

**MINUTES OF THE PEORIA CITY COUNCIL**  
CITY OF PEORIA, ARIZONA  
Development and Community Services Building  
Point of View Room  
9875 North 85<sup>th</sup> Avenue, Peoria, Arizona  
October 24, 2009

A **City Council Workshop** of the City Council of the City of Peoria, Arizona was convened at 9875 North 85<sup>th</sup> Avenue, Peoria, Arizona in open and public session at 8:32 a.m.

**Members Present:** Mayor Bob Barrett; Vice Mayor Joan Evans; Councilmembers Ron Aames, Cathy Carlat, 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; Ellen Van Riper, Assistant City Attorney; Rhonda Simmons, Acting City Clerk; George Anagnost, J.P. de la Montaigne, Andy Granger, John Imig, Bill Mattingly, Brent Mattingly, Larry Ratcliff, Wynette Reed, John Schell, Tom Solberg, Jeff Tyne, Glen Van Nimwegen, Scott Whyte and Claudia Luján.

**Audience:** Approximately one member of the public was present.

**CONVENE:**

1. Budget Update

Carl Swenson, City Manager, opened the meeting by informing Council that the meeting discussion will focus on budget realities, department operation and strategic plans and special events. During lunch, open discussion will be held for Council to introduce issues of concern. Mr. Swenson introduced Jeff Tyne, Budget Director, and Scott Whyte, Economic Development Services Director, to provide information regarding the Budget.

Mr. Tyne explained that long range financial forecasting is a tool to serve as a basis for the budget, provide a sense of direction and is based on key assumptions.

Mr. Tyne provided a current economic overview, stating that the recession ended, but recovery is limited; consumer activity is restrained; business activity is restrained; a slow economy is expected on a national level for a while, and inflation is under control. At the state level, Arizona will continue with the economic slowdown due to a local housing oversupply and a distressed commercial real estate market. Mr. Tyne stated Peoria, specifically, is seeing high vacancy rates for office and retail sites and that foreclosures continue to increase.

Discussion ensued regarding the housing market, foreclosures and the possibility of lobbying at a national level to work with homeowners before they get into the financial danger zone so that they might keep their homes.

Mr. Whyte explained that foreclosures are hitting prime borrowers, which is tied to the shedding of jobs. Creating jobs should be a priority for economic development. Mr. Whyte informed that the economic development program should focus on: Peoria's assets; understanding Peoria's deficits and addressing Peoria's weaknesses.

Mr. Tyne provided an overview of Peoria's economic history and future and how it will affect the City. Mr. Tyne explained that Arizona will have to look at different revenue sources.

Discussion was held regarding new sustainable strategies to handle the new economic reality, including a review and redesign of the basic tax structure and determining ways to diversify the City's local economy and revenue stream.

Council took a break at 9:45 a.m. and returned at 10:01 a.m.

Discussion continued regarding strategies to diversify the local economy. Mr. Tyne provided an overview of how the economy is affecting Peoria's revenue stream and the expenditures that affect the City's general fund.

Mr. Swenson explained that the City is reducing its size in terms of employees, as 50 employees have taken the voluntary severance program offered by the City, which will help to manage the workforce without major layoffs. Currently, 40 additional vacancies are being held so that positions can be analyzed, filling positions internally when possible. Mr. Swenson explained that the City is working on a training program to help with skill-building to fill vacancies internally. The City is also looking at different work schedules and working with employee groups to determine what is valuable to them. Discussion ensued regarding Rio Vista Memberships offered to City employees.

Discussion ensued regarding the State Shared Revenues and the City's strategy for dealing with the State's suggestion that local governments will be required to help manage the State's budget.

## 2. Council Policy Goals

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.

J.P. de la Montaigne, Community Services Director, Glen Van Nimwegen, Planning and Community Development Director, and Larry Ratcliff, Police Chief, 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.

