

# MINUTES

## WEST END COMMISSION MEETING



West End Commission  
Regular Meeting (Second Monday of each Month)  
Monday, November 9, 2015  
4:30 PM

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

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### 1. CALL TO ORDER

Chairperson Mackey called the Sierra Vista West End Commission meeting to order at approximately 4:35 p.m.

### 2. ROLL CALL

#### Members Present

Mackey, Rosie – Chair  
Adolf, Fr. Greg – Vice Chair  
Cotton, Michele  
Ginsburg, Karen  
Petersen, Erik  
Kristine Wolfe

#### Council Liaison Present

Calhoun, Gwen

#### Staff Liaison Present

Thornton, Jenifer

#### Others Present

McLemore, Shaundra (Diversity Commission)

#### Associate Members Present

Anderson, Pam

### 3. ACCEPTANCE OF AGENDA

Moved to approve by: Commissioner Wolfe      Seconded by: Commissioner Ginsburg  
Vote: Unanimous

### 4. INTRODUCTIONS

### 5. CALL TO THE PUBLIC

### 6. APPROVAL OF SEPTEMBER MEETING MINUTES

Moved to approve by: Commissioner Cotton      Seconded by: Commissioner Ginsburg  
Vote: Unanimous

### 7. GUEST SPEAKERS

None

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## 8. COUNCIL LIAISON GWEN CALHOUN COMMENTS

- a. Current Council Agendas and Items. Councilwoman Calhoun will write a report on the National League of Cities Conference held in Nashville. She will share it with the West End Commission. One practice that was stressed at the sessions, and she would like the Commission to do, is make sure they stay connected with the consultant for the W. Fry and N. Garden Ave. project and attend the public forums that will be held. And, remember the mantra *Looking to the Future*. One noticeable theme of the NLC conference was how cities are planning for the future...updating codes and regulations and recognizing the new and different ways business will be conducted.
- b. Updates from other Commissions and City Events - None
- c. Community Outreach - None

## 9. OTHER COMMISSION UPDATES

- Ms. McLemore updated the Commission on the Post's successful Octoberfest. There was great West End participation. Participants will receive a Certificate of thanks from the Colonel at a date yet to be determined.

## 10. OLD BUSINESS

- a. West End Clean Up. On October 24, 2015, there was 10 tons of trash collected at the West End Clean Up (Southwest Sierra Vista Residents Association).
- b. West End Tour. The West End Tour will again be at the December meeting (December 14, 2015), but at 3:00 p.m. (new time from original report in October). The bus seats 37 persons. Please RSVP to Jenifer at 439-2200 or [Jenifer.Thornton@SierraVistaAZ.gov](mailto:Jenifer.Thornton@SierraVistaAZ.gov). Following the tour, anyone wishing to attend a small holiday gathering may do so over at Hoppin' Grapes. It will be noticed as a possible quorum; however, there will not be an agenda and therefore, West End Commission business cannot be discussed.
- c. Update for the Festival of the Father of Lights. On October 31, 2015, the churches on the West End sponsored the children's gathering. The coordinators estimate over 500 children participated.
- d. West End Commission Branding. Chairperson Mackey discussed in October if there was an Extraordinary ... and Uncommon... branding for the West End. There were no more comments and Chairperson Mackey said that this item would be brought up again if anyone had an idea at a later time.
- e. Santa on the West End. December 5, 2015, from 1:00 – 3:00 at Lee's Karate on the corner of S. 1<sup>st</sup> Street and Wilcox. They need volunteers.
- f. West End Commission participation in Christmas Parade. Commissioners Cotton and Ginsburg have not yet been able to connect with the Principal of Carmichael Elementary School. They will continue to pursue a meeting.

## 11. NEW BUSINESS

- a. None

## 12. West End Fair.

- a. In the Works. New ideas and ways of getting participation in the West End Fair are progressing.
- b. Sponsorship Packages. Commissioner Wolfe handed out sponsorship packages and requested that fellow Commissioners get the information out.

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12. STRATEGIC PLAN UPDATES

- a. Let's Clean Up Our Act. Clean up main thorough fairs first. A Commissioner suggested we try to engage the realtor group active in cleaning up commercial portions of the City.
- b. Letter to Joint Service Club. Chairperson Mackey is composing a letter. However, a Commissioner noted that a truck had been parked by the sign, so maybe they started clean up the area.
- c. Mural Project. Chairperson Mackey said she had been working with Matt McLachlan and the Arts and Humanities Commission and the *ball is in their court* at this time. There was a suggestion to table this item, and the Commission held a vote approving tabling the item.

Moved to approve by: Commissioner Cotton      Seconded by: Commissioner Ginsburg

Vote: Unanimous

13. PROPOSED FUTURE AGENDA ITEMS

14. ANNOUNCEMENTS AND UPDATES

The Carmichael Association will have their next meeting on Thursday, November 12.

There was a clean up in the Fry Pioneer Cemetery and dedication.

A letter in support of repealing Senate Bill 1598 will be developed

15. UPCOMING SCHEDULED MEETING

December 14, 2015, at 3:00 p.m. This will be the Annual West End Tour.

16. ADJOURNMENT

Meeting adjourned at 6:05 p.m.

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Rosie Mackey  
Chair  
West End Commission

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Jenifer Thornton  
Staff Liaison  
West End Commission