



CITY COUNCIL STUDY SESSION MEETING

STUDY SESSION AGENDA

TUESDAY, AUGUST 10, 2021, 1:00 PM

201 S. Cortez Street

Prescott, AZ 86303

Council Chambers

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 Study Session** at its **Study Session** 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.

Viewing & Participation

This meeting may be viewed on Channel 64, Facebook Live or on the City Website: [Live City Council Meeting Videos](#)

Or via Zoom by registering in advance: [Zoom Registration Link](#)

Public Comments for items on the posted agenda may be submitted through the City website: [Public Comment Form](#)

1. CALL TO ORDER

2. ROLL CALL

3. DISCUSSION

A. City Facility Naming Policy Guidelines.

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

B. Creative Concept for 2021 Economic Development & Business Tourism Marketing and Advertising Campaign.

Recommended Action: This item is for presentation 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: STUDY SESSION 08-10-21

DEPARTMENT: City Manager

AGENDA ITEM: City Facility Naming Policy Guidelines.

ITEM SUMMARY

Staff received several responses from Arizona cities and collected information from other cities around the nation about the policies and practices those cities use in naming facilities.

Some common elements were found in approving a name for a facility:

- Person who's contribution was significant or extraordinary in nature
- The name engenders a strong, positive image that is not controversial in the community
- Naming not associated with religious organizations, political candidates or partisan organizations
- Person must have been deceased for a certain period of time (between 1 year and 5 years)
- Differing procedural elements based on type of building or facility (parks, library, other buildings or streets)
- Application process and reviewed either by staff or a committee before going to the Council

Town of Carefree, AZ:

- Facilities or sites are named by way of a resolution from the Council. They do not have a written policy. A recent example is attached to this memo.

Bullhead City, AZ:

- The city has a set of criteria and an applicant submits a written request detailing the reasons per the policy. The city's policy is attached to this memo.

City of Winslow, AZ:

- Focuses on streets and facilities. Calls for caution and forethought before approving any requests. A copy of the city's policy is attached to this memo.

BACKGROUND

The Council requested that staff research relevant policies regarding the naming of city facilities.

FINANCIAL IMPACT

There is no fiscal impact.

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

1. [Carefree Resolution.pdf](#)
2. [Bullhead City Policy.pdf](#)
3. [Winslow - Facilities and Streets Naming Policy.pdf](#)

**TOWN OF CAREFREE, ARIZONA
RESOLUTION 2021-02**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF
CAREFREE, MARICOPA COUNTY, ARIZONA, RENAMING
THE CAREFREE SUNDIAL PLAZA THE “GERRY JONES SUNDIAL PLAZA”
FOR THE MONTH OF MARCH, 2021**

WHEREAS, the Town of Carefree recognizes Gerry Jones as an important part of the history of the Town of Carefree, and

WHEREAS, Gerry Jones laid the early land development planning for the Town of Carefree and built the first home within Carefree in 1959 as well as over 300 more homes over the course of his 68 year career, and

WHEREAS, with their unique architectural designs, the homes designed by Gerry Jones celebrate the beauty of the Sonoran Desert and made the *Carefree Lifestyle* one which is in harmony with the beautiful outdoors, and

WHEREAS, the Town of Carefree honors the work of Gerry Jones by renaming of the Carefree Sundial plaza to the **“The Gerry Jones Sundial Plaza”** during the month of March, 2021, and

WHEREAS, the Town of Carefree, in further acknowledgment of Gerry Jones, is proud to support and proclaim **“Gerry Jones Day”** commemorating on the date of the dedication of the **Gerry Jones Sundial Plaza** on March 6, 2021, and

WHEREAS, a plaque shall be mounted upon a unique boulder donated from the property of Gerry and Leslie Jones and placed in the Carefree Desert Gardens, with the plaque to read **“The Gerry Jones Sundial Plaza”** and a ceremony held on Saturday, March, 6th, 2021, to celebrate the dedication.

NOW THEREFORE, it is bestowed and declared that the Town of Carefree hereby renames the Carefree Sundial Plaza as **“The Gerry Jones Sundial Plaza”** during the month of March, 2021 and further designates Saturday, March 6, 2021, **“Gerry Jones Day”** in the Town of Carefree, Arizona.

PASSED AND ADOPTED by the Mayor and Common Council of the Town of Carefree, Arizona, this 2nd day of March, 2021.

Ayes ____ Noes ____ Abstentions ____ Absent ____

Bullhead City, AZ

2.04.295 - Policy for naming/renaming city facilities.

