

Minutes of the Work Session held June 17, 2013 at 6:00 p.m. in the Council Chambers.

**MEMBERS PRESENT**

Mayor Lopez Rogers and Council Members

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

**ALSO PRESENT**

Charlie McClendon, City Manager  
David Fitzhugh, Assistant City Manager  
Rogene Hill, Assistant City Manager  
Christopher Reams, Director of Parks, Recreation & Libraries  
Kevin Artz, Finance & Budget Director  
Andrew McGuire, City Attorney  
Carmen Martinez, City Clerk

- 1) **ROLL CALL BY THE CITY CLERK**
- 2) **COMMUNITY DIALOGUE ON EDUCATION UPDATE**

Gina Montes, Neighborhood and Family Services Director, provided an overview of the series of education-related presentations City Council received during the past year. During the presentations, City Council had opportunities to query the superintendents of each school district to learn how the City of Avondale could partner with them to support the education system. The dialogues revealed that most Avondale schools are doing well or improving, and are comparing well with other schools in the region. Funding concerns are pervasive throughout the system, however, as every school struggles to best serve students with limited resources. Voters have not universally approved the critical budget overrides. All of the school districts are coordinating efforts to improve outcomes for their students. Overall, the dialogues continued to strengthen the relationships that the City has built with the schools.

Ms. Montes said the series culminated in the Community Dialogue on Education in Avondale, which was co-hosted by Gangplank Avondale. Katy Haycock of Education Trust spoke about education in Arizona and the U.S., and compared it to education globally. Participants in the subsequent open forum proposed action items, which included:

1. Building relationships between the City, community, and schools to advance the education of all students.
2. Intentionally building relationships with school administration, and connecting them with volunteer resources.
3. Hosting a community open house/birthday party for three-year-olds to connect parents with resources.
4. Inviting the Avondale City Council and staff to the Avondale Elementary School District community relations day.

Based on the information provided by superintendents and other stakeholders who presented before City Council, staff created a set of action items for consideration:

1. Continue to support stable neighborhoods and services that encourage families to avoid moving and uprooting their children from school several times.
2. Continue to promote Kids At Hope and actively encourage the community at large to embrace the philosophy, in addition to encouraging a high school to pilot Kids At Hope.
3. Coordinate more closely with elementary districts to align City early childhood programming funded through First Things First with district requirements for kindergarten success.
4. Provide regular and ongoing community training on how parents and children can best support their education.
5. Conduct a community assessment in conjunction with the schools, to identify needs and assets of students and parents to better inform future strategies to support school success.
6. Consider implementing a "Collective Impact" strategy in which the City takes the lead in connecting schools, universities and workforce partners to non-profit organizations, with the intent of focusing on community needs using models from other cities as a road map.
7. Develop and implement parent and community engagement strategies using community assessment data and evidence-based techniques modeled in other cities.
8. Publicize school and district successes.
9. Conduct a "Campaign of Excellence" to identify and publicize success stories of individuals who were educated in Avondale, with current students as the primary target audience.
10. Consider ways to include Avondale schools in the upcoming community branding process.
11. Understand the impact that initial implementation of the Common Core will have on test scores and help the public understand its importance and support it.

With the exception of items 5, 6, and 7, these ideas can be implemented within existing City resources. Ms. Montes said the community birthday party for three-year-olds would generate goodwill in the community, and connect families to valuable resources. Other priorities should be to develop a comprehensive volunteer program, and to select a possible pilot district to begin implementing the Collective Impact.

Council Member Wiese expressed support for creating a plan to help schoolchildren navigate from the eighth grade to high school, which would help both students and parents, and allow them to focus on what they need to get done. He requested details on the community birthday party. Schools would benefit from the City's economic development knowledge, and could tailor educational offerings to meet the needs of future employers.

