



CITY COUNCIL STUDY SESSION MEETING

STUDY SESSION MINUTES

TUESDAY, MARCH 8, 2022, 1:00 PM

201 S. Cortez Street
Prescott, AZ 86303
Council Chambers

Phil Goode, Mayor

Cathey Rusing, Mayor Pro Tem

Brandon Montoya, Councilman

Eric Moore, Councilman

Jessica Hall, Councilwoman

Steve Sischka, Councilman

Clark Tenney, Councilman

MINUTES OF THE STUDY SESSION OF THE PRESCOTT CITY COUNCIL STUDY SESSION
HELD ON MARCH 8, 2022, IN THE 201 S. CORTEZ STREET PRESCOTT, AZ 86303 COUNCIL
CHAMBERS.

1. CALL TO ORDER

Mayor Goode called the meeting to order at 1:00 p.m.

2. ROLL CALL

Phil Goode	Mayor
Cathey Rusing	Mayor Pro Tem
Jessica Hall	Councilwoman
Brandon Montoya	Councilman
Eric Moore	Councilman - Excused
Steve Sischka	Councilman
Clark Tenney	Councilman

3. DISCUSSION

A. Presentation and Update from Prescott Frontier Days World Oldest Rodeo.

Prescott Frontier Days President Chris Graff thanked the Council for their time and discussed what the Rodeo would be presenting during the meeting. He introduced President Jim Rounds and Vice President Luis Cordova with Rounds Consulting regarding a recently completed Economic Impact Study.

Mr. Rounds addressed Council via Zoom and discussed the project with the organization as well as the opportunities for the Rodeo and its impact which can continue to be significant moving forward for the city, the County and the State as a whole. This event puts the state on the map in a number of ways and may even be an opportunity for future grant funding. He is excited about the opportunities and would be happy to discuss additional information in the future.

Mr. Cordova continued the discussion regarding the study which identified economic and fiscal impacts of the Rodeo operations, tourism activity related to events in 2021, and planned expansion of the grounds.

2021 Impact:

- * Year-round events drew in over 81,500 visitors to Prescott
- * Generating over \$33.5 million to the community
- * The rodeo supports a total of 337 jobs in Prescott
- * Activity created \$2.6 million in state and local tax revenue (\$780,400 to the city specifically)

Key Findings:

- * Impact during the planned \$20 million expansion – 268 total jobs, \$39.2 million in economic output, \$14.3 million in labor income and \$2.4 million in state/local taxes
- * Incremental model was developed to calculate the effects of every 10% annual increase (8,150 visitors) – each 80 jobs, \$3 million in wages, \$7.9 million in economic output and \$209,600 in tax revenue for the City of Prescott
- * Over a 10-year period \$14.2 million for the City of Prescott

Councilman Montoya asked if the numbers factor in inflation.

Mr. Cordova confirmed they do.

Mayor Goode commented that it is exciting to look at the expansion opportunities for the area which will generate much more interest.

Mr. Graff continued the presentation with an overview of the Rodeo in 2021.

134th Rodeo:

- * 686 professionals attended
- * \$285,293.50 total payout to contestants
- * 28,983 fans attended

Pre-Pandemic 2019 Reach:

- * Visitors from all 50 states
- * International Visitors from Netherlands, Australia, German, Great Britain, Mexico, Japan, Spain, Canada, Chino, Bolivia, Italy, Belgium, France, New Zealand, Czech Republic, Scotland, Norway, Belarus, Denmark, Australia and Slovenia.

2022 Rodeo Preview:

- * Downtown Experience will be the new addition – Mile High Middle School Field to include livestreaming and family friendly entertainment (legendary longhorns, wool busters, buck-n-bull), vendors

Expansion Plans & Ideas:

- * East end bathrooms – ADA enhancements
- * Pavilion in vendor area
- * Arena/Pens – removed old arena and pens, dirt work and regrading for positive drainage, install new waterlines with frost-free hydrants, adding extra sand for better arena footing, install new arena and pens (2 additional bucking chutes, 2 mutton busting chutes). Will be complete by the time the rodeo begins approximately \$500,000 investment for PFD.