A. The city council shall review and evaluate all requests for the naming, renaming or dedication of any facilities owned or managed by the city of Bullhead City.

B. City buildings should not ordinarily be named after an individual(s) except by the criteria below. Names chosen for any facilities owned or managed by the city of Bullhead City should meet one or more of the following criteria:

1. Named after something that is specifically unique to Bullhead City or the southwest or the geographic location of the building, facility or park;
2. Predominate physical features in or adjacent to the building, facility or park;
3. An individual or group who has donated the land required for the building, facility or park, or an equally significant cash value donation;
4. Commemorating someone who is deceased (with the support of the honoree's family) after an appropriate time has passed (two years);
5. The proposed name acknowledges significant financial support from individual(s) or organization(s) that pays for facility construction and/or on-going operating needs of the facility. Contractual "naming rights" agreements upon approval of the city council are subject to the contract and are not subject to this code;
6. Honoring a person(s) who assumed an active leadership role in developing, promoting, and implementing effective programs and activities in the community for youth, senior citizens or to improve the visual aesthetic appearance of the community;
7. City streets should not be renamed unless fifty-one percent of the addresses on the street or street segment to be renamed agree or consent to the new name.

C. An applicant shall submit a written request to the city council for consideration to name or rename a public building, facility or park. The application shall clearly state the name of the requesting individual or organization along with the name, address and phone number of a contact person. The request shall include the following:

1. Reasons for the proposed name;
 2. Evidence of community support for the proposed name;
 3. Petitions, if submitted, must be signed by residents of Bullhead City; state the intent; include printed names, addresses, zip codes and telephone numbers of each signer as proof of residency;
4. All of the above must be submitted to the city clerk for inclusion in the city council agenda for the next regular council meeting if submitted by the mayor or any member of the city council, or on a future agenda in accordance with regulations governing citizen requested items;
5. Upon completion of the review, the city council shall take one of the following actions:
- a. Approve or deny the request,
 - b. Postpone action on the request to hold a public hearing at the next regular city council meeting at which time the request shall be approved or denied,
 - c. Reserved,
 - d. Assign an existing commission or task force to hold a public hearing on the request and make a recommendation to the city council after which the council shall approve or deny the request.

CITY OF WINSLOW, ARIZONA
FACILITIES AND STREETS NAMING POLICY
AS APPROVED AND ADOPTED
MAY 22, 2018

1. Purpose. To establish for the City of Winslow, Arizona (the “City”) a formal procedure and criteria for naming of City-owned facilities and streets, the following City Facilities and Streets Naming Policy (this “Policy”) is hereby adopted by the Mayor and Council of the City (the “City Council”). This Policy shall provide a framework within which requests to name public facilities are considered and evaluated.

2. Scope. This Policy shall apply to the naming of City-owned and/or operated buildings, structures, natural features and recreational facilities, whether in whole or portions thereof (hereafter referred to individually as a “Facility” or collectively as “Facilities”), and streets, roads or any public rights-of-way (hereafter referred to individually as a “Street” or collectively as the “Streets”) within the corporate limits of the City. Portions of a Facility may have names other than that of the entire Facility and features may be dedicated to or in honor of a person such as “Smith Beach” or “Jones’ Amphitheater,” subject to the provisions of this Policy.

3. Facility Naming General Policies.

A. Recommendations to Other Bodies. This Policy should be followed in reviewing or preparing the City’s official comments or recommendations to State, Federal, and/or intergovernmental boards taking actions regarding geographic names, naming or renaming of Facilities or Streets.

B. City Request; City Council Consideration. The Mayor, three members of the City Council, or the City Manager may request the naming or renaming of a Facility or a Street. Thereafter, the City Council shall discuss the requested renaming at a public meeting.

C. Bond-Financed Facilities or Streets. If a bond-financed Facility or Street is proposed or requested to be named or renamed, bond counsel must review and approve the request or proposal before consideration at a City Council meeting.

D. Public Notice. The City Council shall provide appropriate public notice of any Street or Facility naming actions in conjunction with other agenda items for regularly-scheduled meetings.

E. Changes to Approved Names. Once a name has been officially approved by the City Council, changes should be strongly resisted.

F. City Council Discretion. In all cases, the City Council reserves the right to accept or reject any proposal to name or rename a Street or Facility, in its sole discretion.

