

Dan Hoffman ([00:05](#)):

Hello, and welcome to another edition of the Rouss Review. I'm your City Manager Dan Hoffman. And with me is Communications Director Amy Simmons. Hi Amy.

Amy Simmons ([00:15](#)):

Hello, Dan. It's Bloom time.

Dan Hoffman ([00:16](#)):

It is Bloom time. We're in Apple Blossom week.

Amy Simmons ([00:21](#)):

Lots of stuff going on. Lots of pink, everywhere.

Dan Hoffman ([00:23](#)):

Yep. Lot of pink everywhere. We're gonna start hitting the crescendo a little bit later this week with the parade.

Amy Simmons ([00:30](#)):

First one in a while.

Dan Hoffman ([00:32](#)):

It is. This will be my first full blown Apple Blossom. Last year was fun, but you know, obviously, not the same. Exactly. In fact, I was just getting my schedule ready for this coming weekend and I was like, wow, this is gonna be a bit of a marathon.

Amy Simmons ([00:49](#)):

Oh, it always is. Yes, for you guys.

Dan Hoffman ([00:51](#)):

Anyways, it'll be a busy week because we also have a Council meeting tomorrow night a full but manageable agenda for those of you interested. We have a pretty large development proposal coming through. It's the Virginia Apple Storage building just on Valley. I think the most visible thing you guys might identify with this property is the old Elms Motel.

Amy Simmons ([01:14](#)):

We mentioned it in the last podcast. Is this the second reading now?

Dan Hoffman ([01:18](#)):

Yeah, actually it is the second reading.

Amy Simmons ([01:19](#)):

So it's official vote.

Dan Hoffman ([01:21](#)):

Yeah, that's right. So second reading for that. A few other things kind of smaller things around permit fees and our Parks and Rec Advisory Board, but nothing that really jumps out too much. The regular meeting will probably be shorter actually than our work session where we'll dive back into the budget. This will be the first time the full budget has been presented to the entire Council. We've been getting into the details of each aspect of the budget at the committee level. Two weeks ago, we got a presentation from schools on their portion of the budget. And now we're gonna talk about the whole thing in its entirety tomorrow night with the hope that we'll have first reading at the first meeting in May and second reading for the budget at the second meeting in May. And then, we'll be done. So awesome.

Amy Simmons ([02:13](#)):

Only been doing it since October.

Dan Hoffman ([02:14](#)):

Yeah, exactly. So knock on wood. We'll be done with it soon. Then there's an exec session where we're gonna cover a few odds and ends, but can't talk about its executive session. So that's our meeting. What else we got going on on Apple Blossom week?

Amy Simmons ([02:29](#)):

Okay. Well it's spring and almost summertime, so everything's revving up. As we mentioned, the Apple Blossom Festival is this week, but wanna mention again, it's not a City event.

Dan Hoffman ([02:40](#)):

Oh yeah. It's a good thing to remind everybody. The Apple Blossom Festival is operated by the Apple Blossom...

Amy Simmons ([02:48](#)):

It's a private organization.

Dan Hoffman ([02:50](#)):

Yeah. It's a private non-profit organization, I think. So, we play a role in it. You'll see a lot of our police officers out, making sure people stay safe, but it is a private event.

Amy Simmons ([03:02](#)):

Right. Our role is permitting, keeping the community safe, helping with road closures. That's so that is what we'll be putting out when we talk about Apple Blossom Festival and our promotions on social media and the website. So we just last week posted all of our road closures, not our road closures, their requested road closures for the parade and some other events. So those are all listed on our webpage under latest news. And there's also a list of important safety numbers that you might need to know for the City, like who to call if you lose your child or.

Dan Hoffman ([03:33](#)):

<Laugh> If you lose your child.

Amy Simmons ([03:34](#)):

Very important number.

Dan Hoffman ([03:35](#)):

Yeah. If you're one of those parents.

Amy Simmons ([03:38](#)):

<Laughs> And they always say take a picture of your child every day before you go out just in case they happen to run off.

Dan Hoffman ([03:44](#)):

Every day. That's a bit much.

Amy Simmons ([03:45](#)):

No, I mean at the festival.

Dan Hoffman ([03:46](#)):

Oh, at the festival. Yeah.

Amy Simmons ([03:47](#)):

It's so busy and there's a lot of people everywhere. So if you happen to lose track, hope that doesn't happen, but you'll at least have a photo of what they're wearing that day. There's also restrictions on parking that's on the webpage, when and where you cannot bring your pets and bags, and also, our City schedule, cuz we are closed on Friday. Some other buildings are closed on Saturday and Sunday. So check all that there, under latest news. As I mentioned, we're closed on Friday, which unfortunately our trash collection guys still working. But they will be starting early because of the parade lineup and all that fun stuff that's happening on the day. So they're gonna start early on that Friday. If your trash is picked up on Friday, put it out the night before or before 5:00 AM on Friday. I vote for the night before so I don't have to get up that early.

