

Minutes of the Work Session held March 2, 2015 at 6:00 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Kenn Weise and Council Members

Stephanie Karlin, Vice Mayor
David Iwanski
Bryan Kilgore
Jim McDonald
Sandy Nielson
Lorenzo Sierra

ALSO PRESENT

David Fitzhugh, City Manager
Gina Montes, Assistant City Manager
Kevin Artz, Assistant City Manager
Rob Lloyd, Chief Information Officer
Stephanie Small, Neighborhood & Family Services Director
Tracy Stevens, Development and Engineering Services Director
Andrew McGuire, City Attorney
Carmen Martinez, City Clerk

1 ROLL CALL BY THE CITY CLERK

2 CITY STRATEGIC PLAN

David Fitzhugh, City Manager, explained that the City Strategic Plan is a systematic process of envisioning the community's desired future and translating that vision into broadly defined objectives as well as laying out a sequence of steps for how to arrive there. It is a much more comprehensive process than standard long-term planning, and involves much more work on the part of City Council and staff. Once the initial process is complete, City Council will be able to revisit the strategic plan annually.

Rob Lloyd, Chief Information Officer, said the appointment of the new City Council along with the recently adopted General Plan and the City's new branding effort makes this an opportune time to start on this endeavor. The proposal is based on successful ideas implemented by other cities. City Council will define the initiatives they feel are important. Initiatives will be implemented by a multi-department team within the City organization. A hired consultant will be able to push the process in ways the staff sometimes cannot. Staff will use smart, clear and attainable goals and report results to City Council. Refinement of the plan will occur at every step.

Mr. Lloyd said a four-step process has been defined by staff. The first is gathering feedback in the form of City Council-defined initiatives and values under which to operate. From these initiatives, the City Manager will be responsible for their execution and in making sure they cascade throughout the organization.

Stephanie Small, Neighborhood & Family Services Director, said the third step is the execution phase. Staff will translate the initiatives into natural and tangible results. Each department will identify the best way to achieve the goals. It will be necessary to obtain feedback at all levels and across all departments. Staff will engage in ongoing dialogue with City Council and the public to report on progress. Adjustments will be made as necessary.

The final step is engagement with the community and key stakeholders. A dashboard will make it easy for City Council and citizens to follow progress.

Mayor Weise stated that in order for the strategic plan to be effective it should and does contain substance and accountability. He requested specifics on reporting. Mr. Lloyd responded that the first year will be a learning experience as staff discovers the best way to communicate goals and makes sure that the reporting mechanisms happen. Initially, conversations will be held at the department level and could move further down the ranks as necessary. The dashboard will make reports accessible to everyone.

Council Member McDonald said this plan represents an impressive new direction for the City. People decide to live and shop in Avondale based on their perceptions of it, so it is important that the strategic plan consider this. The consultant will be costly, but it will be important to have someone who can give guidance and keep everyone focused. Council Member Sierra said the strategic plan will help Avondale evolve from a nice suburban city into a world-class one. Accountability is crucial for all phases of the plan.

Mr. Fitzhugh explained that staff would like to get started on the RFP process soon. The goal is to complete the plan prior to next winter's retreat. There is no budget line item for this expense, so once a consultant is selected, City Council will be asked to authorize the use of contingency funds. He felt that this City Strategic Plan will be an important tool moving forward. City Council can help the most by providing a vision and guidance.

3 PRESENTATION AND DISCUSSION ON GATEWAY AND WAYFINDING SIGNAGE MASTER PLAN – DESIGN CONCEPTS

Ms Vitkay Vitkay of Alta Planning + Design presented design concepts for the Gateway and Wayfinding Signage Master Plan for City Council's review. The primary goal of the program is to improve the welcome experience. Currently there is little to indicate to newcomers that they have reached the city. The program is also intended to improve navigation in and around the city, and to better identify key destinations and services. The program will use gateway entry monuments, decorative banners in specific districts, and directional signs for autos, pedestrians and bicyclists. The program will also build upon and reinforce the City's branding effort.

