

Minutes of the Work Session held April 2, 2012 at 6:01 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Lopez Rogers and Council Members

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

ALSO PRESENT

Charlie McClendon, City Manager
David Fitzhugh, Assistant City Manager
Rogene Hill, Assistant City Manager
Sandy Lopez, CDBG Manager
Pier Simeri, Community Relations and Public Affairs Director
Det. Matt O'Halloran, Police Department
Stephen Erno, Code Enforcement Manager
Denise Thurman, Avondale Public Library
Kevin Artz, Budget and Finance Director
Andrew McGuire, City Attorney
Carmen Martinez, City Clerk

1) ROLL CALL BY THE CITY CLERK

2) 2012 – 2013 ANNUAL ACTION PLAN UPDATE

An update regarding the 2010-2014 Consolidated Plan which contains recommended allocations for 2012/2013 CDBG and HOME funds.

Sandy Lopez, CDBG Manager, provided an update on the proposed 2012/2013 Annual Action Plan. Avondale's Community Development Block Grant (CDBG) comes by virtue of Title I of the Housing and Community Development Act, which has a primary objective of developing viable urban communities by providing decent housing, suitable living environments, and economic opportunities for low income persons. The Home Investment Partnership Program (HOME) is similar to the CDBG, but focuses more narrowly on housing. HOME's goal is to expand the supply of decent, safe, sanitary, and affordable housing for low income Americans. The HOME program requires a 25% local match.

Ms. Lopez said Avondale developed the Consolidated Plan to cover the period from 2010 to 2014. The plan identifies community needs, directs funding to specific locations, and offers goals and strategies to address those needs. The Annual Action Plan serves as an update to the Consolidated Plan. Seven goals were developed during the planning process:

1. Preserve the existing affordable housing stock
2. Increase home ownership opportunities
3. Further fair housing opportunities in Avondale
4. Support organizations that assist the City's special needs population
5. Support new construction and rehabilitation of affordable rental development
6. Improve public infrastructure and economic conditions in low-income, economically challenged neighborhoods

7. Reduce lead based paint hazards in residential dwellings

Ms. Lopez said the allocations focus on neighborhoods in low to moderate income census block groups, which include the Historic Avondale area, and the Las Ligas, Rio Vista and Cashion neighborhoods. In the first two years of the five-year planning cycle, roughly \$190,000 has gone into home repair, approximately seven units have been completed, five streets were finished in Historic Avondale, 18 youth have been assisted, the Western Avenue commercial rehabilitation project has been completed.

Ms. Lopez reported that the public outreach effort associated with the program included an open meeting in November, and a review of the proposed plan by the NFS Commission in February and March where they provided a recommendation. The required 30-day public comment period has just completed. Surveys asked citizens to prioritize areas where they felt the City should direct funding. The results indicate that 22% preferred public services for youth or seniors, an additional 19% selected after school programs, housing rehabilitation was preferred by 17%, homebuyers' assistance at 14%, training and employment at 11%, economic development 8%, infrastructure at 6%, and multi-family rehabilitation was 3%.

Ms. Lopez stated that the proposed CDBG allocations are:

1. Street Reconstruction \$241,427
2. Emergency Home Repair \$121,427
3. Revitalization Area Small Business Assistance \$60,000
4. Youth Services \$60,000
5. Administration \$120,714

The proposed HOME allocations are:

1. Substantial Rehabilitation \$233,904
2. Administration \$7,048

Ms. Lopez said the CDBG allocation is higher than last year because it was based on the new census numbers. Cuts to HOME funding were roughly 30%, but Avondale's allocation stayed about the same due to increased census numbers.

Mayor Lopez Rogers inquired about the survey methodology. Ms. Lopez explained that surveys were taken of Avondale residents who attended the public meeting in November. It was also provided to the NFS Commission, and was made available on the City's website. Council Member Vierhout inquired about the scope of the street projects. Ms. Lopez said the last project, as an example, covered about five blocks.

Mayor Lopez Rogers requested an update on specific street projects so that Council could familiarize themselves with the nature of the projects. Mr. McClendon said typically two years of CDBG money is pooled to dedicate to a single project. Often the streets projects are combined with City sewer and water projects so that the streets do not have to be torn up multiple times.

Council Member Weise asked how homebuyers qualify for the program. Ms. Lopez explained that if citizens are applying for assistance, they need to prove that their income qualifies them for the program. The threshold is based on area median income percentages and is adjusted for household size, as determined by HUD. The application process does not take long. Interested parties are provided with a checklist of required documentation, and the City verifies the information before the money is disbursed.

