

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 Kerry-Lynn Moede provided the invocation.

C. Roll Call

Present: Mayor Moore, Vice Mayor Don Dent, Councilmember Mike Cowen, Councilmember Frank McNelly, Councilmember Lee Payne, and Councilmember Dawn Trapp.

Councilmember Bernie Hiemenz was absent.

Present from City Staff, Finance Director Barbara Bell, Police Chief Herman Nixon, and City Clerk/HR Director Pamela Galvan.

Approval of Minutes for August 13, 2020 Regular Meeting.

Motion: *To approve the Minutes of August 13, 2020 regular meeting as presented.*

Action: *Approved*

Moved by *Councilmember Trapp*, **Seconded by** *Councilmember McNelly*.

Motion passed unanimously.

E. Adopt Agenda

Motion: *To adopt the agenda with the removal of Item A.*

Action: *Adopted*

Moved by *Vice Mayor Dent*, **Seconded by** *Councilmember Payne*.

Motion passed unanimously.

II. PRESENTATIONS – *Heather Herman of Front Burner Media presented Council with current updates. Heather noted that a lot has changed in terms of travel and tourism world. One of the biggest things in the state of Arizona is the Arizona office of tourism received a \$4 million budget cut for this fiscal year. Normally we apply in June and the program begins July 1. But because of the cuts, COVID and uncertain funding, we were given the program last week and the deadline was this past Monday.*

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Some of the highlights in this year's co-op: drive market is a heavy focus, in-state travel, Southern California, Nevada, Texas, and Denver. They are placing billboards in the Vegas area, Phoenix, along with digital marketing to get a better bang for our buck, as well as, direct newsletters with AAA and more.

Coraggio Group is added to the co-op for one year, it is a recovery plan strategy for small destinations. A program as part of the co-op with 14 hours of work and strategy sessions to help small destinations work on how to respond to crisis, pandemics, or any obstacle a destination may face. This is a \$25,000 value.

The AAA add rep has given us some incredible deals starting in October with newsletter advertising direct to consumers and over 250,000 recipients.

Route magazine is providing a free full-page ad because of our long-standing relationship with them and an article about the Red Garter. Heather also noted that they wish to do an interview with the mayor. Travel awaits recently featured an online article "Best Things to Do in Williams" it reached thousands of people and cost us nothing to work on. They will be focusing more on media and having them help us spread the word because it is more economical.

International focus has been cut drastically, but flights are resuming in many areas including to and from China. They will continue to do outreach in Canada, Australia, UK, Germany, and China with contacts and continue sending images, content, and story ideas to help them generate interest in the area without spending any advertising dollars.

On the state level and in the tourism industry, the census is that our tour buses may be a thing of the past. Heather noted that tour operators are going to have to change their model and will be on the lookout for those seeking creative strategies that we can be a part of.

Councilmember McNelly asked if Route 66 is still novel. Heather replied that it will always be popular. In fact, they have noticed a growing number of visitors that are in the 35 to 44-year-old market; they love the nostalgic Americana. He inquired also about seasonal marketing. Heather explained that they shift their marketing in the wintertime. They don't go

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quiet they continue to market and show all the things there are to do in Williams because typically in that January February window is when people are trip planning. They shift and start advertising more in the fall, they will still talk about outdoor recreation, but if it snows and they can get pictures, it's amazing how that attracts the southern Arizona market. Councilmember McNelly also asked about a sort of loyalty rewards offer for those who come and stay in order to encourage them to come back by providing some sort of a discount. Heather explained that during these times this is not something that they pursue. It has been a hard time for everyone right now.

Heather noted that they are marketing the destination and that each business should have their own marketing strategy as well to piggyback off what the destination has to offer.

Councilmember Trapp spoke about weekend camping, RV advertising and the heavy usage in our forests.

Heather noted that they will be targeting midweek travel because that's what businesses could use more of.

