

Minutes of the Work Session held August 11, 2014 at 6:00 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Kenneth N. Weise and Council Members

Frank Scott, Vice Mayor
David Iwanski
Stephanie Karlin
Bryan Kilgore
Jim McDonald
Charles Vierhout

ALSO PRESENT

David Fitzhugh, City Manager
Gina Montes, Assistant City Manager
Kevin Artz, Acting Assistant City Manager
Cindy Blackmore, Acting Public Works Director
Pier Simeri, Community Relations and Public Affairs Director
DeAnn Franklin, Web and Social Media Coordinator
Carmen Martinez, City Clerk
Andrew McGuire, City Attorney

1 ROLL CALL BY THE CITY CLERK

2 GREEN WASTE PILOT PROGRAM UPDATE

Cindy Blackmore, Acting Public Works Director, provided an update on Avondale's Green Waste Pilot Program, which has been operating for the past six months. The program was proposed by the Energy, Environment and Natural Resources Commission (EENRC) in 2011. The City evaluated different options before coming up with a program that made use of a new composting facility opened by Duncan Family Farms. In December of 2013, City Council approved the pilot program with the goals of increasing the diversion rate from the landfill and collecting materials for re-use while minimally impacting cost and service levels.

Ms. Blackmore reported that the Green Waste Program is in line with the City's sustainability efforts, and is specifically called out as an action item in the Sustainability Plan. Siting new landfills is a costly and difficult process and generates opposition from those who live nearby. It is important to conserve landfill space whenever possible to contain long-term costs. Having an end user located so close to Avondale is a big advantage. Avondale was the first city in the West Valley to create a green waste program. Tempe, Scottsdale, Queen Creek, Chandler and Buckeye are now all developing their own green waste programs. The City of Phoenix's program established a goal of reaching a 40% diversion rate by 2020. They have separated green waste and bulk collection, and are implementing curbside container pickup in phases. Mesa offers curbside container pickup as well. Avondale evaluated this option, but the cost of containers would be \$1 million in addition to the extra labor and operating costs.

Ms. Blackmore explained that Avondale is currently collecting green waste alongside bulk trash, though residents are asked to keep the two separate. The green waste crew operates very closely with the bulk trash crew. Duncan was the only facility that would accept materials whole without requiring chipping first, which would have added another layer of cost. The tipping fee charged to the City was lowered to \$20 per ton once it became

clear that the materials were of good quality. This is \$5 less per ton than the negotiated landfill rate with the City of Glendale and will result in expected annual savings of between \$3,000 and \$4,000.

Ms. Blackmore reported that since the start of the pilot program, about 300 tons of material has been collected, resulting in a 2% diversion rate. About 1,900 labor hours were dedicated to the program, which were borrowed from other programs. An extra \$12,500 in increased maintenance costs, and \$2,200 in increased fuel costs was incurred. Staff was able to sustain the pilot program within existing resources, but dedicated resources totaling \$104,000 will be required if the program is to continue. A one-time purchase of a claw tractor would cost an additional \$95,000. These expenses will require approximately a \$.40 per month increase per household to sustain. The current \$20 per month sanitation rate can support the program without the need for an increase this fiscal year. If Council approves the program, it will be funded through the Sanitation contingency fund for the current fiscal year and will be made part of the ongoing budget in the next fiscal year. City Council would also have to approve one FTE position and request the necessary appropriation transfer.

Council Member Vierhout approved of the program, but felt the City should move towards dedicated containers eventually. Many homeowners will not want to store all their waste for a month. He inquired about the possibility of hiring a private contractor to handle green waste collections. Ms. Blackmore responded that staff would continue to evaluate additional options for the future. Because the two crews have to work so closely with each other to maintain good levels of service, staff felt that the better alternative was to keep green waste in-house. Council Member Vierhout noted that a private contractor picking up waste on a weekly basis would not have to communicate with the bulk crews. He encouraged moving in the direction of using separate containers in the future, even if it means hiring a third party to operate it. David Fitzhugh explained that the capital costs associated with a third run would affect the fee structure, since a separate fleet would have to be purchased and maintained.