Council Member McDonald said that based on the survey results, he felt it would be beneficial to spend a little more money on youth services. Mr. McClendon explained that this only reflects the CDBG money. The City also funds a Youth Services Coordinator position and several youth programs with General Fund money, and receives grant money from other sources such as the Gila River Indian Community.

In response to Council Member Buster's inquiry, Ms. Lopez said the rental properties are functioning well, and the market has a lot of multi-family and single-family stock available, much of which is affordable. Mayor Lopez Rogers commended staff on the time and effort they have taken to educate legislators on the benefits that the fund provides.

3) UPDATE ON CITY E-SERVICES

An update regarding new and improved e-services that are available for residents and customers.

Mr. McClendon stated that Avondale has been focused on making it easier for citizens to do business with the City. Many new internet-based services have been introduced recently to further that goal. Pier Simeri, Community Relations Director, said the new City website launched in March. One of the primary reasons for the redesign was to create a new platform that could easily incorporate new website features. Some features were introduced with the launch, while others have been added over the past few weeks. Some of the new features include online crime reporting, utility accounts, code enforcement reporting, and the new library website.

Det. Matt O'Halloran, of the Police Department, said commercial crime reporting software can typically cost at least \$20,000 and up to \$10,000 per year in licensing fees. Avondale PD opted for a less expensive online reporting solution. The City of Scottsdale uses similar software. Scottsdale takes 25 to 50 reports per month, which equates to about three beat officers' worth of time. Avondale PD received 72,000 non-emergency calls last year.

Det. O'Halloran said the new reporting feature was requested by property managers, HOAs, and convenience stores who desired the ability to simply file a report without waiting for a patrol officer. It is designed to provide a police report number for people who have to report minor property crimes to their insurance companies. The system will be staffed by volunteers in Police Services and will not cost anything to the City. Theft, criminal damage, burglary from vehicles, shoplifting, identity theft, and lost property are the categories that the system will focus on. Once the department receives a report, victims will receive an acknowledgement and a notice of their rights within three days. Det. O'Halloran demonstrated the features of the website for the Council.

Council Member Scott said this feature is a welcome addition and makes the PD more user friendly. Council Member Weise inquired whether the dispatchers would refer callers to the website. Det. O'Halloran responded that based on the information that victims provide, officers will be dispatched if necessary, and this feature is not meant to replace them. If the caller does not wish to wait for an officer, they will be informed of the online feature. PD intends to issue a press release to inform the media of the existence of the feature. Several reports have been placed already, even though no effort has been made to publicize it yet.

Vice Mayor Karlin said the new feature will save time. She inquired whether a Spanish version is available. Det. O'Halloran said the City's website uses the Google translation tool, which provides translations in many different languages. The Spanish version produces passable results. The link to the translation service will be moved to the top of the screen to make it more noticeable.

Council Member McDonald said this is a good example of how to make officers on the street more effective. Council Member Vierhout asked if there is a way to upload a photo. Det. O'Halloran explained that since the volunteers have not been trained on evidentiary rules, this feature is not available. If the victim mentions that they have a photo of the scene, he will personally interact with the victim to obtain the evidence and make sure that appropriate rules are followed.

Kevin Artz, Budget and Finance Director, presented the City's new online utility payment system. Customers can now access their usage history, manage their accounts, and make payments online. The system supports multiple accounts on one screen. The City no longer uses a third-party vendor and this feature eliminates the \$1.50 fee associated with that provider. IT intends to introduce an online sign up service that will allow residents to easily set up accounts. No credit card information is stored by the service. Mr. Artz demonstrated how to use the form. He said since the system went live four days ago, 302 people have signed up for service.

Council Member Vierhout asked whether the City has ever processed credit cards online before. Mr. Artz explained that the City previously used a third party vendor to receive payments. Citizens had to pay a fee each time they used the system, and there were problems associated with residents paying into incorrect accounts. The new system makes it clear that they are signing into their own validated account. It also provides a lot more information than the old service did. Council Member Vierhout inquired about PCI compliance. Mr. Artz said IT has looked into the controls that have been put in place and is comfortable with them.

