

# CITY COUNCIL AGENDA

CITY COUNCIL CHAMBERS . 11465 WEST CIVIC CENTER DRIVE . AVONDALE, AZ 85323

**WORK SESSION**  
**February 13, 2012**  
**6:00 PM**

## CALL TO ORDER BY MAYOR ROGERS

### 1 ROLL CALL BY THE CITY CLERK

### 2 REVITALIZATION UPDATE - OLD TOWN AVONDALE

City council will receive an update regarding the revitalization efforts in Old Town Avondale. For information and discussion only.

### 3 UPDATE TO COUNCIL ON CITY WEBSITE REDESIGN

Staff will update the City Council on the newly redesigned city website before the site is launched in March 2012. For information and discussion only.

### 4 UPDATE ON AVONDALE'S ONLINE BUSINESS DIRECTORY

City Council will receive an update regarding the recently launched business directory available to all Avondale businesses and residents. For information and discussion only.

### 5 ADJOURNMENT

Respectfully submitted,

Carmen Martinez  
City Clerk

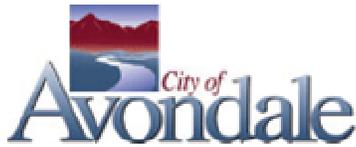
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Personas con necesidades especiales de accesibilidad, incluyendo personas con impedimentos de vista u oído, o con necesidad de impresión grande o interprete, deben comunicarse con la Secretaria de la Ciudad at 623-333-1200 o TDD 623-333-0010 cuando menos dos días hábiles antes de la junta del Concejo.

Notice is hereby given that pursuant to A.R.S. § 1-602.A.9, subject to certain specified statutory exceptions, parents have a right to consent before the State or any of its political subdivisions make a video or audio recording of a minor child. Meetings of the City Council may be audio and/or video recorded and, as a result, proceedings in which children are present may be subject to such recording. Parents, in order to exercise their rights may either file written consent with the City Clerk to such recording, or take personal action to ensure that their child or children are not present when a recording may be made. If a child is present at the time a recording is made, the City will assume that the rights afforded parents pursuant to A.R.S. § 1-602.A.9 have been waived.

De acuerdo con la ley A.R.S. § 1-602.A.9, y sujeto a ciertas excepciones legales, se da aviso que los padres tienen derecho a dar su consentimiento antes de que el Estado o cualquier otra entidad política haga grabaciones de video o audio de un menor de edad. Las juntas del Concejo de la Ciudad pueden ser grabadas y por consecuencia, existe la posibilidad de que si hay menores de edad presentes éstos aparezcan en estos videos o grabaciones de audio. Los padres puedan ejercitar su derecho si presentan su consentimiento por escrito a la Secretaria de la Ciudad, o pueden asegurarse

que los niños no estén presentes durante la grabación de la junta. Si hay algún menor de edad presente durante la grabación, la Ciudad dará por entendido que los padres han renunciado sus derechos de acuerdo a la ley contenida A.R.S. § 1-602.A.9.



# CITY COUNCIL REPORT

**SUBJECT:**

Revitalization Update - Old Town Avondale

**MEETING DATE:**

February 13, 2012

**TO:** Mayor and Council

**FROM:** Gina Montes, Neighborhood and Family Services Director, (623) 333-2727

**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

The purpose of this report is to provide an update on revitalization efforts in Old Town Avondale (the area west of the the Agua Fria River and south of Van Buren Street to the western border with Goodyear) and to discuss re-branding the area to *HistoricAvondale*.

**BACKGROUND:**

The City of Avondale has made substantial long-term investments in the original part of the community known as Old Town with the participation of several departments. As the original city site, there are many needs due to its age and socioeconomic factors. Some of the investments include the streetscape and several public facilities such as the Police and Fire substations and the Sam Garcia library. In addition, the City has made and continues street reconstruction and other infrastructure investments to assure the long-term viability of the area. There has also been an emphasis on improving the housing through rehabilitation programs. The federal Community Development Block Grant (CDBG) has been a major source of funds toward these efforts. The Engineering Division has also sought and received federal transportation and pedestrian grants. In October, 2011 a new Revitalization Manager was hired to continue efforts to spearhead the revitalization efforts in the Revitalization Area.

