



CITY OF HEATH UPDATE

NEW PARKS & TRAILS PROGRAM

City of Heath Park Board rolls out Parks And Trails of Heath (PATH). See back page for the details.

DECEMBER

2019



NOVEMBER 30

HEATH FARMERS MARKET TO FEATURE RAY WYLIE HUBBARD AND FIREWORKS

The Heath Farmers Market presented by Heath Golf & Yacht Club and Whittle Development will go out with a bang on November 30 as Texas music legend Ray Wylie Hubbard performs a free concert at 6 p.m., followed by a fall fireworks display, sponsored by the Heath Economic Development Corporation (HEDC).

The final market will open on November 30 at 2 p.m. to the sounds of the widely-hailed up-and-comer, Tanner Usrey, on the Tate Farms Stage. Spend the afternoon strolling the meandering path of amazing vendors offering locally-grown, fresh produce and foods, as well as a variety of unique gifts and goods for your holiday shopping pleasure.

Then spread out your blanket and lawn chairs in the adjoining field and enjoy Ray Wylie Hubbard and fireworks! Find more details at: facebook.com/HeathFarmersMarket

Special thanks to the Farmers Market Committee for creating this new Heath tradition: Councilman Frank New; Jenny Timberlake Bellamy; Jason Thompson; Ryan Bierds; Wesley Keith; Mary Dichard McBride; and Heather Witherspoon, who donated her talents to design the market logo.

FRIDAY, DECEMBER 6

25TH ANNUAL HOLIDAY IN THE PARK

Kick-off the season at the 25th Annual Holiday in the Park in Towne Center Park on Friday, December 6 from 5:30-8:30 p.m.

Festivities will include the lighting of the Christmas Tree at 6:30 p.m. with performances by the Rockwall-Heath High School Jazz Band, and the Amy Parks, Dorothy Pullen and Linda Lyon Elementary School Honor Choirs. Special “pre-show” entertainment will feature the Cain Middle School Band and Orchestras beginning at 5:45 p.m.

There will also be a Winter Village with food trucks, a dining area warmed by holiday lights, rides on two miniature trains, kids’ activities, complimentary hot cocoa and Christmas cookies, baked and donated by the National Charity League and Rockwall Women’s League.

The Heath Holiday Shoppe will offer the Fifth Edition 2019 Hometown Heath Christmas Ornament and spirit wear t-shirts. The long sleeve Comfort Color t-shirts are \$20 at the event. Or, buy them now online from All Sports, etc. for in-store pick up and save \$2. Go to online.allsportsetc.com and search for “City of Heath”.

As always, the star of the evening is Santa, and he will be in his picture-perfect scene until 8:30 p.m. after helping light up the Christmas Tree. To make parking easier, there will be a new Trolley Shuttle sponsored by Tom Thumb running from the shopping center to Towne Center Park from 5 to 9 p.m. You can find for more details and watch for weather alerts at: heathtx.com and facebook.com/heathtx

Special thanks to the Special Events Board for taking this Heath tradition to a new level each year: Chairman Jenni Knox; Tami Hogan; Neely Holland; Amanda Rosander; and DeLayne Spicer.



HEATH BUSINESS SPOTLIGHT: THE UPS STORE IS COMING TO HEATH

New Heath residents, Eric and Vantisa Hudson, are working hard to open their UPS Store in time for your holiday convenience! Just imagine: packing, shipping, printing, mailboxes, finishing services, a notary and more, right around the corner!

“Up until now, Heath residents have had to travel to Forney, Mesquite or Rowlett to find The UPS Store for their personal and business needs,” said Eric. “With its growth, we know that the City of Heath is now ready for its very own store and look forward to serving our community.”

Eric and Vantisa relocated to Heath just over a year ago from Atlanta, Georgia. As a U.S. Army and Desert Storm Veteran, Eric clearly brings the commitment and discipline to be a successful entrepreneur of Heath. He will also join other owners of The UPS Stores across the U.S. in their extensive support of the U.S. Marine Corps Toys for Tots Literacy program.