Council Member Karlin said she attended the community workshop, and felt it should become an annual event. She proposed that the City website feature links to every one of the schools in the community, so the City can help spread their message to a broader audience. A City volunteer coordinator would pay off in a big way. She inquired whether a timeline has been established to implement the education ideas. Ms. Montes responded

that staff would develop a timeline based on direction from the City Council regarding their priorities.

Council Member Vierhout felt the workshop was a valuable way to generate unique ideas, and said it should be continued. The birthday party for three-year-olds should be tied into an existing City event. He suggested that the City continue to partner with Gangplank to offer workshops for teachers. Council Member McDonald said Collective Impact would help schools understand how to better prepare students to succeed at the next level.

Mayor Lopez Rogers stated that the City of Avondale has a vested interest in education as an economic development tool, and should partner with educators to ensure they have the support they need to accomplish their goals. She proposed that the City hire an education liaison to actively pursue these types of initiatives. Littleton would be a good candidate for the Collective Impact pilot program, and the program could start small with just ten families.

### 3) SPECIAL EVENTS CALENDAR FOR FY 2013-2014

Christopher Reams, Director of Parks, Recreation & Libraries, proposed a calendar of events for the upcoming year that builds upon past successes and improves the less successful events. In 2012, City Council approved \$172,000 for City sponsored special events designed to establish community goodwill, encourage involvement, promote health and wellness, and make Avondale a destination point. City Council approved a schedule of events that were held at various locations throughout the city, which included concerts, movies and celebrations. The City contracted Goosebumps to assist in organizing events.

Mr. Reams said all special events will be placed under the Out and About series. As events become more popular, sponsors are increasingly interested in being involved. New ideas include a back to school movie night in September, and a revamped Veterans Day event to celebrate military families in the community. Tale of Two Cities will incorporate improvements to make it even more successful. Tres Rios is growing every year and is becoming a regional attraction. Estrella Mountain Community College holds a two-day art festival every year in April, and they proposed joining it to Avondale's Out and About series. Last year's schedule did not feature any events in the summertime, but staff would like to introduce new indoor events to continue the momentum throughout the year.

Mr. Reams said Goosebumps secured a number of event sponsors which saved the City considerable money. The goal is to eventually have all events funded exclusively through sponsorships. Next year's budget allocates the same \$172,000 for special events, but sponsorships should reduce the actual spend.

Council Member Weise inquired about the methodology behind determining event attendance. Mr. Reams explained that attendance counting is not an exact science, but it involves sampling the people in one section and projecting that amount over the entire venue. Council Member Weise felt the parade lacked bands. He suggested that the show cars used in the parade be incorporated into post-parade festivities, and offered suggestions for improving the car allocation process next year. City Council should ride on a hay wagon as a group. The parade route should be narrower. Western Avenue was an attractive route because of the immediacy of the crowds.

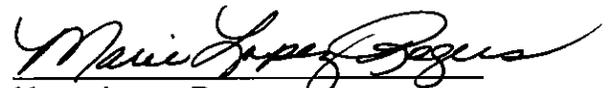
Council Member Karlin said special events bring families together. The Tres Rios Nature Festival should be touted statewide. She commended staff for being able to host great events with limited resources. Council Member Vierhout agreed that bringing the crowd closer in would improve the parade atmosphere.

Council Member McDonald said the incentive that Goosebumps receives for attracting sponsorships is working well. He felt the extra revenue should be used to enhance events. Summer events would allow momentum to develop. The parade was well run, despite the confusion over cars. He agreed the route should be narrower. The variety of events throughout the year provides something for everyone. Vice Mayor Scott said the Southwest Valley Chamber of Commerce is interested in becoming more involved in the parade next time. Thomas Road creates a very different parade atmosphere than Western Avenue.

