



CITY COUNCIL MEETING

STUDY SESSION MEETING MINUTES

MONDAY, MARCH 5, 2018, 1:00 PM

Prescott Library Founders Suite A, 215 E. Goodwin St.
Prescott AZ 86303
(928) 777-1100

Greg Mengarelli, Mayor	
Billie Orr, Mayor Pro Tem	Jim Lamerson, Councilman
Steve Blair, Councilman	Alexa Scholl, Councilwoman
Phil Goode, Councilman	Steve Sischka, Councilman

MINUTES OF THE STUDY SESSION MEETING OF THE PRESCOTT CITY COUNCIL HELD ON MARCH 5, 2018, in the PRESCOTT LIBRARY FOUNDERS SUITE A located at 215 E. GOODWIN ST., Prescott, Arizona.

1. CALL TO ORDER

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

2. ROLL CALL

Greg Mengarelli	Mayor
Billie Orr	Mayor Pro Tem
Steve Blair	Councilman
Phil Goode	Councilman
Jim Lamerson	Councilman
Alexa Scholl	Councilwoman
Steve Sischka	Councilman

3. DISCUSSION

A. Strategic Planning Session

City Manager Michael Lamar led the discussion with the City Council on the city's mission and vision statement. A mission statement is what we must achieve, should lead to outcomes and can be measured.

Mayor Mengarelli said the mission is very important for Council and staff so they are able to follow it.

Mr. Lamar asked Council if they are interested in changing the mission or vision statement. Councilman Sischka said it needs to be easy enough for everyone to relate to including citizens.

Current Mission Statement

The mission of the City of Prescott is to provide superior city services, to create a financially sustainable city and serve as the leader of the region.

Current Vision Statement

Prescott is a beautiful, growing city that has a vibrant historic downtown, is the regional economic center for the Tri-Cities and is a first class tourist destination. Prescott is a livable, dynamic community where there is a range of housing choices for all, where residents and guests enjoy an active lifestyle with great recreation and leisure amenities, where people have quality living, where the community acts as a responsible environmental steward and where there is pride in our hometown. The Gem of Arizona.

Mr. Lamar gave two suggestions to prompt discussion:

Vision-To be the premier community in the southwest to live, learn, work and play.

Mission-We will preserve our unique past, maximize our current opportunities, and be a catalyst for our future prosperity for all.

Councilman Sischka said the mission is the premier community in the southwest and the vision should be to preserve our unique past.

Mayor Pro Tem Orr liked "premier community in the southwest to live" but this is more for tourism.

Mr. Lamar asked what is our mission? How do we do a better job of attracting and obtaining what we want and not getting what we don't want.

Councilman Blair said there is a homeless population in Prescott. The homeless have been imported here and they have not been raised in Prescott. Mr. Lamar said it is difficult to balance being hospitable and maintaining safety and security. There is a delicate balance.

Councilman Blair said housetops are continually coming in, but not the quality of life that the area needs. The money is stretched and the city wants tourism. There isn't enough police on the streets and security is the utmost importance for visitors and residents.

Councilman Lamerson said public safety is the priority. Councilman Blair said there could be volunteers on the trails. If someone gets hurt, there is someone to call for help.

Councilman Sischka said the bottom line is how does the city become a premier community?

Councilman Blair said it is difficult when there is a blighted house next to a \$400,000 house and there isn't enough code enforcement to cover the area. Mr. Lamar said if Council wants more police officers or code enforcement, it would need to be

budgeted. Councilman Sischka said this is an example of what needs to be added to the mission.

Mr. Lamar said a goal would be addressing the homeless situation. Councilman Lamerson said the homeless situation needs to be cleaned up and the city has done very little to take care of the problem.

Councilwoman Scholl said she didn't like the word "destination". It sounds too touristy. Council consensus is to use the word "community".

Councilman Goode said if the city can accomplish "community" then that will bring everyone here. Safety and security should be part of the mission. City Attorney Jon Paladini said "past, present, and future" should be incorporated because Prescott is unique and has a past.

Possible Mission-We will preserve our unique past, maximize our current opportunities, and be a catalyst for our future prosperity for all.

Councilman Blair said there are areas in town that have been passed over. Mr. Lamar said Miller Valley Road and Fair Street are areas that need to be focused on. Councilman Blair said we don't live in the safest community in Arizona. Councilman Sischka said Iron Springs Road needs revitalization because there are a lot of empty buildings. Councilman Blair said there should be a plan for the blighted areas. Mr. Lamar said maybe city resources should be spent on public health and safety. Councilman Goode said the downtown area could be the concentrated area and then radiate outward.

Mr. Lamar said there are some things that can be done to deter the panhandler's from being downtown. Handles can be added to the benches so someone can't lay down. This makes it less appealing for panhandler's to sit. Mayor Mengarelli said the curbs need to be fixed so it makes it less appealing for panhandler's to sit at the corners like next to St. Michael Hotel.

