

Minutes of the Work Session held August 13, 2012 at 6:00 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Lopez Rogers and Council Members

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

ABSENCE EXCUSED

Jim Buster

ALSO PRESENT

Charlie McClendon, City Manager
David Fitzhugh, Assistant City Manager
Rogene Hill, Assistant City Manager
Christopher Reams, Director of Parks, Recreation and Libraries
Sue McDermott, Development Services Director/City Engineer
Charles Andrews, Assistant City Engineer
Andrew McGuire, City Attorney
Carmen Martinez, City Clerk

1) ROLL CALL BY THE CITY CLERK

2) SPECIAL EVENTS CALENDAR FY 2012-2013

An update on the proposed City of Avondale Special Events for FY 2012 - 2013.

Christopher Reams, Director of Parks, Recreation and Libraries (PRL), provided an overview of the special events planned throughout the year. Some are City-sponsored and impact the budget, while others are self-supporting. Special events enhance the quality of life, establish community good will, promote health and wellness, highlight the community and attract visitors to Avondale. Special events also promote Council goals. Council approved and allocated \$172,000 for special events this year, and directed staff to develop special events that establish the city as a destination and create opportunities for the community.

Mr. Reams said special events can be categorized as large events that attract more than 50,000 people, medium-sized events that attract 5,000 or more, and small ones that attract up to 5,000 people. All events provide low-cost or no-cost activities for residents. Whenever possible, Avondale partners with neighboring communities to save money. City Council approved events are fully funded through the General Fund, but staff actively looks for sponsorship opportunities and other revenue sources to offset costs.

Mr. Reams stated staff is introducing the Out and About Series which will feature events at various locations to highlight different parts of Avondale and will take place on the second Friday of each month. Resident Appreciation Night shows residents what the City has to offer them, while Community Block Parties allow different neighborhoods to show what they have to offer. Various music and film events will be held throughout the city. One new proposal this year is to decorate Western Avenue for the holidays. Decoration rental packages are available at a variety of different scales, the largest of which would cost no more than \$19,000. Two events are planned for the Tres Rios Nature Area, one two-day event in March, and a smaller one-day informational event in October. Veterans Day and

Memorial Day commemorations will be held at City Hall. The City helps staff the Boys & Girls Club Golf Tournament, which raises money for the charity. A Tale of Two Cities is held in partnership with Goodyear in February. Special events require initial funding as they build a participation base, but successful events attract sponsorships. The goal is to recover as much of the money as possible from sponsorships.

Mr. Reams turned next to non-City funded events, which are not officially City-sponsored, and do not receive General Fund contributions. These depend on sponsors and will be canceled if the funding does not materialize. Examples of non-funded events this year include the West Valley Youth Orchestra Symphony in June, the Arizona Cardinals Day of Play in September, the Library Timeline Open House in September, the Día de Los Muertos event at Goodyear Farms Cemetery in October, and the Writers Conference in November. The Writers Conference makes about \$8,000 a year for the library. Other non-funded events in the planning stages include the library's Books to Oscars movie series, a volleyball event with the Special Olympics, and Art in the Park at Donnie Hale.

Mr. Reams said that since the Special Events Coordinator position was deleted, PRL has handled logistics for City events and Community Relations handles the marketing. For special events organized by an outside party, the city has a Special Event Committee who ensures that events comply with all requirements. The Police and Fire Departments handle their own events, as does Neighborhood and Family Services. The City posted an RFQ for a contracted event coordinator, which is less costly than hiring a full-time staff position. Proposals were due August 2, and two firms submitted applications.

Council Member McDonald inquired whether the Out and About Series would replace Art Walk. Mr. Reams explained that Art Walk will be one of the events offered as part of the series. Council Member McDonald inquired about the ongoing cost related to holiday decorations. Mr. Reams responded that the proposed cost covers rental, installation, and breakdown each year, but the city would not own the decorations.