Councilmember Payne asked if we need to work on drawing those campers into town to spend. Heather noted that campers come here with the mindset that they don't have to see anyone or speak to anyone, and that's the reason they are coming. So to get them into town and break down the barrier they feel they created for themselves, is tough, but if we keep promoting it, as a small community with options for takeout and shopping while they are here, they may do that.

Councilmember Cowan stated that Heather is a number one marketer to have, we are fortunate.

With the city of Williams continuing to have events, this allows us take advantage, while other communities are having none. They have cancelled their events, which provides us with this huge advantage.

III. PUBLIC PARTICIPATION – None

IV. CONSENT AGENDA ITEMS – None

V. NON-CONSENT AGENDA ITEMS

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- A. Canvas of Votes for primary election held August 4, 2020, and possible approval of Resolution No. 1407 adopting the results. *(Removed)*
- B. Council may discuss and take possible action regarding acquisition of control with multiple agent change for World Famous Sultana's Bar located at 301 W Route 66.

Motion: *To approve acquisition and agent changes for World Famous Sultana's Bar.*

Action: *Approved*

Moved by *Councilmember McNelly, Seconded by Councilmember Payne.*

Motion passed unanimously.

- C. Council may discuss and take possible action regarding acquisition of control with multiple agent change for the Canyon Club located at 126 W Bill Williams Avenue.

Motion: *To approve acquisition and agent changes for the Canyon Club.*

Action: *Approved*

Moved by *Councilmember McNelly, Seconded by Councilmember Trapp.*

Motion passed unanimously.

- D. Council may discuss and take possible action with the recommendation from the Historic Preservation Commission, and Councilmembers Cowen and Trapp, on the new Williams Historic Business District Design Guidelines.

Margaret Hangan spoke of the design guide that was recently provided. She noted how Mike Cowen and Dawn Trapp had attended the historic preservation commission meeting and how they provided a great amount of input as they went through the entire guide and made the requested changes. She asked if there were any other concerns with the guide. Margaret added that the guide will be reviewed every 2 years and reminded them that it is a living document.

Councilmember Cowen noted how they went through every guideline, reviewing everything, they made many changes, and those changes were made for the best. Councilmember Trapp noted how they did such an amazing job; she commends them for their hard work.

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Vice Mayor Dent inquired if the bullet point's summary provided are the main changes that were made. Margaret replied yes.

Mayor Moore pointed out that our historic district is what makes it easier to market this town, than any other town, and thanked the historic commission for their work.

Motion: *To approve the Williams Historic Business District Design Guidelines.*

Action: *Approved*

Moved by *Councilmember Cowen, Seconded by Councilmember Trapp.*

Motion passed unanimously.

E. Council may discuss and take possible action with holiday decorations.

Michael Vasquez is cochairmen for the Williams Christmas tree committee. They are prepared to promote the parade and tree lighting. They have been doing this for 15 years. He provided a story that encourages the continuation of providing the parade and tree lighting in our community, and its importance to locals and travelers. He proceeded to go over the bids that were provided in their packets.

- This is a single year contract. The contract is for \$50,722.00 for all decorations and locations within the contract.
- Councilmember McNelly asked about set up and tear down dates. Mike Vazquez will get dates tomorrow for the tree set up.
- Vice Mayor Dent Likes the idea of decorating the entire city.

Motion: *To accept the bid from Christmas Light Decorators, for completion by November 9.*

Action: *Approved*

Moved by *Mayor Moore, Seconded by Vice Mayor Dent.*

Motion passed unanimously.

F. Council may discuss opportunities to enhance revenues and decrease expenditures.

Councilmember Payne would like to have some of the councilmembers to review rates. Mayor Moore asked if he wanted all rates to be reviewed at the same time or to look at them individually, water, sewer, and trash. Vice Mayor Dent would recommend they look at sanitation rates first and electric rates 2nd, to start with those two now.

