

MINUTES
REGULAR WORKSESSION
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA
CITY COUNCIL CHAMBERS - YUMA CITY HALL
ONE CITY PLAZA, YUMA, ARIZONA
March 14, 2017
6:00 p.m.

CALL TO ORDER

Mayor Nicholls called the Regular City Council Worksession to order at 6:00 p.m.

Councilmembers Present:	Shelton, Miller, Knight, Thomas, Craft, and Mayor Nicholls
Councilmembers Absent:	Wright
Staffmembers Present:	City Administrator, Gregory K. Wilkinson Director of Public Works, Joel Olea Public Works Manager, Joe Lopez Director of Engineering, Josh Scott Various department heads or their representatives City Attorney, Richard W. Files City Clerk, Lynda Bushong

I. MARINE AVIATION WEAPONS AND TACTICS SQUADRON ONE (MAWTS-1) EXERCISE

Colonel James Wellons, Commanding Officer of MAWTS-1 in Yuma, expressed appreciation for the enthusiastic support received from the City and the Yuma community as a whole. He explained that the Weapons and Tactics Instructor (WTI) course began on March 13th, so residents may soon be noticing increased air traffic and related noise throughout Yuma. The upcoming Assault Support Tactics 3 (AST-3) training is highly anticipated because it allows interaction with the community on a mission similar to those that the students will be executing in the near future.

Major Andrew Baxter, Evolution Coordinator for AST-3, thanked City Council, the Yuma Police Department, the Yuma Fire Department, and the Parks and Recreation Department for the opportunity to integrate the AST-3 training into Yuma. Thanks to the City's hospitality, WTI students will be exposed to a world-class urban training environment that is not replicated anywhere else in the Department of Defense for aviation operations. He provided an overview of the training as follows:

AST-3 Mission consists of two simultaneous operations

- Non-combatant Evacuation Operation (NEO) in Twentynine Palms, California
- Foreign Humanitarian Assistance (FHA) in Yuma
- Purpose is to provide WTI students with realistic training consistent with missions they may execute in real-world operations

WTI Training Concept

- Training will take place on Friday, April 21, 2017
- Air
 - Five aircraft will operate in flights of two to four aircraft during a 6.5 hour flight window starting at 4:00 p.m.

- Landings will take place at Kiwanis Park, Trinity Christian Center, Crane Middle School, Centennial Middle School, and Yuma Regional Medical Center
- Ground
 - Airborne Security Force Insert, MEDCAP personnel, and multiple role players
 - Participants this year will also include the United States Agency for International Development, the Office of US Foreign Disaster Assistance, and the United Nations Office for the Coordination of Human Affairs
 - A Next Generation Loudspeaker System will be utilized for the first time this year at Kiwanis Park for crowd dispersion/control and force projection, but should have no effect on nearby residents

Aircraft

- Two CH-53E Assault Support
- Two UH-1Y Assault Support
- One UH-1Y Tactical Air Coordinator
- AUX 2 refuel site and staging area

Foreign Humanitarian Assistance

- Phase 1
 - Insert security forces and MEDCAP personnel
- Phase 2
 - Provide aid to refugees and Indigenous Displaced Persons
 - Provide assault support
 - Provide casualty evacuation support
 - Provide on-call reinforcement
- Phase 3
 - Extract security forces and MEDCAP personnel

Coordination

- Strict adherence to all Federal Aviation Administration regulations, including minimum of 500' above ground level except during takeoff and landing and de-confliction with Air traffic Control airspace
- Drip pans will be placed beneath forklifts at Kiwanis Park and movement will be limited for turf preservation
- Military Aircraft Rescue and Fire Fighting, Yuma Police Department, and Military Police will be on site
- The Site Commander will ensure the site is clean prior to departure
- No ordnance will be carried on any aircraft or personnel
- Role players will be in civilian clothing and wearing reflective belts
- No public or recreational events are scheduled at any of the landing sites
- All landings at Yuma Regional Medical Center will not interfere with actual emergencies
- Spectators are encouraged and are asked to follow the instructions/direction of local authorities and exercise personnel for their own safety

Real World Application

- Of all the missions to which WTI students are exposed, there is the highest likelihood that they will be expected to plan, brief, and execute a FHA or NEO mission in the future.
- Examples of actual FHA and NEO missions include response to the earthquakes in Nepal in 2015, support of Pakistan flood relief efforts in 2010, response to Hurricane Sandy in 2012, and Philippine typhoon relief in 2015

Thomas asked if there will be any air-to-air refueling taking place during WTI. **Baxter** stated that there will be for the NEO in Twentynine Palms, but not for the FHA taking place in Yuma. **Mayor Nicholls** thanked Colonel Wellons and Major Baxter for the presentation and for making the public aware of what will be taking place.