Council Member McDonald asked if the quality of materials Avondale provides could result in a further reduction in the rate charged by Duncan, since they are ultimately getting materials they need. Ms. Blackmore said Avondale has not entered into contract negotiations yet beyond the pilot program. Avondale's access to Duncan is a benefit, since there are few facilities of its kind in the Valley able to accommodate the growing demand. Council Member McDonald agreed that it would be preferable to move towards more frequent green waste pickups eventually. The City's recycling program has come a long way since its modest beginning. The green waste program will become more cost-effective over time as it too expands.

Council Member Karlin thanked the EENRC for their work in this initiative. She proposed that green waste containers be made available for residents who request them. A private company might also be able to provide containers. She noted that Goodyear used to have a green waste program but discontinued it. GroWell is another company that accepts green waste. Avondale should also look into the possibility of establishing its own facility. The expense is higher than she had anticipated, but she surmised that the cost could go down once participation increases. The environmental benefits are clear.

Vice Mayor Scott said he toured the Duncan facility and met with the crews. The residents he spoke with like the program. Avondale has been a leader among cities, and this program is worth continuing. The cost can be absorbed this year and be budgeted in future years. The \$.40 cost per household is a small price to pay to make the city more sustainable. He suggested sending the proposal out to bid to see what the response is like from third party contractors. He noted that Duncan Farms uses the compost on their own products rather than selling it.

Council Member Kilgore said he appreciates Avondale's forward thinking approach. It is good that the green waste will not be filling up the landfill, and instead will be reused. He suggested there are cheaper alternatives than buying a new claw tractor, and questioned how often the equipment would be used. Ms. Blackmore responded that considering how long the equipment remains in service, it often makes sense to pay a little more up front in order to save on maintenance costs later. The tractor would be used every day.

Council Member Iwanski said the pilot program is an excellent start, and the costs will likely come down as it becomes more sophisticated. The City of Phoenix has asked the private contractor to handle the grinding, mulching, and composting, which is then returned to the City for use in parks, golf courses, medians, and open space. What they do not use is then sold by the contractor. The cost savings and revenue generation goes back into funding the program. Phoenix turned to a private contractor because they did not have the personnel to handle it themselves.

Mayor Weise said some households will never use this program, but he felt it should continue. Residents should be informed about their options regarding lawn clippings so they do not have to store it. He said he believes in outsourcing in general, but the City does a good job in trash and bulk pickups and public works. There will be a cost involved either way. He inquired about the length of time required to make this a citywide program. Ms. Blackmore responded that staff can begin implementing it as soon as the program is approved. Mayor Weise requested that staff look into the reasons why Goodyear terminated their green waste program.

Mr. Fitzhugh summarized that staff would begin negotiating the contract with Duncan Family Farms, add one FTE, and make the necessary equipment purchases. Once the program is running, staff can begin researching the possibility of expanding it to include weekly pickup and dedicated containers.

3 UPDATE ON CITY SOCIAL MEDIA INITIATIVES

Pier Simeri, Community Relations and Public Affairs Director, introduced DeAnn Franklin, who manages Avondale's social media platforms and coordinates the social media team. She has been with the City for 15 years. Ms. Franklin said City Council approved the creation of Web Services and Media Coordinator position in 2012. Staff strives to communicate and engage with residents through a variety of ways, and her team focuses on the digital platforms such as the City's website, crowd sourcing forums, and various social networks.

Ms. Franklin said social media is an effective communication tool that allows the City to provide the latest news about what is going on in Avondale. Residents can obtain information on traffic and street closures, are introduced to new businesses, and are made aware of upcoming events. Social media allows staff to promote public education campaigns such as water conservation, provide alerts and advisories to keep residents safe, and promote the idea of Avondale as a fun place to live. Social technology is always evolving, so it is important that staff keep up to date with the changes to meet the demands of residents.

Ms. Franklin stated that the keys to effective communication in social media include regular and consistent postings, and relevant, accurate, up to date content. When the City shares the content of partnering agencies it in turn encourages those partners to share information about Avondale. Posts must sound like they are coming from someone people can relate to, versus sounding institutionalized. Firm ground rules have been established for social engagement. Everyone has to be nice on the Facebook page, which requires constant monitoring for offensive posts. So far, this has not been a problem, which speaks to the good rapport that has been built with followers. Communication must be two-way, and staff must listen to what residents have to say as well as provide information.

