

Minutes - Citizens Advisory Commission
Monday, March 23, 2015
Mona Bishop Room, Sierra Vista Public Library

Call to Order

Liz York called the meeting to order at 11:02 am

Members present:

Liz York, Chair
Jeff Anselmi, Vice Chair
Ken Cecil, Secretary (arrived late)
Sandra Kenny
LaVerne Jenkins
Clyne Namuo (arrived late)

Members Absent

Greg Thomas

Other people present:

Mary Jacobs, Assistant City Manager
Pam Weir, City of Sierra Vista Staff Liaison
David Felix, Finance Manager

Approval of Meeting Minutes

Mr. Anselmi moved to approve the 3/18/15 CAC meeting minutes. Ms. Jenkins seconded the motion. The 3/18/15 meeting minutes were approved as drafted 4-0 (Members Namuo and Cecil had not yet arrived).

Discussion of Citizen Advisory Commissioners' Current and Future City Service Level Priorities

Ms. Weir summarized the list of compiled service level priorities submitted by each CAC member (attached).

Ms. Jacobs began the facilitated discussion by recommending four key outcome areas of concern, based on CAC feedback, on which the discussion could focus. The four areas were: Public Safety, Economic Prosperity, Quality of Life/Sense of Place, and Responsive and Effective Governance. CAC members agreed that these four outcome areas encompassed all of their priorities.

The discussion of CAC members shifted to service levels that they believed were either sustainable or unsustainable given the City's current financial situation. Services that members believe are currently sustainable include: Fire services, many Leisure and Library programs, and Community Development with the exception of Neighborhood Enhancement. Services that would likely require revenue increases to maintain the status quo include: Police services, Neighborhood Enhancement, Public Works maintenance activities (e.g., street repairs) and vehicle rotation, some Leisure and Library Service Programs, and Economic Development efforts.

Finally, the CAC members discussed each of the four key outcome areas one by one, recommending all service level increases that they would recommend in order to improve the City's performance in each area (attached).

Call to the Public

Andre Newcomb discussed the importance of having public facilities that are available to everyone for free.

Jacqueline O'Connor requested that the CAC pay close attention to the costs of recreation programs, and lauded the Friends of the Library for their contributions to the City.

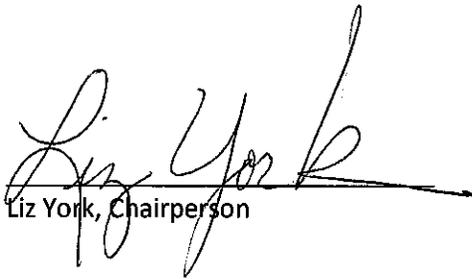
Next Meeting

Scheduled for Wednesday, March 25, at 1:00 pm in the Police Department Training Room. Topics will include continued CAC deliberations regarding current and future service level needs.

Meeting Adjourned

Mr. Cecil moved to adjourn the meeting. Ms. Kenny seconded the motion. The CAC voted to adjourn the meeting 6-0.

Ms. York adjourned the meeting at 3:01 pm



Liz York, Chairperson



Ken Cecil, Secretary

CAC Service Level Deliberations 3/23

From all CAC input, these five issues emerged as the most pressing concerns to address.

1. Class/Comp Implementation, particularly to ensure retention of public safety officers, and for recruitment of filling key positions with upcoming retirements.
 - Cost: \$1.2 million ongoing increase from current FY15 budget
2. Staff increases, particularly in Neighborhood Enforcement, Police, and Customer Service positions. Acknowledgement that increases should be spread over time.
 - Staff increases require ongoing revenue to support. Cost varies by position; see class/comp plan or department information for specifics.
3. Street Maintenance with higher quality materials.
 - Cost: \$13 million total to bring all city streets up to acceptable standards, and an annual increase of \$3 million for street maintenance.
4. Increase economic development and tourism/marketing budgets—viewed as a high return on investment
 - Costs have a wide range, from tens of thousands of dollars for façade improvements or additional advertising, up to millions of dollars for capital projects like the City Center. Based on the direction of the CAC, more specific cost projections can be developed.
5. Leisure and Library services as a positive economic development tool, but also potentially too heavily subsidized.
 - Cost unclear, if any. Variety of options/opinions from reduction in service, to increased fees, to investing more revenue in additional facilities. CAC member opinions are across the board.