Council Member Weise said it is important for business owners to get involved in decorating Western Avenue. He supports a smaller rental package. Many residents have been asking for a return of the movie and music events. He inquired about the venue for Tale of Two Cities. Mr. Reams said it is being planned for Thomas Road again this year. Mayor Lopez Rogers said Estrella Mountain Community College was a great partner in the event, and that is one of the reasons why Thomas Road makes sense. Mr. Reams added that their contribution helped save the City money in staff costs.

Vice Mayor Karlin said special events bring the community together and encourage economic development. She suggested that the Resident Appreciation Night and Community Block Party on Western Avenue could be combined into one event since they are only one month apart. The Writers Conference has been a huge success. The youth orchestra, other music events, and the movie nights are well liked. She encouraged developing private partnerships with a wide variety of groups for events.

Council Member Vierhout said the holiday lights would add a nice visual to the older streets. He suggested that Gangplank would be a good partner for the Writers Conference.

Mayor Lopez Rogers said the Community Block Parties give community groups a chance to show residents the types of services they provide that the City cannot. She inquired about World Fest. Mr. Reams explained that concept has been incorporated into the Tale of Two Cities event. Last year, that event was focused on the Centennial celebration, but this year it is being refocused to bring back the World Fest idea. Mr. McClendon stated that staff will bring back an action item for the holiday decorations at a later meeting.

3) AVONDALE TRANSPORTATION PLAN UPDATE

An update on the City of Avondale's Transportation Plan.

Sue McDermott, Development Services Director/City Engineer, provided an update on progress regarding the Transportation Plan. Avondale's last transportation plan was developed in 2006. The effectiveness of the plan depends on regular updates to reflect changes, such as the Regional Transportation Plan and the Maricopa Association of Governments (MAG) updated regional model. The City of Avondale's General Plan 2030 will go before the voters this month. Several specific plans have been developed and are being updated, including the Freeway Specific Plan and the North Avondale Area Plan. Economic trends and populations have evolved since 2006. The update will reassess and reprioritize transportation needs. Key issues are rapid population growth, rising traffic congestion, and new development.

Ms. McDermott reported that existing roadways are accommodating traffic. Only one road segment, 107th Avenue between Roosevelt and Van Buren, is operating at a poor level of service. Forecasted traffic demands are reasonably accommodated. Staff recommends:

- Revising the General Plan recommendations to match the roadway classification in the Transportation Plan.
- Adopting a recommended truck route plan.
- Developing and adopting a complete streets policy, determining which elements make sense for every street.

Charles Andrews, Assistant City Engineer, said recommendations were quantified to measure impacts to business owners, parking, buildings, and utilities. Costs and impacts were carefully considered alongside the existing level of service and the potential achievable level of service for a widened street. Further recommendations:

- A six-lane arterial cross-section from 99th Avenue to Avondale Boulevard, and a four-lane arterial from 119th Avenue to Dysart Road.
- Maintain Van Buren from Dysart to La Jolla as a four-lane road.
- Widen 107th Avenue to six lanes from McDowell Road to MC85.
- Maintain a four-lane road on Dysart from Van Buren to MC85.

Mr. Andrews said all bridges were analyzed and staff recommends:

- Working with Maricopa County to widen the existing Indian School Road Bridge to six lanes.
- Leaving Thomas Road, Van Buren and McDowell bridges as is.

- Initiating a study for a low-flow crossing at Dysart and Agua Fria.
- Initiating right-of-way acquisition for the future Dysart Road alignment from Harrison to the future low-flow crossing over the Agua Fria.

Mr. Andrews displayed a map showing the existing truck routes and those proposed by 2030. Council Member Weise said that some of the congestion problems on 107th Avenue could be due to the narrowing that occurs near MC85. He inquired about the cost of widening the Indian School Road Bridge. Mr. Andrews said the estimated cost is about \$7 million. Widening the bridge would maintain level of service at the current A; otherwise it would likely be a B. Council Member Weise questioned the need for widening considering the nearby area is built out. The biggest issue with McDowell between 119th and Dysart is not the narrowness of the street but the traffic on Dysart. Mr. Andrews said the intersection improvements are separate from the widening project. Mr. McClendon added that staff is working on a study to determine what could be done to Dysart, McDowell and Rancho Santa Fe to improve the flow of traffic, short of widening the roads.