Ms. Franklin said a new portal page was created to share the City's brand story. This portal allows residents to engage with the City in many different ways through the use of interactive tools such as Avoice, event calendars, news, email notifications. It also connects to social media platforms. As well as the City's main Facebook page, individual departments have their own accounts, which allow them to reach out directly to specialized audiences. Analytics are used to track the effectiveness of the City's social media initiatives, and can measure how residents respond to postings. The Police Department provides incident reports online. The Fire Department uses photos to showcase community interactions. Twitter followers receive up to the minute news and last-minute reminders of upcoming events. The City's main Facebook page has over 1,700 fans, most of whom access the site through mobile devices. Engagement peaks at 8:00 p.m., with Thursday being the busiest day.

Ms. Franklin said visual storytelling is a recent trend in social media that staff uses to document events. Staff is experimenting with content curation using RebelMouse, to consolidate all postings about Avondale across all platforms into one consolidated hub. Big data provides the ability to strategically market to target audiences. Economic Development is working on a mobile app that will allow businesses to promote their services and connect with residents.

Ms. Simeri explained the new hashtag campaign designed to generate excitement for the City's brand. People will be encouraged to post a photo of the brand on their social feeds, and each month, staff will select five favorites. At the end of the year, anyone selected as a favorite five will be entered into a drawing for an iPad. Ms. Simeri showed Council a brief video on social media.

Council Member Vierhout said it is good that Avondale recognizes the value of connectedness. Information is meaningless without good analytics that produce knowledge.

He inquired whether the City provides real-time crash information. Ms. Simeri said that type of update can be live tweeted by staff if it is made available.

Council Member McDonald said he enjoys the information provided on the website, particularly when the police post pictures of shoplifters. If something interesting happens many people can know about it quickly. If drivers can learn how to avoid traffic jams, the news will make their day. The more people who participate in the City's social media network, the more successful events will be.

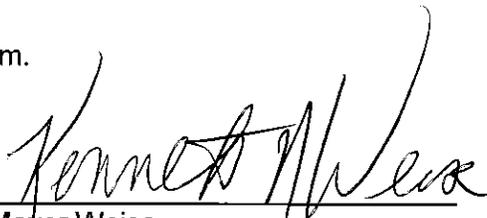
Council Member Kilgore said the media team is doing an excellent job connecting with the community. Many more people are exposed to Avondale beyond those who actually click a like on Facebook. The effort is reaching out to a generation that was not involved before. The website has been well received. He proposed website tutorials for senior citizens.

Council Member Karlin inquired about accessibility for those who do not speak English. Ms. Simeri explained that website translations are available in a variety of languages through Google. Council Member Vierhout praised the quality photography on the Avondale Fire and Rescue Facebook page.

4 ADJOURNMENT

There being no further business before the Council, Council Member Vierhout moved to adjourn the regular meeting into executive session. Council Member Kilgore seconded the motion, which carried unanimously.

City Council meeting adjourned at 7:22 p.m.



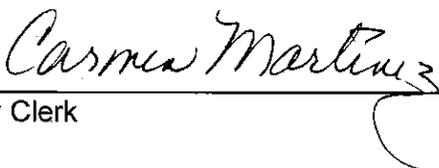
Mayor Weise



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 11th day of August. 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 11, 2014 at 7:00 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Weise and Council Members

Frank Scott, Vice Mayor
David C. Iwanski
Stephanie Karlin
Bryan Kilgore
Jim McDonald
Charles Vierhout

ALSO PRESENT

David Fitzhugh, City Manager
Gina Montes, Assistant City Manager
Kevin Artz, Assistant City Manager
Cindy Blackmore, Acting Public Works Director
Cheryl Covert, Employment and Business Development Specialist
Dan Davis, Economic Development Director
Andrew McGuire, City Attorney
Carmen Martinez, City Clerk

1 ROLL CALL AND STATEMENT OF PARTICIPATION BY THE CITY CLERK

2 CITY MANAGER'S REPORT

a. INTRODUCTION OF NEW EMPLOYEES

Darryn Jones, Economic Development Specialist was introduced to the Council.
Rob Gubser, Planning Manager was introduced to the Council.

