



Sierra Vista City Council

Work Session Agenda April 20, 2015

1. Call to order – 4:00 p.m. in the City Hall, Council Chambers, 1011 N. Coronado Drive, Sierra Vista, Arizona.
2. West End Commission Annual Report
3. Library Advisory Commission Annual Report
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.

Work Session Minutes
April 20, 2015

1. Mayor Mueller called the work session to order at 4:01 p.m. in the Council Chambers, 1011 N. Coronado Drive, Sierra Vista, Arizona.

City Council Members:

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 Huisling – present
Council Member Craig Mount – present

Others present:

Chuck Potucek, City Manager
Mary Jacobs, Assistant City Manager
Don Brush, Acting Director of Community Development
Jenifer Thornton, Management Analyst
Victoria Yarbrough, Library and Leisure Services Director
David Felix, Finance Manager
West End Commissioners
Library Advisory Commissioners

2. West End Commission Annual Report

Tim Weiler, West End Commission Chair, presented the West End Commission Annual Report (see attachment). Council Member Calhoun introduced the commissioners in the audience and staff liaison Jenifer Thornton.

Mr. Weiler introduced the commission members and gave background on each one, including the Associate Commissioners.

Mr. Weiler outlined the West End Commissions' accomplishments in 2014, including the 1st Annual American First Classic Auto Show, which was a fundraiser for the United Way, and the 2014 West End Fair, which featured 60 vendors.

Goals for the West End Commission in 2015:

- May 2, 2015 West End Fair – Community Development will be doing the recordkeeping for better accuracy
- 2nd Annual American Classics – Mustangs vs. Corvettes

2015 West End Commission Education:

- Local players
 - Judy Hector, City of Sierra Vista Public Affairs Manager
 - Mary Tieman, Chamber of Commerce
 - Frank Moro, Industrial Development Authority

Council Member Mount asked what the local players presented to the commission. Mr. Weiler replied that Ms. Tieman gave them an overview of what the Chamber does, like a Chamber 101 presentation.

Educating Ourselves

Presentations

- Mark Schmidt, Small Business Development Center, Cochise College
- Fort Huachuca
- Mignonne Hollis, Economical Development Foundation & Store Front Improvement Loan Program
- Simone McFarland, Economic Development, City of Sierra Vista

Relationships

- Historical Society
- Park And Recreation Commission

Southwest Sierra Vista Residents Association

- Annual Cleanup - was held on October 25, 2014. The goal for 2015 is to have two cleanups.
- 3rd Santa in the Park – this event was held in Ciaramitaro Park last year was too cold for the children. A change to Carmichael School is planned for the next one.

Festival of the Father of Lights – the event put together by a few local churches (in lieu of Halloween).

Strategic Planning – a strategic planning session with Mary Jacobs was completed in February. The top ideas from that session were:

1. Keep West End Parks well maintained. Develop strategies to minimize tagging. Maintain and make the SR90 entrance and East Gate.
2. Encourage the implementation of the plan for a visitor center and museum in the near future. Also Fry Cemetery.
3. Evaluate the possibility of a BID, or a Business Improvement District, or main street district.
4. Make the West End “Night Friendly” to provide opportunities for both family and business activity.
5. Grow events for West End that will attract people to the area.
6. Find a way to put bus service on Fry Blvd., West End and Fort to attract more users to the West end, including evenings.

Mr. Weiler stated that a letter and a survey was drafted asking West End Businesses what they would like to see and commission member will be visiting them during the year.

Mr. Wieler stated that the West End Commission is seeing bigger things come their way, including sewer installation in the Sulger subdivision; construction of new curbs, gutters and sidewalks on E. Busby Drive from S. Carmichael to S. 7th Street; and new playground equipment at Soldier Creek Park, which is ADA accessible but needs an accessible route.

Mr. Weiler concluded his presentation and asked if Council had any questions or comments.

Council Member Mount commented that he thinks it is great the commission is planning on meeting with Ms. McFarland and working with the Parks and Recreation Commission.

