

PRESCOTT CITY COUNCIL
CAUCUS
TUESDAY, MARCH 19, 2013
PRESCOTT, ARIZONA

MINUTES OF THE CAUCUS OF THE PRESCOTT CITY COUNCIL HELD ON MARCH 19, 2013, in the COUNCIL CHAMBERS located at CITY HALL, 201 SOUTH CORTEZ STREET, Prescott, Arizona.

◆ **CALL TO ORDER**

Mayor Kuykendall called the meeting to order at 1:00 P.M.

◆ **ROLL CALL**

Present:

Absent:

Mayor Kuykendall
Councilman Arnold
Councilman Blair
Councilman Carlow
Councilman Kuknyo
Councilman Lamerson
Councilman Scamardo

None

I. DISCUSSION ITEMS

A. Airport - vision/strategies, area economic development focus, facilities, and operations

Craig McConnell, City Manager, using a PowerPoint presentation, gave an overview of the airport area economic development, including vision and implementation.

Mr. McConnell pointed out the advantages of the airport area:

- Location
- Pioneer Park Sports Complex
- Well developed infrastructure
- SR 89 Widening
- Continuation of major investment in utilities
- Airport itself – major asset
- Embry-Riddle Aeronautical University – major asset
- Antelope Hills 36 holes of golf – major asset
- Yavapai Regional Medical Center – major asset

Mr. McConnell also presented:

- New steps in approaching, setting up, and achieving the vision
- What does it take to achieve beneficial economic development?
- Laying the groundwork
- Quantifying the benefit of economic development to Prescott
- A sample analysis (presented in 2011) related to high tech development and the general fund.
- Estimated new additional revenue to the City

It would be accurate to conclude that an economic development program must be finely focused, and actively and consistently executed according to a well thought out business plan.

Moving ahead includes:

1. Annexations
2. Essential air service
3. Recruitment of Economic Initiatives Director
4. FY 14 budget – operations and maintenance as well as infrastructure preservation and development
5. Airport Master Plan Update

The objective is to review what we have talked about, hit high points and come away with some specifics. We believe we need an Economic Development Director. We need to look at this on a larger scale with a broader perspective.

Councilman Blair said the golf course needs to be part of the planning.

- We need to get past a failing golf course
- We need to service needs of visitors and residents
- We need to combine golf course with airport in economic development
- We need a convention center in Prescott. We need to focus on that area and put on it on the fast track.

Councilman Carlow said he agrees; public/private partnerships are important. He sees this all happening in phases. All issues have to be addressed. We can come up with a vision. We know we want to head this way. Do we want an airport expert or an economic development expert?

Councilman Scamardo said the vision needs to be well laid out. What do we want to see twenty years from now? What are the plans of Embry-Riddle? He does not like to associate the word “rural” with Prescott. We are a standard metropolitan area. Education is important. We need to have a basic plan in place. The redevelopment of the golf course is a great possibility.

Councilman Arnold said we need to set a policy for city wide economic development. If we don't have a general plan, then we may find ourselves focusing on one area of town

rather than city wide. Is the city's economic development policy good for the city? He said he would really like to see an economic development vision, city wide, heavily focused where we will have the highest impact. What is Council's vision for economic development city wide?

Councilman Lamerson said we have spent millions of dollars preparing for what the airport offers the entire region. Our airport is one of the biggest assets in Yavapai County. We need a business retention master plan. We need to concentrate on the entire community. Targeting an airport area is a good strategy. With the proposed annexations we may be able to do more. Everything is there to move forward. The sooner we come up with a concept of what we want to do and how we want to get there the better off we are.

Councilman Kuknyo said he is glad Council is having this conversation. There is no vision right now. No one is working on it. When we develop the vision we can't let it get in the way of the private sector. The team: there is so much talent in this community. Are there retired people in the community who would get together to help us come up with a plan. Strategic planning is good. We have to know what we want to go after. We need to target who we want to come. Councilman Kuknyo suggested that we contact businesses in states that are outlawing gun manufacturing and tell them to come to Prescott. If aerospace comes through we need to decide what to do with the Ernest Love building. We have to look at our assets. What do we have? We have altitude. Can we identify what we have that other places don't have? Remember the 3 pieces. Are we making it easy to do business here? We need to talk to other cities regionally so we can help each other.