Community Investment:

- * Tough Enough to Wear Pink - \$10k annually
- * Scholarships to Youth
- * Happy Hearts & Horses with Heart
- * Western Heritage, Yavapai Cattle Growers, Phippen Museum, Sharlot Hall Museum and more

Mayor Goode commented that he has seen the work happening at the grounds and it seems to be moving forward quickly and is excited about it.

Councilwoman Hall thanked Rodeo staff for their presentation and improvements to the grounds.

Councilman Tenney commented that he is very impacted by the information regarding how much the rodeo impact our community economically.

Councilman Sischka asked about how the cowboys will react to the improved facilities here.

Mr. Graff responded that a covered arena will make them happy because it's providing a better facility for them which will be a big deal. Our mission is to improve the grounds to enhance the experience for participants and visitors.

This item was for discussion only, no formal action was taken.

B. Discussion Regarding Requests for Naming of Prescott Centennial Center and the City of Prescott Facility Naming Policy.

City Clerk Sarah Siep provided a presentation to Council with an overview of the Facility Naming Policy adopted by Council in October 2021 and discussions at the February 22, 2022 Study Session. She stated that a total of thirty-seven (37) applications have been received to name the Centennial Center after Major Frank Schiel and one hundred and forty (140) have been received for former Mayor Marlin Kuykendall. Additionally, she discussed previous Council actions to name Ken Lindley Field in 1971 and the Grace Sparkes Memorial Activity Center in 2002.

Mayor Goode commented that the concern prompting the policy was to have a policy to review and justify naming of city property. While its intention was to reduce any potential controversy and opinions from the public, however, he didn't believe it was intended to create competition between groups yet in this situation we are getting into that realm. He feels it is appropriate that applications are for a facility that does connect the person with their historical achievements. The Centennial Center was originally the Antelope Hills Club House, because of Mayor Kuykendall's efforts the building was

revitalized and kept. It is part of the Golf Course and not the Airport, it is just near the Airport. Major Schiel was a historic pilot and his achievements were borderline Medal of Honor, and recognizing him should be connect to the airport and aviation.

Mayor Pro Tem Rusing emphasized that there are other options to honor people like Living Legacies/Scholarships or Endowments. She added that the last public building the Adult Center was named after former Mayor Rolle Simmons who was a mayor and this seems to be getting in a rut.

Councilman Tenney commented that Major Schiel was a tremendous hero and he would be in favor of considering naming something after him at the Airport, however, if we are to consider naming a facility after someone it should have a significant connection to them.

Councilman Sischa stated that he admires both individuals, but this brings to mind two people coming to someone wanting the same thing. He really doesn't want to pick winners and losers, and would like to find solutions for both people and he also has people asking why they are considering changing the name at all. Doesn't want to change the name at all but honor these individuals in other ways.

Mayor Goode commented that the policy can be amended or eliminated altogether. This is the first situation where it is being applied and it seems to be working against itself.

Councilman Montoya commented that until the efforts of some people nobody knew who Major Frank Schiel was and that is really unfortunate, while this building is not connected to aviation what would we look at down the road.

Mayor Goode echoed Councilman Montoya's comments and feels there should be something that highlights what he did and honor him but he isn't sure this is the right place. He doesn't want controversy. If Mayor Kuykendall hadn't stepped in the Centennial Center wouldn't even exist and his achievements need to be recognized as well.

Mayor Pro Tem commented that Council has three options: Schiel, Kuykendall, or keep the name the same.

Mayor Goode added that no action will be taken today.

Councilwoman Hall stated that both of these individuals should be recognized, there are many opportunities at the Airport for Major Schiel which would likely be more significant and memorable at the 18th busiest airport in the Country and do the Centennial Center after Mayor Kuykendall at the next meeting.