The Hudsons plan to open in December, so please stop by The UPS Store located in the Tom Thumb center and give them a Hometown Heath welcome! You may also contact Eric at 972-722-2754.



KEEPING HEATH BEAUTIFUL

Thank you to the Aspasians, who did their Fall Quarterly Clean Up at Terry Park as Adopt-A-Park/Trail participants on October 22! If your civic organization or business would like to participate, email sbrooke@heathtx.com.

FRIENDLY REMINDERS FROM CUSTOMER SERVICE

CREDIT CARD TRANSACTIONS

Beginning December 1, 2019, the City of Heath will charge a 3% convenience fee for credit card transactions.

ONLINE UTILITY BILL PAYMENTS

As of December 1, 2018, the \$1.25 processing fee for paying utility bills online with a credit card is charged to the customer.

ONLINE COURT PAYMENTS

As of December 1, 2018, the \$1.50 processing fee for paying court fees online with a credit card is charged to the customer.

ALARM PERMITS EXPIRE DECEMBER 31

Any one responsible for the operation of or in possession of an alarm system in the City of Heath is required to obtain an annual permit for operation of such system. The permit is good for a calendar year and a penalty of \$200 may be assessed if an alarm system permit is not current. The fee for a residential permit is \$35 per year. For your convenience, the renewal form is included with this month's utility bill and newsletter mailing. You can also register or renew your residential or commercial alarm permit online at heathtx.com under the Department of Public Safety page.

DOG REGISTRATION

Dog registrations also expire December 31 each year. Please bring current rabies certification to City Hall to update or obtain your dog's registration tag. The annual cost is \$10 for intact dogs and \$5 for those that have been spayed or neutered.

ECONOMIC DEVELOPMENT UPDATE:

HEDC/HMBC WORKING FOR YOUR QUALITY OF LIFE

The Heath Economic Development Corporation (HEDC) and Heath Municipal Benefits Corporation (HMBC); that's a mouthful, but the HEDC/HMBC are very important organizations working for the good of Heath.

The HEDC/HMBC is directed by one board of volunteer leaders. Their mission is to retain and attract distinctive economic development that meets the City of Heath's vision for a premier community, expands the City's sales and commercial property tax base and enhances the quality of life enjoyed by citizens.

"We are charged with re-investing citizens' sales tax dollars to achieve these goals," said David Lane, president of the HEDC/HMBC.

Recent examples of the board's work include a five-year ground lease agreement that was executed in 2014 with the owners of the Hidden Creek Special Events venue, located on a 4.786-acre lot within the 25 acres owned by the HMBC on Chris Cuny Parkway. To help the owners of Hidden Creek establish a thriving business, the HEDC/HMBC approved the ground lease agreement with terms that included a low monthly lease for five years, and the opportunity to purchase the land during their fifth year of the agreement (2019).

The owners of Hidden Creek exercised their option to purchase the lot, the transaction was closed on October 3, and these talented event experts are now the proud owners of the entire 4.786-acre property as well as their beautiful building!

"This is a great example of the HEDC/HMBC's mission to help foster the success of local businesses that fit the vision of what our citizens want in Heath," said Mayor Kelson Elam, who serves as the ex officio of the board.

The HEDC/HMBC and City Council also approved in 2016 an Economic Development Assistance Agreement with the owners of the new SouthRidge entertainment venue, which is anchored by the Standard Service restaurant expected to open in December. Other HEDC/HMBC projects that enhance the quality of life and image of Heath:

- Sponsoring a fireworks display at the final November 30 Heath Farmers Market.
- Funding a new picnic pavilion at Antigua Bay Park.
- Funding new lights for the back practice fields at Towne Center Park.
- Funding a trail connection from the new trail in the Tom Thumb retail center to the trail along Chris Cuny Boulevard in support of the vision for a walkable/bikable town center.
- Funding the installation of over 277 upscale street signs citywide.

