

Minutes of the Regular Meeting held May 2, 2011 at 7:00 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Rogers and Council Members

Jim McDonald, Vice Mayor
Jim Buster
Frank Scott
Charles Vierhout
Ken Weise

ABSENT/EXCUSED

Stephanie Karlin

ALSO PRESENT

Davis Fitzhugh, Assistant City Manager
Rogene Hill, Assistant City Manager
Pier Simeri, Community Relations and Public Affairs Director
Christopher Reams, Parks, Recreation and Libraries Director
Sammi Curless, Economic Development Specialist
Andrew McGuire, City Attorney
Carmen Martinez, City Clerk

1) ROLL CALL AND STATEMENT OF PARTICIPATION BY THE CITY CLERK

Carmen Martinez, City Clerk, read a statement of participation regarding public appearances.

2 RECOGNITION ITEMS (MAYOR PRESENTATIONS)

a. Recognition of Avondale Citizen Leadership Academy Class V Graduates

Pier Simeri, Community Relations and Public Affairs Director indicated the City has just concluded the Fifth Annual Citizen Leadership Academy. She indicated the Academy is a ten-week program that seeks to encourage community involvement by offering a behind-the-scenes perspective on the City's operations. The program has been successful on accomplishing the Council's Goal to encouraging community involvement and several past graduates have truly become more involved in the City and their community by joining HOA and City boards, commissions or committees and even running for public office. Ms Simeri introduced each of the participants and Mayor Rogers presented them with a Certificate.

All Council Members expressed their pride for the graduating class and congratulated them for taking the initiative and committing to the ten-week program. They encouraged graduates to continue their involvement in the City, community and other levels of government.

b. Presentation by Cam Hunter, Deputy Director of the State Forestry of the designation of Avondale as Tree City, USA.

Assistant City Manager David Fitzhugh commented that Avondale was first designated as Tree City USA in July 2010 and indicated that Ms Cam Hunter of the State Forestry Department would present the City with the second designation.

Cam Hunter Deputy Director of the State Forestry Department indicated that Avondale residents live in an urban forest which includes street trees, park trees, residential trees, and even landscaping in parking lots. This urban forest is an entire ecosystem that needs help from people to survive. The Tree City USA program is sponsored by the National Arbor Day Foundation and several organizations including the National League of Cities. The City has met the requirements set by the State Forestry Department. Ms Hunter presented the Mayor with a plaque designating Avondale as a Tree City USA.

3 UNSCHEDULED PUBLIC APPEARANCES

(Limit three minutes per person. Please state your name.)

4 CONSENT AGENDA

Items on the consent agenda are of a routine nature or have been previously studied by the City Council at a work session. They are intended to be acted upon in one motion. Council members may pull items from consent if they would like them considered separately.

a. APPROVAL OF MINUTES

1. Special Meeting of April 11, 2011
2. Regular Meeting of April 18, 2011

b. LIQUOR LICENSE ACQUISITION OF CONTROL - GAME TIME SPORTS GRILL

A request for approval of an application from Randy Nations for Acquisition of Control of a Series 12 - Restaurant License to sell all spirituous liquors at Game Time Sports Grill located at 1729 N. Dysart Road #107 - 109 in Avondale.

c. SPECIAL EVENT LIQUOR LICENSE - THE TIA FOUNDATION FOR CINCO DE MAYO EVENT

A request from Laura Libman on behalf of The Tia Foundation for a Special Event Liquor License for a Cinco de Mayo fundraising event to be held on Thursday, May 5, 2011 from 4:00 p.m. to 12:00 a.m. at Manny's Mexican Restaurant located at 12345 W. Indian School Road in Avondale.

d. PURCHASE AGREEMENT - DELL MARKETING LIMITED PARTNERSHIP

A request to approve a Purchase Agreement with Dell Marketing Limited Partnership for the purchase of computer replacement equipment for various city departments in the amount of \$89,525.28 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

e. PURCHASE AGREEMENT - NORWOOD EQUIPMENT, INC.

A request to approve a Purchase Agreement with Norwood Equipment, Inc. to purchase Heavy Duty Truck, Construction & Agricultural/Industrial Fleet & Equipment Parts, Service & Accessories for a total amount not to exceed \$90,000, and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

f. RESOLUTION 2969-511 - FIRST AMENDMENT TO THE CONTRACT AGREEMENT WITH MARICOPA COUNTY COMMUNITY ACTION PROGRAM

A resolution authorizing the first amendment to the Contract Agreement with the Maricopa County for a grant award in the amount of \$57,432 to operate the Community

Action Program for FY 10-11 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

Vice Mayor McDonald moved to approve the consent agenda as presented including the resolution; Council Member Vierhout seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Vice Mayor McDonald	Aye
Council Member Scott	Aye
Council Member Vierhout	Aye
Mayor Rogers	Aye
Council Member Weise	Aye
Council Member Karlin	Excused
Council Member Buster	Aye

Motion carried 6-0.