Council Member Buster agreed that the car issues should be worked out in advance next year, and that the route should be narrowed. A post-parade car show would be very popular. Summer events would improve continuity. Cinco de Mayo has a lot of growth potential, and would be easy to do. Mayor Lopez Rogers agreed that the parade needs bands, and said the procession suffered from too many long gaps. Summer events are a good idea, and the City Council chambers could serve as a venue to support them. The Boys and Girls Club Golf Tournament took a lot of work, yet raised only \$9,000. It suffers from a glut of similar fundraisers, and should be reimagined. She suggested finding a way to tie in special events to races at Phoenix International Raceway. Overall the year went well, and the public is still talking about the events.

#### 4) ADJOURNMENT

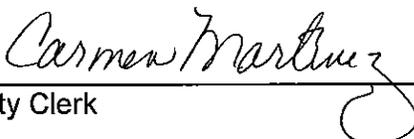
With no further business before the Council, Council Member Weise moved to adjourn the work session. Council Member Scott seconded the motion. The motion carried unanimously. Meeting adjourned at 7:04 p.m.

  
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Mayor Lopez Rogers

  
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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 17th day of June 2013. 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 June 17, 2013 at 7:10 p.m. in the Council Chambers.

**MEMBERS PRESENT**

Mayor Lopez Rogers and Council Members

Frank Scott, Vice Mayor  
Jim Buster  
Stephanie Karlin  
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, Development Services  
Andrew McGuire, City Attorney  
Carmen Martinez, City Clerk

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

Carmen Martinez read a statement of participation regarding public appearances.

**2) CITY MANAGER'S REPORT**

City Council welcomed two new employees to the City of Avondale, and learned about their backgrounds and plans for enhancing the community's quality of life.

- a. Introduction of New Employee: Dana Chamberlain, Traffic Engineer
- b. Introduction of New Employee: Jackie Keller, Landscape Architect/Urban Designer

**3) UNSCHEDULED PUBLIC APPEARANCES**

Patrick Becker, Assistant Scout Master, explained that Boy Scout Troop 91 was working on their Communications, and Citizenship in the Community merit badges.

**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 May 13, 2013
- 2. Special Meeting of May 20, 2013
- 3. Regular Meeting of May 20, 2013
- 4. Regular Meeting of June 3, 2013

**b. CONSTRUCTION CONTRACT AWARD – COMBS CONSTRUCTION FOR CITY CENTER PHASE 3, TRANSIT CENTER AND OFF-SITE IMPROVEMENTS**

A request to award a construction contract to Combs Construction to provide construction services for the City Center Phase 3, Transit Center and Off-Site Improvements project in the amount of \$3,392,519.30, and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**c. FIFTH AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT –  
CAPITALEGE ADVOCACY, INC.**

A request to approve the Fifth Amendment to the Professional Services Agreement with CapitalEdge Inc. for federal advocacy for FY 2014 in the amount of \$69,000 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**d. RESOLUTION 3120-613 – GOVERNOR'S OFFICE OF HIGHWAY SAFETY GRANT  
PROGRAM FOR DUI TASKFORCE OVERTIME**

A resolution authorizing the acceptance of grant funding in the amount of \$39,000 for DUI and alcohol enforcement overtime pay and employee related expenses and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**e. ORDINANCE 1519-613 – AUTHORIZING THE ACQUISITION OF REAL PROPERTY  
FOR PUBLIC USE**

An ordinance authorizing the acquisition of 305 E. Hill Drive (APN-17-081) and 309 E. Hill Drive (APN 500-17-083) which are adjacent to the Legacy Avondale Housing project under construction and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

Council Member Weise moved to approve the consent agenda as presented including Resolution 3120-613 and Ordinance 1519-613. Council Member Vierhout seconded.

**ROLL CALL VOTE AS FOLLOWS:**

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

Motion carried unanimously.

**5) PUBLIC HEARING - WIGWAM CREEK SOUTH ANNEXATION**

A public hearing regarding the proposed annexation of the 401 acre residential area generally located between Indian School Road on the south, and Camelback Road on the north; from Dysart on the west to ¼ mile west of El Mirage Road on the east.

