

**Sierra Vista City Council
Work Session Minutes
March 22, 2016**

Mayor Mueller called the March 22, 2016 City Council Work Session to order at 3:03 p.m. in the City Hall, Council Chambers, 1011 N. Coronado Drive, Sierra Vista, Arizona.

Members Present:

Mayor Rick Mueller, Mayor Pro Tem Blanchard, Council Members Alesia Ash, Gwen Calhoun, Rachel Gray, Hank Huisking, Craig Mount

Others Present:

City Manager Charles Potucek, Asst. City Manager Mary Jacobs, Fire Chief Ron York, Police Chief Adam Thrasher, City Clerk Jill Adams, Public Works Director Sharon Flissar, Community Development Director Matt McLachlan, Management Analyst Pam Weir, Leisure Administrator Lee Elaban, Library Manager Emily Scherrer, IT Manager Abe Rubio

Presentation and discussion:

March 24, 2016 Council Meeting Agenda Items: Typo in Minutes per Council Member Gray to be corrected.

Ms. Adams briefed Council on the liquor licenses.

Mr. McLachlan briefed the CDBG Grant Request Resolution. Recommending 95k for street lights, 20k for GNA for roof, and 60k for Habitat for Humanity for emergency home repairs. Remaining 43,415 would cover administrative costs. If approved by Council on Thursday will have 30 day public comment period before final approval. Mr. Potucek stated the placement of the lighting is being recommended after consultation with Police Chief Thrasher.

Council Member Mount asked about the administration costs, if they could be reduced, and whether the possibility of added funds solicited from the community or partners investigated. Mr. Potucek indicated the administrative cost is left untouched, the grant needs to be administered, and it is an extensive process. If used elsewhere, the staff would have to be paid from general funds. If the funds were administered out of the City, most likely the City would still be liable should issues come up. Risk avoidance in the grant process, the GNA process is simple with just a roof. The Habitat portion would be more complex, they are first time applicants, and they are aware they will need to meet all requirements.

Council Member Calhoun asked why Habitat is considered as part of the proposed projects as Habitat has a program in place to fund emergency repair projects. Mayor Mueller indicated that SEAGO also has a program for this.

Council Member Huisking asked if there are strict guidelines for the funds. Mr. Potucek indicated that yes, the funds have to be allocated in specific ways and they all have to be properly accounted for. The solicitation of additional funds from the community can be done at any time. The GNA roof needs to be done prior to monsoon seasons.

Council Member Mount indicated he is concerned this project won't be funded in time. Mayor Mueller indicated that the GNA always needs funds for a variety of needs.

Council Member Calhoun indicated she is tired, after years of working for non-profits, of asking for money from the community. She knows every dollar counts, the GNA and Ms. Calabrese are always out soliciting funds.

Mr. McLachlan indicated there are other lights that were approved last year that will also be installed.

Other two items for the agenda are two legal items.

B. Presentation regarding National Citizen Survey Results

Ms. Weir introduced the Council's stated desire to obtain more information from the citizens of Sierra Vista. In the FY2015-2016 budget, 25k was approved to perform surveys of the citizens. The result of this, the City contracted with National Research Center.

Ms. Weir indicated that Tom Miller, President of the National Research Center, is present to review the survey results. In days to come, more information will be pulled from the data to analyze different areas, responses, demographics etc. This additional information will be provided to the Council and community.

Some of the departments have seen the draft findings. Staff will create a baseline and provide input for setting goals and performance metrics

Mr. Miller introduced the survey, which he has done in over 350 communities. Most of the respondents have never done one of these types of surveys or attended a public meeting. This is a different type of survey as it is all from the perspective of the residents. A way to listen to what the residents are saying about the City. The survey doesn't create anything, just reveals information for Council and Staff to use.

Mr. Miller talked about the NCS (National Community Survey) and stated that they looked at information through facets of community livability.

How conducted: Mailed survey to 1400 households at random after January 1, 2016. Mailed the survey twice as a reminder. Close+-6% to 300 people responded, margin of error.

National Benchmark Comparisons are drawn from data collected nationwide.

Council Member Mount asked who was Sierra Vista being compared to. Mr. Miller stated that this is a comparison to similar organizations/communities. Data was compared by subject and then also compared to cities similar to Sierra Vista.

Sierra Vista was similar to 117 out of 132 entities (7 higher, 8 lower). Benchmarks also allow a City to compare to itself over time.

Mr. Miller stated that economy and safety were two highest rated finding, which is not surprising. Mobility Rated higher than the bench marks.

City Project List of what is important to the residents to be done over the next 5 years. Cost of projects was not part of the survey, so the importance of specific projects was rated with no consideration of how much the projects would cost the residents.

Council Member Mount asked about the average percentage when cost is attached. Mr. Miller indicated there is no good method to determine that. The question of cost has too many variables to adequately address.

Mayor Pro Tem Blanchard asked if the respondents are happy with the City's existing paths and fields. Mr. Miller indicated that it is possible that they are low as the subject may not be high as there are sufficient inventory now.

Council Member Gray inquired about the age distribution. Mr. Miller explained that this will be reflected in the final document.

Council Member Huisking asked about the formula for questionnaires and how were they designed to elicit the best and most responses. Mr. Miller indicated it is a complicated process to arrive at the best balance between how much is desired by the client and what might be received. Shorter surveys do better; the medium can influence the responses. There were over 130 questions on the survey. The average response rate, across many jurisdictions, is 30% but that number is dropping. Looking at different ways to conduct surveys to boost responses i.e. web, phone, mail and etc.

Council Member Mount inquired about the responses and if they were gauged by known things like multi use paths or imagined things like a city center or community recreation center.

Council Member Calhoun asked if projects were identified by the survey. Mr. Miller stated that they the questions were not open ended.

