

MINUTES OF THE PEORIA CITY COUNCIL

CITY OF PEORIA, ARIZONA
HUNTINGTON UNIVERSITY
8385 WEST MARINERS WAY
January 28, 2017

A **City Council Workshop** of the City Council of the City of Peoria, Arizona was convened at Huntington University, 8385 West Mariners Way, Peoria, Arizona in open and public session at 8:39 a.m.

Members Present: Mayor Cathy Carlat; Vice Mayor Jon Edwards; Councilmembers Bridget Binsbacher, Michael Finn, Vicki Hunt, Carlo Leone and Bill Patena.

Members Absent: None

Municipal Officials Present: Carl Swenson, City Manager; Julie Arendall, Deputy City Manager; Susan Daluddung, Deputy City Manager; Jeff Tyne, Deputy City Manager; Steve Burg, City Attorney; Rhonda Geriminsky, City Clerk; Thomas Adkins, Intergovernmental Affairs Director; Andrew Granger, Engineering Director; John Imig, Information Technology Director; Chris Jacques, Planning and Community Development Director; Stuart Kent, Public Works/Utilities Director; Laura Krause, Human Resources Director; Brent Mattingly, Finance Director; Roy Minter, Police Chief; Bobby Ruiz, Fire Chief; John Sefton, Community Services Director; Jennifer Stein, Public Information Director; Scott Whyte, Economic Development Services Director; Lisa Estrada, Economic Efficiency and Sustainability Manager; Tammy Shreeve, Strategic Management Officer and Dawn Prince, Assistant to the City Manager.

Audience: One member of the public was present.

Welcome and Opening Remarks from the Mayor

Mayor Carlat addressed the Council reflecting on the cohesive Council that has been established and showed appreciation to the City of Peoria staff. Mayor Carlat reflected on the 2016 City Council goals and accomplishments including:

- Economic Development
 - Huntington University
 - Cigna
 - Honor Health in North Peoria
 - Peoria Eighty-Three
 - Modern Round
 - Slicks Garage
 - Headquarter Grill
 - Land-banking
 - 83rd Avenue and Mariner's Way purchase (Old Country Diesel Building)
 - Washington Street Block

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- Old Town Revitalization
 - Lucidi Distillery
 - Community Garden
- Small Businesses
 - Maricopa County Small Business Center
- Public Safety
 - Pinnacle Peak Public Safety Building
 - Additional Police Officers
 - Body-worn cameras
 - Fire-Medical
 - Ambulance Services
 - Proactive services for its citizens
- Quality of Life
 - Veteran's Wall completion and expansion
 - P83 Identity
 - Wayfinding signs
 - Improved vibe
 - Branding
- Citizen confidence in City Council
 - Re-elected three councilmembers
 - City Charter changes approved by voters
- Transparent Government
 - Citizens Committees
 - Charter Review Committee
 - Quality of Life Committee
- Communications
- New Charter Officer
- Ranked 5th for best city for people with disabilities
- Ranked 6th among the 50 best cities to live
- Ranked 11th best city for jobs

Mayor Carlat stated there is more work ahead of them, including:

- Meeting the expectations of the citizens despite Proposition 400 not being passed by the voters
- The need to give citizens more information
 - City Sense
 - Communications Plan
 - Morning with the Mayor
 - My Turn column
 - Social Media
 - Peoria Pulse

Mayor Carlat outlined the agenda for the Workshop.

Carl Swenson, City Manager, expressed his appreciation to the Council for their leadership, goal setting and support for achievement of the goals.

Jeff Tyne, Deputy City Manager, introduced the Workforce Group Initiative.

Workforce Group Initiative

Briana Cortinas, Senior Policy Advisor for the Mayor, presented the Workforce Group Initiative.

Melissa Sigmund, Principal Planner, presented regarding the following:

- Retaining and attracting workforce to advance the City
- What this type of workforce looks for in a city
- The process used by the workforce to develop recommendations
 - Build on existing strengths
 - Site visits
 - Gilbert Heritage District
 - Phoenix Grand Avenue Art District
 - Phoenix Roosevelt Row
 - Phoenix Warehouse District
 - Mesa
 - Murals
 - Street furniture
 - International Travelling Piano Exhibit
 - Temporary art
 - Sociability
 - Uses and activities
 - Access and linkages
 - Comfort and image
 - Spirit of innovation
 - Recommendations

Kristen Hall, Business Development Coordinator, outlined the Workforce recommendations.

Randy Proch, Planner, presented regarding wayfinding signage and circulator bus routes.

Heather Sorden, Library Services Coordinator, presented regarding engaging the community including employee involvement plan and nightlife and outdoors.

Daniel Murillo, Management Assistant, presented regarding the scene in the City of Peoria including:

- Functional art
- Regional events
- Neighborhood-centric events

Kristina Perez, Digital Media Manager, presented regarding Peoria residents and their Facebook entries about the City of Peoria and the things they like.

Briana Cortinas providing closing remarks on behalf of the Workforce Group.

Economic Development Overview

Mr. Swenson introduced the next agenda item regarding economic development.

Scott Whyte, Economic Development Director, presented regarding the Economic Development overview. Information included:

- Competitive analysis at the state level
- Top 10 states for doing business
- Site Selection Magazine and where Arizona ranks in various categories as they relate to economic development
 - Comparisons to other states

Discussion ensued regarding whether tax rates are a driver in why businesses do not come to Arizona.