Stephen Erno, Code Enforcement Manager, said the City launched a new online complaint form to allow citizens to submit issues 24 hours a day, seven days a week. Mr. Erno pointed out that residents always have the option to call or email complaints. The online form allows for photographs to be uploaded to support the complaint. He indicated that staff routinely follows up with complainants regarding the status of their complaint and to inform them if the issue they submitted is not a violation. In addition to this new online form, residents may continue to use the free My Avondale smartphone app, to upload photos of violations they have seen, and encode it with a GPS location. Since the app was

introduced, 490 incidents have been reported using it. Officers on the field are able to manage reports more efficiently. Lastly, Mr. Erno indicated that an online customer satisfaction survey is available for residents to provide feedback on the services provided by any of the Neighborhood and Family Services divisions. This helps identify areas for improvement.

Vice Mayor Karlin inquired about the turnaround time. Mr. Erno responded that the goal is to respond within two business days, but typically it takes less time than that.

Denise Thurman, of the Avondale Public Library, said the library website is the City's most visited site. It has become a vital community resource, providing information and services to residents and visitors. As technology continues to grow and change, it is critical that libraries and librarians keep up with it. The redesign will make accessing resources easier by essentially creating a virtual library branch for Avondale. It will highlight City and community events, offer a more interactive experience, and grants increased access to electronic resources such as e-books, and audio e-books. The design will be similar to the look of the City's newly redesigned website. The URL address will remain the same. The site will link to the City's website. A community resource page will include information and resources about Avondale, its community, and City government, and will link directly to pertinent City resources. The new site will debut on May 10.

Vice Mayor Karlin inquired about new books. Ms. Thurman explained that the online catalog has links highlighting new releases in various categories. Council Member Buster inquired about the process of borrowing e-books. Ms. Thurman explained that some e-books are subject to copyright laws while others are in the public domain. E-books are downloadable through the vendor, and the authors are paid. The library buys the books from the vendor, and the vendor pay the publishers for the rights to distribute them. Libraries can choose which books to offer to patrons, and those are listed in the catalog. Patrons can download the books to their devices, and e-books will be inaccessible once the borrowing period has expired.

Council Member Vierhout inquired about audio books. Ms. Thurman said audio books will also be available via the same process as e-books. Council Member Weise noted that some libraries are lending out e-readers to patrons, and inquired about Avondale's policy regarding those devices. Ms. Thurman said Avondale is considering lending out e-readers as well, particularly for book clubs. Patrons would be able to use the devices until they are due. The device will shut down if it is not returned. Council Member Weise commented that there may also be an opportunity to offer college textbooks electronically.

Pier Simeri said the new website design opens up many new features for the City to take advantage of. Other departments intend to utilize the customer feedback survey. The translation feature allows the City to comply with the Voting Rights Act requirement that information pertaining to elections be offered in Spanish. Last year, Avondale was ranked among the top ten cities in the Digital Cities Survey by the Center for Digital Government, and intends to continue efforts to be a digital services innovator.

3) ADJOURNMENT

With no further business before the Council, Council Member moved to adjourn the work session. Council Member McDonald seconded the motion. The motion carried unanimously.

Meeting adjourned at 7:04 p.m.



Mayor 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 Work Session of the Council of the City of Avondale held on the 2nd day of April 2012. I further certify that the meeting was duly called and held and that the quorum was present.



City Clerk

Minutes of the Regular Meeting held April 2, 2012 at 7:00 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Lopez Rogers and Council Members

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

ALSO PRESENT

Charlie McClendon, City Manager
David Fitzhugh, Assistant City Manager
Rogene Hill, Assistant City Manager
Eric Morgan, Planner II
Stacy Bridge-Denzak, Development Services
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 CITY MANAGER'S REPORT

a. NEW EMPLOYEE INTRODUCTION - JANICE SIMPSON, GRANTS ADMINISTRATOR

Assistant City Manager Rogene Hill introduced Janice Simpson, the City's new Grants Administrator and reviewed Ms. Simpson's qualifications. Mayor Rogers welcomed Ms. Simpson to Avondale.

3 UNSCHEDULED PUBLIC APPEARANCES

There were no requests to speak.

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. Work Session of March 19, 2012
2. Regular Meeting of March 19, 2012

b. SPECIAL EVENT LIQUOR LICENSES - RACEWAY ELKS - INAUGURATION BALL CHARITABLE FUNDRAISER

A special event liquor license application from Mr. William Veith on behalf of the Raceway Elks #2852 for their Inauguration Officers Ball Fundraiser to be held on Saturday, April 14 from 5 to 11 pm at the Masonic Temple located at 1015 North 8th Street in Avondale.

c. AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT - STANLEY CONVERGENT SECURITY SOLUTIONS, INC.

