

MINUTES OF THE PEORIA CITY COUNCIL
CITY OF PEORIA, ARIZONA
DEVELOPMENT AND COMMUNITY SERVICES BUILDING
9875 NORTH 85TH AVENUE
November 3, 2017

A **City Council Retreat** of the City Council of the City of Peoria, Arizona was convened at the Development and Community Services Building, 9875 North 85th Avenue, Peoria, Arizona in open and public session at 1:03 p.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: Jeff Tyne, City Manager; Julie Arendall, Deputy City Manager; Andy Granger, Deputy City Manager; Steve Burg, City Attorney; Rhonda Geriminsky, City Clerk; Thomas Adkins, Intergovernmental Affairs Director; George Anagnost, Municipal Judge; Sonia Andrews, Interim Finance Director; Katie Gregory, Management and Budget Director; John Imig, Information Technology Director; Chris Jacques, Planning and Community Development Director; Adina Lund, Engineering 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 and Lisa Estrada, Economic Efficiency and Sustainability Manager.

Audience: One member of the public was present.

Strategic Priorities

Mayor Carlat addressed the Council with opening remarks providing statistics from the League of Arizona Cities and Towns and relaying the importance both the City of Peoria and all Arizona cities and towns have in the State of Arizona. Mayor Carlat encouraged the Council to look to the future and think long-term to determine what the City of Peoria will be.

Jeff Tyne, City Manager, encouraged Council to engage in meaningful dialogue so that staff has clear direction to carry out the Council's requests in a professional and creative manner. Mr. Tyne stated the overall theme for the retreat is livability, and he outlined seven topics to be addressed, including:

- Transportation
- Arts and Culture
- Built and Natural Environment
- Parks and Recreation
- Communication
- Public Safety
- Economic Prosperity

Andy Granger, Deputy City Manager, encouraged the Council to create the vision based on the topics outlined or any additional topics the Council may wish to include.

Mr. Tyne discussed adversity and stated that there is not a lot of new money and that the community is expanding, which makes it more difficult to connect with the community and build public trust, which is at 37 percent for local governments.

Transportation

Mr. Granger addressed transportation opportunities related to growth and encouraged Council to look at how the City should grow with respect to transportation.

Discussion ensued regarding:

- Long-range plan for Grand Avenue and businesses along Grand Avenue
- Rail stops on Grand Avenue
- Commuter rail
- Bus routes
- Difference between light rail and commuter rail
- Reliability of commuter rail since freight rail usually takes precedence over commuters
- Sales tax increase initiatives
- Circulators
- Council priorities for employment and transportation
- Proposition 500 light rail, circulator and bus routes
- Citizen feedback circulators or bus routes within the City rather than going out of the City

Mr. Tyne advised there are other options to consider and inquired of the Council regarding bike and walkable cities and the City's trail system.

Discussion ensued regarding:

- Additional trails in current plans, wayfinding and branding
- Perception that Peoria is a sports and trails city rather than an arts city
- Public art opportunities at and on trails
- Walkability and connectivity
- Connectivity with respect to neighborhoods when residents may not want to be connected to existing neighborhoods
- Accessing Peoria's amenities without getting into a vehicle
- Promoting bike days and connectivity
- Condition of streets in the Acacia District
- The need for inviting roadways
- Pavement Management Study to be brought before Council at an upcoming Study Session
- Half streets

- Americans with Disabilities Act ramps at intersections that have to be updated when streets are repaired and the associated costs
- Bridge on 99th Avenue to Olive Avenue

Mr. Tyne outlined the process used to include items into the Capital Improvement Plan.

Mayor Carlat expressed the importance of circulators and how they can unify the City and contribute to quality of life and entertainment value for citizens.

Discussion ensued regarding:

- Circulators
- Proposition 500
- Addressing shade in conjunction with walkability
- Educating the public on circulators and promoting them
- The importance ridesharing can have with respect to future transportation opportunities
- Shade Masterplan
- Making 83rd Avenue a pedestrian area
- Walkover bridge on 99th Avenue to Olive Avenue

Arts and Culture

Mr. Tyne introduced the arts and culture topic and inquired regarding coordinating art differently or changing the focus.

Councilmember Hunt expressed the importance of art and expressed concern regarding the art designated groups in Peoria that are competing against each other rather than working together. and it is not bringing the desired results.

Councilmember Hunt presented the following:

- Creating an Arts Vision and establishing an arts/culture page on the website
- Add makerspaces throughout the City
- Unique bus shelter designed by students in Oro Valley
- Engaging the community
- Considering Old Town as an Arts District – a place that celebrates art
- Reopen the historical society building

Discussion ensued regarding:

- Arts Masterplan and how it connects from one community to another
- Master developer requirements that artwork throughout the community be part of their proposal
- Proposal that Peoria have long flags with names of individuals who have served in the military that should be hung for two months

Mr. Tyne stated that money will be prioritized to look at arts and culture opportunities.

