

Minutes of the Regular Meeting held May 2, 2016 at 7:00 p.m. in the Council Chambers.

MEMBERS PRESENT

Mayor Kenn Weise and Council Members

David Iwanski, Council Member
Bryan Kilgore
Jim McDonald
Sandi Nielson
Lorenzo Sierra

EXCUSED

Vice Mayor Stephanie Karlin

ALSO PRESENT

David Fitzhugh, City Manager
Kevin Artz, Assistant City Manager
Gina Montes, Assistant City Manager
Sandy Lopez, Council Assistant
Christina Underhill, Assistant Parks, Recreation and Libraries Director
Denise Thurman, Adult Librarian
Abbe Yacoben, Finance and Budget Director
Pier Simeri, Community Relations and Public Affairs Director
DeAnn Franklin, Web and Media Coordinator
Rob Lloyd, CIO/IT Director
Nicholle Harris, Assistant City Attorney
Carmen Martinez, City Clerk

1 ROLL CALL AND STATEMENT OF PARTICIPATION BY THE CITY CLERK

2 RECOGNITION ITEMS (MAYOR PRESENTATIONS)

a. AVONDALE CITIZENS LEADERSHIP ACADEMY CLASS X GRADUATES

City Council recognized of participants of the 2016 Citizens Leadership Academy who successfully completed the 10-week course which included informative workshops and tours focused on their community and how the City of Avondale functions as an organization dedicated to public service.

Council Assistant Sandy Lopez reviewed the activities that the participants in Class X of the Avondale Citizens Leadership Academy participated in. She indicated they all reported to have enjoyed the experience and provided positive feedback.

Mayor Weise recognized the participants and handed them their certificate.

b. CREATORS OF SOULFUL EXPRESSIONS OPEN MIC NIGHT

A recognition of the creation of the Soulful Expressions Open Mic Night at the Civic Center Library Wintana Yohannes, Daniela Acosta, and Jahnez Wong, exceptional seniors at La Joya High School who through their efforts provide a unique expression opportunity for teenagers and young adults in a public environment to develop and grow personal skills in public speaking.

Christina Underhill introduced Denise Thurman, Adult Librarian at the Civic Center Library. Ms. Thurman introduced the three young woman from La Joya High School

who have shown great leadership in developing this program. Ms. Thurman indicated that the three young ladies will participate in Avondale's All-America City presentation in Colorado in June.

Council Members McDonald, Sierra and Kilgore expressed their appreciation for their contribution and wished them well as they go off to college.

3 UNSCHEDULED PUBLIC APPEARANCES

There were no requests to speak.

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. APPOINTMENT TO THE AVONDALE JUDICIAL ADVISORY BOARD

The Council Subcommittee's and staff's recommendations for appointment to the Avondale Judicial Advisory Board.

b. COOPERATIVE PURCHASING AGREEMENT - STIFEL, NICOLAUS & COMPANY, INCORPORATED

A request to approve a cooperative purchasing agreement with Stifel, Nicolaus & Company, Incorporated for financial advisory services in connection with three bond refundings in addition to a new bond issue totaling approximately \$39 million and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

c. COOPERATIVE PURCHASING AGREEMENT - WAXIE SANITARY SUPPLY

A request to approve a Cooperative Purchasing Agreement with Waxie Sanitary Supply in the amount of \$30,000 annually for four years and authorize the Mayor or City Manager and City Clerk to execute the contract documents.

d. COOPERATIVE PURCHASE AGREEMENT AMENDMENT - ALLSTAFF SERVICES, INC.

