

PRESCOTT CITY COUNCIL
STUDY SESSION MEETING
MONDAY, NOVEMBER 27, 2017
PRESCOTT, ARIZONA

Minutes of the Study Session of the Prescott City Council held on October 30, 2017, at the Centennial Center, located at 1989 Clubhouse Dr., Prescott, Arizona.

1. CALL TO ORDER

Mayor Oberg called the meeting to order at 9:12 a.m.

2. ROLL CALL:

Present:

Mayor Oberg
Mayor Pro Tem Lamerson
Councilman Blair
Councilwoman Orr
Councilman Sischka
Councilwoman Wilcox
Mayor Elect Mengarelli
Councilman Elect Phil Goode
Councilwoman Elect Alexa Scholl

Absent/Excused:

Councilman Lazzell

3. DISCUSSION ITEMS

A. Strategic Planning Session

Barry Aarons, Facilitator, led the discussion. Mr. Aarons stated there is a need to establish certain checkpoints and have staff evaluations to review and see if we have met or exceeded the goals. These can be accomplished legislatively, through the city by having policy changes.

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, by existing resources and by effective use of those resources.

Mayor Oberg said the city has a policy of “no” and the goal is to get to yes.
Councilwoman Wilcox said employees should feel comfortable to exercise discretion.
Mayor Pro Tem Lamerson said the Structured Sober Living Homes Ordinance is an example of organizing a need in Prescott which has been very successful.

Councilwoman Orr said she has taken issues to the City Manager and there have been more “yes” answers than “no” answers to finding solutions. The customer service training for employees has been very successful and has increased morale.

Councilman Blair said it has gotten better because the City Manager is listening to the Council. If there is an attitude of “no” then the market will be stale. He thanked the City Manager and Council because they have made some big strides. Mayor Oberg said he has received many compliments towards staff. He thinks the city is in a better way but there are always areas that need improvement.

Pro Tem Lamerson said codes have been added over the years and need to be reviewed by the Council. Basic services need to be reviewed if the city is going to be service oriented.

Councilman Sischka asked what ‘measurably promote’ means and inquired who was measuring. Mr. Aarons said that is part of the strategy as to what is going to be measured. Mr. Lamar said there are ways to quantify customer satisfaction. He would like measures that can be compared with other cities. Councilman Sischka said the customer has a different view on customer service and what they expect. He doesn’t want it one-sided. Mr. Aarons said there has to be a blend of “yes” and “no”. It is up to the City Manager’s Office to come up with measures that Council can approve.

Mayor Oberg said recognizing excellence of employees is important. He is not sure who is recognizing staff and asked if there is there a process where it gets elevated in the organization. Mr. Lamar said it would be easy to do. Acknowledgement of staff can be moved to the forefront.

Mr. Aarons said shared vision is very important. Apathy is the worst. A step up is non-compliance. The next step up is compliance. The next step is enrollment. The last step is shared vision which says this is our program and we have to take ownership. Councilman Blair said a need is to look outside the box.

Mayor Pro Tem Lamerson said the consumer has a measuring stick and inquired as to where the shared vision is, if one is going to do business in the City of Prescott, not all businesses get business licenses which is a failure. Mr. Aarons said there needs to be strategies and tactics that are brought to the City Manager. Mr. Aarons said he doesn’t like to call them failures but a shared vision on how to achieve the goals to establish more compliance.

Objective #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.

Councilman Sischka asked how the city measures a situation when customers don’t follow through with what they need to do. Mr. Aarons said it is measuring consequences. Mr. Sischka inquired how the city establishes continue process improvement and

customer service and how does the city achieve the shared vision in order to achieve our goals. Mayor Oberg said the employees can improve customer service and ask them their ideas to achieve the shared vision.

Mr. Lamar said when the city looks at new regulations; let Council know right away the positives and negatives of implementations. Staff could outline negatives on impacts and then review in a year to see what happened with the regulation; good or bad. The alarm ordinance isn't accomplishing what is needed. Councilwoman Orr said all regulations should be reviewed because some of them have been in process for years.

