

MINUTES OF THE PEORIA CITY COUNCIL
CITY OF PEORIA, ARIZONA
Development and Community Services Building
Point of View Room
9875 North 85th Avenue, Peoria, Arizona
April 17, 2010

A **City Council Workshop** of the City Council of the City of Peoria, Arizona was convened at 9875 North 85th Avenue, Peoria, Arizona in open and public session at 8:41 a.m.

Members Present: Mayor Bob Barrett; Vice Mayor Ron Aames; Councilmembers Cathy Carlat, Joan Evans, Vicki Hunt, Carlo Leone and Dave Pearson.

Members Absent: None

Other Municipal Officials Present: Carl Swenson, City Manager; Susan Daluddung, Deputy City Manager; Susan Thorpe, Deputy City Manager; Steve Burg, Chief Assistant City Attorney; Mary Jo Waddell, City Clerk; George Anagnost, Andy Granger, John Imig, Bill Mattingly, Brent Mattingly, Larry Ratcliff, Wynette Reed, John Schell, Tom Solberg, Jeff Tyne, Glen Van Nimwegen, Scott Whyte, Peter Christensen, Kelly Corsette, Kirk Haines, Claudia Luján and Dan Nissen.

Audience: Approximately three members of the public were present.

CONVENE:

1. Update on Council Policy Goals 2009-2010

Carl Swenson, City Manager, opened the meeting by providing an overview of the day's agenda. Mr. Swenson notified Council that packets had been distributed with information including a memo with the newly formatted Monthly Activity Report and the 24-month Council Policy Goals.

Staff presented updates to Council on each of the policy goal categories.

Andy Granger, Engineering Director, and Glen Van Nimwegen, Planning and Community Development Director, provided an overview of the Council's Policy Goal of "Community Building: Preserve and Expand Our Quality of Life" and the key implementation actions in the following areas:

- Expand cultural and entertainment opportunities
- Strengthen Peoria neighborhoods
- Provide superior quality parks and recreation programs
- Expand civic and not-for-profit partnerships

Susan Daluddung, Deputy City Manager, presented information on the Bailment Agreement that will be presented to Council at the April 20th City Council Meeting. This agreement supports Council's goal to "Expand Cultural and Entertainment Opportunities." The Bailment Agreement is a first step in bringing the art collection from the West Valley Art Museum to the City for storage. Ms. Daluddung provided an overview of how staff will work cooperatively with the West Valley Art Museum to ensure that the pieces of art are protected and to further provide a great amenity to the City. Council further discussed the Smithsonian Agreement with the City.

Mr. Granger further provided an overview of the Youth Master Plan. Susan Thorpe, Deputy City Manager, notified Council that the plan is to bring the Youth Master Plan to Council in the fall. This is a first step in the process and will include an inventory of current assets in the City and with other providers within the City.

Larry Ratcliff, Police Chief, provided an update on Community Policing which supports Council's goal of "Strengthening Peoria Neighborhoods." Mr. Swenson commented that Community Policing is another step in civic engagement and that staff is working to hold more community meetings, not just within the Police Department. Mr. Swenson further commented that the community meetings are a good thing to be doing.

Mary Jo Waddell, City Clerk, provided an overview of the Council's Policy Goal to "Enhance Our Current Services" and the key implementation actions in the following areas:

- Enhance organizational culture
- Improve cost effectiveness of service delivery
- A business model for future strategic planning
- Pursue grant opportunities and other sources of revenue
- Use technology as feasible to enhance and streamline service delivery
- Become an employer of choice

Glen Van Nimwegen, Planning and Community Development Director and Bill Mattingly, Public Works Director, provided an overview of the Council's Policy Goal to "Preserve Our Natural Environment" and the key implementation actions in the following areas:

- Land banking for parks and open space
- Incorporate open space into our built environment

Mr. Mattingly further provided information on specific initiatives which support the Council goal to preserve our natural environment which the City has undertaken:

- Use of solar power
- Low emission street sweeper
- Bag central station
- Civic engagement – Peoria's First Annual 15-Minute Makeover to be held April 24, 2010

Mr. Van Nimwegen, provided an overview of the Council's Policy Goal of "Total Planning" and the key implementation actions in the following areas:

