



MINUTES WEST END COMMISSION MEETING



West End Commission
Regular Meeting (Second Monday of each Month)
Monday, February 9, 2015
5:00 PM

Landmark Café, Landmark Plaza
400 West Fry Boulevard
Sierra Vista, AZ 85635

1. CALL TO ORDER

The Sierra Vista West End Commission meeting was called to order at approximately 5:00 p.m.

2. ROLL CALL

Members Present: Weiler, Tim - Chairperson
Mackey, Rosie - Vice Chair
Cotton, Michele
Karen Ginsburg
McCaa, Julia
Petersen, Erik
Wolfe, Kristine

Associate Members Present: Adolf, Fr. Greg
Anderson, Pam
Miller, David

Council Liaison Present: Calhoun, Gwen
Staff Liaison Present: Thornton, Jenifer

Others Present: Brad Snyder
Mara Turner
Tawney, Susan

3. ACCEPTANCE OF AGENDA

Moved to approve by: Commissioner Cotton
Vote: Unanimous to accept with correction

Seconded by: Commissioner McCaa

4. INTRODUCTIONS

Susan Tawney introduced herself. She has applied for Associate Membership.

5. CALL TO THE PUBLIC

Brad Snyder. The Mustang Club plans to participate in the 2015 West End Fair. This year it will be Mustangs vs Corvettes.

6. APPROVAL OF MEETING MINUTES

January 12, 2015, minutes were presented.

Moved to approve by: Commissioner McCaa
Vote: Unanimous

Seconded by: Commissioner Mackey

7. GUEST SPEAKERS – None

8. COUNCIL LIAISON GWEN CALHOUN COMMENTS.

The City's Branding process has begun. Please take the time to complete the survey. Councilwoman Calhoun said that if you have any comments, please feel free to call anyone at the City or her. The outcomes for the branding should be out in about August.

Planning and Zoning is looking at lighting, particularly the digital signs are the focus at this time. If you have an opinion, please let Jeff Pregler know.

The Blake Foundation/Easter Seals has moved. Someone went over and welcomed them to the West End. The woman running Blake Foundation was impressed and she is pleased she is a West End Business.

9. OLD BUSINESS

- a. *West End Letter and survey for businesses on the West End.* Discuss on status. Ms. Thornton made the corrections discussed at the January. The new computer system has made getting business license information difficult to obtain. Commissioner Wolfe said that she would be glad to go door-to-door. Ms. Wolfe said that she would prefer to meet with the business owners in person and things there will be a better response.
- b. *City Branding Update.* Covered in Councilwoman Calhoun's comments. Question about if all the Commissioners had been contacted and it was a mix, Commissioner Mackey and Commissioner Cotton did not receive the information. Ms. Thornton will ensure that the PAO and City Clerk's Office do have correct e-mails.
- c. *Strategic Planning Meeting on 2/17/15.* Chairman Weiler reminded the Commissions about the Strategic Planning Meeting scheduled for 2/17/15, Garden Place Suites, 10:30 – 2:00. The information gleaned during in the session is the cornerstone used by the Commission for planning and tasking the West End Commission duties and work plan and for a *single voice* for Councilwoman Calhoun to take to the Council's Strategic Planning session.

10. NEW BUSINESS

- a. *Associate Membership status and how to incorporate them into the West End Commission.* Number of associate members. Associate members will have to fill out an application and voted by the Commission;

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a Council vote is not required. Associate members can participate in all aspects of the Commission other than those items requiring a vote. There was a discussion regarding Bylaws and Councilwoman Calhoun asked Ms. Thornton find out about any WEC, City, or State bylaws for Commissions. Chairman Weiler thought that the WEC would benefit from bylaws.

b. *New Associate Memberships. Vote Required.* For Susan Tawney.
Moved to approve by: Commissioner Mackey Seconded by: Commissioner McCaa
Vote: Unanimous with one abstaining.

c. *Possible meeting time change in lieu of location change.*
No vote required. The Commissioners decided that the WEC Commission meet at 4:30 but stay at the Landmark Café.

11. WEST END FAIR STATUS

The West End Fair will be May 2, 2015, from 10 to 5. It is the 10th Annual. SSVEC will be a sponsor at \$500. Northrup-Grumman will sponsor, amount unknown. There will be a slight change in the route. Ms. Thornton will be keeping the financial information rather than having it dispersed between departments.

12. PROPOSED FUTURE AGENDA ITEMS

- Wanting to know the number of businesses operating and the number that have left the West End or the amount of square footage is available for rent
- Pamphlet regarding starting a business in Sierra Vista...who to call and what you need, etc.
- A City Council Liaison to work with new businesses
- Spring cleaning days in West End, including City-owned property, especially the entry to the City
- Joint meeting with Tourism Commission
- Address local BNI group, west end businesses
- Develop a business mentorship

13. ANNOUNCEMENTS AND UPDATES

Ms. Thornton Meeting with HUD CDBG representative on 2/23/15
 Military Veteran Community Summit 3/5/15
 Good Neighbor Alliance had a ground break on 2/9/15

Councilwoman Calhoun February 9, 2015, Council Meet and Greet

Commissioner Mackey Met the owners of a project that trains to identify and assist with identifying human trafficking. Training with police, border patrol, etc.

Commissioner Ginsburg On March 7, Deaf Nation is holding a work shop on the culture, history, and working with deaf people. Lots of vendors, etc.

14. UPCOMING SCHEDULED MEETING.

March 9, 2015, at 4:30 p.m.

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15. ADJOURNMENT

Meeting adjourned at 6:10 p.m.



Tim Weiler
Chair
West End Commission



Jenifer Thomson
Staff Liaison
West End Commission

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