

CITY OF WILLIAMS CITY COUNCIL

ANNOTATED MINUTES PAGE 1  
AGENDA ITEM

MARCH 12, 2020  
COUNCIL ACTION

**I. PROCEDURES**

**A. Call to Order 7:00 PM**

Vice Mayor Dent 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: Vice Mayor Don Dent, Council member Bernie Hiemenz, Council member Frank McNelly, and Council member Lee Payne. Absent: Mayor John W Moore and Council members Mike Cowen, and Dawn Trapp.**

Present from City Staff, City Manager Chase Waggoner, Finance Director Barbara Bell, Chief Herman Nixon, Public Works Director Tim Pettit, and City Clerk/HR Director Pamela Galvan.

**D. Approval of Minutes for February 27, 2020.**

**Motion:** *To approve the Minutes of February 27, 2020 as presented.*

**Action:** *Approved*

**Moved by** *Council member McNelly, Seconded by Council member Payne.*

**Motion passed unanimously.**

**E. Adopt Agenda**

**Motion:** *To adopt the agenda as presented.*

**Action:** *Adopted*

**Moved by** *Council member Hiemenz, Seconded by Council member McNelly.*

**Motion passed unanimously.**

**II. PRESENTATIONS** – *Heather Herman of Front Burner Media will address the City Council regarding the Coronavirus, and how it is impacting travel; what they're doing, and what their plan is moving forward.*

*Heather Herman came to update them on the terms of the travel and tourism sector. It is likely to be impacted more than anything else in this country. Now that the ban on travel from Europe is in place along with China, she wants to explain to them what's going on now that we have seen some of the larger organizations and venues cancelling or moving*

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*dates for their events. They are hopeful the May event in Las Vegas, IPW will still take place. If they attend the show 60% of their appointments are with the Chinese market and there goes 60% of their appointments and they will have to try to make up for that in a different market. They are gauging it day-by-day. There is some good news, to be able to look at what they have we know now how they cannot put more energy, effort or dollars towards the international markets, they are going to focus on the domestic. Focus on Arizona and California, they realize it will take twice as much work and two to three times the amount of travelers that it would take to make up for the international visitors.*

- They are scheduled to be in the Sunset Magazine May/June with a half page ad, and are signed up to get email leads. They are hope to receive 5000 inquires.
- They are going to increase the ad buy with Arizona Republic. Originally it was going to be all digital but now they are going to go print as well, because they know that the Saturday travel section are loyal readers that pick up the hard copy of the paper that want to feel it and turn the page.
- Have the Vietnam Wall traveling through Williams is a very big deal and they want to take advantage as much as possible. They are going to advertise it in the Arizona Republic, TV promotion of it and make sure that weekend is a big one. Piggybacking on that, is the car show.
- Cox media TV buy they were already in Kingman, Lake Havasu, they have doubled down on that and increased the TV exposure by twice as much so commercials will be showing approximately 255 more times per month. They have also added Prescott, Flagstaff and closer to Las Vegas.
- She will be doing live TV with ABC 15 on April 3<sup>rd</sup> as a launch to spring travel.
- The governor has increase the Office of Tourism budget by one million dollars this year.

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- Council member McNelly asked about refocusing the message to segments of the markets; are you going to change you message? Yes, shifting to outdoors with your family, not being exposed to people right next to you.
- What about group travel? Group travel is tough right now, they are cancelling reservations. Group marketed is airing on the side of caution and not wanting to promote group activities. Individual travelers is where it is at, they are called FIT's, for Future Independent Travelers, they are who we are targeting right now. The group markets are unpredictable at this time.
- What about RV parks? They are not seeing the cancellations.

It makes sense, because you are able to travel in your own safe environment, along with dropping fuel prices. They will be looking at RV guides to market to, as well as digital targeting.

- The Office of Arizona Tourism has launched a new campaign for "Unreal Spring Deals.com". It is specifically for hotels to update their profiles.

**III. PUBLIC PARTICIPATION**

**IV. CONSENT AGENDA ITEMS**

- A. Approval of Purchase orders.
- B. Approval of check register for month ending February 29, 2020.

**Motion:** *To approve Consent Agenda items.*

**Action:** *Approved*

**Moved by** *Council member McNelly, Seconded by Council member Hiemenz.*

**Motion passed unanimously.**

**II. NON-CONSENT AGENDA ITEMS**

- C. Council may discuss and take possible action in the adoption of a Fraud Prevention Policy for the City of Williams.

