

Minutes of the Work Session held June 20, 2016 at 6:02 p.m. in the Council Chambers.

**MEMBERS PRESENT**

Mayor Kenn Weise and Council Members

Bryan Kilgore  
Jim McDonald  
Sandi Nielson  
Lorenzo Sierra

**ABSENCE EXCUSED**

Vice Mayor Stephanie Karlin  
Council Member David Iwanski

**ALSO PRESENT**

David Fitzhugh, City Manager  
Kevin Artz, Assistant City Manager  
Darryn Jones, Economic Development Specialist  
Pier Simeri, Community Relations and Public Affairs Director  
Carmen Martinez, City Clerk  
Andrew McGuire, City Attorney

**1 ROLL CALL BY THE CITY CLERK**

**2 2016 CITY OF AVONDALE STRATEGIC PLAN**

Darryn Jones, Economic Development Specialist, stated that a core team led by Stephanie Small and former IT Director Rob Lloyd has completed a final draft of the Avondale Strategic Plan. The team consisted of Darryn Jones, Christina Underhill, Dan Davis, Keisha Cyriaano and Abbe Yacoben. Together they created a plan that is both actionable and aspirational, and captures the City's vision.

Mr. Jones said City Council approved the City's overarching vision and values, along with five strategic initiatives and 18 goals, in January of 2016. The core team subsequently met with each department to develop action items. Departmental cooperation was emphasized throughout the process. The plan contains qualitative and quantitative performance measures, and provides an objective way to determine if the proposed action items are working. It will be a living document that will be revisited on a yearly basis. Avondale will also be creating an interactive dashboard to provide Strategic Plan updates in real time.

Mr. Jones said the next steps are to adopt the Strategic Plan by resolution, develop the dashboard, develop the departmental workplans, and align departmental action items with the budget.

Council Member McDonald said the matrix and the dashboard will be very helpful. Council Member Sierra inquired whether Avondale's performance will be measured against peer regions and cities. Mr. Jones said that approach could be incorporated into the dashboard.

Council Member Kilgore commended staff for using a bottom-up approach rather than a top-down one. He inquired about the availability of the dashboard. Mr. Jones explained that it will be accessible through the City website and at the public libraries.

Mayor Weise said it will not be enough to simply measure initial success; long-term performance should also be evaluated, especially when it comes to economic development.

### **3 COMMUNITY RELATIONS AND PUBLIC AFFAIRS UPDATE**

David Fitzhugh stated that this will be the first in a series of presentations to be made throughout the year that will highlight recent activities and accomplishments of various City departments. The first department to report is Community Relations and Public Affairs.

Pier Simeri, Community Relations and Public Affairs Director, said her department is one of the smaller ones in Avondale. It provides service and support to all the other City departments as well as City Council. Duties include public information, media relations, oversight of award-winning marketing and branding initiatives, management of multi-media communications platforms, and citizen outreach. The department is involved in planning and marketing City special events along with the Parks, Recreation & Libraries Department. It coordinates the Citizen Leadership Academy, is engaged in the annual Legislative Link Initiative, and manages the annual Resident Satisfaction Survey. A separate branch, Intergovernmental Affairs, advocates on behalf of Avondale at the state and federal level. The department also handles the Transit Administration Program with the Transit Division. A Grants Division helps identify and research grant opportunities, and oversees the grant closeout process.

Ms. Simeri said staff tries to be as creative as possible in producing outstanding publications and marketing materials that engage the community. Examples include RAVE, and the Avongers. The department issues about 300 press releases a year, with a placement success rate of about 85%. The branding initiative continues to receive accolades.

DeAnn Franklin, Multimedia and Web Coordinator, reported that the research analysis phase for the website is nearly done. Input was gathered from a broad range of people. Users are looking for an intuitive website that surprises them in a good way. The redesign will use elements of award winning models. The best government websites tend to use simple, high image, low-text designs, prioritize accessibility and mobility, permanently feature a search function, and feature a design philosophy that puts users first.