3 SCHEDULED PUBLIC APPEARANCES

a. THE LENDING CLOSET

Rose Schmidt indicated that the Lending Closet is an all-volunteer organization that loans durable medical equipment to people who need it on a short term basis. She thanked the Council for their support and presented them with a plaque in recognition of the City's support.

The Mayor and Council Members complimented and thanked the volunteers at the Southwest Lending Closet for providing such a valuable service to the community.

4 UNSCHEDULED PUBLIC APPEARANCES

There were no requests to speak.

5 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. MINOR LAND DIVISION - COPPER SPRINGS (PL-14-0081)

A request by Eric Goodman, API, for approval of a Minor Land Division of a parcel located at the northeast corner of 107th Avenue and McDowell Road to split one parcel

into two parcels, dedicate right-of-way to accommodate a future deceleration and right-turn lane along McDowell Road, and adjust the Public Utility Easement to follow the right-of-way dedication.

b. MINOR LAND DIVISION - NE CORNER OF EL MIRAGE RD. AND ELWOOD ST.

A request by Neighborhood Housing Services of Southwestern Maricopa County for approval of a Minor Land Division for 0.48 acres located at the northeast corner of El Mirage Rd. and Elwood St. to divide an existing 21,073 sf parcel into three lots to accommodate the future development of three single family residences, dedicate a 30' by 30' right-of-way triangle at El Mirage Rd. and Elwood St. to accommodate future intersection improvements, and dedicate an 8' public utility easement for future utility improvements.

c. COOPERATIVE PURCHASING AGREEMENT - FERGUSON WATERWORKS, INC

A request to approve a Cooperative Purchasing Agreement with Ferguson Enterprises, Inc. to purchase building and plumbing materials for an annual amount not to exceed \$390,000 an aggregate amount not to exceed \$1,950,000 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

d. FIRST AMENDMENT TO COOPERATIVE PURCHASING AGREEMENT – WEBER WATER RESOURCES, LLC

A request to approve the First Amendment to the Cooperative Purchasing Agreement with Weber Water Resources, LLC for the provision of deep well and well pump maintenance and repair services to extend the current agreement for two additional years and increase the annual amount by \$100,000 to \$200,000 per year for an aggregate contract total not to exceed \$700,000 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

e. CONSTRUCTION CONTRACT AWARD - AUGUST BUILDING COMPANY

A request to approve a construction contract with August Building Company to provide construction services for the Vehicle Shade Structures at the City Transit Center parking lot in the amount of \$222,320.00.

f. CONSTRUCTION CONTRACT AWARD - FELIX CONSTRUCTION COMPANY - NORTHSIDE WATER PRODUCTION FACILITY

A request to award a construction contract to Felix Construction Company for construction of the Booster Pump Station and Process Piping Improvements, Northside Water Production Facility in the amount of \$1,082,400 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

g. CONSTRUCTION CONTRACT AWARD - NESBITT CONTRACTING CO.

A request to approve a construction contract with Nesbitt Construction Co. to provide construction services for the Indian School Road Improvements Project in the amount of \$668,559.00 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

h. RESOLUTION 3211-814 - INTERGOVERNMENTAL AGREEMENT WITH THE STATE OF ARIZONA FOR A GIITEM POSITION

A resolution approving an Intergovernmental Agreement with the Arizona Department of Public Safety to assign an officer full-time to the Gang and Immigration Intelligence Team Enforcement Mission (GIITEM) and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

Council Member Vierhout pulled item 5i from the consent agenda to be considered separately.