II. YUMA VISITORS BUREAU MID-YEAR REPORT

Linda Morgan, Executive Director of the Yuma Visitors Bureau (YVB), presented City Council with YVB's mid-year report. The Board of Directors is a 13-member volunteer board which provides excellent leadership for YVB, whose mission is to promote Yuma as a travel destination on a year-round basis. YVB also operates the Visitor Information Center (VIC) which serves more than 60,000 people every year. The VIC is open seven days a week, only closing for Thanksgiving, Christmas, and every Monday between the months of June and September.

Direct travel spending during the 2015 calendar year accounted for \$21 billion worth of income in Arizona with \$624 million attributed to Yuma County. While this number is down compared to \$651 million in 2014, this is due to an increased fuel price which caused a 21% decrease in local transportation and fuel spending throughout the West Coast region. Despite the increased fuel costs, total destination spending decreased by only 2% from 2014. Just over \$5 million was generated by the 2% Hospitality Tax in 2016, and it is projected to reach just under \$6 million in 2017. Hotel occupancy and average daily rates are both up from 2014, with rural Arizona seeing an 8.2% increase in revenue per available room. Marketing to conferences, conventions, and group sales has been emphasized this year, resulting in over 2,750 hotel room nights as of February 2017.

During strategic planning this year YVB identified their primary target audience as:

- Leisure travelers in Yuma's regional drive market
- Women between the ages of 35 and 44 years of age
- Household income of at least \$55,000
- Seeking unique, authentic experiences and adventure
- Often Yuma is not the final destination
- May or may not have kids

While this target audience is not the only audience that YVB is working to attract, it helps define where funds should be spent to best attract visitors to Yuma.

YVB targets that audience through a variety of materials including the Yuma Visitors Guide, the Yuma rack brochure and area map, and billboards on Interstate 8 and in Downtown Yuma. The new visityuma.com website, which was launched in April 2016, is experiencing great results. In 2016 total user sessions were up by 64.46%, total page views were up by 61.77%, and unique visitors were up by

57.19%. Social media connections are also up, with nearly 1.5 million people reached on Facebook and 313,000 people reached on Twitter. YVB also launched an Instagram account in 2017 to share images of the Yuma area. Additionally, since September 2016 more than 16,000 users have been reached thanks to a partnership with TripAdvisor who provides YVB with control of the content on the website's page for Yuma.

YVB has partnered with local organizations to promote some of Yuma's most popular events – Midnight at the Oasis; Boogie, Blues & Brews Festival, and the Tunes & Tacos Festival – through billboards in the Phoenix metro area and social media. This year YVB purchased almost \$100,000 worth of advertising through the Arizona office of Tourism cooperative marketing program, and has also been able to take advantage of earned advertising through relationships with travel writers and other media. Earned advertising is far more valuable than paid advertising because it is an outsider, rather than YVB, saying that Yuma is a great place to visit.

Several tours are offered by YVB to show off the community and provide authentic Yuma experiences: Savor Yuma, Behind the Big Guns and YPG At Ease, Field to Feast, Date Night, and Yuma County Discovery Tours. YVB's two main events this year were the Rio De Cerveza Brew Fest and the Dorothy Young Memorial Electric Light Parade. This year the Rio de Cerveza had a 30% increase in revenue which allowed for a donation of \$5,000 to the Yuma Veterans Fund, and the Electric Light Parade route was moved to Fourth Avenue in order to more safely accommodate the more than 90 floats and over 40,000 attendees. The inaugural World Championship Dove Cook-Off – which was fashioned after the World Championship Squirrel Cook-Off in Bentonville, Arkansas – was a success. The second annual cook-off is slated to take place at Cocopah Casino in September 2017.

The State of Arizona is bringing back the Arizona Film Commission thanks to a public-private partnership, and a meeting was held in Phoenix with partners from around the state to meet the new director, Matthew Earl Jones. YVB will be attending the Association of Film Commissions International Locations Show this April in Burbank, California. Video taken of Yuma's Historic Main Street and riverfront areas earlier this month will be used for a production that will be aired in parts of Arizona and made widely available online. This video spotlights the Main Street District and recognizes its diversity and local offerings.

Upcoming events and undertakings:

- Redesigning of the 'Go Wild in Yuma' campaign to promote outdoor recreation opportunities throughout the area
- Fiscal Year 2018 strategic planning with a focus on increasing awareness about Yuma as a travel destination
- Begin work on the 2017/2018 Official Yuma Visitors Guide
- The YVB Annual Meeting will be held in June 2017
- Attend the Arizona Office of Tourism's Arizona Governor's Conference on Tourism in July 2017

Morgan thanked the City Council for their continued support of YVB and its mission. **Knight** suggested that YVB consider organizing tour groups to visit the petroglyphs located east of Yuma as many people are interested in the history of this region. **Morgan** stated that this is something that can be discussed during strategic planning.

