



Sierra Vista City Council

Work Session Agenda March 18, 2015

1. Call to order – 3:30 p.m. in the City Hall, Council Chambers, 1011 N. Coronado Drive, Sierra Vista, Arizona.
2. Discussion of information learned at the National League of Cities Conference, March 7 – 11, 2015
3. Discussion regarding formation of a City Commission on Economic Development
4. Adjourn

City Council work sessions are informal meetings of the elected body designed to allow the Mayor and Council Members to prepare for upcoming regular meetings, have staff briefings on issues, and provide an opportunity for more detailed discussions amongst themselves. The meetings are limited by City ordinance to 90 minutes, and in accordance with the State Open Meeting Law, no discussion can take place on issues/topics that have not been posted on the agenda at least 24 hours in advance. The public is welcome to observe the meetings in person or on Cox Channel 12, but time is not reserved on work session agendas for public comment. The public may, however, address the City Council at their regular twice-monthly meetings or share written views through the City's website, www.SierraVistaAZ.gov.

Role of Council in Budgeting

Suggestions for Council to consider

Quarterly budget presentation to see where city is financially ex. Grant Application Status, State Shared Revenue, etc.....

Resource: Bureau of Economic Analysis. (tax levels for industries in your area)

What industries are driving City Revenue? Where are ways to help bolster declining revenues? (tax rates – incentives)

What is City Reserve Policy?

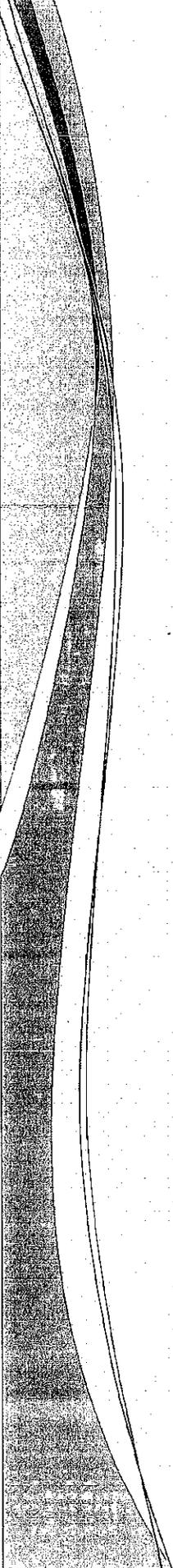
How much is available to spend vs how much do we need?

Ask Why we need it before asking if we can afford it.

What are budget cuts actually effecting? What can we live without?

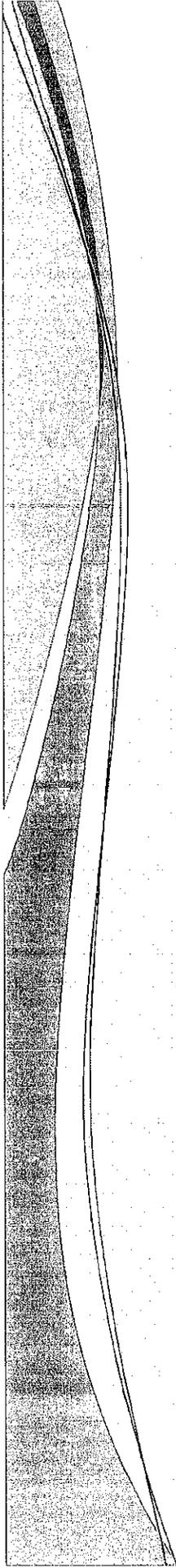
Step to Success – Priority Based Budgeting

1. Determine Results
 - a. Why are we in business?
2. Clarify Result Definitions
 - a. What do those results mean to us?
3. Identify programs and services
 - a. What exactly do we do and what does it cost?
4. Value Programs Based on Results
 - a. What is of the highest importance?
5. Allocate Resources based on priorities
 - a. What can we “see” differently?