Charlie McClendon, City Manager, explained that the State of Arizona requires a public hearing at the beginning of the petitioning process whenever an annexation is being considered. Petitioners would then have up to a year to collect signatures from property owners in the area to be annexed.

Mayor Lopez Rogers opened the public hearing.

Allen Podlasek said he opposes annexation because it would raise his taxes. He requested information on the process. Mr. McClendon explained that the petition is for people who want to annex into the city, and they must get 51% of the property owners in the area to sign or the petition fails.

Lisa Laird asked how annexation would affect property values and public safety response times. Mr. McClendon said a public meeting has been scheduled for June 27 at the Wigwam Creek Middle School to inform the public about annexation. The Avondale.org website also has a FAQ section on annexation.

Lorenzo Ortega inquired how petitioners would be able to distinguish between property owners and renters. Mr. McClendon said the County Assessor's Office provides a list of actual property owners, and they are the ones who have to sign the petition.

Mayor Lopez Rogers closed the public hearing.

**6) PUBLIC HEARING – ZONING EXTENSION FOR ENTORNO PAD ZONING – ALTERNATIVELY ORDINANCE 1521-613**

A public hearing and consideration of a request by Mr. Ed Bull, Burch & Cracchiolo, P.A., for a one-year extension of PAD zoning for Entorno, located on approximately 160 acres of land at the southwest corner of 99<sup>th</sup> Avenue and Indian School Road. Alternatively, the Council could consider an ordinance reverting the zoning of the property back to Agricultural (AG).

Eric Morgan, Development Services, said the one-year extension of the PAD would expire November 1, 2013 if granted. The property was zoned PAD in 2007, and has received two extensions. This will be the third of a maximum of four one-year extensions. The applicant's justification for the extensions are to have time to work out substantial infrastructure issues and further develop the new PAD. They also argue that reverting the zoning would not benefit the City.

Mr. Morgan said the General Plan has changed from when Entorno was first approved to include a different mix of uses. In the past six months, the applicants formally submitted Parkside Village, the name of the new PAD to replace Entorno. The new PAD would feature housing product that Avondale currently has little of. Staff recommends approval based on the progress that has been made to this point. The applicant is working through the extensive comments, and staff expects to be able to present something by the end of the year.

Council Member Weise said the realities of the market are much different than they were when Entorno was first proposed. This property is a major gateway into the city and should be done right. He is willing to grant the extension because the applicant has been responsive. Council Member McDonald said the Entorno plan was amazing. Parkside Village is much smaller in scope, but more likely to be what the market will support. Avondale should plan the use of its remaining land wisely, approving only above average

projects. He said he would approve the extension, but hopes the original vision does not simply become a row of houses.

Council Member Buster said the applicant has been willing to move forward, and this property has been vacant for many years. At some point, it has to be developed, and this proposal seems reasonable. Mayor Lopez Rogers said Avondale has few townhomes of the type this plan would provide, but it lacks the amount of green space that was presented in the original vision.

Mayor Lopez Rogers opened the public hearing. Ed Bull invited questions from City Council, but as none were forthcoming, the public hearing was closed.

Council Member Weise moved to approve Zoning Ordinance extension PL-13-0225, granting a one-year extension for the property formerly known as Entorno. Council Member Vierhout seconded.

ROLL CALL VOTE AS FOLLOWS:

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

Motion carried unanimously.

**7) PUBLIC HEARING ON THE ADOPTION OF THE FY 2013-14 FINAL BUDGET AND PROPERTY TAX LEVY**

A public hearing on the adoption of the final budget combined with a public hearing on the property tax levy.

Mr. McClendon said the public hearing is the final step in the budget process before the City Council vote. The proposed property tax levy also requires a public hearing, though any action taken by City Council has to be done in a separate special meeting, according to state law.