Council Member McDonald said a low-flow crossing at Dysart would alleviate one of the hurdles to building a trash-to-electricity plant in the area, as was proposed some time ago. Mr. McClendon said Avondale has few north/south roads south of the I-10 that go through the community, and this is one idea to solve that problem. Ultimately a bridge crossing would be preferred. With SR-30 potentially coming to south Avondale, it is important to have more north/south connections.

Council Member McDonald asked about the possibility of an I-10 access road directly from the industrial area near Van Buren and El Mirage to avoid having trucks on arterials. Mr. McClendon said the solution there is to build a full-diamond interchange at El Mirage. That project is funded by Prop 400, but not until 2023. Council Member Vierhout inquired about the cost of accelerating the interchange construction schedule. Mr. McClendon explained that when a project is accelerated, the region borrows money to move the project forward. The jurisdiction then has to pay interest on that borrowed money. Avondale would not have to pay for the full interchange, which would cost \$23 million, just the carrying cost of borrowing the money for however many years the project is accelerated by.

Council Member Vierhout questioned having the truck route wrap the City Center area. Trucks moving through the area would detract from its appeal as a shopping destination. Mr. McClendon noted that the plan is to eventually take the trucks off of Avondale Boulevard. Council Member Vierhout inquired about the cost of building a low-flow crossing. Mr. Andrews surmised it would cost between \$500,000 and \$600,000. When a big storm occurs, however, some of the asphalt can be washed out, and the road would require repairs.

Council Member Vierhout noted that the County planned to widen Camelback by 2010, but that has not happened. He questioned whether the County is serious about doing anything on Indian School. Mr. Andrews said there is no guarantee that they will, but the City can demonstrate that traffic volumes on Indian School are increasing and that a widened bridge is needed.

Council Member Vierhout pointed out that there are no plans to fix many streets that have level of service D. Mr. Andrews explained that the cost of each road was quantified. Widening some of the roads would have required substantial impacts on businesses. They quickly became very expensive projects. In determining which roads to work on, staff took a pragmatic approach to get the most for the City's investment. Council Member Vierhout felt that people do not want to patronize businesses on streets with bad traffic congestion. It might be worthwhile to just make a fresh start. Council Member Vierhout inquired about the crash rates at intersections. Mr. Andrews said the Rancho Santa Fe and Dysart Road intersection continues to be a problem. Consultants will look at crash data and interior circulation patterns to see whether businesses in the area can survive if several driveways are closed. Council Member Vierhout felt that safety considerations were paramount.

Council Member Weise said that while improving level of service on all roads is a nice goal, some of the businesses on the most congested roads have been in operation for many years and are thriving. As the City tries to ensure that commercial activity is vibrant, gutting an area to improve a road would be counterproductive. He cautioned against moving too quickly and destroying business centers for the sake of progress.

Council Member Scott said he owns businesses on Dysart that would be severely affected by a widening project. Customers would not be able to park in front of the store, and signs, sidewalks and walls would have to be relocated. As efforts to make Western Avenue more vibrant succeed, it will create more traffic. As the economy improves, the plan will likely have to be revisited.

Mayor Lopez Rogers inquired about next steps. Ms. McDermott responded that the report will be revised before it is brought back for formal adoption by the City Council. Mayor Lopez Rogers suggested that the public be given an opportunity to provide input. Traffic is one issue citizens always call about. Mr. McClendon said there is no firm deadline for adopting the plan, and a public meeting could be arranged; Resident Appreciation Night would provide a great opportunity to seek public input.