CAC Member Input, By Department

Police (#1 concern for some)

- Class/Comp issues, support a step plan.
- Equipment budget
- Range of opinions on staffing, from phasing in 20 positions over 5 years, to maintaining current levels due to the high cost of additional officers and current perceived level of safety in the community.
- Public Safety Personnel Retirement System
- Potential partnership with Cochise College to help with recruitment
- Vehicle need not immediate but certainly needed shortly (ties to Public Works)
- Fund the ACO position and Full time Kennel Tech.

Fire (Lowest level of concern for most)

- Class/Comp issues, support a step plan.
- Vehicle rotation priority- 2 Fire Engines, 1 Ladder Truck, 2 Ambulances (ties to Public Works)
- Purchase and use SUVs for emergencies that do not require fire truck.
- Make no organizational changes before 2016- awaiting results of the consolidation study
- Cut the CARE program, unless the hospital will pay for all or a large portion of it
- City Ambulance service versus privatization
- Training Facility important

Community Development (Neighborhood Enforcement staffing #1 Concern for most)

- Add a Neighborhood Officer and Secretary
- Code Enforcement/re-coup funds expended for abatement
- Class/Comp issues

Economic Development/Tourism/Marketing (#2 or #3 priority for most)

- Increase marketing budget
- Increase business recruitment budget
- Increase tourism budget
- Fill staffing requests
- Investment is best means of increasing City revenue
- Partnerships
- Class/Comp issues
- Be more proactive

Leisure and Library Services (opinions vary greatly)

- Class/Comp Issues
- General Fund subsidies seem high for all services
- Seriously consider closing the Cove more often, or completely
- Teen Center not used to full capability—expand age range
- Do not need new community center
- Do not need more dog parks
- Lack of ball fields costs the City revenue by turning away reservations and tournaments
- Alternatives to current field lighting costs (\$1000 per month just to have available)
- Centennial Pavilion costs versus revenue stream, given it is only a few years old
- Examine the fee structure and increase emphasis on Kid's World to generate revenue through stronger recruitment and promotion, expand scholarships
- Leisure and Library Services contribute to quality of life, a component of Economic Development
- Increase library materials budget and electronic services
- Fill staffing needs, two recreation coordinators and customer service positions are priority.
- More sports facilities and fields of all kinds to accommodate community demand
- Pay for capital needs with a voter-approved bond issue

Administrative Support (low priority, with exception of Class/Comp implementation)

- Implement Classification and Compensation Plan
- Fill staffing needs
- Examine electronic record storage options
- Avoiding Litigation (Specialization spread too thin)
- Concern about long-term maintenance of the class/comp plan, is it a quick fix?

Public Works (Within top 3 for most, streets are #1 priority)

- Class/Comp Issues
- Increase staffing, particularly in administration and maintenance positions
- Implement automated phone system to free up admin staff time
- Fully fund street maintenance, using highest quality materials, possibly in a voter-approved bond issue
- Fund facility maintenance needs over 5 years
- Fund vehicle rotation/fleet management needs over 5 years
- Deferring maintenance of infrastructure and landscape increases long-term costs and negatively impacts economic development initiatives
- Electricity Costs
- Increase staff and funds for roadside and parks maintenance
- Tennis Court maintenance

CAC Service Level Priorities by Outcome Area
3/23/15 Meeting Notes

PUBLIC SAFETY

- Competitive compensation
 - Retention incentives
 - Minimum qualifications for recruitment
- Augment staffing in PD to better accommodate leave/injuries
- Vehicle replacement
- Technology to respond and collect data
- Increase Neighborhood Enforcement
- Some street maintenance concerns
 - Signals
 - Crosswalks
 - Condition of major arterial roads

ECONOMIC PROSPERITY

- Attraction of primary jobs
 - Reduce dependence on Fort Huachuca
- Plan to elevate city reputation
 - Tourism and branding
- Fry Blvd. improvements
- Attract shoppers/visitors
- Maintain competitive tax base
- Remain business-friendly
- Community appearance
 - Trailer park clean-up
 - Neighborhood Enforcement
 - Street and public space maintenance
- Leverage community partnerships

QUALITY OF LIFE AND SENSE OF PLACE

- Public Safety
- Maintenance and appearance of public spaces
- Street maintenance
- Branding and marketing
- Recreation and ball field facilities
 - Current inability to meet community demand
- Community beautification,
 - Fry Blvd and West End
- Job growth
 - Increase variety of industries
- Youth activities
- Responsiveness to community

RESPONSIVE AND EFFECTIVE GOVERNANCE

- Responsiveness to community and internal City departments
- Avoiding litigation
 - Compliance issues
- Use technology to increase efficiency and effectiveness
- Be proactive rather than reactive
- Neighborhood abatement and enforcement
- Address staffing needs over time