Councilman Tenney concurred but said that he wants something concrete for Major Schiel, and he would like to see Airport Director get together with Ms. Bougault to discuss that option.

Member of the public Bill Feldmeier addressed Council regarding the naming of Centennial Center and Mayor Kuykendall's efforts related to that building, he served three terms as Mayor. He has never viewed it as a competition between the two groups. He added that Major Schiel and others are recognized with a star at the monument outside of the Courthouse. Don't have to change the name of the Centennial Center, but rather add Mayor Kuykendall's name to it.

Member of the public Steve Blair addressed Council regarding the naming of facilities in this community, Jim McCaslin Willow Creek Park/Bill Kiebler Field/Bill Valley Field, etc. Frank Schiel's name should be on a building at the Airport. This isn't competition, but should be named for the people who were involved.

Member of the public Elizabeth Bougault addressed Council regarding her efforts to have Major Schiel recognized. All of the applications submitted for him are handwritten and mean a lot to them. Doesn't want Major Schiel to be forgotten, he formed an aeronautical program when he was in Junior High School. Something needs to be done to honor him and she hopes she is still here to see it, she doesn't like the idea of a plaque because you no longer hear about them after it is put in.

Member of the public Ted Gambogi addressed Council and complimented everyone attending regarding their civility and discussed his interactions with Mayor Kuykendall when he was a new resident of Prescott. He was instrumental in the development out by the Centennial Center, during all of his travels he sees recognitions/statues in airports honoring those in aviation. He endorses naming the Centennial Center after Mayor Kuykendall and finding a way to honor Major Schiel. Our history is important and should serve both heroes.

This item was for discussion only, no formal action was taken.

C. Discussion and Presentation Regarding the Second Draft of the 2022 Water Management Policy.

Deputy Public Works Director Gwen Rowitsch provided a presentation to Council regarding the updated draft of the 2022 Water Policy. Have had two previous meetings reviewing the policy and the Water Issues Subcommittee has also met twice to discuss water, comments have been received from sixteen (16) members of the public that have been integrated into the policy. Goal is to have the draft posted on the website by the end of next week. Policy is different from the original draft because of the public input.

New Outline:

- * Section 1 – Intro (Prescott AMA, Water Service Area, Regional Cooperation)
- * Section 2 – Assured Water Supply and D&O
- * Section 3 – The General Plan and Prop400
- * Section 4 – Water Policy (Water Policy History 1999-2019, Water Policy 2019-2022/Water Resource Management Model (WRMM))
- * Section 5 – Conservation Policy
- * Section 6 – Available Water Supplies
- * Section 7 – Water Policies

Mayor Pro Tem Rusing suggested that they move onto the action items/policy itself.

Mayor Goode concurred, introductory items are good to include but need to cover the specifics and go straight to Section 7.

Councilman Tenney asked staff to cover any specific highlights that they feel are important before getting to Section 7.

Ms. Rowitsch responded that Section 4 regarding the changes and shifts to the water policy are important. Policy 1999-2019 water was allocated through contracts from renewable sources only/alternative water supplies only; water budget per calendar year was based on D&O water availability; 0.36 acre feet (AF) per dwelling unit to 0.25 AF per dwelling unit.

Beginning in 2017 staff began working on the WRMM. The WRMM use was determined by utility billing data from water meters, established current/committed/projected demands; 5-year rolling average water use by user types (single-family, multifamily, commercial). ADWR Determination Oct/Dec 2019 reaffirming the amount of groundwater and alternative water recognized by ADWR under the city's designation of assured water supply. This all lead to the fundamental shift in how city water was managed.

Water Policy 2019-2022 water service is provided from any water source within the D&O (groundwater and alternative water supplies, NOT Big Chino Water Ranch until physically available); no contracts, water application and review process (water approved by Council action or issuance of a permit), no water budget, 0.17 AF per single family and 0.12 AF per multifamily dwelling unit or water bills from a similar facility, no water outside city limits except for existing contracts and IGA with political subdivisions.

