

Minutes - Citizens Advisory Commission  
Wednesday, March 4, 2015  
City Manager's Conference Room, City Hall

**Call to Order**

Liz York called the meeting to order at 1:00 pm

Members present:

Liz York, Chair  
Jeff Anselmi, Vice Chair  
Ken Cecil, Secretary  
Sandra Kenny  
Greg Thomas  
LaVerne Jenkins  
Clyne Namuo

Other people present:

Mary Jacobs, Assistant City Manager  
Pam Weir, City of Sierra Vista Staff Liaison  
David Felix, Finance Manager  
Don Brush, Community Development Director  
Jenifer Thornton, Management Analyst  
Judy Hector, Marketing and Public Affairs Manager  
Simone McFarland, Economic Development Manager

**Approval of Meeting Minutes**

Mr. Cecil moved to approve the 3/12/14 CAC meeting minutes. Ms. Jenkins seconded the motion. The 3/12/14 meeting minutes were approved as drafted 5-0 (Mr. Anselmi and Mr. Namuo abstained).

Mr. Cecil moved to approve the 2/25/15 CAC meeting minutes. Mr. Namuo seconded the motion. The 2/25/15 meeting minutes were approved as drafted 7-0.

**Community Development Department Staff Presentation**

Mr. Brush and Ms. Thornton presented an overview of the current state of affairs and challenges facing the Community Development Department (attached). Topics included the planning and zoning, building, and neighborhood enforcement divisions. Specific attention was paid to the decrease in neighborhood enforcement activities due to staff reductions.

**Economic Development, Marketing, and Tourism Staff Presentation**

Ms. McFarland and Ms. Hector presented an overview of the current opportunities and challenges facing the Economic Development and Public Affairs Divisions (attached). Topics included expanding the Sierra Vista economy through tourism and development. Ms. McFarland presented examples of successful economic revitalization in other Arizona cities and discussed Sierra Vista's current assets that could be taken advantage of to encourage growth. Ms. Hector emphasized work the City has been doing to promote tourism to Sierra Vista. Ms. McFarland and Ms. Hector described the benefits that would come with additional investment in City marketing.

**Questions and Discussion of Presentations**

CAC members discussed neighborhood enforcement’s relationship to economic development, saying that the appearance of Sierra Vista impacts the City’s ability to attract businesses and new residents. Members asked several questions relating to the City’s ability to recoup costs associated with major abatements on private property; Mr. Brush and Ms. Jacobs explained that the City must go through a lengthy process to seek reimbursement and is not always successful do to the difficulty of reaching property owners. Members asked about the current opportunities for business attraction in Sierra Vista. Ms. McFarland explained that Sierra Vista is and can continue to be a leader in cyber security, environmental issues, healthcare, and higher education. Mr. Namuo mentioned the strong role that Cochise College’s cyber security program can play in developing Sierra Vista’s workforce.

**Call to the Public**

Tricia Gerrodette expressed that she would be willing to pay increased taxes for improved City services.

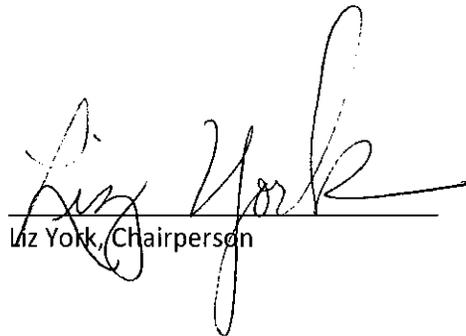
**Next Meeting**

Scheduled for Tuesday, March 10, at 1:00 pm in the City Manager’s Conference Room. Topics will include presentations by the Leisure and Library Department and Administrative Services Divisions.

**Meeting Adjourned**

Mr. Cecil moved to adjourn the meeting. Mr. Thomas seconded the motion. The CAC voted to adjourn the meeting 7-0.

Ms. York adjourned the meeting at 3:08 pm



Liz York, Chairperson



Ken Cecil, Secretary