Ms. Franklin stated that Avondale's social media presence and engagement is growing. Audiences can be leveraged by channeling messages through appropriate departments. Residents expect issues to be addressed in a timely manner. New trends are constantly evolving and are being incorporated when possible into the website to make it more user-friendly, informative and engaging.

Sandy Lopez, Executive Management Assistant to the Mayor and Council said the Citizen Leadership Academy graduated ten citizens this year. The Academy is one of the best ways to fully engage citizens and inspire them to become involved with the City by joining boards and commissions. Participants have said the Academy allows them to learn more about Avondale and provides a great opportunity to connect with local government. It has transformed people into active members of the community.

The Avondale Interfaith Council is currently chaired by Vice Mayor Karlin. The group was started six years ago to improve communications and information sharing between faith-based and other non-profit organizations. Most recently, the group has been focused on homelessness in the West Valley. The Faces of Avondale campaign is expanding. This initiative allows for the sharing of inspirational stories about people and businesses in Avondale.

Jessica Blazina, Assistant Director/Intergovernmental Affairs, explained that Avondale currently has membership in various regional organizations. Mayor Weise is serving on the Maricopa Association of Governments' (MAG) Transportation Policy Committee and Regional Council. Council Member Sierra serves on the MAG's Economic Development Committee, while staff serves on several MAG technical committees as well. Council Member McDonald serves as the RPTA Board Chair for Valley Metro, addressing transit issues throughout the Valley. He also serves as liaison to the Luke/West Valley Partners, which is focused on keeping Luke Air Force Base mission stable. WESTMARC, the Western Maricopa Coalition, focuses on the West Valley public/private sector. Avondale is represented by Council Member Sierra on that Board, and by staff on technical committees. Avondale participates in the League of Arizona Cities and Towns, which gathers to form municipal policy statements and propose legislation to the Arizona Legislature. Council Member Nielson recently attended several policy committee meetings. An annual Legislative Link event engages the community to become more involved in developments at the State Capitol.

Janice Simpson, Grants Administrator indicated her role provides administrative oversight for all grant functions for all City departments, including the grant management system and research tool. A citywide grants team was formed this year to discuss grant projects and opportunities. A report on grant statistics is generated quarterly. Avondale has received recognition for numerous projects, including a Savvy Award from the 3CMA organization, the Patriot Award, and the Above and Beyond Award.

Kristen Taylor provided an update on the Transit Division. Implementation of the ZOOM North will begin once the budget is approved. The route is scheduled for an October 2017 start. ZOOM North will link with the current ZOOM in two different places, and also to Route 17. This will connect most parts of Avondale with downtown Phoenix in one or two transfers. Regional Dial-A-Ride will start soon, which will make one-seat trips possible for users. The Medical and Dialysis Taxi Program continues to provide Avondale residents with rides to medical appointments. Staff will advocate on the behalf of Avondale when it comes to negotiating Prop 500 transit funding options.

Pier Simeri concluded by highlighting that four videos have been produced for the City website. One welcomes people to Avondale, another features open space and parks amenities, a third is on economic development, and the last one is on small businesses.

Council Member McDonald said the updates help him to understand just how much the department does and he expressed appreciation for all the support they provided to him over the years. Council Member Sierra thanked the department for their help. Council Member Nielson said the PD Running Man Challenge video proves that Avondale has a good sense of humor. Ms. Simeri noted that the Police Department has a social media

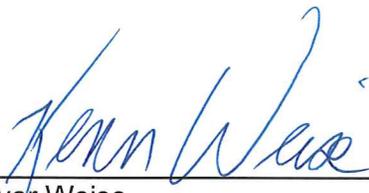
team that meets monthly. They understand the role that social media plays in building rapport with the community, especially in a time when so many public safety agencies have had problems with citizen engagement. Council Member Nielson said the Citizen Leadership Academy is very informative. She inquired about the origin of the name ZOOM. Ms. Taylor explained that the Valley Metro marketing team came up with several names, and ZOOM won the subsequent vote.