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Vice Mayor Dent asked if Barbara might thank all the department heads for watching their expenditures, because in looking at the first months of this year their numbers are below what they should be at this time of year.

Finance director Barbara Bell noted that she has been compiling rates so that we can compare our rates to other municipalities.

Councilmember Payne noted that he would look at ways to do gradual increases instead of just putting it upon the residents all at once.

- G. Council shall approve requested changes to the Lease Agreement with NACOG /Head Start Division. (*Tabled from the August 13, 2020 meeting*)

Mayor Moore spoke of the changes requested and made on the new lease agreement between city of Williams and NACOG/ Head Start. Lessee and Lessor on item 4. Councilmember McNelly clarified his point that 15 years is a long time and he had concerns with no out of the contract in the termination clause. What is written is that only if the services change is there the ability to get out of the contract prior to the 15 years.

Motion: *To approve the lease agreement between NACOG/Head Start Division and the City of Williams.*

Action: *Approved*

Moved by *Councilmember Payne, Seconded by Councilmember Cowen.*

Motion passed unanimously.

- H. Council may discuss and take possible action with reimbursement to the Arizona State Railroad Museum Foundation for the purchase of an artifact caboose for \$36,920.00.

Mayor Moore pointed out with Barbara Bells agreement, that of the \$36,920 purchase, our obligation is only 6% of that amount.

Motion: *To approve the reimbursement to the Arizona State Railroad Museum Foundation for the purchase of an artifact caboose for \$36,920.00.*

Action: *Approved*

Moved by *Vice Mayor Dent, Seconded by Councilmember Cowen.*

Motion passed unanimously.

VI. REPORTS, CURRENT EVENTS AND INFORMATION ITEMS

Mayor and Council

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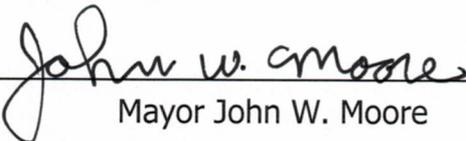
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- *Mayor Moore signed the paperwork for the WIFA loans.*
- *We were turned down for the SSP grant with CDBG.*
- *He signed the paperwork to obtain our CARES Act stimulus money.*
- *We currently have one COVID case in the city.*

Staff

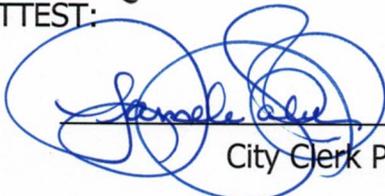
- *Police Chief Herman Nixon said that the one COVID case we have right now, as of tomorrow they come off and we will have zero COVID cases.*
- *Lieut. Romero has obtained a \$20,000 grant for equipment.*
- *The Sultana and Canyon club have filed the paperwork with the Department of Health and will be opened this Friday.*
- *Roger Eloy announced the city will have a stand-down for veterans in the community. They will be handing out care packets to the veterans. This will take place at the recreation center and they will follow the CDC regulations for physical distancing. The Patriot day stand-down will be on September 11 from 9 AM till 2 PM and they will have a parade on September 12 beginning at 11 AM, everyone is invited. There will also be a barbecue at the American Legion in support of our law enforcement. The mountain men will be coming to participate and there will be classic cars, floats the typical parade entries.*

II. ADJOURN – 8:17 PM



Mayor John W. Moore

ATTEST:



City Clerk Pamela Galvan

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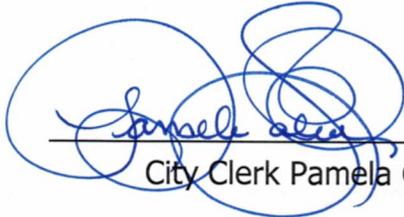
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CERTIFICATION

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 August 27, 2020. I further certify that the Meeting was duly called and held and that a quorum was present.

Dated this 28TH day of August 2020.



City Clerk Pamela Galvan