A request to approve a Cooperative Purchasing Agreement with Allstaff Services, Inc. to provide temporary staffing services in an amount not to exceed \$103,000 and authorize the Mayor or the City Manager and City Clerk to execute the necessary documents.

f. RESOLUTION 3308-516 - INTERGOVERNMENTAL AGREEMENT WITH ADOT FOR PHASE 3 OF THE TRAFFIC SIGN MANAGEMENT SYSTEM

A resolution approving an Intergovernmental Agreement with Arizona Department of Transportation for the third phase of a Citywide Sign Management Project and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

g. RESOLUTION 3309-516 - INTERGOVERNMENTAL AGREEMENT WITH ADOT FOR PHASE 4 OF THE TRAFFIC SIGN MANAGEMENT SYSTEM

A resolution approving an Intergovernmental Agreement with the Arizona Department of Transportation for the design, procurement, and construction of phase four of the traffic sign management system project and authorize the Mayor or City Manager and City Clerk to execute the necessary items.

h. RESOLUTION 3310-516 INTERGOVERNMENTAL AGREEMENT WITH ADOT FOR FIBER OPTIC PROJECT

A resolution approving an Intergovernmental Agreement with the Arizona Department of Transportation for the construction of the McDowell Road Fiber Optic project in the amount of \$911,544 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

Mayor Weise indicated item 4e would be pulled from the consent agenda to be considered separately.

Council Member Nielson moved to approve the consent agenda with the exception of Item 4e to be considered separately and including Resolutions 3308-516, 3309-516 and 3310-516. Council Member Kilgore 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	Excused
Council Member Kilgore	Aye
Council Member Sierra	Aye

Motion was carried 6-0.

e. CONSTRUCTION CONTRACT AWARD - NESBITT CONTRACTING COMPANY, INC. FOR MCDOWELL RD IMPROVEMENTS

A Construction Contract with Nesbitt Contracting Company, Inc. to provide construction services for the McDowell Road Improvements in the amount of \$2,758,396.15, authorize the transfer of \$33,000 from CIP Street Fund Line Item 304-1012-00-8420, Bridge Repairs to CIP Street Fund Line Item 304-1287- 00-8420, McDowell Road - Bridge to Avondale Boulevard and authorize the Mayor, or City Manager and City Clerk to execute the necessary documents.

City Manager David Fitzhugh indicated he had requested this item be pulled from the consent agenda due to having received a formal protest on this bid and requested the City Attorney advise the Council regarding its options.

Assistant City Attorney Nicholle Harris indicated that the Council has two options: 1. Award the contract and instruct the City Manager not to execute the contract until the bid

protest is complete, or 2. Wait until the bid protest is complete for Council to consider again.

Mayor Weise asked how this would impact the overall timing of the project. Mr. Fitzhugh responded that the project could conceivably be delayed by one month.

In response to a question from Council Member McDonald, Ms. Harris indicated that the protestor was disqualified and filed an appeal based on the reasons used to disqualify them.

In response to a question from Council Member Nielson, Ms. Harris indicated the hearing will be conducted either by the procurement department or a designated hearing officer. Mayor Weise indicated he believes it would be prudent for the Council to postpone action on this item until the protest process is completed even if the project was delayed a bit.

Council Member McDonald asked if it would be possible for Council to receive an update regarding this issue on executive session. Ms. Harris indicated it would.

Council Member Sierra moved to table this item until the protest is adjudicated; Council Member Nielson 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	Excused
Council Member Kilgore	Aye
Council Member Sierra	Aye

Motion was carried 6-0.

5 ANNUAL INVESTMENT UPDATE

An annual update on the City's investments as of January 31, 2016.

Finance and Budget Director Abbe Yacoben indicated that the city's investment policy requires that Council receive an investment annual update. Ms. Yacoben explained that the city has \$60 million invested in the in-house model which includes treasury and agency notes, yields an average of 81 basis points and has a duration of 0-3 years. She indicated that a shorter term is preferable at this time when higher interest rates are likely. By comparison, the city has \$50 million invested in the Treasurer's Local Government Investment Plan (LGIP). This investment is in treasury notes with a one-year duration and has yield 26 BPS. She showed a running total of the income based on the type of investment. Ms. Yacoben reviewed the income generated based on these investments. Since FY09-10, the income from LGIP is \$216,000 while the US Treasury and Agency Income is \$2.3 million, so we are \$2.1 million ahead with this new investing strategy. This

income is booked in accordance with the fund who owns the assets; approximately half in the general fund and half in the enterprise funds.

Mayor Weise thanked Ms. Yacoben for the update adding that Council Members had nodded to indicate their approval and for her to continue with current strategy.

