

# MINUTES

## WEST END COMMISSION MEETING



West End Commission  
Regular Meeting (Second Monday of each Month)  
Monday, January 11, 2016  
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  
Ginsburg, Karen  
Petersen, Erik  
Kristine Wolfe

#### Associate Members Present

Anderson, Pam  
Miller, David  
Tawney, Susan

#### Council Liaison Present

Calhoun, Gwen

#### Staff Liaison Present

Thornton, Jenifer

#### Commission Representatives

Rangel, Kristopher, CoDI

#### Public Present

Nolette, David  
Nolette, Donna

### 3. ACCEPTANCE OF AGENDA

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

### 4. INTRODUCTIONS

The Commissioners introduced themselves since there were two members from the public attending.

### 5. CALL TO THE PUBLIC

None

### 6. APPROVAL OF NOVEMBER MEETING MINUTES

Moved to approve by: Commissioner McCaa      Seconded by: Commissioner Adolf  
Vote: Unanimous

### 7. GUEST SPEAKERS

None

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## 8. COUNCIL LIAISON GWEN CALHOUN COMMENTS

- a. Current Council Agendas and Items.
  - Council Retreat on January 19. Council will be working through items and *could tweak* the Strategic Plan. Please let Councilwoman Calhoun know if you have anything that you would like brought up before Council.
  - The Consultant for the W. Fry Blvd designs continues their work and encouraged Commissioners to stay engaged and attend meetings.
  - The walk and meet with business owners, sponsored by the City's Economic Development Department, will begin with the West End on January 21 at 8:30.
- b. Updates from other Commissions and City Events - None
- c. Community Outreach.

Carmichael Neighborhood Association had a meeting on 1/5/16. Councilwoman Calhoun was impressed with these attendees and positive things are happening.

## 9. COMMENTS BY CHAIR

- a. Commission purpose and responsibilities.

Chairperson Mackey reiterated that the main purpose of the Commission is to advise the Council and that the Commission should not be discussing items not related to the Commission.
- b. Following Open Meeting Law.

Chairperson Mackey gave a reminder to the Commissioners that they need to be vigilant in following the Open Meeting Laws.

## 9. OTHER COMMISSION UPDATES

CoDI Commissioner Rangel had nothing to report at this time.

## 10. OLD BUSINESS

- a. Corridor Study.
  - Daniel Coxworth discussed the West End Corridor Study at the tour. Please stay tuned for additional information regarding the study so that you can stay involved in their planning process.
  - As an addition to that, there is going to be a West Fry Business Walk to understand needs, concerns, and identify opportunities for improvements. The walk will be on January 21<sup>st</sup>. The volunteers will meet at 8:30 a.m. at the Chamber of Commerce located at 21 E. Wilcox Drive. If you wish to have addition information or volunteer, please contact Commissioner Mackey.

## 11. NEW BUSINESS

- a. Tour Outcome.

Comments regarding this year's tour were all positive and attendees enjoyed having different speakers discussing items in fields of expertise. One suggestion is that we concentrate on different locations with each tour. A second suggestion was that the Commission might consider changing the month of the tour for more daylight.

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- b. Annual Update to the Council.  
The Annual Update will be in the March/April timeframe. If Commissioners have any suggestions for content, information on West End events, etc., please let either Chairperson Mackey or Jenifer know so they can be included in the Update. Chairperson Mackey wants to use this time before Council to show all the progress being made on the West End.
- c. 2016 City Commissions Kick Off Event.  
On January 23<sup>rd</sup> from 10:00 to 12:15 in the Mona Bishop Room at the Library will be an event for all Commissions to meet and discuss pertinent items to Commissions and how they can work together. The event coordinators request that you bring finger food to share.

## 12. West End Fair.

- a. Mark May 7<sup>th</sup> on your calendars.  
Day of the West End Fair and every Commissioner should plan on attending.
- b. January/February Goals.  
Commissioner Wolfe explained how the financing would be slightly different this year for donations; the money will go into a West End Project account so that if there is money following the Fair, it may be spent on other Projects benefiting the West End.
- c. In The Works.  
Sponsorship packets are available for any Commissioner that would like to talk with a business.

## 13. STRATEGIC PLAN UPDATES

- a. Round Table Discussion of 2016 Goals and Strategies.  
Community Development Director, Matt McLachlan, had planned to be at the meeting to lead this discussion, but circumstances prevented him from attending. Chairperson Mackey and Ms. Thornton put together a list of *Idea Generators* from the top six goals of the Strategic Planning Session last February. Under each goal were Strategies to meet the goal and some tasks needed to achieve the goals. The Commissioners were encouraged to review the information and think of tasks that could be achieved by the Commission in order to meet the goals. At the February meeting, Mr. McLachlan will be working with the Commission to refine the goals, strategies, and tasks.

## 14. PROPOSED FUTURE AGENDA ITEMS

- Christmas Parade. Would like to work to see if the parade's starting point could be moved to again start on the West End.

## 15. ANNOUNCEMENTS AND UPDATES

- The City Council is developing a Business Recognition Program. Councilwoman Calhoun will bring more information to the Commission when the Program criteria, etc., are completed.
- The Arts and Humanities Commission has awarded Commissioner Adolf with this year's Humanitarian of the Year. The Ceremony will be on January 31, 2016, at 3:00 p.m. at Cochise College.

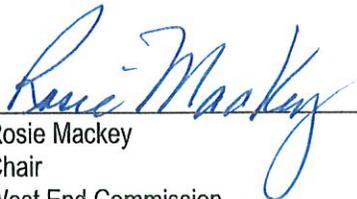
## 16. UPCOMING SCHEDULED MEETING

February 8, 2016, at 4:30 p.m.

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**17. 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