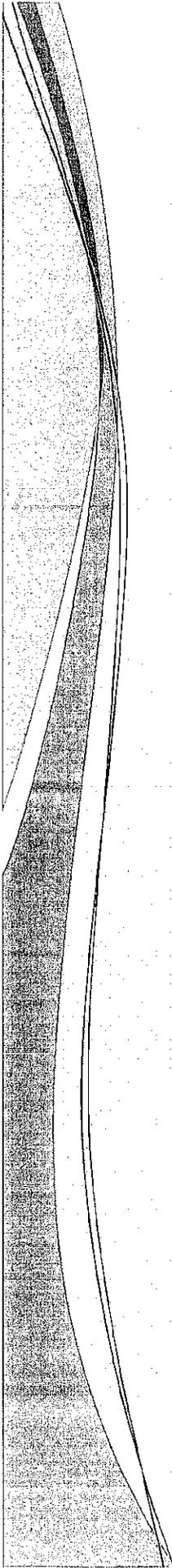
Economic Development Collaboration

City of Sierra Vista



Create Departmental-Level Advisory Boards

- External/Strategic
-
-
-
- Identify needs and recommend priorities
- Help steer collaborative work



- Ad Hoc Working Groups (as needed)

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- Results Oriented

- Disbanded when work is complete or no solution

National League of Cities

Congress of Cities

March 7-11, 2015

What You Need to Know About Big Data Understanding and Better Utilizing Data Analytics. Although this program contained primarily info from research in a larger community certain suggestions from the information given could be applied to any community. Much of the research was conducted following the hurricanes that affected NYC area and how services were disrupted.

Major takeaways for me were to understand: 1. How does data flow within our departments. 2. How can the data be shared between departments and community agencies. 3. What data can be shared? 4. How sharing the data will support delivery of city services.

Role of the Elected Official in the Budgeting Process. I've attended several presentations by the Priority Based Budgeting team. I was pleased to learn that the team has developed even better software for PBB. I believe this is an effective way for the budgeting process to be handled and will again request that our council learn more about this process. We have been offered a free one hour interactive Webinar to help us better understand the process which we may schedule at a time that works for us.

President's Appearance: Announced a new initiative called TechHire. TechHire will help local leaders connect the job openings to the training programs to the jobs. A \$100 million competition for innovative ideas will be launched to train and employ people who are underrepresented in tech.

Women in Municipal Government (WIMG) Membership Luncheon: Chief DC Police discussed successes in her time in office. Most impressive was her ability 1. to lead her force to reduce violent crime in DC and 2. how effective the tip line worked. 3. How the culture of the DC PD effectively changed from 1. "We can't prevent homicide", not all homicides are equally important, police officers are not educated enough to use cutting edge technology and keeping sources in silos –

the belief that protecting information is power. This change is what led to the successes.

The Court Matters Too! While Congress and the Administration get most of the attention when it comes to making federal policy decisions that impact local governments, the Supreme Court and appellate courts are not to be ignored. They too play an important role in deciding the scope of local authority and the constitutionality of federal laws that may impact your authority. Attend this session to learn what the courts are up to and how their decisions are reshaping the way you govern in your community. T-Mobile v. City of Roswell was one such case mentioned and Walker v Texas Division Sons of Confederate Veterans. I won't go into more details but both cases may eventually be ones our community will want to be aware of when making decisions.

Afternoon General Session: Featured speakers from 5 Government agencies. My biggest takeaway was how often each agency mentioned the number of grants being offered by the agency.

AZ League Reception: Great opp to meet other AZ elected. Joined by Ohio because of their teams in Glendale....met new mayor of Nogales. Goodyear city council member, Wally Campbell, on the NLC Board.

Telecom Policy for the City of the Future: Looked at the current telecommunications policy landscape – and the opportunities it offers to cities large and small. Looked at Congress' interest in updating current telecommunications laws, as well as the impact those laws could have on cities. Takeaways: Pay attention to what is going on with the FCC, local gov't can be a copartner with the FCC, tell the local stories...not just stats; the Communications Act needs to be updated, streamlined without harming those parts that work in today's world; municipal taxes and fees should be able to step in where private companies have not; watch out for digital redlining; schools need to take advantage of e-rates; subsidy for broadband interconnectivity. Much more.....

Rep. McSally's Office Visit: Cordial, attentive....important to meet....

Closing Session:

Military Communities Committee w Sen. McCain; many attended; comment related to privatizing commissaries...McCain took note

Joint mtg with Sens McCain and Flake...