III. SOLID WASTE AND RECYCLING PROGRAM UPDATES

Olea provided an update on Solid Waste programs, performance measures, and Fiscal Year 2018 goals as follows:

Alley to Front Collections

- Transition to front collections implemented to minimize risk associated with alley collections and minimize illegal dumping, specifically green waste and home construction debris.
- Phases 1 and 2 have been completed, and Phase 3 is approximately halfway complete with 390 homes remaining.
- Phase 3 is scheduled to be completed by May 2017.

Curbside Recycling

- In 2013 it was estimated that the recycling program would divert 15% of the waste stream resulting in savings of \$134,400 in landfill fees and \$9,600 in shared revenue equaling a total estimated savings of \$144,000.
- The averages from 2014-2016 show that 17% of the waste stream was diverted resulting in savings of \$129,802 and \$15,273 in shared revenue equaling a total savings of \$145,075.
- The success of the curbside recycling program is one of the primary reasons that the solid waste rate has been able to remain flat over the past seven years.

Solid Waste Services

- Solid Waste utilizes \$3.4 million to operate seven core services with 13 full-time employees.
- 23,584 households are served twice a week by eight trash and recycling collection routes, collecting 25,294 tons of residential trash and 4,490 tons of recyclables.
- Over the past five years more 3,300 active accounts have been added, including multi units and co-ops.
- This growth affects all solid waste services, including Neighborhood Cleanup and Household Hazardous Waste (HHW).

Fiscal Year 2018 Objectives

- The operating expenses are starting to catch up with the service fees being collected, prompting a review which will be conducted by the Finance Department.
- Preparations will be made to add a ninth trash/recycling route. Current drivers are completing around 1,300 pickups per day; reducing pickups to 1,100 will help ensure safety and efficiency and avoid overtime.
- No new personnel or equipment will be added, however there will be a focus on equipment replacement.

Best Practices

- The average statewide monthly solid waste fee is \$18.86; the City's current monthly fee is \$11.25 for which residents are provided six of twelve common solid waste services:
 1. Trash Collections
 2. Recycling Collections
 3. HHW Program
 4. Christmas Tree Recycling

5. Electronic Waste Recycling
6. Bulk Pick Up Program

Key Performance Indicators

- While disposal cost per ton is increasing, landfill costs are going down due to the recycling program; the landfill disposal cost in 2016 was \$723,291, down from \$892,581 in 2012.
- Residential trash collection has reduced from 32,338 tons to 25,294 tons since 2012, while recycling collection has increased from 1,876 tons to 4,940 tons.
- The statewide average for recycling diversion is about 21% and the City is currently at around 17%; however, the completion of the alley to front transition should help increase recycling.

Outsourcing and Third Party Partnerships

- Outsourcing should be considered if there are efficiency and cost savings opportunities, staff retention issues, lack of expertise, or lack of facilities.
- The alley to front transition and the implementation of the curbside recycling program have and will continue to have a significant impact on efficiency and cost savings.
- The City's solid waste fee is well below the state average and there are no staff retention issues when it comes to heavy equipment operators.
- The City looked into opening its own municipal recycling facility in 2013, but would have been unable to bring in the amount of recyclables needed to make it feasible at that time.

Olea noted that residents frequently question where trash and recycling goes after it is collected. He explained that the recyclables are taken by the contractor to El Centro, California, while the trash goes to the Copper Mountain Landfill in Wellton. The current revenue sharing for recycling is 10% to the City and 90% to the contractor, and it is hoped that the City can begin to reverse that split when the contracts are rebid in 2020. Additionally, the City should consider adding an education program to focus on the next generation of recyclers in order to further increase recycling. He played a video created by the Media and Public Affairs Department for a new recycling campaign: Out of the Green and Into the Blue.

Mayor Nicholls asked if part of the campaign will be to address common questions as to what materials can and cannot be recycled. **Olea** confirmed that it would, and stated that the campaign will be pushed out in the very near future with a focus on social media.

Knight asked if the City or the contractor is responsible for transporting the recyclables to El Centro and the trash to Wellton. **Olea** stated that both trash and recyclables are taken by the City to the transfer station located at 32nd Street and Avenue 3 ½ E, and the contractors are responsible for transportation from that point on.