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Barbara Bell explained that currently the city does not have this in place. It is a guide for employees and public to report possible discrepancies or concerns with the use of city funds.

***Item C. has been tabled until the April 9, 2020 Council meeting.***

**D.** Council may discuss and take possible action with 2020 rate increases for Elephant Rocks golf course.

Vice Mayor Dent noted that this went before the Golf Advisory Committee with Scott Little and these rates will put us in line with rates at Continental in Flagstaff.

**Motion:** *To approve 2020 rate increases at Elephant Rocks golf course.*

**Action:** *Approved*

**Moved by** *Council member Payne, Seconded by Council member Hiemenz.*

**Motion passed unanimously.**

**E.** Council may discuss and take possible action in renewing the city's liability and property insurance with Beacon One.

Vice Mayor Dent asked for conformation from the city's agent that there are no changes to the endorsements or policy before taking action in the renewal. Pam Galvan will seek conformation.

***Item E. is tabled until the March 26, 2020 Council meeting.***

**F.** Council may discuss and take possible action in authorizing a \$40,000.00 not-to-exceed amount for a used bucket truck. *T. Pettit*

This is to be able to purchase a used buck truck so that we may change out of the city's street lights in lieu of paying a vendor. It will allow us to replace the lights ourselves and pay for itself in a short period of time; not including other projects that the city performs that require a bucket truck.

Tim Pettit asked for a slight increase in the amount so that it would allow for the purchase of possibly a newer truck and to be able to cover taxes.

**Motion:** *To approve the authorization of \$45,000 not-to-exceed for a used buck truck.*

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**Action:** *Approved*

**Moved by** *Council member McNelly*, **Seconded by** *Council member Hiemenz*.

**Motion passed unanimously.**

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

***Mayor and Council***

- Mayor has been in meetings today with others regarding the Coronavirus and expects to put out a statement next week.
- We are aware of the drop in our revenues and we need to determine if we need to make cuts in our current budget, where they might come from and what they might be; cuts to projects or delay for a time, until we see how this downturn plays out.
- Council member McNelly noted the Dogtown water line project and how the environmental assessment has taken place, so we are able to move forward. Chase Waggoner noted we have an appointment with WIFA in mid-June. We expect to get a formal FONZY from the forest service in late-June and to obtain the permit in early July. WIFA will preapprove the money contingent on us getting the permit from the forest service.

***Staff***

- Chase Waggoner said at some point within the next couple of months we need to have a policy committee meeting regarding temporary policy changes he has put into place via Executive Orders from the City Manager, but they need to be codified by the council policy committee.

We have street light samples up out in the community and he is encouraging Council to please take a look at them for their opinions.

He noted the AZ League is having a road show for elected officials and candidates for elected offices. He is asking for Council's choice as to the evening they would like for the League to present. He gave them Thursday, April 30<sup>th</sup> or Thursday, May 7<sup>th</sup>. He would like for them to decide so that it can be formally posted at the next Council meeting.

- Vice Mayor Dent asked for clarification, changed policies, or has policies he would like to change? Chase said he put in place some Executive Orders from the City Manager, but realizes he can't formally change the policy until it goes

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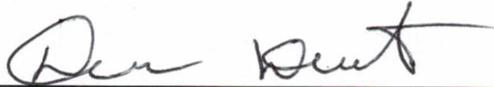
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to City Council. Vice Mayor Dent asked if Chase would copy the Council on those changes.

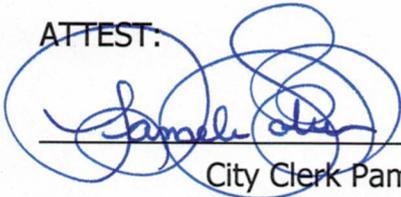
- George Glen noted they are to the punch-list now. They have received their certificate of occupancy, have submitted it, and are now awaiting the inspection before they can actually occupy the building. They are ready to move in but are waiting of the department of health.
- John Holst has taken over the Veteran's Moving Wall and has begun putting the stretch of land into working order with electric and sod. It will be available for other events in the future. Vice Mayor Dent noted that the veterans will be raising the flag each morning and do a flag lowering serve each evening.

**VII. ADJOURN – 7:58 PM**



Vice Mayor Don Dent

ATTEST:



City Clerk Pamela Galvan