A request to approve an amendment to the professional services agreement with Stanley Convergent Security Solutions, Inc. for security access control and monitoring system services and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

d. FIRST AMENDMENT TO SOFTWARE PURCHASE AND MAINTENANCE AGREEMENT - EXPRESS DIGITAL SOLUTIONS, LLC

A request to approve the first amendment to the Software Purchase and Maintenance Agreement with Express Digital Solutions, LLC for scanning software licenses and maintenance and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

e. PROFESSIONAL SERVICES AGREEMENT - W. W. WILLIAMS

A request to approve a Professional Services Agreement with W. W. Williams Southwest, Inc. for fire apparatus maintenance in an initial amount of \$150,000 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

f. CONSTRUCTION CONTRACT AWARD - TALIS CONSTRUCTION FOR WESTERN AVENUE DRAINAGE AND WATERLINE IMPROVEMENTS

A request to award a construction contract to Talis Construction to provide construction services for the Western Avenue Drainage and Waterline Improvements project in the amount of \$740,354.75, authorize the transfer of \$282,354.75 from CIP Street Fund Line Item 304-1273-00-8420 to CIP Street Fund Line Item 304-1293-00-8420 and authorize the Mayor, or City Manager and City Clerk to execute the necessary documents.

g. RESOLUTION 3037-412 - INTERGOVERNMENTAL AGREEMENT WITH TOLLESON UNION HIGH SCHOOL DISTRICT FOR SRO PROGRAM

A resolution authorizing an Intergovernmental Agreement with the Tolleson Union High School District to share the cost of providing School Resource Officers during the 2011/2012 school year at Westview High School and La Joya High School for a total cost to the City of \$85,335 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

h. ORDINANCE 1490-412 - ACQUISITION OF RIGHT-OF-WAY AND WETLAND ACCESS PARCELS

An ordinance authorizing the acquisition by condemnation of property north of McDowell Road west of 107th Avenue for right-of-way, easements and wetlands access and authorize the Mayor or City Manager, City Clerk and City Attorney to execute the necessary documents.

i. ORDINANCE 1491-412 - ACCEPTANCE OF CONVEYANCE OF WETLANDS ACCESS PARCELS

An ordinance accepting the conveyance of property south of Thomas Road east of Crystal Gardens Parkway for easements and wetlands access and authorize the Mayor, City Clerk and City Attorney to execute the necessary documents.

Council Member Scott expressed appreciation to Chief Adams and Chief Ellsworth for making ensuring that the equipment is kept in top shape.

Vice Mayor Karlin moved to approve the consent agenda as presented including Resolution 3037-412 and Ordinances 1490-412 and 1491-412. Council Member Vierhout seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

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

Motion carried unanimously.

5 PUBLIC HEARING – ZONING EXTENSION FOR AVONDALE COMMERCE PARK PAD, ALTERNATIVELY ORDINANCE 1492-412 - ZONING REVERSION

A public hearing and a request by Mr. Michael J. Curley of Earl, Curley, and Lagarde, P.C., for a one-year extension of Planned Area Development zoning for Avondale Commerce Park, located on approximately 80 acres of land at the northeast corner of 103rd Avenue and Van Buren Street. Alternatively, the Council will consider an ordinance reverting the zoning of the property back to Agricultural.

Eric Morgan, Planner II, reviewed the particulars of this item as more specifically described in the Council report. Mr. Morgan indicated staff is recommending approval of the application subject to one condition:

1. The property shall be subject to the Public Art Ordinance 1324-808

Council Member Buster asked what is Mr. Earl's predictions for market conditions in the next few years. Mr. Earl replied on behalf of the applicant indicating this project is located on a strategic location and are very positive about the outlook for the coming year.

Mayor Rogers opened the public hearing. There being no requests to speak Mayor Rogers closed the public hearing.

Vice Mayor Karlin moved to approve application PL-12-0043, a request for a one-year extension of PAD zoning for Avondale Commerce Park to expire April 16, 2013, subject to one recommended condition of approval. Council Member Vierhout seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member Vierhout	Aye
Council Member Scott	Aye

Council Member Weise	Aye
Mayor Lopez Rogers	Aye
Vice Mayor Karlin	Aye
Council Member McDonald	Aye
Council Member Buster	Aye

Motion carried unanimously.

6 PUBLIC HEARING AND ORDINANCE 1493-412 – ZONING REVERSION FOR FLEMING FARMS COMMERCIAL FROM PAD TO AG FOR AN EXPIRED PAD

A public hearing and a request by the City of Avondale Zoning Administrator to revert the Planned Area Development zoning of the approximately 19.44 acre commercial portion of Fleming Farms, which expired September 5, 2011, to its previous zoning classification of Agricultural.

