

Minutes of the Regular City Council Meeting held on, August 17, 2015 at 6:00 a.m. in the Sonoran Room at the Avondale City Hall

## **MEMBERS PRESENT**

Mayor Kenneth N. Weise and Council Members

Stephanie Karlin, Vice Mayor  
David Iwanski  
Bryan Kilgore  
Jim McDonald (Arrived at 6:12 pm)  
Sandi Nielson  
Lorenzo Sierra

## **ALSO PRESENT**

David Fitzhugh, City Manager  
Gina Montes, Assistant City Manager  
Kevin Artz, Assistant City Manager  
Andrew McGuire, City Attorney  
Carmen Martinez, City Clerk  
Pier Simeri, Community Relations and Public Affairs Director  
Daniel Davis, Economic Development Director  
Rob Lloyd, Chief Information Officer  
Abbe Yacoben, Finance and Budget Director  
Cherlene Penilla, Human Resources Director  
Tracy Stevens, Planning Manager  
Cindy Blackmore, Public Works Director  
Dale Nannenga, Police Chief  
Paul Adams, Fire Chief  
Kirk Haines, Parks, Recreation and Libraries Director  
Stephanie Small, Neighborhood and Family Services Director  
Jessica Blazina, Deputy Community Relations Director/Intergovernmental Affairs

## **1 ROLL CALL**

## **2 STRATEGIC PLANNING ADVANCE, VISIONING AND GOAL SETTING (PART II)**

City Council will utilize community input (General Plan and Community Branding results) to develop their vision, mission and goals and develop a strategy to implement and measure that vision.

The City Council continued the discussion with the intent to form the policy foundation for the Strategic Plan and provide clarity regarding the desired outcome and some strategies that might be considered by the City Manager for consideration in the final plan. The information below represents the brainstorming input from the City Council members in an effort to provide further guidance to the City Manager regarding the intentions and general expectations for the outcomes. The lists are not directions for specific action. The City Manager will form a plan of action to address the key initiative.

**Business attraction** and retention that supports family friendly and continually strengthens the financial health of the city.

- Housing and business growth are critical to the long-term well-being and must be encouraged in a manner that continually improves the community attraction
- While different strategies, business and housing are closely linked in successful community development

- In 20 years Avondale will be the center of the regional population density
- Hospitals and the general expansion of the medical and bio-medical opportunities are important to Avondale
- The vision for Avondale Blvd and potential for overlay districts allow for policy formation to encourage desired outcomes
- McDowell Road has much potential
- City Council will form policies that support desired growth

**Recreation and entertainment** opportunities to serve the community residents, be attractive for business consideration, makers, and contribute to the continual improvement of Avondale's brand and regional image.

- 'Main Event' is a good start... need more
- Need to cover all ages
- Evenings in the park
- Some kind of cooling-off space for summer evenings
- Randall McDaniel sports complex expanded use and offerings
- Come up with new ideas
- There is room for sand volleyball
- Be open to creative ideas
- Many ideas yet limited resources... need to prioritize
- Pursue grant opportunities
- What kind of plan and cost would build out the Randall McDaniel
- Policy decisions are needed to support expansion
- How can the public help fund the amenities
- Put focus on Tres Rios and recreation possibilities
- 3 to 4 miles to connect the large existing trail across several cities
- Connection can help our image and position regionally
- Toot our own horn
- Set up a workshop for exploration of recreation and entertainment possibilities, including staff and stakeholder input
- Youth sports tourism occurs now and can grow
- Avondale Blvd is a key element to link with sports and other
- Be flexible

**Education Collaboration** at all levels of academic experience will contribute positively to business attraction and residential growth. Mutually supportive interaction with education leaders will be an important element as Avondale grows and matures.

- School system is an important element of economic development and family friendly strategy
- Social services likewise but for different reasons and different stakeholders
- We have six school districts within the city
- There are also many specialty schools and private or charter
- Catholic High School in the area soon

- We are not touting our quality education options for economic development recruitment and marketing
- We need to support giving experiences to youth in STEM/STEAM
- Brag about it
- Texas A&M has a youth program in water systems operation
- We need to connect with the community and development marketplace on our message of successes
- Industry looks for educated potential employees in economic development marketing
- Expand the use of our many assets as part of our imaging and recruiting
- West- MEC is a positive factor
- Consider forming partnerships with major universities
- Economic development and education at all levels are clearly linked

**Encourage Creativity** in development, design, reuse and policy formation to help create a vibrant, unique community and illustrates Avondale's willingness to be a leader.

- We have spoken about creativity and associated risks in previous discussions
- Need to have room for the occasional "pie in the sky" idea
- Be proactive
- Waterford scale
- Housing mix needs creative diversity
- Drive around Avondale to get a sense of where creative ideas may be most valuable
- Promote what we have
- Historic buildings on Western Ave call for creativity
- Several successful small business to use as examples and brag about them
- MC85 opportunities
- Encourage neighborhood responsibility

Mayor Weise called for a break at 7:48 pm. Council returned to the meeting at 7:59 pm.

Betty Lynch, Avondale resident addressed the council regarding citizen participation. She indicated Board, Commission and Committee members are strengths, but cautioned Council to be more careful when appointing members. She indicated she recently attended a Planning Commission meeting and one of the members was texting during the entire meeting. BCC members need to be better prepared. Regarding transportation, Ms. Lynch indicated that the Zoom schedule is not always convenient.

Council continued discussion on the guiding principles.

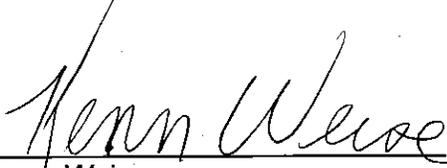
**Engage the Citizens** in bold new ways to support the Family Friendly initiative and foster community pride and ownership. The more pride and ownership residents are willing to express, the more the story of Avondale as a place to live, work and play will resonate inside and outside the city.

- Board and Commission appointees to support City Council initiatives
- They need to manage themselves

- Consider Citizen Academy before appointment
- Be a city where residents can live, work, play and invest
- Personal invites from City Council to potential Board and Commission work well
- Staff can assist in getting members also
- Faces of Avondale... all City Council members should be featured within 30 days
- Engage the social media
- Recognize new business members and military service at public meeting
- Door to door and drive through in neighborhoods to have a presence and connect
- "Beautiful feet" ...visit businesses and ask to see the owner...connect
- Recognize a teacher each month
- Be visible and seek opportunities to speak to gatherings
- Rotary, Kiwanis, all faith gatherings etc.
- Speak at veterans associations

### 3 ADJOURNMENT

There being no further business before the Council, Council Member Nielson moved to adjourn the meeting. Council Member Kilgore seconded the motion. The meeting was adjourned at 8:38 pm.

  
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Mayor Weise

  
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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 Regular Meeting of the Council of the City of Avondale held on the 17<sup>th</sup> day of August, 2015. I further certify that the meeting was duly called and held and that the quorum was present.

  
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City Clerk