Serving on the HEDC/HMBC are: David Lane, president; Vicki Wallace, vice president; Councilman Brent Weaver as council liaison; Cynthia Allen; Sandra Doyle; Tom Johnson; Justin Saunders; and Mayor Elam as ex officio



The Heath Economic Development Corporation (HEDC) and Heath Municipal Benefits Corporation Board (HMBC) funded \$550,000 toward the citywide street sign program to help enhance the city's image. This important project is now complete. However, if you are aware of an old city sign that did not get updated, please notify City Engineer Richard Dormier at 972-489-6523.



KNOW YOUR HEATH CITY COUNCIL

From left: Councilwoman Donna Rolater; Councilman Frank New; Mayor Pro Tem Paul Ruffo; Mayor Kelson Elam; Councilman John Beaman; Councilman Brent Weaver; and Councilman Rich Krause. You may reach each member at heathtx.com/government.



NEW CITY SERVICE FOR 2020:

Beginning January 2020, the City will provide all utility customers a weekly Household Hazardous Waste collection for an additional 56 cents per month on your utility bill. E-waste will also be accepted, and there will be an annual shredding event. Items to be collected need to be placed on your front porch Wednesday mornings. Details on what will be accepted will be at posted on heathtx.com and in next month's City Update.

PARKS AND TRAILS OF HEATH (PATH)...

GROWING A GREAT SYSTEM TOGETHER!

BECOME A PATH CHARTER MEMBER

Great parks, trails and green spaces have the power to increase the quality of our life and strengthen our community. They are a welcoming place to gather, play, relax, connect with nature, and encourage mental and physical health. Great parks promote community engagement and generate economic benefits, including stronger home values.

The Parks and Trails of Heath (PATH) program will enable trail connections and park improvements that will benefit our whole community.

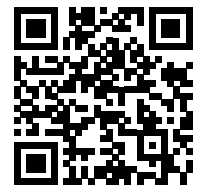
PATH membership only costs a few dollars per month, or can be achieved with a one time donation. Several support levels are available and as a charter member, you will receive additional membership rewards.

CHARTER MEMBERSHIP LEVELS

PATH MAKER: \$5/Per Month | PATH FINDER: \$10/Per Month

PATH PAVER: \$500 One-Time Donation | PATH FUNDER: \$1,000 One-Time Donation

PATH BUILDER: \$5,000 One-Time Donation | PATH PATRON: \$10,000 One-Time Donation



CHARTER PATH FUNDER DONORS AS OF NOVEMBER 2019

• **PATH FUNDER** •

• **PATH PATRON** •



IMPACT SELECTOR™
INTERNATIONAL

HEATH MUNICIPAL
HMBC
BENEFITS CORPORATION

HEATH ECONOMIC
HEDC
DEVELOPMENT CORPORATION

HOW TO BE A CHARTER MEMBER OF PATH:

VISIT HEATHTX.COM/PATH TO FIND CHARTER MEMBERSHIP BENEFITS, OPPORTUNITIES AND REWARDS. SIGN UP ONLINE (SCAN QR CODE).

Become a charter member at the Heath Farmers Market (Nov. 30) Or Holiday In The Park (Dec. 6) and get your path rewards on the spot!

By Mail: return the response card included with this month's utility bill/newsletter

In Person: Go to Heath City Hall during normal business hours

All contributions to a municipality are tax deductible in accordance with Section 170(c) (1) of the Internal Revenue Code if made exclusively for a public purpose such as the City's park system.

CITY OF HEATH PARK BOARD

PATH is an initiative of the City of Heath Park Board, which is led by: Chairman Mark King; Vice Chairman Katie Dyer; Council Liason Rich Krause; Patrick Cummins; Jim Chester; Kathryn Klepak; John Reed; and Cameron Slocum.