MINUTES OF THE PEORIA CITY COUNCIL
CITY OF PEORIA, ARIZONA
PINE ROOM, CITY HALL
January 19, 2010

A **Special Meeting and Study Session** of the City Council of the City of Peoria, Arizona was convened at 8401 West Monroe Street in open and public session at 4:01 p.m.

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

Members Absent: Councilmembers Joan Evans and Dave Pearson.

Other Municipal Officials Present: Carl Swenson, City Manager; Susan Daluddung, Deputy City Manager; Susan Thorpe, Deputy City Manager; Mary Jo Waddell, City Clerk; Kelly Corsette, J.P. de la Montaigne, Andy Granger, Dave Moody, Larry Ratcliff, Glen Van Nimwegen, Shawn Kreuzwiesner, Dave Moody and Claudia Luján.

Audience: Approximately five members of the public were present.

Note: The order in which items appear in the minutes is not necessarily the order in which they were discussed in the meeting.

CONSENT AGENDA

CONSENT AGENDA: All items listed with a "C" are considered to be routine or have been previously reviewed by the City Council, and will be enacted by one motion. There will be no separate discussion of these items unless a Councilmember so requests; in which event the item will be removed from the General Order of Business, and considered in its normal sequence on the Agenda.

CONSENT – New Business:

1C Authorization to Hold an Executive Session

Motion was made by Vice Mayor Aames, seconded by Councilmember Carlat, to authorize the holding of an Executive Session for the purpose of discussion and consultation with designated representatives of the public body pertaining to contract negotiations with employee organizations.

Upon vote, the motion carried unanimously 5 to 0.

Note: Executive Session was held after the adjournment of the 4:00 p.m. City Council Special Meeting and Study Session.

ADJOURNMENT:

Being no further business to come before Council on the Consent Agenda, Mayor Barrett adjourned the Special Meeting at 4:01 p.m.

Mayor Barrett convened the **Study Session Meeting** of the City Council of the City of Peoria, Arizona at 8401 West Monroe Street in open and public session at 4:01 p.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

STUDY SESSION AGENDA

Subjects for Discussion Only:

1. Loop 303 and Lake Pleasant Parkway Development Plan.

Glen Van Nimwegen, Planning and Community Development Director, led the discussion on the proposed infrastructure planning for the Lake Pleasant Parkway and Loop 303 area and outlined the agenda for the presentation. The purpose of the Development Plan is to support the Council's 24-month goals and ensure Lake Pleasant Parkway/Loop 303 becomes an economic development hub. Mr. Van Nimwegen introduced Dave Moody, Project Manager of the engineering study.

Mr. Moody reported on coordinating with the Arizona State Land Department to identify sites suitable for major employment uses. Mr. Moody reviewed the five development phases of the study area that were created based on topography, completion of the Loop 303 and planned Capital Improvement Program (CIP) projects.

Phase 1

Location
- Adjacent to Lake Pleasant Parkway on upper terrace
- Westwing Parkway to north of Loop 303
- 277 acres developable

Tied to
- Completion of Lake Pleasant Parkway
- Extension of water and wastewater lines

Phase 2

Location
- East of Agua Fria River on lower terrace
- North of Dixileta Drive
- 216 acres developable

Tied to
- Completion of Dixileta Drive west of Lake Pleasant Parkway
- Extension of water lines
- Construction wastewater lift station and wastewater lines

Phase 3

Location
- East of Agua Fria River on lower terrace
- South of Loop 303
- 200 acres developable

Tied to
- Construction of 96th Avenue interchange
- Extension of water and wastewater lines

Phase 4

Location
- Adjacent to Lake Pleasant Parkway on upper terrace
- South of Central Arizona Project Canal
- 132 acres developable

Tied to
- Completion of Lake Pleasant Parkway north of Loop 303
- Extension of water and wastewater lines

Phase 5

Location
- East of Agua Fria River on lower terrace
- North of Loop 303
- 365 acres developable

Tied to
- Construction of 96th Avenue interchange
- Extension of 96th Avenue north of Loop 303

Shawn Kreuzwiesner, Utilities Engineering Manager, explained the study area was planned to ensure that intended land uses could be supported. Mr. Kreuzwiesner provided a timeline for current construction and future expansion of the Loop 303 and construction of Lake Pleasant Parkway south from the Loop 303.

Mr. Van Nimwegen concluded the presentation with an outline of future steps in the process:

- Joint planning efforts with Arizona State Land Department
- Complete Economic Development Strategy
- Open Space Strategy

2. Communications Plan

Carl Swenson, City Manager, introduced Kelly Corsette, Public Information Manager, to discuss the Communications Plan created to strengthen City communication practices.

Mr. Corsette outlined key strategies included in the Plan and highlighted activities within each strategy area.

- Enhance existing communication tools
    - Create and implement graphic standards for City publications
    - Redesign Focus newsletter
    - Continue to improve City Web sites
    - Refresh Peoria Leadership Institute
    - Improve and expand social media presence
- Identify and implement new tools
    - Additional Channel 11 programs to showcase Peoria
    - Regular video news for employees
    - Customize Web site for mobile devices
- Improve working relationships
    - Continue to improve media relationships
    - Communications calendar
- Establish performance measures
    - Web trends
    - Media tracking database
- Align activities with organizational priorities
    - Develop story list to support City Council priorities
    - Internal communication to support Organization Strategic Plan

Mr. Corsette presented a mock-up of the Peoria Focus newsletter in a redesigned format.

Discussion ensued regarding the proposed format. Mr. Corsette advised Council that the proposed improvements would not increase the cost of producing the newsletter.

Mr. Corsette concluded the presentation with a summary of the next steps regarding communications:

- Citywide communications review is underway
- Internal survey data being used to improve internal communications
- Additional Web discussion and improvements are planned

3. Peoria Leadership Institute

Kelly Corsette, Public Information Manager, provided a brief overview of the Peoria Leadership Institute. The Leadership Institute is an outreach and orientation program that provides an in-depth look at City government and offers an opportunity for citizens to meet City staff and elected officials.

Mr. Corsette advised that the program was reviewed to ensure it contains the best possible content for participants. Mr. Corsette summarized proposed changes to the program. Information would be presented from a service/topic perspective, rather than department-by-department. By focusing the discussion, the same amount of information could be presented in fewer sessions.

Proposed sessions include:

- Session 1: Managing the City and its Finances
- Session 2: Fire, Emergency Response and Preparedness
- Session 3: Community Policing and the Courts
- Session 4: Building Community and Total Planning
- Session 5: Play Peoria: Recreation, Arts & Culture
- Session 6: Service Hits the Streets
- Session 7: City Council Roundtable & Graduation

ADJOURNMENT:

Being no further business to come before the Council, the meeting was duly adjourned at 5:26 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 Special Meeting and Study Session of the City Council of Peoria, Arizona held on the 19th day of January, 2010. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 2nd day of March, 2010.

(Seal)

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Mary Jo Waddell, City Clerk