Discussion continued regarding:

- Council's desire for an arts vision and atmosphere in the City of Peoria
- Permanent large art concerns
- Arts and culture draws
- Community engagement for permanent structures and tax dollar concerns
- Revising the Arts Master Plan
- Percent for the Arts Program – where and how to allocate the money
- Concerns about levying 1 percent from businesses who wish to establish in Peoria
- Business opportunities
- Cultural opportunities
- Placemaking – arts conducive to congregating
- Makerspaces

Built and Natural Environment

Mr. Tyne introduced the built and natural environment topic including:

- Placemaking
- Focal points
- Aesthetic treatments
- Opportunities to create a sense of place

Chris Jacques, Planning and Community Development Director, presented regarding:

- Needs for different populations based on different life cycles
- Not a one-size-fits-all land use scheme

Discussion ensued regarding:

- Need for density in order to develop Old Town
- Multi-family housing with setbacks/buffers
- Trees
- Density and surroundings in dense areas
- High-density housing for walkability
- Capitalizing on low-density areas
- Developing commercial areas and high-density areas
- Density decisions should enhance what already exists
- Transitions versus key areas
- Stigma for apartments and how to paint a different picture possibly using design standards
- Branding new areas
- Expectations from existing residents
- Rebranding and changing terminology

- Bringing the community out
- Placemaking versus art
- Cultural experiences versus permanent art
- Plop art
- Energy created by art
- Unique art treatments
- Urban forests

Mayor Carlat declared a short recess at 2:52 p.m. and resumed the meeting at 3:02 p.m.

Parks and Recreation

Mr. Tyne introduced the Parks and Recreation topic including:

- Funding restrictions and challenges
- Balanced amenities
- Different priorities in different parts of the community
- Variety in neighborhood parks
- Adaptive parks

Discussion ensued regarding:

- Adaptability for parks/adaptive parks
- Importance of play in human and community development
- Investment for adaptive parks
- Neighborhood parks
- Park usage statistics
- Amenities at parks – open fields dominate parks
- Maintenance and upkeep of existing parks
- Refreshed Apache Park
- City parks versus parks run by management company in Vistancia – residents may not know the difference
- Concerns about legitimate use of parks
- Redesigning parks for the purpose of connecting more people
- Services provided in the parks
- Engaging the community to determine their needs
- Sharing resources/partnerships
- Using retention basins for farmers markets
- Shade
- Club athletics program
- Small special events
- Peoria image
- Maximizing resources especially when classes are not full
- Commute times for youth athletic practices
- Revenue growth versus cost growth
 - o State's management of money negatively impacts cities

Communications

Mr. Tyne introduced the Communications topic including:

- Informing and educating the public
- Engaging people in the future
- Public trust
- Messaging

Discussion ensued regarding:

- Public trust and social media challenges and how to manage the challenges
- Communication preferences
- Email response times
- Providing correct information
- Council's inability to respond at Council meetings due to Open Meeting Laws
- Preventing wrong information from getting out
- Keeping information factual
- Facebook live streaming
- Engaging Board and Commission members
- Importance of coordinating between departments
- Consistent branding
- Streamline messaging for better use of resources
- Peoria's new user-friendly websites

Public Safety

Mr. Tyne introduced the Public Safety topic, including:

- Public safety is a resource priority
- Expectations serving remote areas of the City
- Public safety at the lake
- Enhanced opportunities for law enforcement feeder programs
- Connecting with neighborhood leaders
- Adapting to the changing healthcare environment

Discussion ensued regarding:

- Role of public safety at the lake
- Empty area before the lake
- Jobs after graduation (JAG Programs) – presenting to the youth on public safety opportunities for Police and Fire Departments
- Serving remote areas in the City
 - o Managing growth in the north for public safety
- Enticing local grown talent
- Recruiting public safety personnel

- Creating career paths for public safety for youth
- The changing healthcare environment
 - o Transporting versus treating onsite (treat and release)
- Educating the retirement community
- Programs to develop career paths

Economic Prosperity

Mr. Tyne introduced the Economic Prosperity topic including:

- Council's focus for economic prosperity
- Attracting long-term industries
- Variety of retail experiences

Discussion ensued regarding:

- Providing more economic opportunities for our residents
- Purposeful change to meet the needs of the community and future residents
- Intentional development

Mr. Tyne explained that many of the issues discussed will be brought to Council, as appropriate, in future Study Sessions.

Discussion ensued regarding:

- Relating with stakeholders
- Housing not-for-profit centers in city buildings in order to provide one-stop services to the residents
- CDBG (Community Development Block Grant) funds and funding options

ADJOURNMENT:

Being no further business to come before the Council, the Council Workshop was duly adjourned at 4:36 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 3rd day of November, 2017. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 28th day of November, 2017.

(Seal)

Rhonda Geriminsky, City Clerk