Council Member Huisiking asked about the progress on forming another resident's association and the template for going after it. Rosie McKay, Vice Chair for the West End Commission, explained that Father Greg and other Pastors are formulating ideas for the north side, have met with the Southwest Sierra Vista Residents' Association and are starting the slow process of forming one. She said they have a bigger area to cover and the City and the County is

working together on the Fry Township. In response to Council Member Huisking, Ms. McKay said the boundaries are Highway 90, Garden Avenue, Fry Blvd and 7th Street, which has 4 subdivisions, but that it is going to go forward since people are encouraged about it.

Jenifer Thornton, Community Development, explained that Community Development has budgeted for the residents' association in case they started one, including money for cleanups and their annual meeting and time for one employee.

Council Member Mount asked if they could get the dates from the survey and the strategic planning session. Mr. Weiler agreed.

Council Member Mount asked when the commission heard from the speakers. Mr. Weiler explained that they scheduled them to speak at their monthly meetings.

Council Member Mount asked what the goal was for the education. Mr. Weiler explained that the commission then sits down and puts the information to good use to see what ideas they could take and see how they could apply it to the West End.

Council Member Calhoun commented that the benefits of the speakers are the ideas that come out of it. She stated that the northwest end of the community is beginning to form and the historical nature of the West End of the community. Council Member Calhoun stated that there is some angst about ideas that cost money and how to bring dollars in, but that Ms. Thornton keeps up with those things and reports to Mr. Brush and that it is an exciting time for the West End and the City.

Ms. Jacobs noted that the top ideas from the commissions that made recommendations to Council were included in their briefing book.

Mayor Mueller stated that we been working on Fry for years now and will continue to do so. He stated that the Taylor Drive multi-use paths are relatively low cost and could see moving forward with that in the next fiscal year.

Mayor Mueller stated that the Canyon / Theater Drive project will be more difficult because areas of it are in the County, but he could see the City allocating some of the CDBG funds to the City's portion. The City is focused on the cleanup effort with County and doing their best to attract business on N. Garden Avenue and W. Fry Blvd. The Economic Development Manager has developed a book and is talking to national retailers to bring them in. Mayor Mueller stated his appreciation for the West End Commission's help in improving the historic district.

2. Library Advisory Commission Annual Report – introduced by CM

Mary Watts, Library Advisory Commission Chair, presented the Library Advisory Commission Annual Report (see attachment).

Commission Activities:

Advised Staff on the element of the Vista 2030 that includes the library

- Added coordinated with Ft. Huachuca to identify and fulfill library need
- Added identifying ways to cost effectively expand library services

Advised staff on Priorities from department-wide survey

- Open holds – implemented in January 2015
- Email notifications of library events – implemented in September 2014

- Website enhancements – implemented in January 2015

Planning National Library Week (this week) – Mother Goose is a big hit.

Ms. Watts added that outside district requests are now available for self check out and emails and the website are more user friendly, including a library event calendar.

Highlights of the Survey – survey for satisfaction with Leisure & Library Service Programs and Services (about 500 responses)

- 82% of the people who took the survey visit the library
- 62% rated the library excellent, 32% rated it good (94% positive)
- 90% were very satisfied or satisfied with customer service received
- Highest rated services – checking out books, summer reading program, Baker's Flor Café and Storytimes.

Ms. Watts stated that she has been coming here since 1987 and loves books. She stated that the library is always improving and asked if there were any questions.

Council Member Calhoun stated that the presentation was informative, commented that a couple commissions would like to connect with Leisure and Library services and asked how does one get on the email service? Victoria Yarbrough explained that a person can sign up for e-notifications on the City website.

Council Member Gray commented that she and her son thoroughly enjoyed the library as he grew up.

Council Member Ash thanked Ms. Watts for her presentation.

Council Member Huisking stated that the library is the heart of the City and how everybody has something in common with the library and that it would be a shame if we would have to cut services significantly. He highlighted its many services and stated that it's one of the City's best assets.