Council Member McDonald said the work that the Luke/West Valley Partners is doing is well known throughout the military, and Avondale has been part of it from the beginning. Mayor Weise said he is amazed at how much he has come to rely on the department to get his job done. The Running Man video paints the Police Department in a positive light.

#### 4 ADJOURNMENT

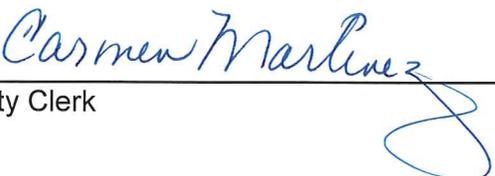
There being no further business before the Council, Council Member McDonald moved to adjourn the regular meeting into executive session. Council Member Kilgore seconded the motion, which carried unanimously.

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

  
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Mayor Weise

#### 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 20th day June, 2016. 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 20, 2016 at 7:05 p.m. in the Council Chambers.

**MEMBERS PRESENT**

Mayor Kenn Weise and Council Members

Jim McDonald  
Bryan Kilgore  
Sandi Nielson  
Lorenzo Sierra

**ABSENT/EXCUSED**

Stephanie Karlin, Vice Mayor  
David Iwanski

**ALSO PRESENT**

David Fitzhugh, City Manager  
Kevin Artz, Assistant City Manager  
Troy Lutrick, Emergency Manager  
Abbe Yacoben, Finance and Budget Director  
Nicholle Harris, Assistant City Attorney  
Carmen Martinez, City Clerk

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

**2 UNSCHEDULED PUBLIC APPEARANCES**

1. Pat Dennis reported back on her previous request for a sidewalk and bike path by the QT being built on Dysart/Thomas. She indicated that through conversations with staff there does not seem to be a plan to move forward with building the sidewalk as the costs, including ROW acquisition, have not been budgeted for. She asked the Mayor and Council do what is necessary to address the safety issue by building the sidewalk. Mayor Weise asked Mr. Fitzhugh to follow up on the issue as requested.
2. Mayor Weise stated that participating the All-America City Award competition was an incredibly emotional experience as all the participating cities had moving stories to share. He recognized Michelle Yracheta who was nominated for the Youth Award and did an outstanding job representing Avondale. He added he believes she exemplifies what Avondale is all about. Michelle Yracheta indicated she was nominated for the All-America City Youth Award by her teachers. The award is meant to celebrate youth and their commitment to improve their communities. She indicated it was an honor and a wonderful experience to represent her community and added that her community is her family. She thanked everyone for their support.

**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 June 6, 2016
2. Regular Meeting of June 6, 2016

**b. SPECIAL EVENT LIQUOR LICENSE - HYPNOSIS NIGHT TRAIL RUN**

A request to approve an application for a Special Event Liquor License submitted by Jamil Coury on behalf of Norawas de Raramuri for a trail run event to be held at Estrella Mountain Community Park on June 25, 2016.

**c. RE-PLAT FOR COPPER STATE RUBBER - APPLICATION PL-16-0087**

A request by Mr. Jacob Earley, Hunter Engineering, Inc., for approval of a Re-Plat of the Three Rivers Commerce Park commercial/industrial subdivision located at the southeast corner of Roosevelt Street and 105th Avenue to divide an existing 35-acre parcel into two lots, a 13.7-acre parcel to accommodate the development of a manufacturing facility for Copper State Rubber, and a 21.23-acre parcel with no immediate plans for development.

**d. FIRST AMENDMENT TO LEASE AGREEMENT - CNC PEBBLE CREEK, LLC FOR THE SOUTHWEST FAMILY ADVOCACY CENTER**

An amendment to the Lease Agreement with CNC Pebble Creek LLC to extend the square footage from 15,159 to 19,150 square feet to allow for the remodel of the current space to better accommodate current needs and future growth and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**e. CONTRACT FOR SERVICES AMENDMENT 1 - FY 2015-16 AREA AGENCY ON AGING, REGION ONE, INC.**

An amendment to the FY 2015-16 contract for services with the Area Agency on Aging, Region One, Incorporated to increase contract revenues and expenditures from \$529,069 to \$681,984 and authorize the Mayor or the City Manager and City Clerk to execute the necessary documents. The City Council will take appropriate action.