**DISCUSSION:**

In addition to continuing efforts to maintain an upgrade the infrastructure in the area, staff have sought community feedback and studies to document the needs of the area and the desires of residents. The most comprehensive and recent study was completed by the University of Arizona Drachman Institute which was reviewed by City Council in 2011. The study included a survey of residential properties and also recommendations for addressing pedestrian corridors and possible uses for the Hill Drive parcels. The study found that there is a significant need to improve the housing stock in the area.

The staff recently convened an internal working group to coordinate the work of all the departments. The group includes representatives from the Development Services and Engineering; Community Relations; Parks, Recreation and Libraries; Economic Development; and Neighborhood & Family Services departments. The primary goal of this group is to closely collaborate and share information to re-envision Old Town Avondale, identify short and long term opportunities for economic development, beautification and development of housing choices. The groups will also be working on a future event for the area, with a possible art emphasis, including identifying grants and funding sources for an event. The group discussed and recommended the re-branding of Old Town to Historic Avondale. The consensus of the group was that the name Historic Avondale better represents the history and significance of the area. The group also recommended marketing efforts to communicate the new brand to the public.

The re-branding will assist in the goal of pursuing development opportunities and outside funding to infuse life into the commercial corridors in addition to improving the housing. The new revitalization staff has been conducting outreach to local developers, architects, non-profit housing and development corporations, Arizona State University and others institutions in the Valley. The goal is to identify possible partnerships for development, re-development, and grant applications in Historic Avondale.

A recent accomplishment is the completion of the Small Business Renovation Program which made improvements to Western Avenue businesses using CDBG funds. The improvements included paint, awnings, signage and in some instances, new windows/doors for 4 building which comprise suites for 6 businesses. In addition, electrical work and other code issues were addressed as needed. An event is being planned for early spring to celebrate the completion.

Another new project includes The "BEE" Program or Small Business Energy Efficiency Program. The Revitalization manager will administer \$5,000 out of the Energy Efficiency Block Grant for businesses to conduct energy audits. The audits will identify potential upgrades to the buildings to improve energy efficiency and comfort. This program will be launched in early February.

Another Neighborhood & Family Services effort in the works is the development of a citywide Healthy Homes Program. This new program will address a wide range of family health issues, starting with the condition of their homes to include energy efficiency, indoor thermal quality, mold, lead prevention, safety and indoor air quality. In addition, this program will also include components that address mental health and stress. This program will provide low-cost alternatives to improving the health and well-being and is another effort to address the housing in the area.

Staff will continue to seek grants and partners for urban and economic development as well as supporting CDBG and housing activities. Staff seeks City Council feedback on these efforts and on the re-branding to Historic Avondale.

**BUDGETARY IMPACT:**

The Revitalization Manager position is supported through the General Fund, and other initiatives are funded through the capital improvement program, grant funding and donations.

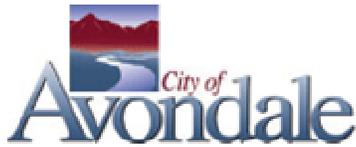
**RECOMMENDATION:**

This item is for discussion and direction.

**ATTACHMENTS:**

[Click to download](#)

No Attachments Available



# CITY COUNCIL REPORT

**SUBJECT:**

Update to Council on City Website Redesign

**MEETING DATE:**

February 13, 2012

**TO:** Mayor and Council

**FROM:** Pier Simeri, Community Relations Director (623) 333-1611

**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

Staff will update the City Council on the newly redesigned city website before the site is launched in March 2012.

**BACKGROUND:**

The City website, [www.avondale.org](http://www.avondale.org) is a vital information and community engagement tool. Residents are able to obtain current information about city meetings, events, programs and activities, as well as conduct certain business on-line. Last year (2011), the site received a quarter of a million direct page views.

**DISCUSSION:**

The Avondale website is maintained by a team of representatives from across all departments, with oversight from the Community Relations Department and technical assistance from the Information Technology Department. This "team approach" to maintaining the website saves the city money and ensures that all departments play a role in keeping the website current and relevant. The last time the city underwent a redesign was in 2006, when it hired CivicPlus to design and host the current website. Since that time, CivicPlus, which specializes in the design of city websites, has introduced several new upgrades and modules to make municipal websites more efficient and customer friendly. The city web team strongly felt it was time to upgrade the current website by implementing a complete redesign. The redesign project started in August 2011, under the management of the Community Relations, City Clerk and IT departments, with input from the website team. The scope of this project included:

- 1 A complete redesign on a new web platform
- 1 New navigation features
- 1 Mobile-friendly site for users of smartphones
- 1 Enhanced graphics, with vibrant colors and dynamic portal slideshow
- 1 Social Media integration
- 1 Content clean up and migration
- 1 Emphasis on legal posting requirements and government transparency trends
- 1 Access to updated CivicPlus modules such as "Alerts & Emergency Notifications"; calendar; photo gallery and e-postcards; On-Line forms; FAQs; Media Center; Job/Bid postings; opinion polls etc.