Solutions Session #1: CH2MHILL- integrated funding – stack funding: all about how to use funds, how to get grants; resources for grants; tie grants to youth; economic development grants; multi benefit grants; Nogales issue of storm pipes might best be handled by Corps of Engineers

Follow Up:

PBB webinar

Grant resources

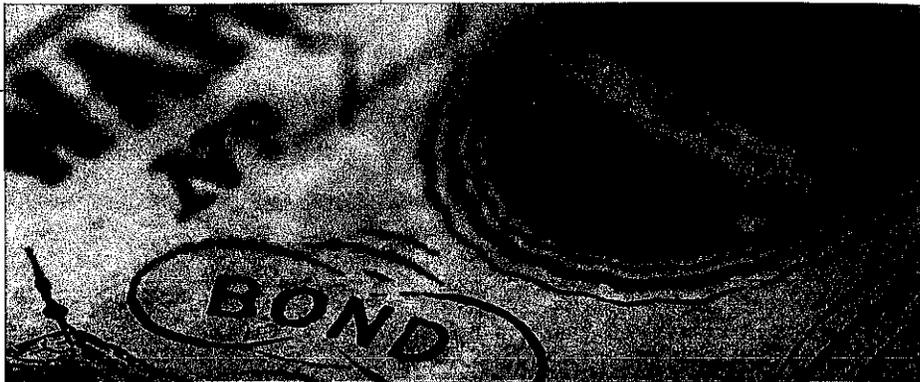
Request quarterly budget updates

NLC Priorities: Protect Municipal Bonds; Invest in Local Transportation Priorities;
Close the online Sales Tax Loophole

Submitted by:

Council Member Gwen Calhoun

March 18, 2015



Go Local: Protect Municipal Bonds

NLC calls on Congress and the Administration to preserve the municipal bond federal income tax exemption for the following reasons:

- The exemption is not a special interest loophole and should not be treated as such.
- Municipal bonds are the primary way local and state governments finance infrastructure, and have been for over a century.
- Over two-thirds of all public infrastructure projects in the United States are financed by municipal bonds.

Percentage of public infrastructure financed by tax-exempt bonds:

| | | | | | |
|------------|-----|--------------|-----|-----------------|-----|
| Utilities: | 87% | Environment: | 54% | Transportation: | 35% |
| Education: | 65% | Health Care: | 40% | | |

Municipal bonds are the primary way state and local governments finance the public infrastructure that supports everyday life. Bonds finance construction of schools, hospitals, bridges, water treatment facilities, libraries, and many other public projects.

Voters and governmental bodies approve issuance of these bonds, which are then purchased by private individuals, mutual funds and financial institutions. The interest gained by these investors is exempt from the federal income tax, and has been since the tax was instituted in 1913.

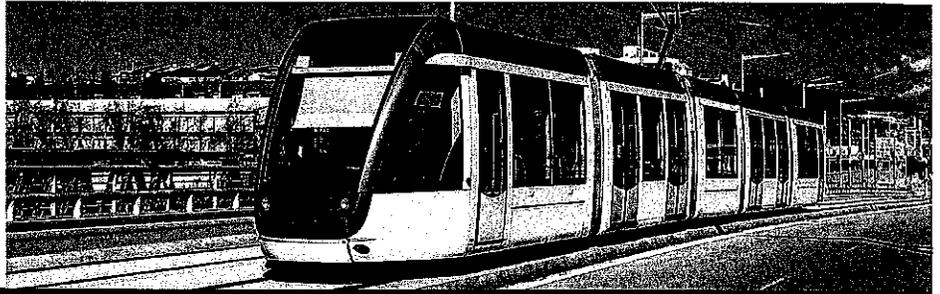
As the Administration and Congress look for ways to reduce the federal deficit and still fund programs, the federal income tax exemption provided to municipal bond interest is under threat. If the federal income tax exemption is eliminated or limited, states and localities will be forced to pay more to finance projects. That will mean less infrastructure

investment, fewer jobs, and a greater burden on local residents forced to pay higher taxes and fees.

Local governments save an average of 25 to 30 percent on interest costs with tax-exempt municipal bonds (as compared to taxable bonds), thanks to investors who are willing to accept a lower interest rate on tax-exempt bonds. The exemption is similar to the exemption for federal Treasury bonds – another stable investment vehicle – from state and local taxes.

Municipal-bond-funded projects create jobs, provide a stable investment vehicle for investors, and help reduce local tax and utility rates for community residents.

