

MINUTES

WEST END COMMISSION MEETING



West End Commission
Regular Meeting (Second Monday of each Month)
Monday, November 13, 2017
4:30 PM

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

West End Commission Members

Voting Members

Chairman Mackey, Rosie
Vice-Chairman Adolf, Fr. Greg
Member Anderson, Pam
Member Cotton, Michele
Member McCaa, Julia
Member Petersen, Erik
Member Sheppard, Danielle

Associate Members

Ginsburg, Keren
Miller, David
Tawney, Susan
City Council Liaison Calhoun, Gwen
City Staff Liaison Moore, Tina

1. CALL TO ORDER

Vice Chairman Adolf called the Sierra Vista West End Commission meeting to order at 4:30.

2. ROLL CALL

Members Present

Mackey, Rosie - Chair
Adolf, Fr., Greg
Anderson, Pam
Cotton, Michele
McCaa, Julia
Sheppard, Danielle
Ford, Joe

Members Absent

Petersen, Erik

Associate Members Present

Ginsburg, Keren

Liaisons Present

Calhoun, Gwen (Council)

Moore, Tina (Staff)

Public Present

Roger Everett
Brianna Everett
Carolyn Cruz, SV Historical Society
Corrine Moore, Interpreter
Holly Munson

3. ACCEPTANCE OF THE AGENDA

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

4. INTRODUCTIONS (Commissioners and Public)

5. CALL TO THE PUBLIC:

Mr. Everett, Westwood Village Apartment's manager, discussed upgrades and improvements to the apartment complex. New owner, Joep De Bruijn, took control of the property over two years ago and has been cleaning up and upgrading the property since. Owner is in favor of the West End Redevelopment District and is willing to invest in road improvements on North Avenue.

6. APPROVAL OF MEETING MINUTES: August 14, and October 2, 2017, Minutes.

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

Vote: Unanimous

7. COUNCIL LIAISON GWEN CALHOUN COMMENTS

- a. Jim Adams purchased former O'Malley's Lumber yard at 100 North Ave. He plans to move the Military Surplus Store to this location and should have enough room for another business.
- b. Mayor Mueller announced his plans to seek re-election.
- c. Council is considering a resolution to allow chicken farming with City limits.
- c. Council is considering a proposal to eliminate primary elections depending on the number of candidates running for elections/vacant seats. If more than two candidates, a primary election will be held; two and fewer candidates will go direct to general elections. The reasoning for this is to save tax payers money and more people turn out for the general elections.
- d. Kudos to April Trapp and other community members who organized a community clean up for the homeless camps by Wal-Mart.

8. COMMENTS BY CHAIR

No comments

9. NEW BUSINESS

- a. Timothy Lane Park - City held two meetings in October to gather public input on the best uses for the park. Inputs included extending the parking area, providing a small dog park and exercise equipment. Community Development is investing approximately \$60,000 of Community Development Block Grant (CDBG) funds to provide for a regional detention basin at Timothy Lane Park. The basin will slow the flow of rainwater in the Sulger subdivision and surrounding areas during monsoon season. Sierra Vista West Rotary has generously donated eight trees to the park.
- b. McFadden Park – Boulders with park name was delivered. (See attached photo)
- c. Change Commission Meeting Time – Commission discussed and decided to keep its meeting time at 4:30 p.m.

10. OLD BUSINESS

- a. Mural Project. Project is moving forward with three businesses interested in getting murals.
- b. Forrest Doerner Park and Landwehr Plaza. The Commission voted to approve the adoption, but there hasn't been much participation. After discussion the commission voted to relinquish the adoption of the park.
Moved to relinquish adoption: Commissioner Adolf Seconded by: Commissioner Cotton
Vote: Unanimous
- d. Plant Project. Due to the Fry Blvd street improvement project; this project placed on hold. Commission discussed other options including mobile and hanging planters.
- e. Commission Applications. City Council approved the application for the new appointment of Commissioner Ford and the re-appointments of Commissioners Cotton, Adolf, and Mackey. Commissioner McCaa will term out in January. Preparations are underway to recognize her commitment and time served on the commission. Commissioner McCaa will continue to serve as an associate member.

11. STRATEGIC PLAN UPDATES – Tabled until January Meeting

- a. West End Public Relations
 - What do we want to be known for?

- How can we stand out from the crowd and be more competitive?
- What thoughts and feelings do we want to come to mind when people hear our name?
- How can we gain improved results from available resources?

Number 1, "What do we want to be known for?" was discussed. Answers:

Safe neighborhoods, family, and friends
Nice parks
Helping and assisting
History, service, outreach
Walkability and bikeability
Unique Shopping
Restaurants
Good schools

Chair Mackey shared that Mike Cline spoke about an approach he is currently "testing the water" on, that being bringing artisans out of Mexico and have a cluster of shops, like a Placita.

- October meeting the 1st question will be revisited and the 2nd question, "*How can we stand out from the crowd and be more competitive?*" will be discussed.

12. OTHER COMMISSION UPDATES:

- a. CoDI
- b. Cultural Diversity Commission
- c. Historical Society. Carolyn Cruz provided an update on Historic Society's meeting with the original 1959 graduating class of Buena High School. From the group, two members will provide oral history reports. Upcoming projects include: Dairy Queen Historic Plaque, researching Frye Cemetery, history of churches and businesses in the West End and history of Buena High School class of 59 to present.

13. WEST END FAIR

- a. **Mark and SAVE May 5, 2018, on your calendars!**
- b. West End Fair Committee Chairperson. Chairman Mackey is looking for someone to Chair the West End Fair. The person does not need to be on the West End Commission.
- c. Soliciting donations before year end.

14. PROPOSED FUTURE AGENDA ITEMS.

- Election of Officers

15. ANNOUNCEMENTS AND UPDATES:

- a. Southwest Residents Association. Association is preparing for the 5th Annual Santa in the West End on Saturday, November 25th at the Elk's Lodge. Event will offer over 100 stocking stuffer, home baked cookies and plenty of activities for kids.
- b. Carmichael Neighborhood Association. Held its 4th Annual Father of Lights celebration on Halloween; hosting over 800 to 1,000 people in attendance. This event gets bigger and better with each passing year. Big kudos to area churches for organizing this event and keeping it safe.
- c. Neighborhood Clean Up. Captain's Course Class assisting with cleanups on a weekly bases. Thanks to Bryan Sayers and the Knights of Columbus for this collaborations.

16. UPCOMING SCHEDULED MEETING FOR THE WEST END COMMISSION

WHERE BUSINESSES THRIVE AND HISTORY COMES ALIVE

Next meeting Monday, January 8, 2018.

17. ADJOURNMENT

Rosie Mackey
Chair
West End Commission

Jenifer Thornton
Staff Liaison
West End Commission

WEC meetings are recorded. Should you wish to listen to the meeting, call the City Clerk's Office at (520) 458-3315.



WHERE BUSINESSES THRIVE AND HISTORY COMES ALIVE