4) ADJOURNMENT

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

Meeting adjourned at 7:05 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 13th day of August 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 August 13, 2012 at 7:10 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Rogers and Council Members

Stephanie Karlin, Vice Mayor

Jim McDonald

Frank Scott

Charles Vierhout

Ken Weise

ABSENCE EXCUSED

Jim Buster

ALSO PRESENT

Charlie McClendon, City Manager

David Fitzhugh, Assistant City Manager

Rogene Hill, Assistant City Manager

Ken Galica, Development Services

Sue McDermott, Development Services Director/City Engineer

Tom Struve, Pavement Preservation

Tracy Stevens, Planning Manager

Gina Ramos Montes, Neighborhood and Family Services

Ernesto Fonseca, Historic Avondale Liaison

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) UNSCHEDULED PUBLIC APPEARANCES

There were no calls for unscheduled public appearances.

3) 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. COOPERATIVE PURCHASING AGREEMENT – FELIX CONSTRUCTION COMPANY

A request to approve a Cooperative Purchasing Agreement with Felix Construction Company for the installation of a 16" valve on the Rancho Santa Fe Blvd waterline in the amount of \$53,570.71 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

b. PROFESSIONAL SERVICES AGREEMENT – MEDIASOLV SOLUTIONS CORPORATION

A request to approve a Professional Services Agreement with MediaSolv Solutions Corporation for an Interview Recording System for the Southwest Family Advocacy Center in a maximum amount of \$73,500 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

c. FIRST AMENDMENT TO THE SPILLMAN AGREEMENT

A request to approve the First Amendment to the Spillman Agreement for policing software and services with a maximum aggregate value of \$606,737 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

d. RESOLUTION 3066-812 – INTERGOVERNMENTAL AGREEMENT – WEST VALLEY DOMESTIC VIOLENCE FATALITY REVIEW TEAM

A resolution authorizing an Intergovernmental Agreement with the cities of El Mirage, Glendale, Goodyear, Peoria, Surprise and Tolleson and the towns of Buckeye and Wickenburg relating to the creation and participation in the West Valley Domestic Violence Fatality Review Team and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

Vice Mayor Karlin moved to approve the consent agenda as presented. Council Member Weise seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

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

Motion carried 6-0.

4) PUBLIC HEARING – CONDITIONAL USE PERMIT FOR PRECIOUS HOME SERVICES (PL-12-0091)

A public hearing and a request from Mr. Nosa Ogie on behalf of B&W Rio Estrella Plaza LLC for approval of a Conditional Use Permit for Precious Home Services to provide day services for individuals living with developmental disabilities.

Ken Galica, Development Services, stated that this Conditional Use Permit (CUP) is for a social service support center. Under the existing General Plan, the land use designation is Employment, and zoning is C-2 Community Commercial. The proposed site is the Rio Estrella Plaza at the southeast corner of Van Buren Street and Eliseo C. Felix Jr. Way. The shopping center is half filled. The applicant, Precious Home Services, is proposing to open a business categorized in the Commercial Land Use Matrix as a public service, which requires a CUP. The company will provide on and off site recreational and educational services for the developmentally disabled. This use is licensed through the State of Arizona. The applicant proposes five employees at the location, with 20 clients attending on a daily basis. The business will be open Monday through Friday from 8:00 a.m. to 2:30 p.m., and employees would work slightly longer hours. The center will be closed on weekends and all major holidays. The use is consistent with the educational and training uses at the shopping center.

Mr. Galica said Rio Estrella Plaza has three vehicular access points, with primary and tertiary points on Eliseo Felix, and a secondary access point on Van Buren. All entries will be used. Staff will pick up and drop off clients in a 15-passenger van, which will not be stored on site. The van will load and unload directly to the east. The suite itself meets all building safety and Fire Department standards. Parking on site is more than adequate for the proposed use. On-site events will all occur indoors, including training, games and crafts.

Mr. Galica said this proposed use meets all required findings for CUP approval. The Planning Commission unanimously approved this use in July, subject to the following stipulations:

1. The Conditional Use Permit shall expire if the social service support center use does not commence within two years of the approval date.
2. The Conditional Use Permit shall conform to the narrative and traffic plan date stamped July 9, 2012.

