



CITY COUNCIL WORKSHOP MEETING MEETING

WORKSHOP MEETING AGENDA

FRIDAY, APRIL 9, 2021, 9:00 AM

Hilton Garden Inn
300 N Montezuma Street
Prescott, AZ 86303

Greg Mengarelli, Mayor

Alexa Scholl, Mayor Pro Tem

Steve Blair, Councilman

Phil Goode, Councilman

Cathey Rusing, Councilmember

Steve Sischka, Councilman

Clark Tenney, Councilman

The following Agenda will be considered by the Prescott **City Council Workshop Meeting** at its **Workshop Meeting** pursuant to the Prescott City Charter, Article II, Section 13. Notice of the meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02. One or more members of the Council may be attending the meeting through the use of a technological device.

1. CALL TO ORDER

2. ROLL CALL

3. DISCUSSION

A. Discussion and Consideration of the City Council Strategic Plan.

Recommended Action: This item is for discussion only. No formal action will be taken.

4. ADJOURNMENT

EXECUTIVE SESSION

Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));

- (6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6);
- (7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

THE CITY OF PRESCOTT ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 72 hours advanced notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (928) 777-1272 to request an accommodation to participate in this public meeting. Prescott TDD number is (928) 445-6811. Additionally, free public relay service is available from Arizona Relay Service at 1-800-367-8939 and more information at www.azrelay.org

Confidentiality

Arizona statute precludes any person receiving executive session information from disclosing that information except as allowed by law. A.R.S. §38-431.03(F). Each violation of this statute is subject to a civil penalty not to exceed \$500, plus court costs and attorneys' fees. This penalty is assessed against the person who violates this statute or who knowingly aids, agrees to aid or attempts to aid another person in violating this article. The city is precluded from expending any public monies to employ or retain legal counsel to provide legal services or representation to the public body or any of its officers in any legal action commenced for violation of the statute unless City Council takes a legal action at a properly noticed open meeting to approve of such expenditures prior to incurring any such obligation or indebtedness. A.R.S. §38-431.07(A)(B).

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on _____ at _____ m. in accordance with the statement filed by the Prescott City Council with the City Clerk



Sarah M. Siep, City Clerk



COUNCIL AGENDA MEMO

MEETING TYPE/DATE: **WORKSHOP MEETING** **04- 9-21**

DEPARTMENT: **City Manager**

AGENDA ITEM: Discussion and Consideration of the City Council Strategic Plan.

ITEM SUMMARY

The City Council maintains a strategic plan, which is updated at least yearly. This item is to discuss the current strategic plan and make necessary adjustments.

BACKGROUND

Since at least 2016, the City Council has met at least annually to create or update a strategic plan, which helps guide future discussions, Council direction, budgeting, and staff's priorities.

FINANCIAL IMPACT

There is no direct financial impact.

Recommended Action: This item is for discussion only. No formal action will be taken.

ATTACHMENTS

1.3. [Strategic Plan Doc2020.pdf](#)

2020

CITY OF PRESCOTT STRATEGIC PLAN



Vision:

To be the premier community in the Southwest

Mission:

We will embrace our unique past, maximize our current opportunities, and be a catalyst for our future prosperity.

Goal #1: Stabilize the General Fund, continue supporting the market compensation plan, and provide adequate and stable funding and flexibility to maintain a balanced budget as required by the Charter

Objectives:

1. Continue to stabilize the General Fund

Strategy:

- Consider hiring a grant writer for the City to apply for and obtain greater grant funding

2. Retire the PSPRS unfunded liability based on FY17/18 actuarial, administrative, and financial assumptions as soon as possible.

Strategies:

- Use the dedicated sales tax of .75%
- Seek state assistance

3. Monitor Legislative Actions

Strategies:

- Make impact fees adjustments (time constraints, operations expenses, simplify process, expand purposes)
- Revenue/expense flexibility
- Continue to monitor compliance of sales tax remittance from vacation rental websites and online remote sellers (WayFair decision)
- Further assess the Section 115 Trust option for pension costs

Goal #2: Economic Development – providing an environment to enable prosperity and job/career creation

Drivers: tourism, medical, government, education, growth, aviation/aerospace, supply chain industries, high-tech, and cyber security

Objectives:

1. Take better advantage of community assets

Strategies:

- Maximize revenues at existing city-owned/operated locations (airport, golf course, etc.) by seeking reasonable market rate for leases/services, and enforcement of collection of delinquencies.
- Explore strategies with academic/trade institutions to build future workforce capabilities
- Encourage business/industry partnerships with local colleges and universities to encourage innovation and student retention for employment, including the creation of a Center for the Future

Tactic: Ensure Aviation's continued presence and location in Prescott as well as the associated supply-chain

2. Utilize a regionalization approach to support necessary airport and airpark growth and development

Strategies:

- Seek Federal, State and Arizona Commerce Authority financial support for current and future airport development.
- Encourage private development at the airport and surrounding areas, in keeping with the airport master plan, public disclosure map, and grant assurances.
- Work with neighboring jurisdictions to seek compatible land uses and reduce non-compatible encroachment around the airport.
- Support future commercial air service growth and airport safety by:
 1. Constructing the new airport passenger terminal
 2. Lengthening the main commercial service runway to address commercial air carrier weight restrictions and relocating Taxiway "C" and eliminating safety "hotspots", to meet FAA standards for aircraft separation and airfield safety

3. Continue to monitor a moderate, healthy, and sustainable rate of growth to act as a renewal of the City and to support the local economy

Goal #3: Quality of Life – create a community of well-being, a clean and safe city that provides superior essential services and enhances opportunities that allow for retention and attraction of people who want to live, learn, work, and play in Prescott

Objectives:

1. Natural Resource Preservation and Conservation – Engage in cooperative efforts with political entities, subdivisions, and private property owners to work to assure the preservation and conservation of our natural resources

Strategies:

- Preserve the Arizona Groundwater Management Act
- Support conservation measures to maximize water availability
- Acquisition of land for public ownership
- Conservation easements (hiking/biking)
- Clean water bodies
- Fire-wise communities
- Forest health

Other notes: accessible; preserve open space

2. Highly-Rated City Services – Perceived as and are (measurably) delivering efficient and effective services including transportation with improved flow, well-maintained streets, public safety, code compliance, water and wastewater services

Strategies:

- Consider traffic flow/traffic management
- Study public transit opportunities through political subdivision coalitions (CYMPO)
- Continue to work with State Legislature to restore HURF money

3. Cultural and Recreational Experiences – To facilitate intergovernmental agreements and public-private partnerships to provide opportunities for cultural and recreational experiences.

Tactics: Hilton Garden project, Granite Creek Corridor, ECHO Commission, Opportunity Zones

4. Further promote well-being and enhance our vibrant community

Strategy:

- Create a commission on well-being

Goal #4: Service-Oriented Culture – Promote an accountable organizational culture of excellent/superior/solutions-driven service

Objectives:

1. Measurably promote excellent service delivery based on trustworthy, timely, problem-solving, engaging, valuable, accessible, actionable, fair, consistent, and common-sense service as permitted by existing resources and by effective use of those resources

Strategies:

- Continued customer service and other trainings
- Customer service feedback
- Performance measures from each department
- **Shared vision** culture among employees at all levels of departments

Other notes: culture of enforcement changed to culture of service and facilitation (attitude); seeking to have a culture of “yes”

2. Promote continuous process improvement which fosters better processes and procedures to improve customer service and provide quality services at the lowest possible cost to taxpayers.

Strategy:

- Foster a culture that encourages employee morale

Tactic: Commitment to the employee market compensation plan