Council Member McDonald said the City has had to reduce support for the many non-profit organizations that service Avondale, even as their need increases. He proposed increasing the amount of Contribution Assistance from \$60,000 to \$80,000, to be divided proportionately. Mr. McClendon explained that under Arizona Law, once the preliminary budget has been adopted, the total amount cannot be increased. In order to add the \$20,000 to Contribution Assistance, that same amount has to be removed from somewhere else. He proposed that it come from the General Fund contingency.

In response to a question from Council Member McDonald, Vice Mayor Scott explained that as a member of the Contributions Assistance Subcommittee, he knows first hand the need that exists among the organizations that receive assistance from this fund, but as much as he would like to increase funding, he does not believe this is the time to do so.

Council Member Weise said the City is in much better shape than it has been over the past few years. The year-end balance is higher than most neighboring communities enjoy. On the other hand, many non-profit organizations have yet to emerge from the recession and their need is great. The City has an opportunity to help them. Over the long-term this \$20,000 will be money well spent.

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

**8) ADJOURNMENT**

There being no further business before the Council, Council Member McDonald moved to adjourn the meeting; Council Member Weise seconded the motion. Motion carried unanimously.

City Council meeting adjourned at 7:44 p.m.

  
Marie 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 17th day of June 2013. I further certify that the meeting was duly called and held and that the quorum was present.

  
Carmen Martinez  
City Clerk

Minutes of the Special Meeting held June 17, 2013 at 7:44 p.m. in the Council Chambers

**MEMBERS PRESENT**

Mayor Lopez Rogers and Council Members

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

**ALSO PRESENT**

Charlie McClendon, City Manager  
David Fitzhugh, Assistant City Manager  
Rogene Hill, Assistant City Manager  
Kevin Artz, Finance and Budget Director  
Andrew McGuire, City Attorney  
Carmen Martinez, City Clerk

**1 ROLL CALL BY THE CITY CLERK**

**2 RESOLUTION 3121-613 - SETTING FORTH THE FINAL BUDGET AND FEE SCHEDULE FOR VARIOUS CITY SERVICES FOR FY 2013-2014**

A resolution approving the final budget and expenditure limit for FY 2013-2014 budget in the amount of \$174,247,960 and fee schedule for various city services.

Mayor Rogers indicated that she understands there is a great need and believes that the City should continue to be cautious and would not be in favor of adding more funds to the Contributions Assistance Fund at this time.

Council Member McDonald moved to adopt Resolution 3121-613 setting forth the final budget and fee schedule with the addition of \$20,000 to the Contributions Assistance Fund and the reduction of the contingency fund by the same amount. Council Member Weise seconded the motion.

In response to a question from Council Member Buster, Finance and Budget Director Kevin Artz indicated that while he does not have the exact amount, the contingency fund has a balance of approximately \$3.1 million; the GASB 54 has a balance of approximately \$19 million. Council Member Buster commented that based on those balance numbers, he is willing to support the proposed transfer.

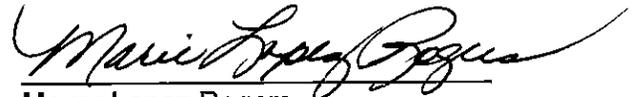
**ROLL CALL VOTE AS FOLLOWS:**

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

Motion carried 4-3.

**3 ADJOURNMENT**

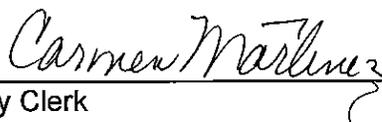
There being no further business before the Council, Council Member Weise moved to adjourn the meeting; Council Member Vierhout seconded the motion. Meeting adjourned into executive session at 7:49 p.m.

  
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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 Special Meeting of the Council of the City of Avondale held on the 17<sup>th</sup> day of June 2013. I further certify that the meeting was duly called and held and that the quorum was present.

  
\_\_\_\_\_  
City Clerk