6 COOPERATIVE PURCHASING AGREEMENT - VISION TECHNOLOGIES SOLUTIONS

A request to approve a Cooperative Purchasing Agreement with Vision Technologies for website development, visionLive™ in the amount of \$57,530 and subscription and maintenance services in the amount of \$12,000 per year for years 2, 3 and 4 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

Pier Simeri, Community Relations and Public Affairs Director indicated that in Avondale the website is maintained by her department. She indicated that the current website is hosted by Civic Plus, has been in place since 2007 and was most recently redesigned in 2012. She explained that the website is currently built on an old platform which does not have the functionality that is desired nowadays to incorporate rich media, social media, use in mobile devices, etc. Ms. Simeri explained that with the help of a web core team made up to representatives from various departments, staff explored different options for the city's new website, including building our own website. After much consideration, the team determined that while the idea of building our own website was attractive, the best option was to hire a company who specializes in building government websites. Vision Technologies was determined to be such a company as they have built very unique, attractive and functional websites for many local entities. Vision Technologies has a state contract which allows Avondale to use a cooperative purchasing agreement. Staff believes Vision Technologies will help us accomplish the city's goal of increased transparency and functionality that is unique to Avondale and provide the look and feel the city desires.

Ms. Simeri introduced DeAnn Franklin, the city's Web and Media Coordinator to review the functionalities the city is looking at incorporating into the new website. Ms. Franklin indicated that Avondale's new website will include a design that captures and reflects the essence of our community by incorporating recognizable landmarks and scenery. Navigation will be easy and intuitive by providing a consistent look and feel throughout the website and making important and more frequently searched for information available from the homepage as well as throughout the site. Drop down menus will be used to help users locate information easily and with the least amount of clicks. The website will be compliant with Section 508 of the American with Disabilities Act.

Ms. Franklin indicated that launch of the new website is projected for the Fall of 2016. Using tools such as heat mat analysis, analytics analysis, broken links report and surveys, staff will try to understand what users expect and how they engage. Based on this information, staff will develop the website ensuring that it is laid out to be intuitive and easy to navigate. The design will embrace the brand and will be aesthetically pleasing. Before launching, key staff will be trained to ensure they are able to update content as needed. This group will hold regular meetings to ensure that the website stays fresh and relevant.

Council Member Sierra asked what information will the analytics analysis provide. Ms. Franklin explained that the analytics will let us know how long users are on a website and

how they navigate the website to get the information they are seeking. In response to a follow-up question from Council Member Sierra, Ms. Franklin indicated that the city will not use Vision's e-commerce module as the city uses a third party application for bill payment.

Council Member Kilgore asked if businesses will be able to submit their sales tax returns online. Mr. Fitzhugh indicated that the state is going to be taking over that function for cities in the near future. Council Member Kilgore suggested that a council member-only site be included to allow council members to easily access information that is valuable to them such as agenda packets.

Council Member Iwanski and Mayor Weise expressed support for a council member-only site. Mayor Weise asked if the content will be reviewed periodically so that only relevant content is available. Ms. Franklin indicated Vision will provide tools so that staff conduct regular health checks to identify out of date and irrelevant content. Mayor Weise indicated that he would like searchability to be improved to allow for more focused and customized searches.

In response to a question from Council Member Sierra, Ms. Simeri indicated that an extensive marketing effort will be undertaken prior to launching the website which will include social media. Regarding the new website address, CIO Rob Lloyd indicated that new email addresses with the .gov ending will be rolled out at the same time as the website. Old addresses will continue to run in the background and redirects will continue for an indefinite period of time.

Council Member Nielson moved to approve Cooperative Purchasing Agreement with Vision Technologies for website development Council Member Kilgore 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	Excused
Council Member Kilgore	Aye
Council Member Sierra	Aye

Motion was carried 6-0.

7 ADJOURNMENT

Council Member Nielson moved to adjourn the meeting; Council Member Kilgore seconded the motion. Motion was carried 6-0.

The meeting was adjourned at 7:47 pm.



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 May, 2016. I further certify that the meeting was duly called and held and that the quorum was present.



City Clerk

