



DeSoto City Lights

A Publication of the City of DeSoto Community Relations Department

DeSoto's Public Utility Urges Customers to Conserve Water This Month

Although several North Texas Cities have enacted permanent water restrictions, the City of DeSoto is asking its citizens to voluntarily conserve water. Residents are being asked to use water wisely by watering lawns during the cooler hours of the day between 5:00 a.m. to 9:00 a.m. and 7:00 p.m. to 11:00 p.m., and only when needed. One inch of water every five to seven days is sufficient for most lawns. In addition, inspect all irrigations systems, make repairs as needed and limit the amount of water falling on paved surfaces. Please check the plumbing in your homes in order to identify leaks from areas such as; faucets, toilets and shower heads. Even a small drip can lead to an inflated water bill at the end of the month.

The City of DeSoto encourages conservation through our water rates. In 2004, the DeSoto City Council adopted a three-tier rate structure for water customers intended to reward conservation efforts. Under this structure, water customers who consume less than 15,000 gallons per month pay the lowest water rate. Customers who use between 15,001 and 30,000 gallons per month see a 75 cent increase in their rate per 1,000 gallons used. At 30,001 gallons of usage and above, the rate increases \$1.50 per 1,000 gallons over the first tier. This three-tier rate is intended to encourage the careful and considerate water user by rewarding modest usage with a lower rate. The structure also allows those who choose to use more water the ability to do so, with the understanding that they will pay more.

The addition of the Briarwood Elevated Storage tank a few years ago increased the City's water storage capacity to 18 million gallons. The City of DeSoto purchases water from Dallas Water Utilities at a maximum rate of 14.5 million gallons per day. Our highest daily usage in recent weeks was 12.0 million gallons. Even with such high usage, we were able to fill storage tanks quickly. With adequate storage capacity, we can manage our water resources and costs by storing extra water on lower use days making it available for high use days. As temperatures begin to rise above 100° for extended periods, we need to reduce usage during these periods to allow our storage tanks to refill.

DeSoto is not at the point of implementing a mandatory water plan and mandatory restrictions can be avoided by following these common sense water conservation measures. If you have questions regarding your water service, please call DeSoto's Public Utility office at 972.230.9627.





Sunday, September 9th at 6pm Hampton Road Baptist Church 400 N. Hampton Road - DeSoto

EDUCT Fire and Police Departments invite the public to a special 9/11 memorial service featuring local honor guards, Pipes & Drums performances and comments from a 9/11 Survivor. NEVER FORGET!

City Calendar

August

3,4,5 Council Budget Sessions - City Hall 6pm 3 DIVE In Movie at Moseley Pool - 8pm 6 Poetry In Progress - Library - 5:45 pm 6 Arts Commission Mtg. - DHS - 6 pm 6 Park Board Mtg. - Civic Ctr. - 6:30 pm 7 DeSoto Night Out - Council Mtg. canceled 9 KDB Mtg. City Hall - 6:30 pm 9 Library Board Mtg. Library - 7 pm 10 Family Movie - Amphitheater - 8:30 pm 10 IvorY JeaN Concert-Corner Theatre 8pm 14 Council Mtg./Tax Rate - City Hall - 6pm 14 Planning & Zoning Mtg. - City Hall - 7 pm 16 Historical Foundation Mtg. City Hall 6pm 17 MOCHA Blue Concert - Corner Theatre 8pm 21 City Council Mtg. - City Hall - 7 pm 27 DEDC Board Mtg. - City Hall - noon 28 Council Mtg. 6pm/P&Z Mtg. 7pm City Hall 31 Cherish Love Concert - Corner Theatre 8pm

September

3 Labor Day Holiday - city offices closed
3 City Council Mtg. - City Hall - 7 pm
6 KDB Mtg. City Hall - 6:30 pm
6 Library Board Mtg. Library - 7 pm
8 Jazz & Spoken Word - Corner Theatre
10 Poetry In Progress - Library - 5:45 pm
10 Arts Commission Mtg. - City Hall - 6 pm
10 Park Board Mtg. - Civic Ctr. - 6:30 pm
11 Planning & Zoning Mtg. - City Hall - 7 pm
13 Historical Foundation Mtg. City Hall 6pm
18 City Council Mtg. - City Hall - 7 pm
24 DEDC Board Mtg. - City Hall - noon
25 Planning & Zoning Mtg. - City Hall - 7 pm
29 DeSoto Dining & Dialogue Dinner

The Next DeSoto Dining and Dialogue Dinner Event is September 29, 2012

Do you know your neighbors? Do you feel personally connected to the DeSoto community? Have you attended a DeSoto Dining and Dialogue Dinner event? If your answer to these questions is no, please consider this your personal invitation to attend the next DeSoto Dining and Dialogue Dinner event on Saturday, September 29, 2012 at 6:30 p.m.

For the last eight years, DeSoto Dining and Dialogue has brought together people of various ages and backgrounds to discuss making DeSoto a more vibrant place for all. By connecting neighbors, the program seeks to build relationships among people from different backgrounds with the ultimate goal of sharing experiences and building a strong community regardless of solar culture or

community; regardless of color, culture or class.

The purpose of DeSoto Dining and Dialogue (DDD) is to bring together a group of strangers who all have something in common. They all live or work in DeSoto and care about their community. DDD is a volunteer-run organization that provides individuals the opportunity to get to know one another at dinner events with eight to



ten participants. These dinners are held three times a year in private homes all over town on the same night. The discussion is lead by a trained facilitator who guides participants through questions designed to elicit thoughts and opinions on issues facing our community.