G. City Manager Duties. The City Manager, upon approval of the naming or renaming action by the City Council, shall implement names or name changes of Facilities or Streets. The City Manager shall notify those who have submitted the suggestion as well as other

appropriate offices and agencies. Upon City Council denial of a name or name change, the City Manager shall notify those who requested the name change.

4. Facility Naming Criteria.

A. For Facilities and Streets Generally. Recognizing that the naming or renaming of a Facility or Street should be approached cautiously with forethought and deliberation, the following criteria are hereby established:

(1) To avoid duplication, confusing similarity or inappropriateness, the City Council, in considering name suggestions, shall review existing Facility and/or Street names, as applicable.

(2) In naming Facilities and Streets, consideration shall be given to geographic location, historical or cultural significance and natural or geological features. In the construction of a Facility, the address designation shall be used until the formal naming of the Facility. Whenever possible, naming shall be made prior to the completion of construction of a Facility or Street.

(3) Facilities and Streets may be named for an individual or individuals that has/have enhanced the quality of life within the City and such individual(s) shall have performed outstanding service in one or more of the following categories:

(a) Maintained involvement in a leadership role in civic organizations that are devoted to community improvement.

(b) Provided assistance to the underprivileged, economically disadvantaged or physically and/or mentally handicapped.

(c) Actively promoted and directed community events and activities that have clearly added to the enrichment of the quality and quantity of cultural life within the community.

(d) Actively promoted and implemented effective programs and activities within the community for the City's youth.

(e) Actively promoted and implemented effective programs and activities within the community for the City's senior citizens.

(f) Assumed an active leadership role in developing and implementing programs directed to the improvement of the visual aesthetic appearance of the community at the commercial, public or residential level.

(g) Assumed an active leadership role in developing programs and Facilities directed toward the improvement of community social and health needs as well as programs directed toward humanitarian purposes.

B. Additional Criteria Applicable to Streets. In considering the renaming or naming of a Street, the City Council shall consider the following:

(1) Street names, plats, specific sites and places and natural features indicated on general usage maps for 50 years or more (age criteria applied by the National Register of Historic Places) should be changed only under exceptional circumstances. Street names shall not be similar in spelling or pronunciation to a presently-existing major collector or arterial road in Navajo County, Arizona.

(2) Attention should be paid to maintaining sequential, numerical and alphabetical naming patterns when considering any Street name changes or additions. All Streets shall be named and numbered consistently with the County-wide street numbering system and no such name or change of name shall take effect until (a) the affected public safety agencies have been notified and (b) all impacted public safety dispatch maps have been amended. Any extensions of presently-existing Streets within or into the City shall bear the same name as the existing roadway. No Street name shall contain a homonym.

(3) New Streets shall be named according to the following guidelines:

(a) In most cases, the Street name will be proposed by the property owner, reviewed by the City staff and approved by the City Council as part of its consideration of a final plat for a development within the City.

(b) If an unnamed private Street is dedicated to the City, the name may be suggested by the property owners thereon, but the City Council shall make the final determination.

(4) No Street shall be renamed unless:

(a) There are no (or very few) buildings or other addressed Facilities presently existing along the Street.

(b) The new Street name will not be confused with other existing Streets in the City.

(c) The new Street name shall not be the same as a specific living person within Navajo County, Arizona.

C. Historical Reference. Changes of names for Facilities or Streets should be approved only when they do not violate historical or common usage names. Facilities and Streets may be named after research reveals that the area around the Facility or Street has been commonly, yet unofficially, named by the residents in the area.

**COUNCIL AGENDA MEMO**

MEETING TYPE/DATE: **STUDY SESSION** **08-10-21**

DEPARTMENT: **City Manager**

AGENDA ITEM: Creative Concept for 2021 Economic Development & Business Tourism Marketing and Advertising Campaign.

ITEM SUMMARY

Heart and Soul Marketing will give a presentation about their creative concepts for the economic development marketing and advertising campaign.

BACKGROUND

In late 2020, Heart and Soul Marketing was selected to create and develop an economic development and business tourism marketing and advertising campaign. Since being selected, the firm worked with staff and stakeholders on a discovery process which including focus groups, one on one interviews and discussions. The firm also conducted extensive local research to learn about the Prescott market, and the opportunities for businesses recruitment.

Following the discovery process, Heart and Soul developed creative material, including branding and advertising messaging for staff review.

Heart and Soul representatives will provide a presentation to Council with a creative concept for the campaign.

FINANCIAL IMPACT

This project is part of an approved contract.

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