Mayor Kuykendall said this is a long time coming. The airport has grown internally. The infrastructure has continued to grow. The City has been spending its share to make it happen. The terminal today was there in 1955 and it has not changed much. It is still usable. We need to give thoughts to improving several areas. We have a golf course wrapped around the airport. We are at a point that we need to look and see what is next. Our successes in economic development over the past years are because we have assets here. We are bringing more people to town. The airport is important but it is the area that has the opportunities. We have a road system - 89A is funneling a tremendous amount of traffic into Prescott. Highway 89 will come into play. A road system to the west of 89 will come into play. This is an area ripe for development. We need to be able to adjust our development to accept what we are trying to do. We are on target. Nothing happens tomorrow. If we are moving well in five (5) years we stand to see tremendous results.

Councilman Blair suggested that a comment be made to ADOT, for a pedestrian walkway underneath the road and link the annexation area and involve Embury-Riddle.

DIRECTION: None

B. Essential Air Service (EAS) Proposals

Jeff Tripp, Airport Manager, presented. The FAA solicited and opened proposals and asked the City of Prescott for essential air service in Prescott by the 29th of March.

Mr. Tripp said we have received three proposals to provide airline service for the next two-years, EAS contract period starting on May 1, 2013.

1. Great Lakes Aviation
2. SeaPort Airlines, Inc.
3. Sovereign Air, Inc.

Council discussed:

- Routes
- Reliability of Great Lakes Aviation
- Direct flights to Phoenix
- What happens if we don't participate
- Limited baggage

Mayor Kuykendall said the guidelines are set up by the FAA when they advertise for these bids. They determine the routes and schedules. They tell us we need the service and then tell us what we will get. This is federal money. We need to provide input into the process. We need to get our ducks in a row. The owner of Great Lakes was here a few weeks ago. Sometimes the airplanes don't fly on time and sometimes they don't fly at all. They have a limited number of planes. We have gotten a promise that we will get the best service. We don't have an opportunity to provide input. But, we are not writing the check.

Mr. Tripp said if we don't have essential service at our airport it compromises the dollars we get from the FAA. We would lose some clout for funding and it would also impact us on the state side. We compete with all the airports in the state. Now we compete for about 40% and that would drop to 20%.

DIRECTION: Place item on the agenda for the 26th of March. There is support for the Great Lakes proposal.

C. False Alarm Ordinance

Mr. McConnell said Councilman Blair requested this item. Councilman Blair said he has had several phone calls from residents. He announced he invited Suzanne Springer to the meeting and she is in attendance. Councilman Blair said violators get two free warnings and the third time a fine is issued. He feels the clock should start over if the resident has done their due diligence. When do we reset? Annually? When a resident provides proof that the problem was taken care of, can't we be more flexible?

Deputy Chief Reinhardt said responding to alarms is a top priority. Since the ordinance went into effect there has been a 28.8 percent decrease in false alarms. Two officers are sent for each call.

Councilmen discussed:

- The current process
- What the City does to prevent false alarms
- Roles and responsibilities of the alarm companies
- Public outreach
- How a person appeals the fine
- The appeal process and what it means
- What constitutes a false alarm – alarms set off by wind or animal
- Impact of two officers responding to a false alarm

Deputy Chief Reinhardt answered the questions. He reported the cycle is a rolling twelve month period. Approximately 98.7 percent of alarm calls are considered false alarms.

Ms. Springer, a local resident and owner of True Value, was invited to the table to speak. She explained that she has tried hard to get alarms fixed when she is made aware of problems. She has done her due diligence. She hesitates to call the police now because she is up to \$900 for her next fine. She is concerned that she is checking out a 3,000 sq ft warehouse at 2:00 A.M. by herself. The rolling fine makes it impossible for her. If it could be an annual then she can call the police.