Council Member McDonald moved to approve the consent agenda as presented with the exception of item 5i and including Resolution 3211-814. Council Member Vierhout seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member Vierhout	Aye
Council Member Iwanski	Aye
Council Member McDonald	Aye
Mayor Weise	Aye
Vice Mayor Scott	Aye
Council Member Karlin	Aye
Council Member Kilgore	Aye

Motion carried Unanimously.

i. RESOLUTION 3212-814 - INTERGOVERNMENTAL AGREEMENT WITH THE CITY OF GLENDALE FOR LANDFILL SERVICES

A resolution approving an Intergovernmental Agreement with the City of Glendale relating to landfill services, and authorize the Mayor or City Manager and the City Clerk to execute the necessary documents.

Council Member Vierhout indicated that this contract is for a service that is also provided by private businesses and asked if staff had gone out to bid for the services. Acting Public Works Director Cindy Blackmore replied that there were several reasons why staff decided not to go out to bid, including the fact that staff feels the city received a good bid from the City of Glendale, Glendale is closer than other facilities, and the fact that Glendale counts on Avondale's fees in their long range plans. Council Member Vierhout expressed his preference for going out to bid for this contract as he feels the city would be in a position to obtain a better deal. He speculated whether Avondale has been in fact subsidizing other groups by contributing to keeping Glendale open

Council Member Vierhout speculated whether the city would get a better rate if it were to negotiate a contract for a shorter term and noted that the city is now without a contract since the previous contract expired a few months back. Mr. Fitzhugh indicated that the City of Glendale has had some recent staffing challenges and Avondale has been working with them on a month to month basis.

Council Member McDonald stated he is a big fan of competition and asked what other facilities can be considered. Ms. Blackmore indicated that there are a few other facilities, however staff would have to weigh in distance and transportation costs. Council Member McDonald asked if there has been any recent interest in waste to energy. City Manager David Fitzhugh indicated that there has been some recent interest from Glendale, however that option presents many challenges related to the corporation commission and substantially higher tipping fees.

Vice mayor Scott commented that a longer term contract allows for a better rate and added he believes four years is reasonable. He also indicated that an advantage to this contract is that residents are able to go to the Glendale landfill for miscellaneous dumping.

Council Member Karlin commented that she believes a four year contract is reasonable but would highly encourage staff to follow a competitive process the next time this contract is up for renewal.

Mr. Fitzhugh indicated that staff does not have a problem with proceeding with a competitive processes but noted that the city would be at a disadvantage if such process is conducted while there is not a contract in place.

Mayor Weise commented he agrees that in order to be good stewards of the public money staff should go out to bid, however not at this time if the city does not have a contract in place.

Council Member McDonald moved to adopt Resolution 3212-814. Vice Mayor Scott seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member Vierhout	Nay
Council Member Iwanski	Aye
Council Member McDonald	Aye
Mayor Weise	Aye
Vice Mayor Scott	Aye
Council Member Karlin	Aye
Council Member Kilgore	Aye

Motion carried 6-1.

6 ECONOMIC DEVELOPMENT AGREEMENT PROPSTONE, LLC

An Economic Development Agreement with Propstone, LLC for the construction of Copper Springs Hospital.

Cheryl Covert, Business and Economic Development Director presented this item as more specifically described in the council report.

In response to a question from Council Member Karlin, Ms. Covert indicated that the facility only accepts patients by referral and added that average stay is eight days.

Council Member Kilgore commented that considering there are schools in the neighborhood asked if patients would be free to roam throughout the neighborhood. Mr. Earl Reed explained that the type of patients treated at the facility are people who would otherwise live in the community. They typically have a chemical dependency compounded by depression, anxiety or other similar conditions.

Council Member Karlin commented that Arizona does not invest in education or mental health and added there is a need for this type of facility particularly in the medical corridor. Understands the concerns expressed by residents, but it is important to have these services available to the community.

Mayor Weise indicated he is in favor of this project and expressed appreciation for the fact that services will be available for returning service members.

Council Members Kilgore and Vierhout expressed support for this facility

Council Member McDonald moved to approve the Economic Development Agreement with Propstone, LLC for the construction of Copper Springs Hospital. Council Member Karlin seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member Vierhout	Aye
Council Member Iwanski	Aye
Council Member McDonald	Aye
Mayor Weise	Aye
Vice Mayor Scott	Aye
Council Member Karlin	Aye
Council Member Kilgore	Aye

Motion carried Unanimously.