DeSoto City Manager's
Corporate Golf Challenge

Benefiting:

DeSoto Parks & Recreation's
Summertime On Belt Line Youth Program

Monday, September 17, 2012

To register go to
www.desototexas.gov/golf
or call 972.230.9655

9 a.m. shotgun start

825 W. Wintergreen Road, DeSoto, TX

To keep the program strong, we need new guests to attend the next dinner on September 29, 2012. High School students are also welcome and can receive five hours of community service for attending. As a guest, your only obligation is to attend the dinner and participate in the discussion. The dinner is provided at no cost to guests by their hosts. Previous guests are also welcome to join us on September 29th. All you need to do it go to desotodd.org. and register or call Kathy Jones at 972.230.9648 to register by phone. We must receive your registration by September 17th to participate in this dinner. Make a commitment to build a strong community by attending DeSoto Dining and Dialogue.

Code Enforcement Reminds You to Keep Grass Mowed

City Ordinances require that grass and weeds be kept below twelve inches in height at all times. 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.

RETAIL ON THE RISE: DeSoto Economic Development Corporation RECon 2012 Report

By Jeff Bryant, Director of Business Development for the DeSoto Economic Development Corporation

DeSoto was well-represented at RECon 2012, the Global Retail Real Estate Convention conference in Las Vegas May 20th through 23rd. DeSoto Economic Development Corporation Chief Executive Officer, Scott Fleming and Director of Business Development, Jeff Bryant met with numerous retailers and developers in a three-day period at the Las Vegas Convention Center.

RECon is the global convention for the shopping center industry, organized and administered by the International Council of Shopping Centers. RECon annually provides networking, deal making and educational opportunities for retail real estate professionals from around the world. With more than 30,000 attendees and some 1,000 exhibitors, it is the largest industry convention.

"This year's conference not only featured more attendance, but markedly more enthusiasm and a creative, optimistic buzz that has been lacking over the past three or four years," Scott Fleming said. "Unemployment is highly correlated with the retail sector. Markets with unemployment lower than the U.S. average are the ones experiencing the strongest rebound in retail demand – including the Dallas/Fort Worth Metroplex."

The DeSoto Economic Development Corporation's pre-conference prep work included targeted research and appointment setting that resulted in meetings with firms such as:

- Buxton Company
- Council of International Restaurant Real Estate Brokers
- DLC Management, publishers of "The DEALMAKERS" (Reporting weekly national news on retailing and retail real estate)

- Alteryx (strategic retail analytics)
- The Retail Connection
- Transwestern Retail
- City of Dallas
- Simply Fashion
- Xceligent (properties/listings/ tenants/comparables)
- EMD Holdings (real estate solutions for existing infill)
- Expansion Solutions Magazine
- Firehouse Subs
- Venture Commercial
- Konover South

One of the most significant signs of improvement is that consumer confidence has risen. First-quarter samestore sales rose 6.4 percent compared to last year according to the Commerce Department. "We have said from the beginning that this was going to be a very slow-growth recovery, and that is the way it is panning out," said Greg Maloney, president and CEO of retail at Jones Lang LaSalle, "but retail sales have seen a nice little bump, and we see that continuing."

"We took a targeted approach at RECon," Scott Fleming said. "Our pitch to brokers focused on DeSoto's I-35 retail/ restaurant pads and the 2.8-acre site at U.S. Highway 67 near the medical center. We also had two encouraging meetings on long-term development strategies for infill of DeSoto's existing retail centers," Fleming added.



A Message for Parents from DeSoto ISD

Certain immunizations are required before your child can be enrolled in a Texas public school, including several boosters and updates in later grades.

In particular, students entering 7th grade must have:

- One booster dose of Tdap/Td if at least five years have passed since the last dose
- Second dose of Varicella vaccine (must have two total)
 - One dose of Meningococcal vaccine

Also, effective January 2012, children who have private insurance that covers vaccines will no longer be eligible to receive Texas Vaccine for Children (TVFC) Program free or low-cost vaccines in Dallas County Health and Human Services Immunization clinics and other low cost clinics. Instead these children will be referred to their primary care physician or healthcare provider for immunization services.

Children eligible to receive FREE (TVFC) immunizations are:

- Medicaid eligible
- Uninsured: A child who has no health insurance coverage
- American Indian or Alaskan Native
- Enrolled in CHIP
- Underinsured

DeSoto ISD requests that you act now and immunize your child and bring your updated immunization record in before school begins on August 27th. Students are not allowed in classes without current immunizations records on file at the school. For more information about back to school immunizations, please visit our website at www.desotoisd.org.





Learn About Operation JumpStart at the DeSoto Library

Operation JumpStart is a practical, hands-on, microenterprise development

program designed to help entrepreneurs and veterans examine and test their business ideas and plans to launch new ventures. The Operation JumpStart classes are held at the Best Southwest Small Business Development Center (SBDC) at the Cedar Hill campus of Cedar Valley College. An orientation program for Operation JumpStart will be presented at the DeSoto Public Library on Thursday, August 23rd, from 6 p.m. to 7:30 p.m., in the Library Assembly Hall located right behind the Blue Cow Coffee Shop in the Library's lobby. Dr. Glenda Overstreet, from the Best Southwest SBDC at Cedar Valley/Cedar Hill, will introduce Operation JumpStart's purpose and goals and discuss the 12 week class schedule, cost of the classes, and the topics that will be covered. Registration for this free orientation program is required. Please call the DeSoto Public Library's Information Desk, at 972.230.9661, to register to attend the orientation.