Ms. Vitkay stated that the number of destinations on each wayfinding sign should not exceed three for traffic safety reasons. The greatest priority will be placed on destinations that have the highest traffic. Secondary landmarks are regional in nature, attracting people from outside the city. Tertiary destinations are local in appeal. Wayfinding also addresses bicycle, trail, and transit connections. Opportunities exist to highlight the welcome experience at McDowell and 99th Avenue, as well as Dysart and Avondale Road. Signs will point the way to Avondale for traffic exiting the freeway. Historic Avondale will benefit from better wayfinding, since it will be easier for newcomers to miss the corridor from nearby arterials.

Ms. Vitkay reviewed some of the major themes that emerged from the public outreach effort that will be emphasized in the program. People want newcomers to feel that Avondale is a

welcoming and dynamic community that embraces new ideas, one that is contemporary and is poised for continued expansion and development, and that provides a bright future for community members. Signs should reflect that Avondale has many young people and families who are interested in planning for the future.

Ms. Vitkay presented three design options under consideration. The Upcycled theme focuses on Avondale as a resourceful community. Materials in this theme consist of aluminum, glass, and recycled concrete. The banner designs are the most literal of the three themes. The pedestrian directional sign features a map that will let people see where they are. The gateway Avi symbol could be lit internally, serving as a beacon.

Design option two is called Grounded Contemporary. It features clean, simple lines and emphasizes Avondale as a forward-thinking place in transition. It seeks to ground Avondale in the places that make it unique and special. The perforated pattern could change depending on its location in the city to emphasize cotton fields, the community college, or PIR, for example. The banner designs in this theme are more graphic-oriented than in the Upcycled theme. A map resembling the monument sign is used for pedestrian wayfinding. The Avi symbol and the perforated pattern could be internally lit on the monument sign.

The third design option is named Emerging. This theme positions Avondale as forward moving, bright, shiny and new. The pattern at the bottom of the monument signs evokes the whorled pattern of an agave plant. The sign will consist of perforated sheet metal rolled into a tube with brushed aluminum letters. The banners are more abstract in nature than the other themes, and emphasize symbols for each distinct area of the city. The pedestrian wayfinding uses traditional fingerboards. Lighting could be programmed for nearly any color.

Ms Vitkay said the Arts Committee held a general public meeting that attracted 12 attendees. Staff also met with the Historic Avondale Merchants Association, and sent an email to a list of interested parties. Overall, Upcycled received the fewest comments. A few people considered it their favorite, approving of the recycled materials. The other two options were favorably received, though Grounded Contemporary was the clear majority favorite for many people. Seniors commented that it was easiest for them to see. The colors were described as striking. People also liked the meaning behind the design. Ms Vitkay stated that the cost of the three options ranges from least expensive option one to most expensive option three.

Council Member McDonald said Upcycled did not grab his attention at all. He liked Emerging the best, with the exception of the pedestrian wayfinding signs. He suggested using the colors from Option 2 in the design of Option 3, and using a map for the pedestrian signs. Ms Vitkay said staff finds the map option superior overall, since it helps people whose first language is not English, and encourages people to walk. Council Member McDonald inquired about an archway sign over Western Avenue. Mr. Fitzhugh responded that the Dysart Road project has an archway concept in it. Ms Vitkay added that the designers of that project are looking to create a synergy between the two. Council Member McDonald said the City should consider carefully whether or not businesses should be pointed to as destinations. Ms Vitkay responded that large public destinations have

longevity, whereas businesses might turn over more frequently, which would require more frequent sign changes.