Congress must protect this critical tool for local governments to rebuild and improve America's infrastructure, and maintain the federal tax exemption for municipal bonds.



Go Local: Invest in Local Transportation Priorities

NLC calls on Congress to authorize a new, long-term federal surface transportation bill that:

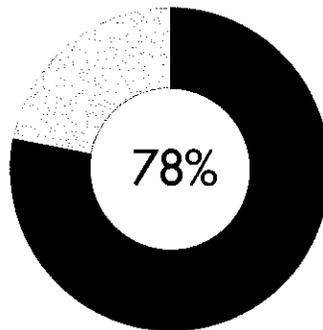
- Authorizes at least six years of transportation programs and funding,
- Enables more local control,
- Supports innovative programs and finance and
- Helps fix the Highway Trust Fund.

Local governments own and operate 78 percent of the nation's road miles, 43 percent of the nation's federal-aid highway miles, and 50 percent of the nation's bridge inventory. Local elected officials should have the authority to direct available transportation resources to projects serving their communities and regions.

However, local governments and their metropolitan and regional planning organizations directly receive less than 15 percent of current federal transportation funding. The last major transportation bill, the Moving Ahead for Progress in the 21st Century Act (MAP-21), consolidated programs important to local governments, reduced funding available for locally owned highways and bridges by 30 percent, and eliminated almost all discretionary programs for transit.

Congress can fix this imbalance. A new transportation bill should directly allocate greater funding to cities and metropolitan organizations and provide more flexibility to choose the best mix of transportation options to fit regional needs.

Percentage of US Road Miles Owned by Local Governments



Source: U.S. Department of Transportation

Cities and towns are embracing innovation to create new opportunities for struggling commercial districts and neighborhoods in distress. Programs like the Transportation Alternatives Program (TAP) and Transportation Infrastructure Finance and Innovation Act (TIFIA) financing are tools that enable innovation.

A new transportation bill must be long-term. Crisis-driven legislation and short-term extensions create insurmountable obstacles for transportation and infrastructure projects. The next bill should authorize transportation programs and funding for at least six years to restore certainty and stability to the transportation planning process at the local and regional level.

Finally, the next transportation bill should be built on a stable foundation. The Highway Trust Fund, which finances the majority of transportation programs, has been unable to maintain sufficient revenue to support the nation's transportation needs. It is time for Congress to find a long-term solution that may, among other means, include an increase in the federal gasoline tax.



Go Local: Close the Online Sales Tax Loophole

NLC calls on Congress to close the online sales tax loophole. E-fairness legislation will:

- Level the playing field between online and brick-and-mortar retailers.
- Not introduce any new taxes.
- Provide local governments with the resources they need to invest in communities, build infrastructure and provide important services like emergency response.

\$23 billion dollars

in owed sales tax go uncollected from online transactions every year.

The brick-and-mortar businesses in our cities strengthen our local economies, provide needed jobs, and give our streets character. Despite their necessity to our cities, they currently compete at a five to ten percent disadvantage to online sellers by collecting legally required sales tax at the time of purchase - something online retailers are not compelled to do. This imbalance hurts local businesses and our cities.

As more Americans shop online, more and more economic activity is diverted away from our communities. In 1992, the Supreme Court told Congress in its Quill decision to resolve the issue of sales tax collection by remote sellers. In the intervening years, Congress has failed to act, and the dollar value of sales conducted online has increased exponentially.

If main street retailers cannot keep up as a result of this growing disadvantage, the ripple effect in lost jobs and revenue will threaten our communities' sustainability.

Congress can fix this unfairness. E-fairness legislation would close the online sales tax loophole. This legislation would modernize the sales tax by authorizing states and local governments to collect already-owed sales taxes for online sales. This path will not harm small businesses, impose any new taxes, or affect federal revenues or expenditures.

By passing e-fairness legislation, Congress will level the playing field for all sellers and will provide fiscal relief for state and local governments without a penny coming from the federal Treasury. Allowing local governments to collect an estimated \$23 billion in sales tax revenue every year that is already owed provides cities with more funding for basic services, such as roads and police officers, and fair competition for all businesses.

Sierra Vista City Council
Work Session Minutes
March 18, 2015

Mayor Mueller called the work session to order at 3:30 p.m. in the Council Chambers, City Hall, 1011 N. Coronado Drive, Sierra Vista, Arizona.

