

MINUTES

WEST END COMMISSION MEETING



West End Commission
Regular Meeting (Second Monday of each Month)
Monday, February 8, 2016
4:30 PM

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

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

Excused

Cotton, Michele

Associate Members Present

Anderson, Pam
Miller, David

Council Liaison Present

Calhoun, Gwen

Staff Liaison Present

Thornton, Jenifer

Commission Representatives

Rangel, Kristopher - CoDI
McLemore-Sanders, Shaundra – Cultural Diversity

Public Present

Bobar, Janet - Historical Society
Snyder, Brad - Cochise Mustang Club
Wakefield, Joan - High Desert Farmers Market
Berty, Carol - High Desert Farmers Market
Foor, Laura - High Desert Farmers Market
Hector, Judy – Mrktg/Public Affairs Mgr and PIO

3. ACCEPTANCE OF AGENDA

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

4. INTRODUCTIONS

Introductions from all in attendance.

5. CALL TO THE PUBLIC

- High Desert Farmers Market is open on Wednesdays at the Elks Club. In addition to selling local produce and merchandise, they plan to make education a focus.
- Brad Snyder spoke to the *American Classics Car Show* at the May 7, 2016, West End Fair. Mr. Snyder distributed a *draft* of their flyer and said there is a blurb in there about the West End Fair. If any Commission would like verbiage changes, let him know ASAP.

EXTRAORDINARY FUTURE.
UNCOMMON HISTORY.

6. APPROVAL OF NOVEMBER MEETING MINUTES

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

7. GUEST SPEAKERS

- Ms. Hector gave a brief presentation on the advantages of being a bike-friendly business. The City developed for brochure for businesses and lodging with tips to be bike-friendly. The brochure, *Extraordinary Travelers. Uncommon Opportunity.*, is now available.

8. COUNCIL LIAISON GWEN CALHOUN COMMENTS

- a. Current Council Agendas and Items.
 - Tuesday's work session agenda
 - ✓ Cyber Security market and Targeted Industry
 - ✓ Development Impact Fee process
 - ✓ CDBG Annual Activities Plan and upcoming grant process
 - ✓ Board and Commission Task Force
- b. Updates from other Commissions and City Events - None
- c. Community Outreach.
Next Meet and Greet with the Council will be February 26 at 7:00 a.m. at the Landmark Cafe.

9. COMMENTS BY CHAIR

None

10. OTHER COMMISSION UPDATES

- Cultural Diversity Commissioner McLemore-Sanders said they will be holding the Heritage Fair on April 9.
- CoDI Commissioner Rangel reported CoDI is meeting on Wednesday, February 10, at 1:00 p.m.
- Historical Society Representative Bobar reported the Historical Society is sponsoring a Pancake Breakfast this Saturday, February 13, 2016 from 6:00 – 11:00 at Landmark Cafe. They will have entertainment, including the Arthritis Brothers. All proceeds go to the Museum.

11. OLD BUSINESS

- a. Update in West Fry Business Walk. The Chamber, the City's Economic Development staff, and many volunteers held an initial walk to meet one-on-one with West Fry Businesses on January 21. The continuation of the walk is scheduled for March 31, 2016.
- b. Annual Update to Council. The West End Commission's Annual Update to Council will be in March or April. Jenifer has met with Commissioner Mackey and begun planning and gathering information.

**EXTRAORDINARY FUTURE.
UNCOMMON HISTORY.**

- c. Update of Joint Commission Mtg. Commissioners from all City Commissions were invited to meet and begin conversations with each other by exchanging ideas and information. The planners of the meeting would like to have the *group* meeting quarterly.
- d. Update on Fry Blvd. Corridor Study Mtg. Several Commissioners attended the first public outreach meeting on the Fry Blvd. Corridor Study. The consultants running the meetings invited all the Fry Blvd. businesses to attend. If you were unable to attend, there will be additional meetings.

12. NEW BUSINESS

- a. Reexamine Proposed Future Agenda Items list. Jenifer put together a list of all the Proposed Future Agenda Items for the Commission to review to see if the which agenda had been addressed, what was still needed, and what is now moot. Here are a few of the items to remain for future agendas.
 - Presentation from the Economic Development Foundation (EDF)
 - Presentation from Industrial Development Authority
 - Presentation from Small Business Development Center (SBDC)
 - Presentation from Fort Huachuca MWR

Several Comments Received:

- Associate Commissioner Anderson is working to have the Chamber Christmas Parade returned to the West End.
- Coupon Books—Commissioner Wolfe said that SEAHA (Southeast Arizona Hospitality Association) was putting together a coupon book.
- Commissioner Ginsburg is still willing to work on the Commission participating in the Christmas parade.
- The City's Marketing/Public Affairs Mgr and PIO, Ms. Hector, is working on the West End Banners, special branding, and a brochure.

13. WEST END FAIR.

- a. **Mark May 7th on your calendars.**
Day of the West End Fair and every Commissioner should plan on attending.
- b. Commissioner assistance in calling on potential sponsors.
- c. In The Works.
Vendor packages are available if any Commissioners would like to assist in soliciting vendors to the Fair.

14. STRATEGIC PLAN UPDATES

- a. Another time and another venue for Strategic Planning Session. Looking at a time for the Commissioners to get together outside of the Commission Mtgs.

15. 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.

EXTRAORDINARY FUTURE.
UNCOMMON HISTORY.

16. ANNOUNCEMENTS AND UPDATES

Commissioner Adolf

- Good Neighbor Alliance will be holding a Block Party on March 19.
- Another successful Carmichael Neighborhood Association met last week.
 - ✓ The team is moving forward in breaking down areas into 75-100 homes.
 - ✓ The team is challenging neighbors to know each other
 - ✓ Knights of Columbus establishing a Neighborhood Response Team (NRT)

Commissioner McCaa

- Said the West End Commission is the BEST COMMISSION! And helping children in the area is a PRIME NEED!

17. UPCOMING SCHEDULED MEETING

March 14, 2016, at 4:30 p.m.

18. ADJOURNMENT

Meeting adjourned at 6:05 p.m.



Rosie Mackey
Chair
West End Commission



Jenifer Thornton
Staff Liaison
West End Commission

EXTRAORDINARY FUTURE.
UNCOMMON HISTORY.