Dan Hoffman ([04:38](#)):

That's right. Or have your kids do it.

Amy Simmons ([04:41](#)):

That'll work. Okay. So the deadline to get your dog license is end of April. Stop by the Treasure's Office at the Creamery Building to get that.

Dan Hoffman ([04:49](#)):

Got mine in the mail the other day.

Amy Simmons ([04:50](#)):

There you go. See you're ahead of schedule.

Dan Hoffman ([04:52](#)):

Murdock's all set.

Amy Simmons ([04:55](#)):

<Laugh> Good for Murdock. This week is Apple Blossom craziness, but if you haven't done that yet, stop by the Creamery Building. Parks and Rec is hosting four public input meetings to gather feedback on how residents use City parks and what improvements they wanna see. The first one is tonight at 5:30 at John Kerr Elementary School. But the next meeting is in Ward three on May 23rd at the Rec Center in Jim Barnett Park. Ward two is on July 25th at Virginia Avenue Elementary School, and Ward four is September 25th at Frederick Douglass Elementary School. All those meetings are held at 5:30, but they're gonna talk about the parks that are in those wards at each location. So it's not like we're gonna talk about the entire park at every meeting. They're gonna try to focus in on those parks, just in that ward, but you don't have to live in that ward to come to any of those meetings. They're open to everyone. But if meetings, aren't your thing, there's also an online survey in English and Spanish. So visit the parks web page for those links and also the schedule's there as well. And thanks to counselors, Kim Herbstritt and John Hill and our Public Services team, we now have an official community cleanup program.

Dan Hoffman ([06:05](#)):

Oh, wow.

Amy Simmons ([06:06](#)):

So it's officially launched. We did that at the April 9th cleanup. If you visit our engagement web page, we have the schedule there. But the next cleanup we'll be at Friendship Park and Legge Boulevard on May 28th at 8:00 AM. Of course, we need volunteers to come out, but we'll supply all the bags, gloves, and pickers. And usually we're only there for like an hour or two hours, depending on how much is there, but it's not like we're gonna spend all day there. So, I hope you can come out while it's still kind of cool in the morning. We had an awesome turnout on April 9th. It was amazing. We got to three locations and we could have done a lot more in the timeframe, but that's why we're gonna go back to Friendship. We were at Friendship April 9th and there was more to do. So check out our web page, that was the engagement web page. And then there is a new program we're gonna start where if you wanna organize your own cleanup somewhere in your neighborhood or anywhere in the city, you fill out this form, coming soon, and we will provide all the supplies and come pick up the bags afterwards.

Dan Hoffman ([07:02](#)):

We give you the bags, we give you the gloves. We do gloves?

Amy Simmons ([07:06](#)):

I think we do gloves and pickers. We just have to return those somehow. Just bring 'em back to City Yards. We'll come back and pick up the bags. So, you don't have to worry about that chore. Look for that form and organize your own.

Dan Hoffman ([07:19](#)):

Excellent. And I don't think we talked about this on the last podcast, but I wanna congratulate our Employee of the Month.

Amy Simmons ([07:27](#)):

Oh yeah.

Dan Hoffman ([07:27](#)):

Kyle Schwizer.

Amy Simmons ([07:28](#)):

Yay!

Dan Hoffman ([07:29](#)):

Our GIS manager. I think he's GIS Manager. I might have just promoted you Kyle.

Amy Simmons ([07:34](#)):

<Laugh>.

Dan Hoffman ([07:36](#)):

Kyle got the award for, I think technically it was for March. I think it was for March. But really there wasn't one specific event that prompted this. A lot of times, we'll give out this award because of a particular act of heroism or somebody went above and beyond in a particular instance. But Kyle got it because day in, day out, all we hear is good things. The Senior Management Team...

Amy Simmons ([08:06](#)):

Raves!

Dan Hoffman ([08:06](#)):

Raves about him. We are using the GIS more and more as a tool in our daily operations, and a lot of that has to do with Kyle's effort. So congratulations to Kyle, Employee the Month.

Amy Simmons ([08:20](#)):

That was so awesome.

Dan Hoffman ([08:20](#)):

Keep up the good work.

Amy Simmons ([08:21](#)):

He deserved it.

Dan Hoffman ([08:23](#)):

Okay, so now we've gonna have two very interesting folks coming in. Deputy Chief Behan and Tara Cardenas.

Amy Simmons ([08:30](#)):

Very good.

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Dan Hoffman ([08:30](#)):

Cardenas? Cardenas?

Amy Simmons ([08:33](#)):

Yes. <Laughs>.

Dan Hoffman ([08:33](#)):

I think I got it right. They're gonna come in. We're gonna talk about crime and crime analytics and community policing and what it means to analyze crime and use data to help prevent it. So let's bring 'em on in.