Present:

Mayor Rick Mueller – present
Mayor Pro Tem Bob Blanchard - present
Council Member Alesia Ash - present
Council Member Gwen Calhoun - present
Council Member Rachel Gray – present
Council Member Hank Huisking - present
Council Member Craig Mount – present

Others present:

Chuck Potucek, City Manager
Mary Jacobs, Assistant City Manager
Simone McFarland, Economic Development Manager
Pam Weir, Management Analyst
Jill Adams, City Clerk

2. Discussion of Information learned at the National League of Cities (NLC) Conference, March 7 – 11, 2015

Council Member Huisking reported on the following sessions that she attended while at the Conference:

- Innovation and Economic Development Seminar presented by GIS Planning;
 - o Economic development in a rural city;
 - o People judge your city by its website;
 - o Attracting people makes a difference;
- General Session;
 - o Met President Obama;
 - o Presentation by President Obama called Tech Hire;
- Women in Municipal Government Luncheon;
 - o Speaker was first female police chief of Washington, D.C.;
 - o Wonderful techniques on policing;
- Advocacy;
 - o Make time in Washington, D.C. count;
 - o Meeting with Martha McSally;
- National League of Cities' priorities:
 - o Protect municipal bonds;
 - NLC calls on Congress and the Administration to preserve the municipal bond federal income tax exemption for the following reasons:
 - The exemption is not a special interest loophole and should not be treated as such;
 - Municipal bonds are the primary way local and state governments finance infrastructure and have been for over a century;
 - Over two-thirds of all public infrastructure projects in the United States are financed by municipal bonds.

- Invest in local transportation priorities;
 - NLC calls on Congress to authorize a new, long-term federal surface transportation bill that:
 - Authorizes at least six years of transportation programs and funding;
 - Enables more local control;
 - Supports innovative programs and finance; and
 - Helps fix the Highway Trust Fund.
- Close on line sales tax loophole;
 - NLC calls on Congress to close the online sales tax loophole. E-fairness legislation will:
 - Level the playing field between online and brick-and-mortar retailers;
 - Not introduce any new taxes; and
 - Provide local governments with the resources they need to invest in communities, build infrastructure and provide important services like emergency response; and
- Municipal Policy Index;
 - Human Resources;
 - How does the city react;
 - Phoenix, Tucson and Tempe received highest marks;
- The Let's Move City;
 - Initiative that is from the government;
 - Nutrition and childhood obesity.

Mayor Mueller commented on the importance of preserving the municipal bond federal income tax exemption because there was been movements to take away the interest free portion and it is important because that is what attracts people to making investments in local infrastructure.

Council Member Calhoun stated that is important for Council to share information and reported on the following sessions that she attended:

- Big Data Understanding and Better Utilizing Data Analytics;
 - Research in a large community;
 - Hurricanes that affected New York City area and how services were disrupted;
 - How data flows within the departments;
 - How can data be shared; and
 - How sharing the data will support delivery of city services;
- Role of the Elected Official in the Budgeting Process;
- President Obama's appearance;
- Women in Municipal Government Luncheon;
- Court Matters Tool;
- Afternoon general session;
- Arizona League of Cities Reception;
- Telecom Policy for the City of the Future;
- Visit with Representative Martha McSally;
- Military Communities Committee with Senator McCain;
- Joint meeting with Senators McCain and Flake; and
- Solutions Session.

Council Member Calhoun also stated that there will be follow-up:

- BB webinar;

- Grant resources; and
- Request quarterly budget updates.

Council Member Calhoun reported on the League's priorities:

- Protect municipal bonds;
- Invest in local transportation priorities; and
- Close on line sales tax loophole.

Council Member Gray reported that she spoke to Senator McCain after the Military Affairs Committee Meeting and he commended the City on the water saving strategies; stated that she met Mayor Dupree in Hattiesburg, Mississippi her hometown and plans to meet with him and his staff in July on issues i.e., the downtown center and some of the things that they have done to turn their city around; she also expressed an interest in the economic development committee for the National League of Cities and she will be joining that committee; and reported on the Role of council in the budgeting process seminar.