Goal #3-Quality of Life-A clean and safe city that provides superior essential services and enhance 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:

- *Acquisition under plan/public ownership

- *Conservation easements (hiking/biking)

- *Clean water bodies

- *Fire-wise communities

- *Forest health

(Other notes: accessible; preserve open space)

Mayor Oberg said traffic flow and management needs to be added. Mr. Aarons said traffic is a highly rated city services. Councilwoman Wilcox said the city should participate in city transportation like a bus system to get the cars off the road. Mayor Pro Tem Lamerson said the area has a lot of gridlock that shouldn't fall on the citizens of Prescott. This is an issue for (Central Yavapai Metro Planning Organization) CYMPO. Regional transportation will be needed.

Mr. Aarons said this is under Goal #2; Objective #2 Exploring regionalization of the airport. Transportation is not just a Prescott issue. Councilwoman Orr said CYMPO will be reviewing transportation issues in January at their Strategic Planning session. Mr. Aarons said the city should look into finding more funding to be freed up for roads.

Councilman Elect Goode said historically the city has looked at individual projects when reviewing traffic issues and strategies are needed to look at traffic. Mr. Aarons agreed that strategies need to be identified.

Mayor Oberg said with regard to transportation for deep Well Ranch it was adequate and a traffic study needs to be done. A tactic could be to start the traffic evaluation to prepare for possible resources.

Councilman Sischka said the city needs to get realistic and do an evaluation of what can be done for transportation issues. Deep Well Ranch is creating a city on the north side called Prescott.

Councilwoman Orr said starting with CYMPO would be a good idea. Yavapai County is part of CYMPO. Mr. Aarons said HURF funds can be looked at.

Councilwoman Wilcox said expanding the city's housing mix should be looked at. There is a housing affordability gap in Prescott. An objective could be: Explore the use of community land trust to provide affordable housing. Councilwoman Wilcox said housing is less expensive in Chino Valley and Prescott Valley so people travel into Prescott for work because housing is not affordable. Mr. Aarons said to add this to a strategic planning session in April for the new council for review.

Councilman Sischka said when talking about affordable housing, they are referring to buying, not renting. Mr. Sischka inquired if Prescott is in need of more rental opportunities with a 1,000 units already in Prescott. Mr. Aarons said traffic flow and new apartments are a concern. Mr. Paladini said if you want to create affordable housing then it may create a density issue that neighbors may not want. Councilwoman Wilcox would like Council to learn more about it. Mr. Aarons said this will be raised at the next Strategic Planning meeting. Mayor Oberg agreed with Councilwoman Wilcox. Mr. Lamar said there has been an increase in air bed and breakfasts in Prescott. Mr. Paladini said this could raise prices on long term renting due to the short time rentals.

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

Objectives:

1. Taking better advantage of community assets

***Generate revenues**

***Explore strategies for technical trade, vocational, and other opportunities**

Mayor Oberg recommended an Incubation and Innovation Center in Prescott. Mr. Lamar said the city is making progress in hi-tech and cyber security. Yavapai College will be adding some new programs in the future. Mr. Aarons said regionalizing the airport is also a main strategy that needs addressed. Mr. Lamar said the city has done a good job in marketing tourism. The city still needs to do a better job for businesses and marketing.

Councilman Sischka would like a report on Strategic Planning updates.

Mayor Elect Mengarelli appreciated being a part of the process. Councilman Elect Goode said he agrees with measurement and looks forward to seeing the results of the goals. Councilwoman Elect Scholl said the city is making great process. The city needs to continue to capitalize on strengths and work on the weaknesses. Mayor Oberg said the city is making progress and hopes that this keeps going. Goal #1 is huge and the city was able to achieve it. Councilman Blair said the Strategic Plan is his focus for the next four years.

4. ADJOURNMENT

There being no further business to discuss, Mayor Oberg adjourned the Study Session at 11:15 a.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 of the City Council of the City of Prescott, Arizona held on the 27th day of November 2017. I further certify the meeting was duly called, held and a quorum was present.

Dated this _____ day of _____, 2017.

AFFIX
CITY SEAL

Maureen Scott, City Clerk