

MINUTES

WEST END COMMISSION MEETING



West End Commission
Regular Meeting (Second Monday of each Month)
Monday, August 14, 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 Thornton, Jenifer

1. CALL TO ORDER

Chairperson Mackey called the Sierra Vista West End Commission meeting to order at 4:33

2. ROLL CALL

Members Present

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

Members Absent

Petersen, Erik

Associate Members Present

Ginsburg, Keren

Liaisons Present

Calhoun, Gwen (Council)
Thornton, Jenifer (Staff)

Public Present

Acfalle, Jasmine (Cinderella's Closet)
Boone, Tony (CofSV Economic Dev.)
Cline, Mike (CofSV Economic Dev.)
McCulla, Michelle (SSVEC)
Miller, Sue (Salvation Army)
Roman, Lupe (Cinderella's Closet)

3. ACCEPTANCE OF THE AGENDA

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

4. INTRODUCTIONS (Commissioners and Public)

5. CALL TO THE PUBLIC:

Ms. Lupe Roman discussed the Cinderella's Closet. Cinderella's Closet is a non-profit organization under Break the Cyclejam3s Inc. Their mission is to inspire men and women to succeed and feel amazing about themselves. They are located at 84 S. 2nd Street, Suite B, Room 4. They particularly like formal attire for those who cannot afford formal gowns for occasions like military balls, proms, quinceaneras, etc. and work attire. Hours: Wed, Fri, and Sat 10:00 a.m. to 3:00 p.m. cinderellasclosetsv@gmail.com, or Facebook

WHERE BUSINESSES THRIVE AND HISTORY COMES ALIVE

@BTCCinderellaCloset. Clothing and monetary donations accepted: All donations help support women in the Jennifer House. The Jennifer Housing is a women's transitional shelter for clean and sober living.

Ms. Sue Miller came to invite the West End Commission to attend the Salvation Army Open House on Thursday, August 17, at 4:00 p.m. – 6:00 p.m., location is 180 Wilcox Dr. They are welcoming Captains Carlos and Gildete Souza to the area.

6. APPROVAL OF MEETING MINUTES: July 10, 2017, Minutes. Will require a vote.

Moved to approve by: Commissioner Adolf Seconded by: Commissioner Anderson

Vote: Unanimous

7. COUNCIL LIAISON GWEN CALHOUN COMMENTS

- a. Current Council Agendas and Items
- b. Update for other Commissions, City Events
- c. Community Outreach

Nothing at this time.

8. COMMENTS BY CHAIR

- a. Finding a passion and setting a standard for Commissions. Chairman Mackey spoke that each Commissioner had something that drew them to the West End Commission and that they needed to find their passion and work on that. She requested that if anyone had an idea for a project for the West End, please share and let the West End Commission assist in working on it.

9. GUEST SPEAKER: Ms. Victoria Yarbrough came to see if the West End Commission was interested in assisting artist JoAnne Berry plan a ribbon cutting for the mural on the CenturyLink building. The date will be September 16. Secondly, the Parks and Recreation Commission will be updating their Parks Master Plan and would like the West End Commission to assist with the Timothy Lane Park (which will be receiving grant funds for a retention basin and various other improvements) portion. The meetings are scheduled on Wednesday, October 18 at 12:00 noon and Saturday, October 21 at 10:30 a.m.

12. NEW BUSINESS

- a. Vote on participating as a Commission in a collaboration with JoAnn Berry on the ribbon cutting for the new mural.

Moved to approve by: Commissioner McCaa

Seconded by: Commissioner Anderson

Vote: Unanimous

- b. Vote on participating as a Commission with the Parks and Recreation Commission on updating the Parks Master Plan, particularly concerning Timothy Lane Park.

Moved to approve by: Commissioner Cotton

Seconded by: Commissioner Sheppard

Vote: Unanimous

11. OLD BUSINESS

- a. Mural Project. The painting of traffic light boxes is still being pursued.
- b. Forrest Doerner Park and Landwehr Plaza. The Commission voted to approve the adoption, but there hasn't been much participation. Three options: (1) Vote to return the Park and Plaza to have someone else adopt them, (2) Decide to keep the Park and Plaza but go out and find other groups who would be interested in working with the Commission, or (3) Decide to work as a Commission to keep the Park and Plaza cleaned up. Chairman Mackey asked the Commissioners to think about what they would like to do and a vote will be taken in October (September meeting is the tour).

- d. Plant Project. This is still a viable project and Commissioner Mackey asked fellow Commissioners to talk with West End Businesses to see if they would be willing to take care of plantings.

13. STRATEGIC PLAN UPDATES

- 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

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.

10. OTHER COMMISSION UPDATES:

- a. CoDI
- b. Cultural Diversity Commission
- c. Historical Society. Carolyn Cruz was unable to attend, but wanted the Commission to know there will be a luncheon on October 14 with Buena High School's first graduating class (1959) at La Casita. Serenity Salon is a new salon on the West End (west end of the building that housed the old Oriental Market near Subway).

14. 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. (Will discuss in October)

15. PROPOSED FUTURE AGENDA ITEMS.

- None

16. ANNOUNCEMENTS AND UPDATES:

No announcements of updates

17. UPCOMING SCHEDULED MEETING FOR THE WEST END COMMISSION

Next meeting Monday, September 11, 2017 **3:30 pm. This will be the annual tour**

18. 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