Council Member Ash stated that she also attended the Economic Development Seminar:

- There is no amount of money that can make a bad location for a business a good location;
- If a community does not have the skilled workforce;
- If a community does not offer the customer base;
- How a community is marketing its assets;
- All politics is local but all economic is global;
- Marketing is changing;
 - o Moving away from paper and even travel due to new technology;
 - o Moving to marketing by newsletter and emails to track;
 - o GIS systems;
 - Attract business;
 - Advertise;
 - Now data is accessible on line.

Council Member Ash reported on:

- City Planning Course:
 - o Definition of blight;
 - Blight spreads;
 - Brought up to her during her campaign.
 - o Prioritize the property within the city;
 - Smaller cities rely on sales tax;
 - o Workforce development;
 - o Education systems within the city/ region;
 - Working with current professionals;
 - Making sure that the city has the infrastructure.
- Big Ideas:
 - o Facilitate youth having a bigger presence;
 - o Youth Strategic Plan;
 - o Summer programs.
- Work Force Development;
 - o Mayor from Georgia spoke about employment with high school and forging good partners with the local school;
 - o Mayor Price in Maricopa stated that City of Maricopa is the poster child for a boom, bust and a recovery to fill gaps for engineers.

3. Discussion regarding formation of a City Commission on Economic Development

Council Member Mount stated that he wants to get feedback prior to the Strategic Sessions and would like to propose that Council create an economic development commission with the purpose that the commission advises Council on the establishment of plans, policies and strategies relating to the revitalization, enhancement and sustainment of Sierra Vista's economy. The commission works and Council can add other things around it; but to have something that is above the board that is a group of community business leaders, of the willing, who are able to come in and educate Council or provide feedback as Council starts to talk about tax increases, service cuts or even something as complex as GIS and how it relates to a modern work force and data concepts being brought up.

Council Member Mount also stated that it is vital to put a public face on something and that is the primary issue. In his opinion, that is what is facing the City and he wants to do it in the light where everyone can see it and attend - that is important.

Council Member Ash asked who might sit on the commission. Council Member Mount stated that he would imagine that it would be people who have a stake in Sierra Vista's economy, i.e., business owners and people who would have a direct impact within the market space if the City were to raise taxes. Instead of waiting until the CAC has met to start doing this and taking information to try and get Council input. It is to already have some of that capability harnessed and ready.

Council Member Mount stated that he also likes the idea of the quarterly budget updates and what better way to have a commission that would sit there and say this is how it is affecting us locally.

Council Member Gray stated that she would like to hear from Ms. McFarland before discussing the issue.

Ms. Jacobs stated that two years ago when IO Inc. was hired for a strategic economic development framework, one of the recommendations was to have an appropriate advisory body in economic development. The only reason it has not moved forward is because of the lack of staff. Certainly the time is right for that conversation and Ms. McFarland has had the opportunity to talk with people in the community from business owners to Cochise College, workforce development, EDF and the different players. She is beginning to put a framework behind, a tactical plan to implement the economic development strategic framework and has thoughts to share with Council about issues that Council needs to be aware of as they consider the topic and where it is Council is trying to go and and potential unintended consequences.

Ms. McFarland stated that she has worked with different varieties of boards, some have been actual commissions and some have just been advisory boards that have not acted as a commission. They are more of a cross-sectional team and that is something that she believes that Council could look at in addition to what Council Member Mount has recommended.

Council could create a commission that reports back to them and abides by those types of rules that a commission structure creates. Or whether it is an advisory board; but there are pros and cons for each of those. Staff is recommending and it is what she has worked with in the past and has worked well is a cross sectional group that is brought together either on a quarterly or semi quarterly basis, comprised of CEO's executive-types of top executive, business owners within the community and board chairs. They have a background in

economic development and know what they are affected by. They bring together different visions, i.e., the college brings usually a work force together, hoteliers, entrepreneurs, and they are looking at economic development growth from a different perspective and when they are put together, really good things come out of those partnerships that are created. Council would be looking at a cross sectional team of executives and boards and they would meet quarterly or semiannual basis and they would be organizational specific. Instead of selecting a person to represent another person or council member, that person would be on that group because they actually represent an area of economic development that the City feels needs a voice. They could identify needs and recommend priorities to Council at some level and they could help steer collaborative work. The advisory board or commission however Council wants would come together and bring those things forward. If it is a commission, that is great because they can come back to Council and report back; but there are also some drawbacks:

- When they come together, there are certain things that sometimes they want to talk about but there are things that the competitors should not know;
 - o How are we doing our strategies;
 - o How are we attracting different companies;
 - o What are some of the techniques that are being used;
 - o Don't want the competitors to know what those are because frankly, that is how the City got some of their ideas.
- If this group gets together on a quarterly or semi-annual basis, the City really wants to be able to move things forward quickly;
- If the group agenda sized everything through a commission and something comes up through the discussion then you may not be able to speak about it.