Jeff Tyne, Budget Director, Wynette Reed, Human Resources Director, and John Imig, Information Technology Director, 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 Andy Granger, Engineering 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

Glen Van Nimwegen, Planning and Sustainability Director and Scott Whyte, Economic Development Services Director, 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

Susan Daluddung, Deputy City Manager, and Scott Whyte, Economic Development Services Director, introduced the Council's Policy Goal of "Economic Development" with a key implementation action to strengthen Sister Cities' relationships and add an Asian City.

Mayor Barrett provided detail regarding his trip to China and some of China's goals of developing an environmentally sustainable area.

Council took a lunch break at 11:50 a.m. and returned at 12:08 p.m.

Ms. Daluddung and Mr. Whyte continued the overview of the Council's Policy Goal of "Economic Development" and the key implementation actions in the following areas:

- Partner with GPEC and other Economic Development groups
- Assess new models for Economic Development

Mr. Whyte described a comprehensive economic development strategy plan he proposes to implement in the City of Peoria. Discussion ensued regarding the economic development strategy plan.

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

### 3. Department Operating Plan and Organizational Strategic Plan

Manny Burruel, Senior Human Resources Consultant, and Katie Gregory, Development Agreement Coordinator, provided an overview of the Department Operating Plans, which will address how departments look at their operations. The key elements of the plan include information related to what drives services, where do departments spend their resources and performance management. The Council budget presentations will focus on priorities, results, services and efficiencies.

Mr. Burruel described the development of the Organizational Strategic Plan and the process steps, which include:

- Vision/mission
- Environmental scan
- SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
- Strategic goals and objectives
- Implementation

This process was created entirely by employees of the City. A core team was assembled and the following strategic goals were determined:

- Provide excellent customer service
- Increase information-sharing

- Enhance organizational development
- Promote sustainability
- Promote civic engagement

Discussion ensued regarding terminology used in the strategic plan. Council discussed terms that should be defined in the strategic plan. Councilmember Hunt requested that a youth component be added to the strategic plan in order to consciously involve youth in government.

Council took a break at 1:33 p.m. and returned at 1:44 p.m.

#### 4. General Discussion of Council's Interests and Concerns

Councilmember Leone inquired about code compliance officers and how many are required to be in a City vehicle during work hours. Councilmember Leone suggested only one code compliance officer should be in a City vehicle during work hours.

Discussion ensued regarding code compliance violations and the length of time a citizen has to correct a violation. The consensus of the Council was that the ordinance should be revised to shorten the length of time a citizen has to correct a violation.

Councilmember Pearson inquired if Council seats on subcommittees assigned by the Mayor can be rotated. Mayor Barrett agreed to look at the current appointments and make revisions as necessary.

Vice Mayor Evans expressed appreciation to the Police Department for cleaning up areas in the Willow district that were, at one time, high in crime.

Discussion ensued regarding the usefulness of the Council Workshops and whether more Council Workshops throughout the year would be beneficial.

Discussion was held regarding the use of Peoria High School's Old Main Building.

#### 5. Special Events

Discussion ensued regarding the various events held by the City throughout the year. Consensus of the Council was to suspend the Peoria Arts Festival this year and re-evaluate the event later.

Consensus of the Council was to continue the following events:

- Fourth of July
- Halloween
- Easter

Council consensus was also to continue the Holiday Festival, but to track the costs for the event closely and re-evaluate later.

Discussion ensued regarding the Pioneer Days event. Consensus of the Council was to continue the Pioneer Days event this year, and keep the event the same as previous years, but to develop an ad hoc committee to provide alternative ideas for the event to the Council for future re-evaluation.

6. Wrap Up

The Mayor, Councilmembers and staff each provided their comments regarding the workshop.

**ADJOURNMENT:**

Being no further business to come before the Council, the Council Workshop was duly adjourned at 3:20 p.m.

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Bob Barrett, Mayor

ATTEST:

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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 24<sup>th</sup> day of October, 2009. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 17<sup>th</sup> day of November, 2009.

(Seal)

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Mary Jo Waddell, City Clerk