- Identify key corridors and cores throughout the City and create specific development plans for those areas
- Provide diverse and sustainable residential house options
- Plan and develop City infrastructure to improve quality of life and coincide with economic development and revitalization efforts
- Pursue cost effective green development

John Schell, Intergovernmental Affairs Director, provided an overview of the Council's Policy Goal of "Leadership and Image" and the key implementation actions in the following areas:

- Strengthen relationships locally, regionally, nationally and internationally
- Increase outreach efforts, networks and coalitions for leadership
- Lead the effort to retain and enhance the mission of Luke Air Force Base

Claudia Luján, Assistant to the City Manager, provided further information on this Council Policy Goal in the following areas:

- Conduct City business with the highest standards of integrity and accountability
- Build greater community relations

Council took a break at 10:39 a.m. and returned at 10:53 a.m.

2. Economic Development Update

Mr. Swenson introduced this item and explained how the Council's Policy Goals are being used to determine the City budgets and how the City will deliver its services.

Mr. Swenson, provided an overview of key elements that will be discussed by Scott Whyte, Economic Development Services Director. Mr. Swenson explained that everything Mr. Whyte presents will be presented to Council at future Study Sessions to further discuss the Economic Development Implementation Strategy (EDIS).

Mr. Whyte presented an overview of what the EDIS is for the City, calling it the guide for economic development which will include specific strategies and actions for implementation in the following areas:

- University and healthcare attraction
- Employment growth
- Labor force development
- Old Town revitalization per the adopted plan
- Entertainment district revitalization per the long range plan

Further, Mr. Whyte presented information to Council on Foreign Trade Zones (FTZ). Mr. Whyte explained that FTZ's are:

- A federal program started in 1934 and active in all 50 states that allows federal duties, taxes and fees to be lowered, exempted, or eliminated on the import and export of goods
- State taxes also lowered in Arizona FTZ
- Speeds up the manufacturing supply chain
- Import process costs less
- Competitive advantage having a FTZ
- Can be a tool to attract corporate HQ if all manufacturing and supply chain manufacturing in Peoria FTZ

Council discussed the opportunities for FTZ's within the City of Peoria.

Mr. Whyte presented information on two key areas in which the industrial development authority may be useful in attracting businesses.

Mr. Whyte provided specific information regarding the entertainment district strategy which includes:

- Physical improvements (signage, key intersections, hardscape and landscape)
- Identity creation
- District promotion
- Events to increase foot traffic (Peoria Spring Festival)

Council took a lunch break at 12:13. and returned at 12:32 p.m.

3. Budget/Capital Improvement Program

Mr. Swenson opened the discussion by providing a summary of the ten-year proposed Capital Improvement Program (CIP). Mr. Swenson noted that the Fiscal Year (FY) 2010 CIP was \$612 million and that the FY 11 proposed CIP is \$522 million.

Peter Christensen, Senior Budget Analyst, explained the process for developing the CIP and the overall capital budget process and provided an overview of the ten-year planned uses for the CIP budget. Mr. Christensen further provided the CIP budget history for FY 04 – FY 11 and the funding sources for FY 11 – FY 20. Mr. Christensen presented information on General Obligation Bonds which included assessed valuation, constitutional capacity, secondary property tax rate and voter authorization.

Mr. Granger described how federal stimulus dollars have been spent to date to advance certain City of Peoria projects and advance some of the projects in the capital plan.

Staff presented information on the CIP projects and the timing for each project in the ten-year CIP which included:

- Economic Development – Scott Whyte
- Streets, Traffic, and Drainage – Andy Granger
- Public Safety – Larry Ratcliff & Thomas Solberg
- Facilities, Water, & Wastewater – Bill Mattingly
- Parks, Trails, and Open Space – Kirk Haines

Staff presentations included highlights of current project status and a discussion of the upcoming projects in the ten-year CIP. Council discussed various projects that were presented.

ADJOURNMENT:

Being no further business to come before the Council, the Council Workshop was duly adjourned at 3:01 p.m.

Bob Barrett, Mayor

ATTEST:

Mary Jo Waddell, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the City Council Workshop of the City Council of Peoria, Arizona held on the 17th day of April, 2010. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 15th day of June, 2010.

Mary Jo Waddell, City Clerk