Council Member Kilgore said he likes Grounded Contemporary and what it says about Avondale. It is aesthetically pleasing, the colors stand out, and it is easy to read. People will respond well to the maps. He inquired whether the signs could be read from both front and back. Ms Vitkay explained that vehicular signs are designed to be viewed from one direction only for road safety reasons, whereas pedestrian signs will be viewable from both sides. Council Member Kilgore inquired about the expected lifespan of the signs. Ms Vitkay explained that no material will last forever, but sign materials are selected for longevity. They can be touched up in the field, and metal portions can be removed and repainted in a shop.

Council Member Nielson said the seniors she spoke to found Emerging to be hard to read. She expressed a preference for Grounded Contemporary. She suggested using the four colors from Option 3 on the gateway element for Option 2, which is her favorite. Council Member Iwanski said he too prefers Grounded Contemporary. He inquired whether the signage could accommodate seasonal and short-term event banners. Ms Vitkay said the banner design in Option 3 would be the hardest to adapt to, but the intent on all of the designs is to be able to change them out.

Council Member Sierra expressed his preference for Emerging, but said he would be happy with Option 2 as well. He inquired about future additions. Ms Vitkay explained that the blades of the vehicle directional signs are designed to be modular and could be changed fairly easily. Vice Mayor Karlin said Grounded Contemporary was her favorite, describing it as cleaner and sleeker than the others. Mayor Weise expressed the concern that the colors used in Emerging would grow to look dated over time compared to Grounded Contemporary.

Ms Vitkay explained that \$50,000 has been set aside for the first phase of the program. She invited feedback on priorities. City Council requested one gateway monument on Avondale Boulevard, and a couple of vehicle directional signs for the initial phase. Ms Vitkay said the draft of the master plan will be made available on March 10 for review, and the final plan should be put forward by March 31. By early April the design intent drawings will be done, and the signs should be in place by June.

4 ADJOURNMENT

There being no further business before the Council, Council Member Nielson moved to adjourn the work session. Council Member Iwanski seconded the motion, which carried unanimously.

City Council meeting adjourned at 6:56 p.m.



Mayor Weise



Carmen Martinez, MMC
City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Work Session of the Council of the City of Avondale held on the 2nd day of March. 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 March 2, 2015 at 7:05 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Kenneth N. Weise and Council Members

Stephanie Karlin
David Iwanski
Bryan Kilgore
Jim McDonald
Sandi Nielson
Lorenzo Sierra

ALSO PRESENT

David Fitzhugh, City Manager
Gina Montes, Assistant City Manager
Kevin Artz, Assistant City Manager
Barbara Chappell, Water Resource Planning Manager
Nicolle Harris, Assistant 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

Mr. Edward Staley addressed the Council regarding his experience with the green waste program and provided with suggestions to improve the service the city provides.

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. APPROVAL OF MINUTES

1. Work Session of February 17, 2015
2. Regular Meeting of February 17, 2015

b. SPECIAL EVENT LIQUOR LICENSE - STATE OF THE CITY EVENT AND BUSINESS MIXER

A special event liquor license to be used in conjunction with the State of the City Event and Business Mixer scheduled for Thursday, March 5, 2015 from 6 to 8 pm at Avondale City hall.

c. FIFTH AMENDMENT TO THE FINANCIAL ASSISTANCE AGREEMENT - CARE1ST HEALTH PLAN OF ARIZONA INC.

The fifth amendment to the Financial Assistance Agreement with Care1st Health Plan of Arizona, Inc. to receive continuing funds for operation of the Care1st Avondale Resource and Housing Center and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

d. PROFESSIONAL SERVICES AGREEMENT - ONE STEP BEYOND, INC.