Available Water Supplies:

* Per 2009 D&O 16,507.44 AF of groundwater and alternative supplies

* WRMM Demands 14,529 AF

* AFY available for water budgeting - 1,978.44

Ms. Rowitsch continued with an overview of Section 7 Water Policy and highlighted what specific items have been changed/revised within each policy.

Mayor Pro Tem Rusing commented that "may" should be replaced with "shall" in Policy 4 and 5.

Ms. Rowitsch responded that using the word "shall" would require an applicant to complete a demand analysis and cost/benefit analysis, which is why "may" is used because it could be situational.

Councilman Sischa added that this could keep someone from coming to Prescott when it would be beneficial for the community.

Mayor Pro Tem Rusing said that the cost/benefit analysis should be for “commercial/development/industrial, etc” that should be clarified so that the “shall” language could be used.

Ms. Rowitsch commented that a project’s substantial/warrant could be left to discretion or set qualifiers for when it is considered substantial.

Discussion and consensus to change wording in Policy 4 to be “shall” and determine what is considered “substantial” for Policy 5.

City Manager Michael Lamar said this can get very complicated and used the FedEx facility as an example.

Councilman Tenney suggested that the wording of Policy 5 as is, staff is hired professionals and they have historically done a good job and comes to Council if they have any concerns. There will always be subjective language.

Mr. Lamar suggested setting a threshold at something like 10 AF.
Councilman Montoya commented that the threshold should be water usage and not land for Policy 5.

Councilman Sischka commented that as long as a threshold is established, he has no problem with the language of “shall”.

Mayor Pro Tem Rusing commented that she would like Policy 7 changed from “volume” to be changed to “acre feet” and also the policy updated that any proposal to increase or decrease the number of lots and increase the volume of water. She feels water service area language should be included along with the water within city limits.

Ms. Rowitsch said it can be revised to be "water service area" rather than within city limits.

Councilwoman Hall commented that the number of acre feet with the water budget will have serious implications.

Mayor Goode concurred and added that there will likely be a good amount of debate on this and it will likely need to be updated in the future as well.

Councilman Montoya commented that the water budget is related to new developments and non-existing contracts.

Ms. Rowitsch confirmed. She added that very few projects will come forward that will be impacted by this water budget, it is the 1,978 acre feet.

Council consensus to continue discussion regarding the water budget to a future meeting.

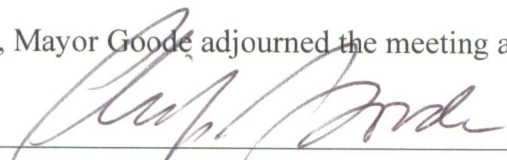
Member of the public Howard Mechanic addressed Council regarding how water has been handled outside city limits in the past. Haven't helped manage growth, aquifer or benefits for the city. Not offering water outside of the water service area will solve none of these issues, need to provide water outside of the city limits in the right way.

Member of the public Tom Rusing addressed Council regarding his concerns related to what "build out" is, he is concerned that the number provided isn't accurate. This is a critical item for people to understand. He added that the city is waiting for the D&O to be approved and water allocations may be changed if so it is critical to wait until after those figures come back before making changes.

This item was for discussion only, no formal action was taken.

4. ADJOURNMENT

There being no further business to discuss, Mayor Goode adjourned the meeting at 3:08 p.m.



PHILIP R. GOODE, Mayor

ATTEST:



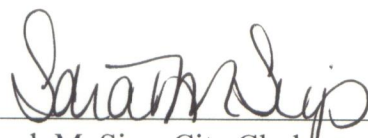
SARAH M. SIEP, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council Study Session of the City of Prescott, Arizona held on March 8, 2022. I further certify the meeting was duly called and held and that a quorum was present.

Dated this 24 day of March, 2022.





Sarah M. Siep, City Clerk