

CITY OF WILLIAMS CITY COUNCIL

ANNOTATED MINUTES
AGENDA ITEM

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NOVEMBER 14, 2019
COUNCIL ACTION

I. PROCEDURES

A. Call to Order 7:00 PM

Mayor Moore called the meeting to order.

B. Pledge of Allegiance and Invocation

The pledge of allegiance was recited and George Glen provided the invocation.

C. Roll Call

Present: Mayor John W Moore, Vice-Mayor Don Dent, Councilmember Bernie Hiemenz, Councilmember Frank McNelly, Councilmember Lee Payne, and Councilmember Dawn Trapp.

Present from City Staff, City Manager Chase Waggoner, Police Chief Herman Nixon, and City Clerk/HR Director Pamela Galvan.

D. Approval of Minutes for October 10, 2019

Motion: *To approve the Minutes of October 10, 2019 as presented.*

Action: *Approved*

Moved by Vice-Mayor Don Dent, Seconded by Councilmember Dawn Trapp.

Motion passed unanimously.

E. Adopt Agenda

Motion: *To adopt the agenda as presented.*

Action: *Adopted*

Moved by Councilmember Bernie Hiemenz, Seconded by Councilmember Lee Payne.

Motion passed unanimously.

Mayor Moore asked all to rise for a moment of silence in remembering our Councilmember James "Doc" Wurgler, MD.

II. PRESENTATIONS –

Heather Herman of Front Burner Media is here to present updates. She began by thanking Council for the opportunity to come tonight and addressed the latest marketing update she placed before them. She hit on the highlights:

The Art Walk partnership they have been able to attract more media presence because of it. It will be great for promotion and publicity for the Art Walk.

Since the increase in the marketing budget, we have a partnership with Cox Media and they have been targeting areas like Lake Havasu, there is more interest in

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people from that area as well as Kingman. They have been reaching close to 27,000 per month additional. Because of the partnership Cox has thrown in additional exposure for the holidays, during this season in the valley, it will bring greater exposure of 800,000 plus people that watches those channels. This will run through the duration of the Polar Express.

Our website traffic has increased and 49% of our website users access our site on a mobile device, desktop is 30% and the remainder is tablet use. They are setting up geo targeting and fencing ad campaigns. It targets people while they are out on their vacations. She gave an example of how it works.

She noted a group of 12 tour operators from some of the biggest tour companies in Beijing. They visited Bearizona, had lunch at the Canyonlands, stayed at the La Quinta, had dinner with Mayor, and had some free time to shop. Hosting them on an overnight visit provides us with a chance to highlight what we have and encourage them to sell an overnight visit, not just a bus pass through.

We will have HD video coverage of the parade on November 30, as well as the tree lighting; it will be done with a crew in town to film it all. This is with ABC 15 and Sonoran Living and the Sedona Now Network. We will then own the rights to it and be able to promote with high quality footage for years to come. This is a great benefit to the City.

Councilmember Trapp asked, "What other markets Front Burner was looking at." Southern California, Chicago, Las Vegas, Canada as well as Europe and China.

Mayor Moore shared a story of a couple looking for "cowboys" they had seen an advertisement on Williams, Arizona. They met up in Flagstaff and came here. The group from China are also interested in cowboys. It is a big draw. An individual we did an interview from Sonora, she was here about a month and one half ago, she brought her whole car club back here. Heather is also going after the Australian market.

Councilmember McNelly addressed the tourism market and incidental changes, asking how she adapts to them throughout the year. Heather explained that they are always following the trends. They do see a downturn coming it is a matter of being prepared for it. They are already seeing a downturn in international visitation for various reasons. They feel that by doing personal outreach making them feel comfortable and welcomed then we know that they will still visit. The remainder of the market depends. What they do to mitigate it is they prepare with visitation from people in our own backyard. That is why they are targeting local. They communicate daily with the Arizona office of tourism to see what trends they are noticing so that they can be prepared.

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Michael Rioux asked is there any other countries that you target other than China. Yes, Canada, Germany, UK, France, a little bit of Italy and China and then, they have not targeted Mexico very much but they recognize is an emerging market. There is a possibility they may branch out a little bit.

Heather closed by expressing what a privilege and honor it was to have Doc as a part of the advisory group. He was an exceptional individual to work with, and believed everyone would agree.

III.

PUBLIC PARTICIPATION – Kris Williams of the Williams Alliance for the Arts, and The Gallery in Williams came to thank those involved (City Council, Experience Williams.com and Heather Herman Front Burner Media) for their support of the Williams second Saturday Art Walk. This last season was a big success. She shared the Gallery's numbers that the second Saturday Art Walk brought in this season. She came to thank for your support. It works and they look forward to the next season with hopes to expand it and bring in more visitors.

Williams Alliance for the Arts is planning their next event "Christmas Cookies Corral" on December 14, 2019 to raise funds to support all of their activities including the second Saturday Art Walk.

Kim Musselman Director of Special Initiatives for Coconino County came here tonight to foster a partnership with Williams for the 2020 Census. In her role, she serves as the County Census Coordinator. She came to speak with them about Census 2020 and the Counties efforts to collaborate with all of the municipalities within the county in making sure they get out a complete and accurate count for 2020. She met earlier with Mr. Waggoner and appreciates his support. She gave a shout out to both Pam Galvan and Tim Pettit as she has been working with them since the very early inception of organizing the community census team and complete count committee, as well as other phases that are involved with the census. This is an effort the county and communities to obtain federal funds, which we are entitled. The monies will go towards programs that are important to all of us as citizens and residents in Coconino County, in our cities and towns. The monies go to make sure we have good infrastructure, roads, schools, hospitals, and housing programs to name a few.