A Professional Services Agreement with One Step Beyond, Inc. to provide joint programming on the vacant retail space at the Civic Center Library for academic and retail purposes and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

e. PROFESSIONAL SERVICES AGREEMENT - WHPACIFIC, INC - CDBG STREET AND SIDEWALK IMPROVEMENTS

A Professional Services Agreement with WH Pacific, Inc. to provide design services for the CDBG Street and Sidewalk Improvement Project in the amount of \$145,035.82 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

f. MULTIPLE CONTRACT AWARD - WATER PRODUCTION AND RECLAMATION CHEMICALS

Multiple contracts for a one-year term with the option to renew for four additional one-year terms to Univar USA, Inc., DPC Enterprises, L.P. and Hill Brothers Chemicals, Inc. for the purchase of chemicals used in water production and water reclamation process in a collective annual amount of \$501,601 and a collective aggregate amount over the term of the contracts of \$2,508,005 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

g. RESOLUTION 3240-315 INTERGOVERNMENTAL AGREEMENT WITH ADOT FOR INTELLIGENT TRANSPORTATION SYSTEM PROJECT ALONG DYSART ROAD

A Resolution authorizing an Intergovernmental Agreement with ADOT for the Dysart Road/Rancho Santa Fe Boulevard to Indian School Road Fiber Optic Project in the City's estimated cost share amount of \$125,741, authorize the transfer of \$45,000 from CIP Street Fund Line Item 304-1164-00-8420 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

Council Member Nielson moved to approve the consent agenda as presented, including Resolution 3240-315. Council Member Sierra seconded the motion.

ROLL CALL VOTE AS FOLLOWS:

Council Member McDonald	Aye
Council Member Iwanski	Aye
Council Member Nielson	Aye
Mayor Weise	Aye
Vice Mayor Karlin	Aye
Council Member Sierra	Aye
Council Member Kilgore	Aye

Motion carried unanimously.

4 PROPOSED AMENDMENT TO BACKFLOW AND PRETREATMENT CODES

An overview of a proposed amendment to the Avondale City Code, Chapter 24 Waters, Sewers and Sewage Disposal pertaining to backflow and pretreatment that aim to protect the city's water supply from contamination and pollution.

Ms. Barbara Chappell, Water Resource Planning Manager reviewed the proposed amendments to the city's code which include:

1. Alphabetized the definitions section.
2. Added definitions for 6
 1. Backflow prevention method
 2. Bypass
 3. Customer
3. Reformatted to be consistent with other codes.
4. Removed table of premises requiring devices, this requires us to attempt to list every use we may have in the city, instead we included a section on hazard potential and approved backflow prevention methods.
5. Listed approved types of backflow prevention devices in order by most restrictive.
6. Removed the section on the permit fees, these are established by the Development Services Department and should not be a part of this code.
7. Added a section on installation of backflow assemblies on fire lines.
8. Requires test reports be on Department approved forms, this is to allow for seamless uploading to our new software.
9. Expanded the Discontinuance of Service Section to address non-emergency, and emergency disconnections, if in case of an emergency no notification would be required.
10. Fire sprinkler system connection. Water service to a fire sprinkler system shall not be subject to disconnection

Minor revisions were made to both codes including the following:

1. Remedies section adding Civil and Criminal penalties for continued non-compliance and fees as set forth in Section 1-9(c) and (d) of the City Code.
2. Debarment of a contractor from doing business with the City if they are in non-compliance with codes.

She indicated that other revisions are meant to bring the code in compliance with SB 1598 also known as the Resident Bill of Rights.

Regarding the Resident Bill of Rights, Mayor Weise asked what would happen if a resident did not want to allow city staff to come into their property to inspect. Ms. Chappell indicated that in cases of emergency, staff can obtain a search warrant to enter the property.

Council Member Sierra asked staff is required to notarize and send notices certified mail. Ms. Chappell replied that all notices are sent via certified mail. A process server is used when needed to ensure resident receives notices.

5 ADJOURNMENT

There being no further business before the Council, Council Member Nielson moved to adjourn the regular meeting. Council Member Kilgore seconded the motion. The motion carried unanimously.

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



Mayor Weise



Carmen Martinez, MMC
City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Regular Meeting of the Council of the City of Avondale held on the 2nd day of March, 2015. I further certify that the meeting was duly called and held and that the quorum was present.



City Clerk