In response to an inquiry from Mayor Rogers, Mr. Galica said the only cooking facilities onsite will consist of a microwave and refrigerator. Employees and visitors will all bring their own lunches.

Mayor Lopez Roger opened the public hearing. There being no requests to address the Council, Mayor Rogers closed the public hearing.

Council Member Weise moved to issue a Conditional Use Permit for Precious Home Services PL-12-0091. Vice Mayor Karlin seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

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

Motion carried 6-0.

5) CONSTRUCTION CONTRACT – SUNLAND ASPHALT – 2012 PRESERVATIVE SEAL PROGRAM

An update regarding the City's Pavement Preservation Program and consider a request to approve a construction contract with Sunland Asphalt for the 2012 Preservative Seal Program in the amount of \$404,328.33 and authorize the Mayor, or City Manager and City Clerk to execute the necessary documents.

Tom Struve, Pavement Preservation, said he has worked 23 years in Operations Management, mostly in Eagan, Minnesota. Eagan has one of the premier pavement management systems in the Midwest. Avondale has about 240 centerline miles of paved roadways, and 600 lane miles of maintenance, which equates to almost 3,200 roadway

segments and over 4,650,690 square yards of pavement. In 2009, Avondale implemented a computerized Pavement Management System, and is ahead of most other cities in that regard. The City places a heavy emphasis on preventative maintenance and early intervention. Data is used for maintenance planning, budgeting, and resource allocation and coordination with other stakeholders. The goal is to address maintenance issues before the roads degrade too far. In Arizona, pavement degrades precipitously because the sun rapidly oxidizes it. Each dollar spent early on to keep pavement in good shape saves \$6 to \$10 a square yard later on. Most of Avondale's pavement is in the excellent or good categories. A good proactive treatment schedule maximizes the use of available dollars.

Mr. Struve said the preservative seal TRMSS (Tire Rubber Modified Surface Sealant) is an environmentally responsible product that uses old tires that would otherwise end up in landfills. Remaining Service Life (RSL) is a measurement that keeps track of the condition of pavement. Just under 75% of Avondale's pavement is in really good condition, while 25% needs various levels of attention. This is a good situation for a city to have. Over the next five years the City has dedicated an average of \$540,000 annually to preservation, and about \$600,000 annually for overlays. Just under \$2 million has been allocated to reconstruction capital projects. In order to maintain Avondale's current RSL at about 11, approximately \$807,000 is needed annually for preservation, and about \$2.6 million for reconstruction.

Vice Mayor Karlin asked whether the pavement database keeps track of when and what type of maintenance is done on each road. Mr. Struve responded that roads are divided into manageable sections, and the software keeps track of every section. It knows when the road was built, and every action that has been taken on it. Each segment is given a maintenance strategy over the short and long term. Emergency situations can be dealt with as they arise.

Council Member Vierhout inquired about the ability of TRMSS to handle car fires. Mr. Struve said he does not think it would react any differently to any other kind of surface treatment. Council Member Vierhout inquired about the road condition as a factor in rating roads for level of service. Ms. McDermott explained that level of service is determined by the number of trips and the types of land uses, not the condition of the pavement.

Mayor Rogers inquired how often roads are evaluated for reconstruction projects. Ms. McDermott said the City ideally tries to assess the roads once a year, or in the worst case scenario, every three years. Those needs are taken into consideration as the CIP budget is put together every year.

Council Member McDonald noted that a little over 1% of roads have reached the end of their remaining service life, and another 10% only have one year left. In sixteen years, many boom-year roads will need maintenance all at once. He asked whether the software program has the ability to do projections and create a maintenance pattern that smooths out wide variances. This would help the budget process, as costs could be evened out from year to year. Mr. Struve explained that this is the main purpose of the software.

Council Member McDonald inquired if the program had the ability to actually change the maintenance schedule to eliminate variances. Mr. Struve said it does to a certain degree. It would be very difficult to accomplish something like this without such software.