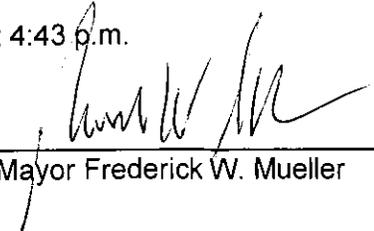
Mayor Pro Tem Blanchard agreed that the library is a wonderful place to go, he remembers building it, and appreciates all the effort that has gone into it.

Council Member Mount stated that he lives across from the library and uses it regularly. He noted that the Library Commission is 3 people short and needs more people who are protective and passionate of it.

Mayor Mueller asked if the library calendar is showing up on the 60 day calendar. Ms. Watts stated that they are. Mayor Mueller suggested that the Library Commission mirror how the Transportation Advisory Committee advises the Public Works Department, in advising the Leisure and Library Services Department and stated he was sad to see Ms. Watts go.

4. Adjourn

Mayor Mueller adjourned the work session at 4:43 p.m.



Mayor Frederick W. Mueller

Minutes prepared by:

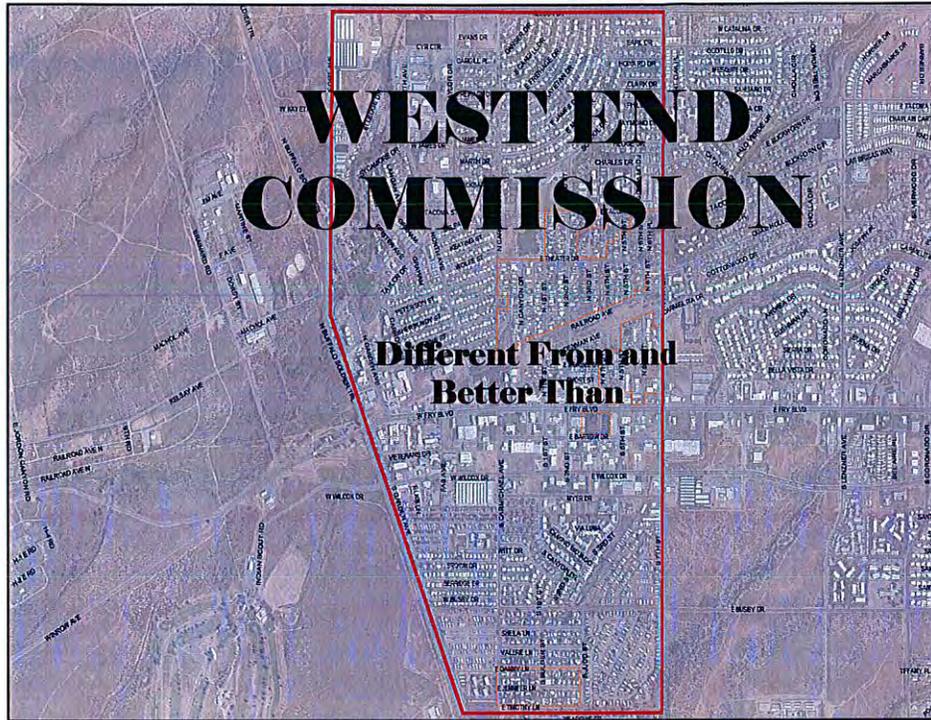


Helen Lee, Admin Secretary

Attest:



Jill Adams, City Clerk



WEST END COMMISSIONERS

- Tim Weiler, Chairman
- Rosie Mackey, Vice Chairman
- Michele Cotton
- Keren Ginsburg
- Julia McCaa
- Erik Petersen
- Kristine Wolfe



**WEST END
ASSOCIATE
COMMISSIONERS**

- Fr. Greg Adolf
- Pam Anderson
- David Miller
- Susan Tawney
- Robert Zazueta

The logo on the left is a vertical rectangular graphic. At the top, it says 'SIERRA VISTA' in white text on a black background. Below this is a stylized landscape with a sunset or sunrise in shades of orange and red, silhouettes of hills, and green cacti. At the bottom, it says 'WEST END' in white text on a black background.



**WEST END 2014
ACCOMPLISHMENTS**

WEST END 2015 GOALS

The logo on the left is identical to the one in the first block, featuring the text 'SIERRA VISTA' at the top and 'WEST END' at the bottom, with a central landscape illustration.