In addition, it is about our states representation, we stand to gain at least one, possibly two seats, depending on what our count is. She is here asking us to collaborate with them and would like to provide additional information, later, perhaps to get onto the Council's agenda.

She spoke of the marking outreach they are working on. The tag is "I Count, You Count".

Kim's request to Council is for them to be informed about the 2020 Census and to share with the community its importance. She asked when they are talking to their constituents;

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it will afford them the opportunity to make sure they understand how important this census is.

This is the first time you will be able to respond to the census in one of three ways: online, by telephone or by the traditional written form with only nine questions. This will roll out mid-March.

Mayor Moore said we would schedule a Census 2020 for next year's council agenda.

IV. CONSENT AGENDA ITEMS

A. Approval of check register for month ending October 31, 2019.

Councilmember Payne inquired on check number 98391 for the degreaser/wasp and hornet spray from Precision Company.

Mr. Waggoner explained his understanding for the product was for use in the old railcar, boxcar, there was a large hornet's nest. He will look further into it for Councilmember Payne. He agrees it seems a bit high.

Motion: *To approve the check register for month ending October 31, 2019 as presented.*

Action: *Approved*

Moved by Councilmember Frank McNelly, Seconded by Councilmember Lee Payne.

Motion passed unanimously.

IV. NON-CONSENT AGENDA ITEMS

Tabled from October 10, 2019 City Council meeting.

B. Council may approve Resolution No. 1382 for the purchase of a 2011 Peterbilt 365 Dump Truck.

Mayor Moore directed to withdraw Resolution No. 1382

Motion: *To withdraw Resolution No. 1382 for the purchase of a 2011 Peterbilt 365 Dump Truck.*

Action: *Withdrawn*

C. Council may discuss and hear the second reading of Ordinance No. 976 repealing sections 36.15 through 36.24 of the City Code of the City of Williams and enacting in lieu thereof thirteen new sections relating to purchasing procedures.

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Mayor Moore asked the Clerk to read Ordinance No. 976 by number and title only.

The City Clerk provided the second reading of Ordinance No. 976 by number and title only.

This is the second of three readings so that the public may make comment. The third and final reading will be on December 12, 2019.

Tabled from September 26, 2019 City Council meeting.

D. Council may discuss and take action in approving financial funding to Coconino County Community College.

Councilmember McNelly inquired on the dollar amount needed to fund this, as this is outside of our current budget. Secondly, is this going to be a permanent outlay from the city to sustain this program, or will the county be able to stand on its own?

Colleen Smith introduced herself, Steve Peru and Meghan Remington.

Colleen began by explaining that this particular program is designed for Williams. They have been meeting with local employers talking about some of the things they are requesting, and they will help fund it so that they could send their employees to the program. The funding is based on how much of the program you want. This program is designed to help in the hospitality industry and tourism. Colleen went over program cost breakdown, noting, the City would decide which of the courses they want to offer and the employers will help by paying to send their employees.

Their goal is to provide relevant training for the current and prospective workforce of Williams. Individuals who complete one or all of these courses will be able to demonstrate a greater understanding of soft skills, etiquette and teamwork, customer service best practices and management/supervisory practices.

Mayor Moore explained that the College is looking to obtain \$5 to \$10,000.00 dollars to get it up and running and the employers will pay their part to send their employees. This is not to pay for business owners employees' to go to class; the funds are for the start up.

There is a tentative plan for February 2020 to begin with the supervisors program followed by March 2020-employee program, from there it will depend on the needs of businesses. In addition to financial support, is the support of the leadership of the City in helping them make the connections.

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They will be reaching out to the counselors at the high school.

Steve Peru noted these classes with certification, provides value, experience and validation. Colleen noted they would also be providing hotel and apartment maintenance certifications. These are non-credit but certificated classes.

Mayor Moore said Coconino Community College needs to get a division back here in Williams, get it working and for the community to get behind them as support. The funds they are coming to us for is a drop in the bucket compared to the monies spent 20 years ago. We need to think of our community and the people and training.

Meghan closed with pointing out this program is a priority for her. She understands there is an opportunity to build a strong foundation with the City of Williams, by utilizing tax dollars; they want to make sure it comes back to the City.

Vice-Mayor Dent said when you help to develop a good employee as a youngster they tend to be a good employee at future jobs.

All agreed that building a strong work ethic is vital to good employees.

Motion: *To approve \$10,000.00 to start a Continuing Education Program.*

Action: *Approved*

Moved by *Councilmember Lee Payne, **Seconded by** Councilmember Bernie Hiemenz.*

Motion passed unanimously.

VI. **REPORTS, CURRENT EVENTS AND INFORMATION ITEMS**

Mayor and Council

- *Mayor Moore mentioned a tour of Bill Williams Mountain Steep Slope Thinning Project on the 21st of this month. All but Councilmember Payne will be participating.*
- *Mayor read a Proclamation in support and well wishes for the Williams High School Vikings Varsity Football team at the state championship game.*
- *Vice-Mayor Dent announced the AZ League of Cities and Towns fall publication issue has, Parks of Arizona, and our Monument Park is one of those highlighted. We have extra copies for those interested.*

Staff

- *Chief Nixon stated we are now in possession of the \$70,000.00 donated vehicle.*

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VII. ADJOURN – 8:05 PM

Mayor John W. Moore

ATTEST:

City Clerk Pamela Galvan

DRAFT

CERTIFICATION

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State of Arizona,)
) ss.
Coconino County,)

I, PAMELA GALVAN, do hereby certify that I am the City Clerk of the City of Williams, County of Coconino, State of Arizona, and that the above Minutes are a true and correct summary of the Meeting of the Council of the City of Williams held on November 14, 2019. I further certify that the Meeting was duly called and held and that a quorum was present.

Dated this 16th day of October 2019.

CITY CLERK

DRAFT