Councilman Arnold sympathized and said we need to find a balance. He understands her issue, but is it the taxpayer's responsibility to fund false alarms? Maybe the answer is to evaluate the rolling and the fixed calendar year cycle.

Deputy Chief Reinhardt introduced Tommi Dow, Public Safety Specialist, who said crime prevention offers a free evaluation. She deals with thousands and thousands of situations. She assured Council that information, including prevention tips and appeals process, is given to everyone. She works with the alarm companies. She said she can't force people to read the material she provides.

DIRECTOR: Council said they do not require a Workshop on this topic.

II. REPORTS

A. Legislative Update

Mel Preston, Communications and Public Affairs Manager, gave an update.

III. IDENTIFICATION OF ITEMS FOR FUTURE CAUCUS MEETINGS

A. Council Identified Items

No items were identified.

Councilman Arnold said he felt the airport presentation tonight was more of a Workshop item and the Alarm discussion more of a Caucus item. He feels the Caucus agenda should be Council generated items. This way we can determine if we need a Workshop for further discussion.

His comments generated a discussion between Councilmember's on the merits of a Caucus and the difference between a Caucus and a Workshop.

Councilman Lamerson said he thought the Caucus was going to be Council driven. He thought it would be informal and not have items listed on an agenda. What is the purpose of the Caucus? He said he feels the public has a right to hear the discussion at the meeting. A lot of good information was given today.

Councilman Kuknyo said if there are key topics it gives other Councilmen an opportunity to think about it and discuss. We are defining what this type meeting is. We need to keep this around.

Councilman Blair said he likes that Council can suggest topics for the agenda. Having an item listed on the agenda gives the City Manager time to prepare. He feels everything should be driven by Council and not staff. He agrees that the airport presentation should have been a Workshop session.

Mr. Paladini said the rules of a Caucus are more lenient than a Workshop. It only takes one councilman to suggest a topic for the Caucus agenda. It allows for a more informal discussion and then determining if a Workshop is needed. Agenda items have to be specific. If you want to talk about an issue you must have it listed on the agenda. You can't take action, but, you may direct staff to do or not do something. You are not taking any formal legal action. You can have broad discussion, airing out opinions and viewpoints, for a Caucus. If it is a single issue and you are seeking a presentation by staff, that might be best for a Workshop.

What is it you really want to talk about? Do you want stakeholders to attend or listen or watch? You are getting general direction of where you want to go in a Caucus. At the next level, a Workshop, you will be more specific and take specific action.

Mayor Kuykendall asked the Attorney about public nuisance issues at the Courthouse and how Council could handle these issues. Mr. Paladini said this forum is for discussion amongst Council and does not require the formal presentation from staff. A Workshop is for seeking a more formal presentation by staff. Mr. Paladini suggested a joint meeting with the County. If an item involves several departments, a Caucus would be the most appropriate place for discussion and would eliminate the need for several single department presentations.

Mayor Kuykendall said our goal is to inform the public. Are we shorting the public today for not letting them share in this information?

Councilman Arnold reported the City of Phoenix uses this format and televises to the public. Can Access 13 do this? We are not trying to hide anything.

Councilman Arnold said he likes the Caucus. This is an avenue to discuss things that might not rise to a Council Workshop. He said he has no problem having the Caucus on TV. Councilman Kuknyo said this is a good way to communicate in a transparent way. He supports turning the cameras on. This setting allows us each to talk and we are not subject to pushing a button to speak. He called attention to the positive results; the parking garage is done.

Councilman Scamardo asked if this is going to be a fixed schedule. Do we have enough items to have an agenda every month? Councilman Carlow said we should only have a Caucus if we have items that meet the criteria of a Caucus.

Mr. McConnell asked Council to jot topics down and provide him the council generated topics in time to get on an agenda.

Councilman Arnold closed the discussion saying a Caucus is brainstorming, a Workshop is education, and a Regular meeting is voting and decision.

IV. ADJOURNMENT

There being no further business to be discussed, the Prescott City Council Caucus of March 19, 2013, adjourned at 3:20 P.M.

MARLIN D. KUYKENDALL, Mayor

ATTEST:

LYNN MULHALL, City Clerk