7 DISCUSSION REGARDING THE INTERGOVERNMENTAL AFFAIRS POSITION

Information regarding the assignment and classification of the Intergovernmental Affairs position and direction to the City Manager.

City Manager David Fitzhugh indicated that the Intergovernmental Affairs position was assigned to the Community Relations Department in 2004 as it was seen as a natural fit since their responsibilities and scope overlap in many areas. Mr. Fitzhugh indicated that his goal is to ensure that the city is well represented and adequate support is provided to the Council. He indicated that as he is considering his options to fill the position that was left vacant by Shirley Gunther last year, he has received feedback from Council Members and would like to receive a consensus as how he is to proceed with recruitment.

Option 1 - Maintain Current organization structure by creating an IG Division within the Community Relations and Public affairs Department:

- Upgrade position IG Manager (Grade 16) to Assistant Director (Grade 18).
- Continued seamless service/communication and enhanced support for City Council
- One cohesive department vs. two smaller departments
- Upgrading position would ensure attracting high caliber professional

Option 2 – Separate Intergovernmental Affairs Department:

- Upgrade position to Director, Grade 19
- Reports directly to the City Manager or Assistant City Manager
- Legislative Affairs
- Transit Program
- Grants Administration

Mr. Fitzhugh concluded by saying that a code amendment would be required should the council decide to create a separate department.

Council Member McDonald commented that a while back the idea of creating a separate department was considered in an effort to retain Ms. Gunther, however he is not sure if that is a good idea anymore considering that the responsibilities of the individual in that position may not allow enough time to direct a department and provide adequate supervision of staff. He indicated he is leaning to option 1.

Council Member Vierhout commented that since he has been on Council there have always been issues that come before the legislature that have required a great amount of effort to comply with new requirements. He speculated whether the city is getting a return on investment for the federal legislative lobbying contract and whether that money could be redirected to provide support to the IG position. Prompted by Mayor Weise, Council Member Vierhout confirmed that he is neutral regarding the two options but would like to revisit the federal lobbying contract during the visioning session later this year.

Council Member Karlin indicated that while she was a strong proponent of creating a separate department, she understands the arguments presented but continues to be in favor of creating a separate department. She added that believes Capital Edge has provided a great benefit to the city and is in favor of continuing that contract.

Vice Mayor Scott expressed concern over the layers of bureaucracy that would be created by establishing a separate department. Mr. Fitzhugh commented that regardless of the structure, that person will talk to him, the Mayor and whoever he/she needs to talk to. He added that he does not want to create a separate department based on a legacy. Vice Mayor Scott indicated that his focus is to do what is better for Avondale.

Council Members Kilgore indicated he is in favor of option 1. Council Member Iwanski indicated he is also in favor of option 1 and added that he would like to have additional support for the position that includes both federal and state.

Council Member Vierhout indicated that based on the discussion, he is in favor of creating a separate department.

Mayor Weise commented that he is in favor of option 1 as Council can always come back and revisit if necessary.

Mr. Fitzhugh thanked the Council for their feedback and direction.

8 EXECUTIVE SESSION

An executive session pursuant to Ariz. Rev. Stat. § 38-431.03 (A)(4) for discussion or consultation with the City's Attorney in order to considers its position and instruct the City Attorney regarding the Council's position regarding the potential condemnation of a property along McDowell Road.

Council Member Vierhout moved to adjourn to executive session; Council Member Kilgore seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member Vierhout	Aye
Council Member Iwanski	Aye
Council Member McDonald	Aye
Mayor Weise	Aye
Vice Mayor Scott	Aye
Council Member Karlin	Aye
Council Member Kilgore	Aye

Motion carried unanimously.

9 ADJOURNMENT

There being no further business before the Council, Council Member Vierhout moved to adjourn the meeting. Vice Mayor Scott seconded the motion. Motion was carried unanimously.

City Council meeting adjourned at 9:33 p.m.



Mayor Weise



Carmen Martinez
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 11th of August, 2014. I further certify that the meeting was duly called and held and that the quorum was present.



City Clerk