Mr. McClendon added that the budgeting situation is similar to the City's vehicle and equipment replacement programs, in which the total cost is averaged out over several years, and money saved in low-cost years can be used to cover high-cost years.

Council Member Weise asked whether TRMSS does anything to deaden tire noise on arterials adjacent to residential neighborhoods. Mr. Struve surmised that it would have some impact, though he was uncertain to what extent. Council Member Weise inquired if Avondale uses geotextiles or geosynthetics when building a road base. It might make sense to use them to extend the lifespan of roads. Ms. McDermott explained that those materials have been used in situations where the subgrade is wet.

Council Member Weise moved to approve the construction contract with Sunland Asphalt for the 2012 Preservative Seal Program in the amount of \$404,328.33. Council Member Vierhout seconded.

ROLL CALL VOTE AS FOLLOWS:

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

Motion carried 6-0.

6) HISTORIC AVONDALE BUSINESS RETENTION & DEVELOPMENT

Presentation of three initiatives to support business retention and development in Historic Avondale

Rogene Hill, Assistant City Manager, stated that several city departments have been looking at ways to support the business district in Historic Avondale. City Council has committed over \$10 million in the last ten years to improvements in the district, and nearly half of the annual Community Development Block Grant (CDBG) funding has been dedicated to streets in that area. Private resources have been constrained over the last few years. Business owners have identified the barriers that have kept them from upgrading their properties. Rents and lease rates are constrained. It has been very difficult for owners to obtain financing. There are unique aspects to doing business in Historic Avondale that do not apply elsewhere. The City's development impact fees can occasionally be higher than the value of the property. The plan submittal process itself is sometimes a barrier, and the costs are challenging for many business owners.

Ms. McDermott stated that passage of State Bill 1525 amended Title IX of the State Statute requiring cities to develop an Infrastructure Improvements Plan (IIP) based on approved land use assumptions. Once developed, this plan will be the basis for a revised Development Impact Fee Study (DIFS). Staff is reviewing the General Plan Update, Master Plan Reviews, existing infrastructure and service levels, future infrastructure needs, and is conducting a service area analysis. Based on what is needed in the future, different areas of the city might be charged different development fees. Currently the City has an

RFQ out, and plans to sign a professional services agreement with one or more firms that can help with both aspects of the process.

The IIP should be finished by May of 2013, for Council presentation in June. A public hearing on the IIP will be held in July, and the plan can be adopted in August. The DIFS will be presented in 2014, and become effective in June. The City is required to have the new fee structure in place by August 2014. The fees for Historic Avondale are expected to decrease substantially. The City will enter into development agreements on a case by case basis to offset the cost of improvements.

Ms. Hill said Planning staff has been studying Phoenix's Adaptive Reuse Ordinance. Evaluation methods can help reduce fees, and electronic plan submittal might help with the cost of duplicating plans. Tracy Stevens, Planning Manager, said the Historic Avondale Design and Development Manual is an update of the Old Town manual and incorporates adaptive reuse. Staff has created a design review waiver process, reduced some building setbacks to zero, and reduced parking setbacks. Administrative relief allows business owners to get relief from some specific development standards in the Zoning Ordinance. Ms. Hill said Avondale's Adaptive Reuse Program takes older buildings and reuses them in ways other than that which they were designed for. City Council will have an opportunity to review the program. One of the first steps in researching the program is to take an inventory of the vacant buildings on Western Avenue, and list what it would take to make them viable again.

Gina Ramos Montes said Neighborhood and Family Services has a staff person dedicated to Historic Avondale. Many of the business in Historic Avondale are very small and the City wants to provide a level of customer service that does not deter them, but helps them get to the next level of their development. A pre-application meeting will include a visit to the actual site to anticipate questions and troubleshoot issues. The liaison will also coordinate the staff to help businesses work through the expansion and construction improvement process. Staff is trying to build up records on Historic Avondale properties retroactively, since they are often incomplete.

