUR COMMUNITY', 'GOVERNMENT', 'DEPARTMENTS', 'RESIDENTS', and 'E-SERVICES'. Below this, there are several utility buttons: 'CONSTRUCTION NOTICES', 'NOTIFY ME (CLICK TO SIGN UP)', 'ACTION CENTER', 'ONLINE BILL PAY', and 'PET FINDER'. A large red arrow points from the 'NOTIFY ME' button to the text on the left. The main content area features a 'ROWLETT ECONOMIC DEVELOPMENT' section with a link to 'Stage 3 Water Restrictions', a 'ROWLETT NEWS' section with a headline about a Town Hall meeting, and a 'CITY CALENDAR' section listing various meetings and events.

Rowlett

City Calendar

November

						1 Free Movie & Popcorn: <i>Planes</i> 2pm @ Library
2	3	4 Intro to Excel 8:30am @ Library Senior Tax Strategies 10am @ RCC City Council Meeting 7:30 pm @ City Hall	5 Intro to Excel 8:30am @ Library	6 Intro to Excel 8:30am @ Library Senior Perot Museum Trip 10am @ RCC	7 One-on-One Tech Help @ Library	8
9	10	11 Veterans Day Ceremony @ Veterans Park 11am Backup Your Computer 10:30am & 2pm @ Library Planning & Zoning Meeting 7:30 pm @ City Hall	12	13	14 One-on-One Tech Help @ Library	15 Pet Adoptathon 10 - 5 @ Animal Shelter
16	17	18 Senior Healthcare Seminar 10am @ RCC City Council Meeting 7:30 pm @ City Hall	19	20	21 One-on-One Tech Help @ Library	22 Healthy Holiday Cooking 2-4pm @ Library
23	24	25 Planning & Zoning Meeting 7:30 pm @ City Hall	26	27 Thanksgiving Day City Facilities Closed No Trash Collection	28 City Facilities Closed	29 Football Trivia for Teens & Tweens @ Library
30						