SIERRA VISTA



WEST·END

2014 West End Fair

The American First Classics Auto show present Mustangs for their 50th Anniversary.



This was a fund raiser for the United Way of Cochise County.

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WEST·END

2014 West End Fair

- Not a bad day For the West End Fair
- Approximately 60 Vendors gathered
- The Mall participated for the first time and they were able to garner approximately 400 new E-Mails to directly market the Mall at Sierra Vista.



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WEST·END

2015 West End Fair

The 2015 West End Fair will be held on May 2, 2015, from 10:00 to 5:00.

Lots of new and GREAT things will be taking place at this year's Fair.

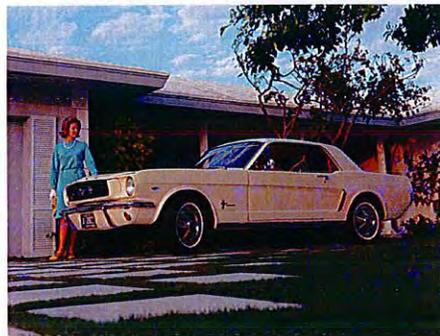
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WEST·END

2015 West End Fair

How about the 2nd Annual American Classics – Mustangs vs.



SIERRA VISTA

2015 West End Fair

How about the 2nd Annual American Classics – Mustangs vs. Corvettes



WEST END

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2015 West End Commission

The West End embarked on an education journey. They have invited and will continue inviting a number of *local players* so that the Commissions can understand what is available in Sierra Vista and how the West End Commission can support any initiatives for Economic Development

WEST END



2015 West End Commission

Educating ourselves

February – Judy Hector, City PAO

April – Mary Tieman from the Sierra Vista Chamber of Commerce

May - Frank Moro, representing the Industrial Development Authority (IDA)



2015 West End Commission

Educating ourselves

Others to be invited throughout the year

- Mark Schmidt, Small Business Development Center, Cochise College
- Fort Huachuca
- Mignonne Hollis - Economical Development Foundation and the Store Front Improvement Loan Program
- And the City's own Simone McFarland, Economic Development will end the series



2015 West End Commission

Educating ourselves

One of the other goals of the commission is to have representatives attend other Commission Meetings and have other Commissioners attend the WEC meetings.



2015 West End Commission

Educating ourselves

To date, we have a newly established relationship with the Historical Society.

The next Commission we are working on to establish a relationship with is the Parks and Rec Commission.

The logo for Sierra Vista West End is a vertical rectangular graphic. At the top, the words "SIERRA VISTA" are written in a white, sans-serif font against a dark background. Below this is a stylized illustration of a desert landscape with orange and yellow curved shapes representing hills or a sunset, and green and purple shapes representing cacti and rocks. At the bottom, the words "WEST END" are written in a white, sans-serif font against a dark background.

2014 West End Commission(ish)

Southwest Sierra Vista Residents Association Clean up held its annual clean up on October 25

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2015 West End Commission(ish)

2015 the Goal is to have **two** Resident Association clean ups!
The City budgets the cost for these clean ups.

SIERRA VISTA



2014 West End Commission(ish)

SWSVRA held its 2nd Santa in the Park for the neighborhood children

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2014 West End Commission(ish)



03/17/2015

WEST·END

The logo for Sierra Vista West End is a vertical rectangular graphic. It features a stylized landscape with a bright orange and yellow sky, dark silhouettes of palm trees, and green and purple foliage at the bottom. The text "SIERRA VISTA" is at the top and "WEST END" is at the bottom, both in white capital letters on a dark background.

2014 West End Commission(ish)

The logo for Sierra Vista West End is a vertical rectangular graphic. It features a stylized landscape with a bright orange and yellow sky, dark silhouettes of palm trees, and green and purple foliage at the bottom. The text "SIERRA VISTA" is at the top and "WEST END" is at the bottom, both in white capital letters on a dark background.