Ms. Hill did not anticipate immediate budget impacts, but there may be some room for future allocations. The City has set aside \$30,000 in the CDBG budget this year to do a revolving loan program, but is still looking for a loan servicer. Over time the program could grow to better help Historic Avondale business owners, many of which operate on a shoestring budget.

Mayor Rogers said the businesses in this area have been stable for a long time, but have expressed frustration at the City's processes. She appreciates that staff has prepared an interim solution until programs are finally approved. Council Member Weise agreed that two years is a long time to wait. The City has to get out of the way, to make it as easy as possible for businesses to improve, without compromising safety. Tempe and Glendale have been more successful than Phoenix in creating thriving historic districts. A number of Historic Avondale businesses are staples. If businesses can work with someone they trust, it will be a big help. He inquired about the outreach effort. Ms. Hill said the liaison for Historic Avondale has been meeting with business owners and restructuring their business association. Ernesto Fonseca explained that he has been working with the Small Business Development Center at ASU to see if they can provide courses for our business owners. They are often intimidated by City Hall and appreciate a more personal approach.

Council Member Weise suggested that placing a satellite office in Historic Avondale would remove the intimidation factor. Ms. Hill responded that developments are moving in that direction.

Vice Mayor Karlin expressed appreciation for the City's multi-faceted approach. She felt the Economic Development and the Police Department should also be encouraged to participate. It will be good to give businesses a one-stop shop where they can learn about everything they need. The same programs could apply to other areas of the City that are in similar circumstances. Ms. Hill responded that the current focus is on Western Avenue, but there is no reason that these same methodologies could not work elsewhere. As processes are streamlined, other areas could benefit from them, but it would take more resources. Economic Development has been involved in attracting several enterprises in Historic Avondale.

Vice Mayor Karlin said Avondale has been spending money in the area for many years and wondered at what point it'll be enough. Ms. Hill responded that the effort spent on Historic Avondale is not wasted; it is invested in the community. The \$10 million in infrastructure improvements were necessary, and it serves as a foundation that can be built on. With limited resources, progress can only be made incrementally. Every city is always looking to maintain and develop, and the work is never finished.

Council Member Scott said two years is a long time to wait, but Avondale has time. The City can get some of the pieces together earlier. It has long been easier for someone to make unauthorized improvements and ask for forgiveness, than it has been to ask for permission in the first place; that must change. The City is not trying to make the process easier for district businesses, but more workable for them. The area has some unique features that do not apply to the rest of the city, and this effort is a good way to address them. A satellite office is a good idea. He agreed that the process of revitalizing HA has taken a very long time.

Council Member Vierhout requested more information on the properties that are worth less than the development fees. Ms. Hill said impact fees are not based on property values; they are based on infrastructure needs. Andrew McGuire said Avondale has always had a single zone for all impact fees. Now that cities are required to have zones, development fees in Historic Avondale will likely decrease by default, because its infrastructure needs there are not as great as in other areas. If the City adopts a program of waiving development fees, they have to be paid for out of the General Fund. Council Member Vierhout said prohibitive development fees work against the City's effort to attract business to the area. Ms. Hill agreed, and said the program is being designed to work through that dilemma.

Council Member Weise felt that staggered development fees make sense, but are a challenge for a city like Avondale that was not master planned all at once. The challenge of revitalizing Historic Avondale is ongoing, and will likely continue for many more years. Much depends on whether the economy is in good shape. He requested periodic status updates. Mayor Rogers said loans are a better approach than grants, since businesses need to have a vested interest in revitalization as well.

9) **ADJOURNMENT**

Council Member Weise moved to adjourn the meeting; Vice Mayor Karlin seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

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

Motion carried 6-0.

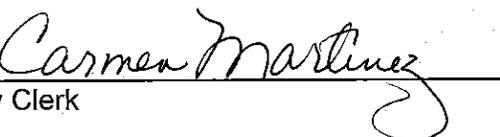
Meeting adjourned at 8:51 p.m.


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 13th day of August 2012. I further certify that the meeting was duly called and held and that the quorum was present.


Carmen Martinez
City Clerk