Ms. McFarland stated that Mr. Mount has spoken already about the positives that Council would have as a board that reports directly to them.

Ms. McFarland also suggested ad hoc working groups. The City would have an advisory board that came together, looked at the big picture items and out of those ideas that came forward, Council would create ad hoc working groups. They would be created as needed; they would work on very specific items, challenges and needs of the community. The City would bring together people that could help effect the change that is being looked for. They would come in, they would be results orientated, they would have the authority from the advisory group to be able to work on these types of things and when no longer needed, they would be disbanded. Very strategic as the City moves forward.

Council Member Ash asked about the Digital Sign Task Force. Mayor Mueller stated that it is regulatory and that has to stay with the Planning and Zoning Commission that has the responsibility to do that regulation; but could there be people that have an economic interest, whether they are on one of these groups or not, or whether there could be a work group formed that could provide input - yes. However, the responsibility would be with the Planning and Zoning Commission to make the recommendation to Council for policy. That would not prohibit someone from participating in the process.

In response to Council Member Ash, Mayor Mueller explained that the task force was formed by the Community Development Department to get people that were interested, business folks and others, to work under the opuses of the Planning and Zoning Commission. That is what Ms. McFarland is suggesting.

Council Member Gray asked if Council during the months of June or July could look at the commissions in general. Mayor Mueller stated that it is appropriate.

Mayor Mueller stated that if this group was to get together to make recommendations on economic development policy, he really does not have a problem with that; but he separates economic development policy from fiscal policy, setting tax rates and etc., obviously this group would be able to weigh in as Council reviews tax rates and etc., and make comments. However, that is not what he sees as an advisory committee doing.

Mayor Mueller stated that he does not think that having a commission, unless it is narrowly focused, is going to get the City anywhere. He sees something similar to what Ms. McFarland has suggested which is to have a working group or group to form a task force dealing on each issue with economic development. IO's recommendation is a community-council type of thing where there is specific leadership that gets in and meets on a regular basis and a group hosted and not led by the mayor to talk about issues and start addressing things. He believes that there is enough staff with experience to make basic policy to begin with and may need more later on but this is something that needs to be discussed at the Strategic Planning Retreat.

Council Member Mount stated that he was clear on the definition that he used, "the establishment of plans, policies and strategies relating to the revitalization, enhancement and sustainment of Sierra Vista's economy."

Mayor Mueller stated that Council is responsible for strategies, deciding economic development policy and the City has enough staff with expertise to be able to do most of that within the City as it exists.

Council Member Mount stated that the definition/charter he used is the same as that of the West End Commission. There are already commissions that are doing this and he is just applying it to a broader scale. Mayor Mueller stated that the broader scale needs to be narrowed and noted that the West End Commission has done some good work but they don't fit that broad definition.

Council Member Mount stated that he does not have any issues with what Mayor Mueller has stated; but he does not see how these things cannot live in harmony together to some level. The reason as to why he is insistent on the idea and again, it will be the will of Council, is that he does not want the perception that there are backroom dealings with economic development. However, he understands holding close some of the strategy and some of that stuff could be dealt with obviously with some of the ad hoc pieces. The cross sectional group is also intriguing to him because of all of the different organizations that can be put together - it is clearly the most effective way; but it is extremely hard to put together and to manage to form into a team. He also noted that he does like the idea of the ad hoc groups but that there are other things that could be considered.

Council Member Mount stated that his insistence for the commission isn't to dictate policy or strategy; it is to work in the light and to be that public voice for the actions that Council will take because if Council does change something, they will affect the market and the market is what is relied upon to pay the bills. He also stated that he read not just the Plan for Prosperity but read exactly what that consulting group came back with and it said that the problem facing the City was that there was an unclear fractured voiced essentially within the City's economic development capabilities. A commission goes a long way in at least keeping that in focus so that Council does not get distracted by the next crisis. This way there is always somebody there managing the house.