Eric Morgan, Planner II, reviewed the particulars of this item as more specifically described in the Council report. He explained the request for reversion is only for the commercial portion of the project as the residential portion has been vested as it was platted prior to the downturn in the market conditions. Staff's efforts to contact the applicant have not been successful.

Mr. Morgan indicated staff is recommending adoption of the ordinance reverting the zoning of the commercial portion of the Fleming Farms Planned Area Development to its previous zoning classification of Agricultural (AG).

Mayor Rogers opened the public hearing. There being no requests to speak Mayor Rogers closed the public hearing.

Vice Mayor Karlin moved to adopt Ordinance 1493-412 approving application PL-11-0199 reverting the zoning of Fleming Farms Commercial from Planned Area Development to its previous zoning classification of Agricultural. Council Member Vierhout seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

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

Motion carried unanimously.

7 PUBLIC HEARING AND RESOLUTION 3036-412 - GENERAL PLAN 2030 (GP-09-1)

A public hearing and a Resolution 3036-412, adopting the City of Avondale General Plan 2030 and referring the same to the qualified electors for ratification.

Stacy Bridge-Denzak reviewed some of the highlights of this item. She reviewed the public participation that has been followed.

Mayor Rogers commented and complimented staff for their work in this project and their participation in

Vice Mayor Karlin indicated she was impressed by the public outreach and inclusion from representatives of different segments of the community. She added she appreciates inclusion of "quality of life" theme as it helps in the branding for the city and encourages investment in the community.

In response to a question from Council Member Vierhout, Ms Bridge-Denzak explained the process for each a minor and a major general plan amendment. City Attorney added that a major general plan amendment can only be considered by the Council once a year. Council Member Vierhout commented that there are portions of the plan which appear to be incomplete such as a community college without student housing or roads that dead end. In response to a subsequent question from Council Member Vierhout, City Manager Charlie McClendon indicated that the cost of the application to amend the general plan is based on the size of the proposed amendment, and added he would provide Council Member Vierhout with a fee schedule.

Council Member McDonald commented that the General Plan incorporates everything that has been done in the last few years and is a balance that should help the Council plan for the future.

Ms. Heidi Short representing the Lakin family. Appreciates staff's time but does not agree with the current draft, specifically as it applies to the Lakin property. She indicated she looks forward to continue to work with Council and staff to create a development that the City and the Lakin family can be proud of.

Council Member Buster asked Ms. Short regarding her projections for development. Ms Short responded that an educated guess would be about five years out. Council Member Buster indicated that the Lakin property is very important for the City's future.

Ed Bull spoke on behalf of the owners of the corner of 99th avenue and Indian School Road indicated he is happy with the draft of the General Plan.

Dean Brennan indicated he represents the Arizona Chapter of American Planners Association and the Livable Communities Coalition. From the standpoint of the AZ APA, he congratulated staff for their work in preparing the plan. He commented staff did an excellent job in outreach and public participation which showed a high level of commitment on behalf of the staff. He indicated the vision statement represents what staff heard from the community. The healthy lifestyle initiative was part of the plan before the Livable Communities Coalition got involved. He indicated this is an important component for both

current and future residents and looks forward to Avondale being called the healthiest city in Arizona.

Mayor Rogers closed the public hearing. She commented that the Lakin family has been a wonderful neighbor and an important part of Avondale for many years and staff will continue to work with them. She agreed with speakers and commended staff once again for their work on this.

Mayor Rogers opened the public hearing.

Vice Mayor Karlin moved to adopt Resolution 3036-412 approving the General Plan 2030, a comprehensive update of Avondale's 2002 General Plan and referring it to the qualified electors for ratification. Council Member Weise seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

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

Motion carried 6-0.

8 EXECUTIVE SESSION

An executive session pursuant to Ariz. Rev. Stat. § 38-431.03 (A)(1) for discussion regarding the City Manager's annual evaluation.

Vice Mayor Karlin moved to adjourn into executive session; Council Member Weise seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

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

Motion carried unanimously.

9 ADJOURNMENT

There being no further business before the Council, Council Member Buster moved to adjourn the meeting; Council Member Vierhout seconded the motion.

Meeting adjourned at 9:01p.m.



Mayor 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 April 2012. I further certify that the meeting was duly called and held and that the quorum was present.



City Clerk