Mr. Whyte continued regarding:

- Regional Market update
 - Greater Phoenix Region trends regarding prospects as to which types of companies are attracted to the region
 - What types of businesses actually locate in the region
 - Industrial prospects and what they are looking for in their facilities
 - Office prospects and what they are looking for in the facilities

Discussion ensued regarding employment data being taken at the place of employment rather than at the place of residence.

Mr. Whyte reviewed the Class A Office space in the City of Peoria.

Mayor Carlat declared a short recess at 10:27 a.m. and resumed the meeting at 10:43 a.m.

Mr. Whyte continued regarding:

- Emerging opportunities in Peoria for Class A office campus development
- The Innovation Center Project process update
- West Valley competitive analysis and summary
- Peoria Innovation Center possibilities

Discussion ensued regarding:

- Ground lease payments from Plaza Companies
- Other competitive cities
- Design of parking structure and approach to balancing entertainment opportunities with office space
- Underground parking

Mr. Whyte continued regarding real estate development opportunities at Peoria and Loop 101.

Discussion ensued regarding whether a storage facility is being built in the Peoria and Loop 101 area.

Mr. Whyte continued regarding:

- Entrepreneurial and small business development
- Opportunities for the former Country Diesel building
 - Bucci Entertainment Group proposal
 - Entertainment services being proposed
- Building on success regarding BioInspire
 - ASU model proposal
 - Medtech acceleration

Discussion ensued regarding what is considered high paying jobs.

Mr. Whyte continued regarding:

- ASU/Mayo clinic network

Mayor Carlat declared a short recess at 11:36 a.m. and resumed the meeting at 11:45 a.m.

Financial Forecast

Julie Arendall, Deputy City Manager, presented regarding:

- Financial update – economic outlook
 - Slow and conflicted expansion
- Peoria housing permits
- General Fund operating revenues
- General Fund operating expenses
- General Fund baseline forecast

Discussion ensued regarding whether additional contingencies have been built into the budget.

Council 24-Month Goals

Susan Daluddung, Deputy City Manager, presented achievements for the Council Goal of Community Building – Preserving and expanding our quality of life, including:

- Sustainability
- Historic preservation
- Old Town redevelopment
- Long-term infrastructure
- KidsZone at Peoria Sports Complex

Jeff Tyne, Deputy City Manager, presented achievements for the Council Goal of Enhancing Current Services, including:

- Increase public safety resources for Police and Fire
- Pursue ambulance services
- Expand Human Services function
- Expand Bulk Trash Program
- Increased technology
- New River Utility acquisition
- Sign Ordinance modernization
- Sports Complex Colonnade
- Pursue green waste

Ms. Daluddung presented achievements for the Council Goal of Preserving our Natural Environment, including:

- General Plan update
- Land acquisition
- Sonoran Preservation Program
- Historic Preservation (archeology)

Mr. Tyne presented achievements for the Council Goal of Total Planning, including:

- Expand water reclamation system
- Human Capital Strategic Plan
- Charter amendment process
- Expand transportation services
- Explore a circulator program

Ms. Arendall presented achievements for the Council Goal of Economic Development, including:

- Land-banking
- Strategic Economic Development planning

- Market intervention
- Revitalization of Old Town area
- Partnering with the Small Business Development Center

Ms. Arendall presented achievements for the Council Goal of Leadership and Image, including:

- Visibility – increased communication, media and marketing
- Regional visibility
- Special mid-decade census
- Awards and recognition
- Accreditations

Mr. Swenson addressed Council regarding positioning the City of Peoria for the future.

Mayor Carlat opened the floor for discussion regarding Council policy goals.

Councilmember Hunt stressed the importance of downtown Peoria and land-banking in Old Town and would like to incorporate the Workforce Group ideas into Peoria's future. Councilmember Hunt would like to explore the Old Town Museums so that they might benefit the City.

Councilmember Finn recommended that goals that have already been reached should be removed from the Council Goal list and removing alleys from the Acacia District, code enforcement and streetscape beautification should be added to the list.

Vice Mayor Edwards recommended that intersections, infrastructure for signals, banners and funding to maintain should be included in the Council Goals.

Councilmember Binsbacher recommended that balanced amenities in Northern Peoria should be added and that staff should look for opportunities to bring partnerships to North Peoria, including Sustainable U programs. Councilmember Binsbacher recommended a focus on Lake Pleasant infrastructure, increasing public safety resources, ambulance services, human services, community garden, Hidden Heroes, Economic Development Investment Forums, tourism, branding, local business outreach and special events be included in the Council Goals.

Councilmember Patena recommended that a long-term approach to neighborhood in order to prevent neighborhoods in disrepair and more artwork in the North be included in the Council Goals.

Vice Mayor Edwards recommended that the short-term goals on the Workforce Group Initiative list be incorporated into the Council Goals.

Councilmember Hunt recommended that the Council determine its philosophy for moving forward on residential development.

Discussion ensued regarding balancing services throughout the City and reprioritizing due to Proposition 400's failure to pass.

ADJOURNMENT:

Being no further business to come before the Council, the Council Workshop was duly adjourned at 1:18 p.m.

Cathy Carlat, Mayor

ATTEST:

Rhonda Geriminsky, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct summary of the proceedings of the City Council Workshop of the City Council of Peoria, Arizona held on the 28th day of January, 2017. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 21st day of February, 2017.

(Seal)

Rhonda Geriminsky, City Clerk