In response to Council Member Gray, Council Member Mount stated that he has had people approach him to be on the commission.

Council Member Ash thanked Ms. McFarland and stated that she likes the idea of an ad hoc group; but if Council chooses to go along the route of the ad hoc group some of those concerns expressed by Council Member Mount should be addressed. She heard great things about the Digital Sign Task Force from business owners and their comments were that they want to see more groups such as this not necessarily under Planning and Zoning; but when an issue comes up, they want to have a group that is made up of a broad section of business owners because they want their voices to be heard.

Council Member Ash added that as a Council, Council wants to create a structure where business can be heard. This is particularly relevant for small businesses. Large corporations i.e., NCI, Northgroup Grumman, all have that expertise on hand as they know who to contact and the avenues that they can go to. Small businesses do not have that expertise and she has heard that they feel like they do not have a voice.

Mayor Mueller stated that he did not mean to imply that Council would not be interested in listening to small groups or other businesses as issues come up. The task force that the City had for the signage was not the only one formed with businesses. As issues come up that require task forces within businesses, the City needs to work with business and the City is open to be able to do that. As he recalls, the City worked with businesses when development costs were looked at, which was a big effort and success. There are three or four others that the City has a history of doing that.

Mr. Potucek stated that on the Digital Sign Task Force and the Development Fee Task Force, there were business involved but there were also other groups and stake holders involved that brought issues to the table, i.e., dark skies and those kinds of things, which could have a larger impact on the image of the City that were also taken into account. There were people that were concerned about growth in the community and how that was going to be managed. It was not just from the business perspective. It is important to bring all of those various voices together when forming the ad hoc groups.

Council Member Gray stated that her concern with having a commission is whether all of the voices will be represented whereas for the smaller things, i.e., on the construction side of things, when the City was looking at changes on the code, SACA who is very much telescoped into construction and development in the area, was involved and the City was listening to them and Council heard them and relieved some of those cumbersome overburdened codes and she is glad to see that the City did it. Council is looking at a commission and that is only seven members, whereas a task force provides more flexibility.

Council Member Mount stated that he gave that a lot of thought too; but the reason he keeps coming back to a commission is because it has a call to the public and there were some very good things that were said. Essentially, they were talking about control, keeping track of what is going on. If there is call to the public, it allows these groups to come in, focuses to, and it is on record. The ad hoc groups are great; but what he is looking for is accountability. The commissions have a purpose and he believes that if they are empowered properly, he thinks that the City will get whatever the City wants out of them. There is a risk with either way that Council goes with any of this; but there is room for a little bit of everything.

Council Member Gray stated that it goes back to the discussion with all of the commissions and the way that Council is using them and the purpose that they are serving. It is a worthy discussion to have.

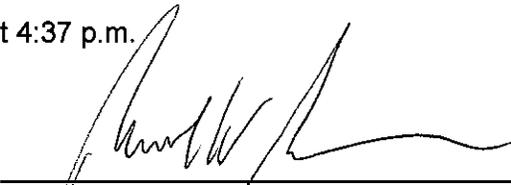
Mayor Pro Tem Blanchard stated that the commission can also have nonvoting members.

Council Member Ash stated that regardless of whether or not the Council ultimately decides to go with a commission or not, now that the City has officially an economic development manager on board, likely sometime in the near future, it would be great for Council to see the plan on how the City will get all of the economic development partners, SEAGO, the EDF, Small Business Development Center, the Chamber, all of those groups on board.

Ms. Jacobs stated that absolutely as staff is beginning to look at a work session, an appropriate time when Ms. McFarland has had an opportunity to speak to everyone and she has something to go on off those initial priorities. Staff wants to come to Council and report on what is going to be focused for the next six months to a year and that is also part of the reason why the timing with the Strategic Planning Retreat is very valuable so that staff can also respond to Council with information and obtain feedback as well and narrow it to do it well.

4. Adjourn

Mayor Mueller adjourned the work session at 4:37 p.m.



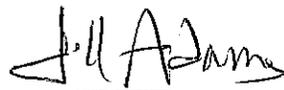
Mayor Frederick W. Mueller

Minutes prepared by:

Attest:



Maria G. Marsh, Deputy City Clerk



Jill Adams, City Clerk