Information source questions show more and more individuals seeking information online. The sources of information, SV Herald, Facebook/Twitter, FM Radio, and City Website were the top four sources of information.

Council Member Mount inquired how the rating response options determined. Mr. Miller stated that even though some are similar, people seem to show what the different terms mean.

Further discussion ensued about the map indicating geographic distribution of survey recipients.

Council Member Mount asked why Fort Huachuca was included. Mr. Miller stated that the Fort is a part of the City; but they are different. Only residential addresses were included so if they live in a house on the Fort then they could have received the survey.

Council Member Mount asked how someone that is transient is weighted/calculated in the survey. Mr. Miller indicated a similar conversation occurs in college towns. The data can be disentangled from the other responders.

Council Member Ash indicated that the feedback of all types is important. Council Member Mount asked why the surrounding areas like Hereford, Whetstone, etc. were not included. Council Member Ash indicated that their input is important as the Council serves them.

Council Member Gray asked if certain things can be drilled down to eliminate Fort Huachuca responses. Mr. Miller stated that she is correct.

At 4:25 p.m. Mayor Muller indicated that the 1.5 hour time limit was approaching. Due to the ongoing discussion, per City Ordinance, the meeting can be extended for up to one additional hour.

Council Member Mount indicated that the general intention was to only include people in the City Limits and asked why the people in the enclaves, users of City services, not included.

Mr. Miller pointed out, that by drilling down with demographics of the different responses can provide different interpretations of the data. Conclusion of Dr. Miller's presentation.

Mayor Mueller indicated he sees a need to digest the information and get together again to discuss. He is concerned that with Pam's approaching departure as she was integral in the process. Does Council need to meet soon to discuss before she leaves?

Council Member Mount indicated he didn't think so, he believes we know the issues, the results. There are no surprises. He doesn't feel there is value and that the survey need not be repeated.

Council Member Calhoun indicated there are still 296 people who responded, so that represents a percentage of the community. She believes that the data does represent a voice of the citizens. Council Member Mount indicated that he wants to represent the 1100 people who didn't respond to the survey. Council Member Calhoun indicated that she believes the information will be used by staff when they make recommendations to Council.

Mayor Mueller indicated, give Council time to digest and if more discussion is needed, put it on a future agenda.

Council Member Huisking indicated that she doesn't think it is a bad thing for a survey to confirm what Council thinks they already know and added that it does not need to be discussed to death.

Council Member Gray stated that she believes there is much more we can do with the information. If we do additional surveys, she is concerned with the return; she would like to see a survey with a higher response rate that approximately 25%.

Council Member Mount stated that he thought that it was the agreement that the survey was not implemented to drive the budget; but to find out more opinions.

C. Discussion of Council Executive Report:

Mr. Potucek indicated Council has the February monthly report. Staff continues to refine the product and the process.

Council Member Gray asked about SB 1268. Mr. Potucek stated that it is in the House and no action has posted to-date. Staff has been working with Sen. Griffin and ADWR on an amendment. The final language with the amendment will be offered and he believes there are votes in the House, then will have to go back to Senate as amended. Again, he believes there is support.

Council Member Gray asked about the Commercial Real Estate Brokers meeting in Tucson. Mr. Potucek stated that it was successful and has generated calls already.

Council Member Mount asked about the breakdown of sales tax revenues. Mr. Potucek stated that the category breakout will be in the next report.

Council Member Mount asked about an inquiry about areas that the taxes were raised and that he would like to see a table with projected vs. actual. Mr. Potucek indicated the City is very conservative in estimates and the current good bid environment has helped. The sales tax numbers are trending below the predicted levels. See a downward trend in the construction sales tax levels. Only 5 residential building permits so far this year is likely a large factor.

Council Member Calhoun asked if the widening of Coronado Drive to the South will include a bike lane. Ms. Flissar indicated that there will be no bike lanes. The plan is there will be a Multi-use path on the west side when the development goes in. The space required and the lack of connectivity doesn't justify it. Council Member Calhoun asked if traffic is decreasing and if staff recommends that all roads be widened. Mayor Mueller indicated that due to traffic levels, Highway 92 and Coronado are rated below where they should be.

Council Member Calhoun stated that she likes the increase in interest and support of cycling in the community and that she would push for the City to look at the possibilities harder. She also indicated that she likes the term winter visitors over the old term Snowbirds.

D. Discussion of Citizen Advisory Commission Board and Commission Tasking:

Council Member Gray asked the subject be delayed to a later work session.

Mayor Mueller noted that finding no objections, staff is directed to reschedule.

E. Report on Recent Trips, Meetings and Future Meetings

Mayor Mueller noted that the Mayor Manager Luncheon on March 31 conflicts with the City Hall Employee of the Year Awards. He also announced that on April 4th, he will attend the Military Affairs Committee.

Council Member Huisking stated that she will be attending the State Sister Cities meeting in Phoenix where they will be discussing Sierra Vista hosting the State meeting next year. The City last hosted in 2005.

Council Member Calhoun announced that she has a trip report from National League of Cities Conference and that she plans to brief Council at the March 24th meeting; announced the upcoming Town Hall hosted by Dr. Rottweiler at Cochise College.

F. Future Discussion Items and Council Requests

B&C Deliverables moved to future date.

Council Member Calhoun stated that she would like to discuss legislation related to City policies to see if there is consensus to send a letter to the legislators indicating disapproval of the bill.

Council Member Mount asked about the budget work sessions. Mr. Potucek indicated first work session is 3/29 for revenue and staff compensation.

3. Adjourn

Mayor Mueller adjourned the work session at 4:56 p.m.

Mayor Frederick W. Mueller

Minutes prepared by:

Attest:

Jill Adams, City Clerk

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