**g. COOPERATIVE PURCHASING AGREEMENT - TITAN MACHINERY INC.**

A Cooperative Purchasing Agreement with Titan Machinery, Inc. to purchase heavy duty truck, construction and agricultural/industrial fleet and equipment parts, service, and accessories for a maximum aggregate amount not to exceed \$164,000 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**h. COOPERATIVE PURCHASING AGREEMENT - WEBER WATER RESOURCES, LLC**

A Cooperative Purchasing Agreement with Weber Water Resources, LLC for well repair and maintenance services in an annual amount not to exceed \$280,000.00 not to exceed \$1,120,000.00 over the four (4) years of the contract and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**i. FIRST AMENDMENT TO COOPERATIVE PURCHASING AGREEMENT - FERGUSON ENTERPRISES, INC.**

An amendment to the Cooperative Purchasing Agreement with Ferguson Enterprises, Inc. to purchase building and plumbing materials for a maximum aggregate amount not to exceed \$2,289,360, and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**j. THIRD AMENDMENT TO COMMUNICATIONS SYSTEM AGREEMENT - MOTOROLA SOLUTIONS, INC.**

An amendment to the Communications Systems Agreement with Motorola Solutions for two-way radio equipment to increase the aggregate not-to-exceed amount by \$408,100 for a contract aggregate not-to-exceed amount of \$2,509,147.26 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**k. RESOLUTION 3319-616 - AMENDMENTS TO THE PLANNING COMMISSION BYLAWS**

A resolution amending the Planning Commission By-Laws with modern terminology, extend the time to submit recommendations to the City Council from 30 to 45 days, and allow for a Planning Commission meeting to not take place if there are no scheduled agenda items.

**l. RESOLUTION 3320-616 INTERGOVERNMENTAL AGREEMENT WITH ADOT FOR FIBER-OPTIC PROJECT ALONG DYSART ROAD**

A resolution authorizing an Intergovernmental Agreement with the Arizona Department of Transportation to allow ADOT to oversee design and implementation of the Dysart Road Phase 2 Fiber Optic Project and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

**m. RESOLUTION 3323-616 - INTERGOVERNMENTAL AGREEMENT WITH CITY OF PHOENIX FOR RECYCLABLE MATERIALS PROCESSING SERVICES**

A resolution authorizing an Intergovernmental Agreement with the City of Phoenix for recyclable materials processing services and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

Council Member Sierra requested that Item 3f be pulled to be considered separately to give him an opportunity to recuse himself from voting on this item.

Council Member Nielson moved to approve the consent agenda as presented including Resolutions 3319-616, 3320-616 and 3323-6161. Council Member McDonald seconded the motion.

**ROLL CALL VOTE AS FOLLOWS**

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

Motion was carried 5 to 0.

**f. COOPERATIVE PURCHASING AGREEMENT - SEGAL WATERS CONSULTING**

A Cooperative Purchasing Agreement with Segal Waters Consulting for City-wide classification and compensation study in the amount of \$187,500 and authorize the Mayor or City Manager and City Clerk to execute the necessary documents.

Council Member Nielson moved to approve the Cooperative Purchasing Agreement with Segal Waters Consulting. Council Member Kilgore seconded the motion.

Assistant City Attorney Nicholle Harris noted that an abstention counts as a positive vote.

ROLL CALL VOTE AS FOLLOWS

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

Motion was carried 5 to 0.

**4 RESOLUTION - 3322-616 - ARIZONA MUTUAL AID COMPACT**

A resolution authorizing the city to participate with other jurisdictions and the State of Arizona in the Arizona Mutual Aid Compact for the provision of mutual aid in time of emergency and authorize the Mayor or City Manager and City Clerk to execute the appropriate documents.