2015 West End Commission(ish)

SWSVRA will hold its **3rd** Santa in the Park for the neighborhood children

Because of the response, Santa will probably be visiting Carmichael School

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WEST END

2014 West End Commission(ish)

Several neighborhood churches got together to celebrate the Festival of the Father of Lights (In lieu of Halloween)

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WEST END

2014 West End Commission(ish)



SIERRA VISTA

2015 West End Commission(ish)



WEST-END

SIERRA VISTA

2015 West End Commission

In February, the WEC participated in a Strategic Planning Session lead by Assistant City Manager Jacobs.

The Commission is working on writing the goals, strategies, and tasks for the top five ideas.

WEST-END

SIERRA VISTA



**2015 West End
Commission Strategic
Planning**

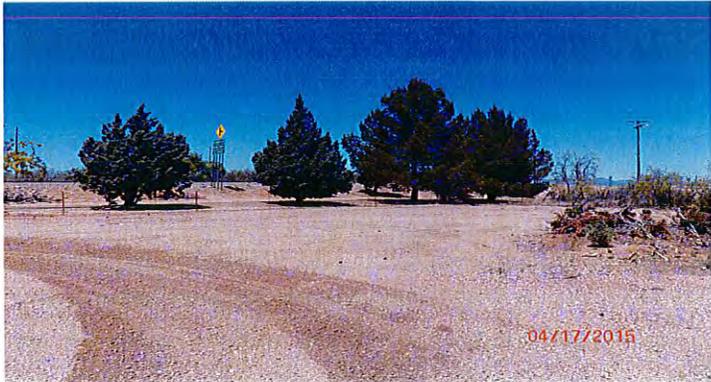
1. Keep West End Parks well maintained. Develop strategies to minimize tagging. Maintain and make inviting the SR90 entrance to the City and East Gate (signage) (16 votes)

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**2015 West End
Commission Strategic
Planning**



04/17/2015

WEST END

SIERRA VISTA



WEST-END

2015 West End Commission Strategic Planning

2. Encourage the implementation of the plan for a visitor center and museum in the near future. Also Fry Cemetery. (14 votes)

SIERRA VISTA



WEST-END

2015 West End Commission Strategic Planning

3. Evaluate the possibility of a BID or main street district (10 votes)

SIERRA VISTA



**2015 West End
Commission Strategic
Planning**

4. Make West End “Night
Friendly” to provide opportunities
for both family and business
activity (10 votes)

SIERRA VISTA



**2015 West End
Commission Strategic
Planning**



04/17/2015



**2015 West End
Commission**

**The Commission is
seeing big things
coming our way**

The logo on the left is a vertical rectangular graphic. At the top, it says "SIERRA VISTA" in white text on a black background. Below this is a stylized landscape with orange and yellow curved lines representing hills or a sunset, a purple mountain range, and green spiky plants in the foreground. At the bottom, it says "WEST END" in white text on a black background.



**2015 West End
Commission**

**Different From and
Better Than**

The logo on the left is identical to the one in the first slide, featuring the text "SIERRA VISTA" at the top and "WEST END" at the bottom, with a stylized landscape in between.

Library Advisory Commission Annual Report

April 20, 2015

Craig Mount, Council Liaison

Mary Watts, Chair

Joan Blaylock, Dottie Simmons, Trinidad Valentin, Yolanda Valentin

Victoria Yarbrough, Staff Liaison

Commission Activities

- Advised staff on the element of Vista 2030 that includes the library
 - Added coordinating with Ft. Huachuca to identify and fulfill library needs
 - Added identifying ways to cost-effectively expand library services
- Advised staff on priorities from department-wide survey
 - Open holds – implemented January 2015
 - Email notifications of library events – implemented September 2014
 - Website enhancements – started implementation January 2015
- Began planning for week of events for National Library Week 2015

Highlights of the Survey

- Survey on satisfaction with Leisure & Library Services programs and services
- ~500 responses
- 82% of the people who took the survey visit the library
- 62% rated the library excellent, 32% rated it good = 94%
- 90% were very satisfied or satisfied with customer service received

Highest rated services:

Checking out books	99%	Summer Reading program	88%
Bakers Flor Café	91%	Storytimes	87%

Questions?

Thanks!