Special Projects and Legislative Coordinator Tyler Goodman said they are considering putting old fashioned meters in the downtown area where visitors can put money in them instead of giving the money directly to a panhandler and then the money would be distributed through a grant program. There will be a marketing campaign to not feed the panhandler's. Councilman Blair said they will just move to another corner. Mayor Mengarelli said there will be signage to discourage giving to panhandler's. This marketing campaign is to educate the public because they are generous.

Mr. Lamar said nobody can solve homelessness but it can be managed. Mayor Pro Tem Orr said we want to make sure we aren't enabling the homeless. Mr. Lamar said due to the heat in the summer in the valley, there is migration of homeless that move north. Measures can be put in place to increase patrols in the parks. Police Chief Black said there will be greater presence of officers as the weather gets nicer.

Mr. Lamar asked if the Council would like to revisit smoking in the parks. Mr. Paladini said the city's property maintenance code is pretty lax compared to other cities. Councilman Lamerson asked if the city is able to ban smoking on public property. Mr. Paladini said yes. The more law that is adopted, the more enforcement needs to be done. If a "no smoking" law passes in the parks, it would require more law enforcement.

Chief Black said they use the fire restrictions to control smoking in the parks. A job program would be beneficial and there would be less issues. Councilman Goode said follow-up is needed to do a better job in following up on code enforcement. Mr. Paladini said there needs to be a balance between more officers and more strict codes. Be careful in citing people because they get more and more behind.

Councilwoman Scholl said there should be a warning to let people know they are out of code compliance. Mr. Lamar said if this is the Council's priority, then staff needs to know what to do. There is money in Tourism and that could be used to add a private security firm to make the citizens downtown feel safer.

Mr. Paladini said you have to be fair across the board. If you have fees, you charge everyone fees.

Mr. Lamar said outreach could be done with property owners such as Walmart. Mayor Mengarelli said we know the issues and we are working on trying to get a handle on the homeless population.

Councilman Sischka said the mission and vision needs to be developed. This is what we hope to accomplish then the budget and the strategic plan takes care of the rest.

Council Consensus:

Mission: We will preserve our unique past, maximize our current opportunities, and be a catalyst for our future prosperity for all.

We have a vibrant past:

- *Western Heritage
- *Outreach to educational institutions-Heritage Trail
- *Better utilization of rodeo grounds
- *Continue dialogue with APS
- *Emphasize redevelopment of specific areas in need

Councilman Sischka said he would like to bring certain areas back to what Prescott is. Mayor Pro Tem Orr said beautification of neighborhoods is important. Empower residents to be proud of their areas. Have neighborhood clean-up days. Each neighborhood could have a neighborhood coordinator.

Councilman Blair said the city's future needs to be more aggressive. Councilman Sischka said an advocate is needed to help with the development and building community. There needs more flexibility on redevelopment areas. Have an ombudsman for assisting through the development process. Mr. Lamar said an ombudsman would be beneficial and he recommended to have this person work directly with him.

Future

- *Regulate what is necessary
- *Add an ombudsman to help with community development
- *More flexibility on redevelopment areas
- *Focus on non-service industry jobs
- *Fix retaliation perception

Mr. Lamar stated that a host concept has been implemented at City Hall where all citizens will be greeted and will be helped with their questions which will increase customer service. The city is also adding a citizens academy one to two times a year for citizens to attend and learn about city operations. Councilwoman Scholl said the city needs to do a better job at social media. Mr. Lamar agreed.

Councilman Blair asked if any thought has been done on possibly using Mile High Middle School as a city campus and have city departments in one area. A new middle school could be built in a different location. Mayor Mengarelli said the school would like to see the area used. Councilman Blair said areas could be explored for a new middle school or high school. Mayor Mengarelli said the board would need data on how much square footage would be needed for the city facilities then there would be an idea on how much space is needed for the city departments.

Mr. Lamar said a meeting could be set up to discuss the uses of the Mile High School property.

Council Consensus

Mission:

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

Vision:

To be the premier community in the southwest.

Mr. Lamar reviewed the take aways of the strategic planning meeting.

- *Increase social media.
- *Better utilization of assets.
- *Emphasize redevelopment to specific areas in need.
- *Continue dialogue with APS.
- *Empower residents to beautify neighborhoods. Plan a city sponsored neighborhood clean-up.
- *Compliment efforts of Chamber and not duplicate what they are doing.

Council Consensus

*Move forward with downtown security and ambassador program

4. ADJOURNMENT

There being no further business to discuss, Mayor Mengarelli adjourned the meeting at 2:59 p.m.

GREG MENGARELLI, Mayor

ATTEST:

MAUREEN SCOTT, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session Meeting of the City Council of the City of Prescott, Arizona held on the 5th day of March, 2018. I further certify the meeting was duly called and held and that a quorum was present.

Dated this ____ day of _____, 2018.

AFFIX
CITY SEAL

Maureen Scott, City Clerk