Troy Lutrick, Emergency Services Manager reviewed the particulars of this item indicating that this is a state Compact that has been approved by the City Council in past years. He added that this is a statewide mutual aid system through which jurisdictions may request assistance and resources when they become overwhelmed by an emergency situation. The type of resources requested would be based on the type of emergency and could include equipment and personnel. The city is not obligated to provide resources and can reject the request if necessary. Participants in this compact include municipalities, fire districts, school districts, etc. The City would be reimbursed for any resources it may provide and the compact provides the medium through which reimbursement can be requested.

Mayor Weise asked how many requests are received each year. Mr. Lutrick indicated it is rarely used and has only been enacted twice in the last few years, both of which did not involve Avondale. In response to a subsequent question from Mayor Weise, Mr. Lutrick indicated that as part of his ongoing work with emergency management, he will be having discussions with departments so that a quick determination can be made as to whether Avondale can provide assistance when requested.

Council Member Nielson moved to adopt Resolution 3322-6161 approving the Arizona Mutual Aid Compact. Council Member McDonald seconded the motion.

ROLL CALL VOTE AS FOLLOWS

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

Motion was carried 5-0.

**5 PUBLIC HEARING - FY 2016-2017 BUDGET AND PROPERTY TAX LEVY**

A public hearing to receive comment on the property tax levy and final budget for fiscal year 2016-2017 in the amount of \$204,012,519.

Abbe Yacoben, Finance and Budget Director reviewed the schedule that has been followed in preparation for tonight's public hearing prior to the final budget adoption and property tax levy. She added that the Truth in Taxation notice was published on June 1 and June 8 as required by law.

Mr. Yacoben commented that the proposed budget is in the amount of \$204,012,519, which includes increases for the Zoom and additional personnel where needed. The operating budget allocates 34% for public safety and the rest to general government.

Regarding the property tax levy, Ms. Yacoben explained that the truth in taxation only applies to the primary levy which can only have a maximum of a 2% increase. She noted that both the primary and the secondary rates are going down slightly and together will amount to \$1.70 for every \$100 in property value which is well within the Council's policy of a maximum of \$2.00 per \$100. She reviewed the example that has been used by staff for many years of a home that was originally valued at \$167,500, while the rate has been reduced, the appreciation in property value will result in a \$4.00 increase for that property owner's property taxes.

Council Member Nielson commented that before the next budget discussion she would like to see an evaluation of the development fee incentive program. Ms Yacoben indicated that staff intends to report back to the Council regarding this issue in the fall.

Mayor Weise opened the public hearing.

Pat Dennis questioned the reduction in police investigators from 24 to 22 and asked if resources were reallocated or if there is no longer a need for them. Regarding the increase in police officers, Ms. Dennis asked how the increase translates to the average for Avondale as compared to the National average. Regarding the development fee incentive program, she asked if criteria has been set to determine who will benefit from the program.

Mayor Weise asked Chief Nannenga to follow up with Ms. Dennis to provide her with the information she asked. Regarding the comments on the development fee incentive program, Mayor Weise commented that this is a program he pushed and the original criteria was to spur growth in the residential market which has been done. He said that the program will be evaluated for impact and may be tweaked and refocused. Ms. Dennis commented that she understands the intention but there should be a return for the homeowner in the form of facilities, neighborhood parks, and in general a better community. Mayor Weise commented that the incentives have been used in in-fill projects that were not getting finished and are now improving the property values of the whole community. He agrees that the program will evolve and it is likely the incentives will be refocused.

Mayor Weise closed the public hearing.

## 6 ADJOURNMENT

There being no further business before the Council, Council Member Nielson moved to adjourn the meeting. Council Member Kilgore seconded the motion. Motion carried 5-0.

The meeting was adjourned at 7:35 p.m.

  
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Mayor Weise

  
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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 20<sup>th</sup> day of June, 2016. I further certify that the meeting was duly called and held and that the quorum was present.

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