The website redesign project is in the final phase, and the new [www.avondale.org](http://www.avondale.org) will go "live" in early March. In addition, a "sub-site" for the Avondale Public Libraries, which has the most visited pages on the website -- is currently being developed, and will be launched in May 2012.

**BUDGETARY IMPACT:**

Cost for the website redesign was approximately \$15,000. Funds came from a carryover of savings from the Community Relations FY 10-11 budget. Parks, Recreations and Libraries is paying an additional \$6,000 for the library subsite redesign.

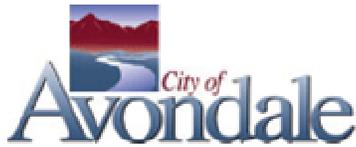
**RECOMMENDATION:**

For information only.

**ATTACHMENTS:**

[Click to download](#)

No Attachments Available



# CITY COUNCIL REPORT

**SUBJECT:**  
Update on Avondale's Online Business Directory

**MEETING DATE:**  
February 13, 2012

**TO:** Mayor and Council  
**FROM:** Daniel Davis, Economic Development Director (623) 333-1411  
**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

Staff will update the Mayor and City Council on the recently launched online business directory available to all Avondale businesses and residents.

**BACKGROUND:**

In 2011, the City of Avondale contracted with WebQA to provide a new module, known as ShopsQA, to provide a dynamic business directory for business owners and residents to use. ShopsQA is an online business directory/database embedded in the City of Avondale's website that is available to both businesses, and residents in Avondale. ShopsQA allows residents to search for businesses by category or name of business. ShopsQA allows businesses to provide residents with contact information, coupons, newsletters, job opportunities and more on their own private business page as well as share recent articles or reviews about their business with residents. ShopsQA integrates with any Twitter, MySpace, Linked-In or Facebook accounts that businesses have. ShopsQA also gives residents the ability to "follow" businesses and receive exclusive information on upcoming events, e-newsletters, and coupons.

**DISCUSSION:**

The directory, known as Shop Avondale!, is found at [www.avondale.org/shopavondale](http://www.avondale.org/shopavondale). The directory was preloaded with businesses in Avondale, and all Avondale business owners have the ability to register and access their own individual sites where they can customize the information specific to their business. Businesses that were not preloaded into the directory can still create and manage their own listing in the directory by following the steps on the website.

When a business signs up to create a listing, staff is notified of the request. Staff can then approve or deny the request to create a listing, and an email is automatically sent to the business owner notifying them of their status. If approved, business owners are allowed to continue the process of creating their listing.

Current listings include eating establishments, medical offices such as doctors, dentists, chiropractor's, and urgent care facilities, as well as a number of professional services including law offices, home maintenance, and photographers, and automotive services both dealerships and repair services.

Residents access the business directory the same way that businesses do. However, residents do not have to create a user account to access the directory. They go to [www.avondale.org/shopavondale](http://www.avondale.org/shopavondale), and click on the Shop Avondale! link. This link takes users directly to the business directory. Users can click an icon to access the business directory, or sign up to receive email notifications such as coupons or job postings in their email whenever a business owner updates their listing. Residents are also able to email businesses directly through the

directory. The directory is searchable by category area, or by keywords. Currently there are 81 categories and sub-categories used to categorize businesses.

Staff is using different methods to inform both residents and businesses about this resource. These methods include:

- 1 Advertising in the most recent edition of RAVE
- 1 Publishing information on the City's homepage and Facebook page
- 1 Issuing a press release announcing the new resource
- 1 Presenting the information at the November Old Town Merchants Association meeting
- 1 Contacting individual business owners by phone, and email about this new resource.

**RECOMMENDATION:**

This item is presented for information and discussion only.

**ATTACHMENTS:**

[Click to download](#)

No Attachments Available