Shelton asked how the City communicates volunteer opportunities to the various organizations who may be interested in participating. **Joe Lopez**, Public Works Manager, explained that an email is sent out two to three weeks before an event and an advertisement is run in the Yuma Sun to notify the community of the event. Interested groups can contact Public Works to set up a meeting prior to volunteering.

Thomas asked what the best case and worst case scenarios are as it relates to future rate increases. **Lopez** stated that the goal is to keep rates as low as possible. He stated that the Solid Waste

Department is a very well run operation, and having come from the private sector where increasing revenue is the ultimate goal it is refreshing to instead focus on keeping rates down. **Mayor Nicholls** added that revenue creation is important on the recycling side, and he would like to see the current rate continue for as long as possible.

IV. REGULAR CITY COUNCIL MEETING AGENDA OF MARCH 15, 2017

Motion Consent Agenda Item B.5 – Agreement: Arizona Public Service Company – Pacific Avenue Athletic Complex (line extension agreement at a cost of \$153,680) (Engineering)

Mayor Nicholls and **Miller** declared a potential conflict of interest regarding Motion Consent Agenda Item B.5 due to their employment.

Shelton asked why the timeline shows that Arizona Public Service (APS) has been involved since February of 2016 when construction on the Pacific Avenue Athletic Complex (PAAC) did not begin until much later in the year. **Scott** explained that discussions with APS began long before the City broke ground on the site to see what infrastructure was available and the electrical demands the PAAC might draw. APS then began some preliminary design work for their own planning purposes and to facilitate the City's budget process for this project. **Shelton** asked if there was some sort of City Council approval for APS's involvement prior to February 2016. **Scott** explained that the PAAC was approved as part of both the 2015-2016 and 2016-2017 Capital Improvement Program (CIP) budgets. **Wilkinson** added that up to this point it has been strictly a planning process with APS. This will be the first exchange of funds to get the work done.

Mayor Nicholls stated that since the discussion is becoming more involved, he and **Miller** will leave the dais and turn the meeting over to Deputy Mayor Knight.

Thomas asks **Shelton** if he is suggesting that every process and procedure requires City Council approval. **Shelton** stated that City Council should be involved with a contract initiated for a project of this magnitude. However, that this was part of the CIP is a satisfactory explanation. **Wilkinson** noted that is important that City Council pay attention to the CIP presentations during the budget approval process and speak up if there is something they believe should or should not be included.

Mayor Nicholls and **Miller** return to the dais.

Motion Consent Agenda Item B.4 – Bid Award: Terraces At The View Storm Drain (award construction contract to Mountain High Excavating in the amount of \$164,576) (Public Works)

Knight asked how soon work is expected to begin if this item is approved. **Scott** explained that the City currently has a CIP project underway at that location to relocate a waterline that must be completed by June 1st. The Arizona Department of Transportation will then begin construction of the roundabout which will include significant storm drain work, and their connection to the City's portion of the storm drain work probably will not happen until September or October.

Motion Consent Agenda Item B.8 – Final Plat: Center Pointe Commons Subdivision (property located at the southwest corner of 16th Street and 4th Avenue) (DCD)

Knight asked if a traffic study was completed to determine the impact of closing off the north end of 5th Avenue. **Scott** explained that this is part of the 16th Street project that goes back over a decade, and an extensive traffic study was done at that time by the consultant for the project. The closure of 5th Avenue will include a ‘hammerhead’ turnaround which will allow enough space for the Fire Department, Solid Waste trucks, and residential traffic to turn around in the area. **Knight** asked how close the turnaround will be to 16th Street. **Scott** stated that while he cannot recall offhand, he believes it is at least several hundred to as many as 500 feet. He offered to provide a map that will show the exact distance. **Wilkinson** added that one of the long-term goals will be that 5th Avenue will end into a parking lot to support the surrounding buildings. This would accommodate the Fire Department moving through the parking lot with two points of access rather than having to turn around.

Adoption of Ordinance O2017-007 – Compensation and Benefits for Presiding Municipal Judge (establish compensation and benefits from and after January 1, 2018) (HR)

Thomas asked how this pay increase will be budgeted. **Wilkinson** explained that it will be a part of next year’s budget. Elected officials cannot receive a pay increase mid-term, so while the rest of the City received several 2% raises during the current Presiding Judge’s term the Presiding Judge position pay did not increase. Salaries for elected officials must be declared prior to an election, and this increase will go into effect on January 1, 2018, for whoever is elected into the position.

V. EXECUTIVE SESSION/ADJOURNMENT

There being no further business, **Mayor Nicholls** adjourned the meeting at 7:14 p.m. No Executive Session was held

Lynda L. Bushong, City Clerk

APPROVED:

Douglas J. Nicholls, Mayor