5 BUSINESS RETENTION INTERNSHIP PROGRAM UPDATE

City Council will receive an update regarding the Estrella Mountain Community College Business Retention Internship (BRI) program.

Sammi Curless, Economic Development Specialist introduced Dr. Clay Goodman, Vice President of Education at Estrella Mountain Community College (EMCC). Dr. Goodman indicated that this is the second year of this program and thanked Council Member Scott for his support of the program. Dr. Goodman reviewed EMCC's demographics indicating that a high percentage of the student population is adults returning to school. He indicated EMCC has placed in the top 10% Community Colleges nationally. Dr. Goodman indicated that the program seeks to gather information for economic developers about businesses and identify problems, trends, update contact information as well as finding opportunities for students to work as interns.

Otis Alexander, second year student. Thanked the Council for supporting the program. Mr. Alexander reviewed his experience as a program participant and the skills that he has gained such as cold calling, probing interviews, acquiring a professional demeanor, making presentations. He indicated that in general he found businesses to be generous with their time and sharing of experiences. He expressed appreciation for the program and the knowledge and experience he has gained through the program which exemplifies the collaboration from municipalities, chambers of commerce and EMCC.

Patrick Thomas, first year student, relayed his findings from the survey he helped conduct. As a positive, businesses commented on the good location of Avondale and opportunities for expansion. Many of the businesses reported to just be glad they are able to stay in business, while 50% of the businesses indicated they would be adding new product lines; 37% indicated they would be investing in new equipment and 40% reported increased sales over the last year. When asked about barriers to growth, 65% of the businesses indicated there are barriers to growth and identified the economy, foreclosures, and closures of surrounding businesses.

Katie McCarthy, first year student, indicated that 75% of the businesses throughout the southwest valley stated their perception of the local economy is not good. When asked about employees, the survey found that most employees work close to home. While businesses reported a decrease in the number of employees over the last five years, however, most businesses surveyed will either increase or retain their current number of employees. Regarding incorporation of green practices which include recycling, solar energy and green products, 95% of businesses reported they are incorporating them into their practices. She concluded by saying that 75% of the Avondale businesses surveyed indicated they would recommend other businesses to locate in Avondale citing easy access to freeways and good mix of economic levels.

Dr. Goodman indicated the future of the program is bright and commented that it is gaining national recognition and other colleges throughout the country are likely to mimic it in the near future. The program is seeking to involve students in the real world and looks forward to continuation and expansion of the program.

Mayor Rogers commended Dr. Goodman and the students on a fantastic job and thanked participants for the presentation.

Council Member Weise asked the students if the program helped them improve their presentation skills. Participants commented that the program definitely helped them polish their skills and recognized the instructors for their assistance and feedback. Council Member Weise asked if any of the businesses who indicated they would not recommend Avondale as a place to locate a business cited a specific reason. Mr. Alexander commented that for the most part it was the economy with some citing not wanting a competitor to locate close by.

Council Member Scott indicated he was impressed with the presentation and added he looks forward to future presentations. He complimented Dr. Goodman and Landis Elliott for their leadership.

Council Member Vierhout applauded the program and indicated the City should continue supporting it.

Council Member Buster asked if there were major differences between last year's and this year's data. Mr. Alexander commented that businesses once again reported they're struggling to remain open, however the employee levels seem to be stabilizing and businesses reported stable or increased sales.

Vice Mayor McDonald commented that volunteers are likely to get more information. He commented that as the program continues, trends will be identified that will be invaluable to the City when allocating resources. Vice Mayor McDonald suggested gathering information regarding their interaction with the city on areas such as obtaining permits, licenses, etc. The information will help the City become more competitive.

Mayor Rogers thanked EMCC and the students for the presentation and information provided.

6 ADJOURNMENT

There being no further business before the Council, Vice Mayor McDonald moved to adjourn the meeting. Council Member Weise seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Vice Mayor McDonald	Aye
Council Member Scott	Aye
Council Member Vierhout	Aye
Mayor Rogers	Aye
Council Member Weise	Aye
Council Member Karlin	Excused
Council Member Buster	Aye

Motion carried 6-0.

Meeting adjourned at 7:48 p.m.


Mari Lopez-Rogers


Carmen Martinez, CMC
City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Regular Meeting of the Council of the City of Avondale held on the 2nd day of May 2011. I further certify that the meeting was duly called and held and that the quorum was present.


Carmen Martinez
City Clerk