

MINUTES
REGULAR WORKSESSION
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA
CITY COUNCIL CHAMBERS - YUMA CITY HALL
ONE CITY PLAZA, YUMA, ARIZONA
November 6, 2018
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, Watts, Thomas, Knight, McClendon, Miller, and Mayor Nicholls
Councilmembers Absent: None
Staffmembers Present: City Administrator, Gregory K. Wilkinson
Deputy Chief of Police, Susan Smith
Police Sergeant, Lori Franklin
Police Crime Analyst, Ranae Sizemore
Chief of Police, John Lekan
Community Development Director, Laurie Lineberry
Various department heads or their representatives
City Attorney, Richard W. Files
City Clerk, Lynda Bushong

I. CABALLEROS DE YUMA ANNUAL UPDATE

Steve Pallack, El Presidente of the Caballeros de Yuma (Caballeros), provided an overview of the community activities that have taken place during the past year, making note that \$119,130. was given back to the community for fiscal year 2017-2018 in the form of donations and scholarships.

Watts asked how it is decided who receives monetary contributions from the Caballeros. **Pallack** explained that depending on the event or the type of funds there are various committees who determine the recipients. For example, there is a scholarship committee that decides on scholarship recipients, and another that determines what groups will participate in and receive money as payment for their assistance with various Caballeros events.

II. NORTHSTAR OF YUMA

Frank Nunez, President of Northstar of Yuma, explained that Northstar is a community-driven initiative, seeking to guide and engage Yuma's underserved youth to access recreational extracurricular activities. He explained that in areas with high levels of poverty, extracurricular activities that have additional fees are difficult to access for most families. Early access to extracurricular activities has a tremendous effect on young students, helping to teach them skills such as teamwork, how to take responsibility for mistakes, and how to set goals. These students get better grades, are more involved in school, and have higher future earnings. Additionally, students who are involved in supervised activities have less involvement in destructive activities than those who do not.

Northstar's Executive Board has been organized, their bylaws have been published in the Yuma Sun, and they have been approved by the Arizona Corporation Commission. They are also currently in the process of filing for 501(c)(3) nonprofit status with the Internal Revenue Service. Further assessment and recruitment is underway, and a scalable pilot program is being developed that will focus on one specific sport. **Nunez** concluded by stating that he had the opportunity to succeed due to being guided by caring adults that were involved in his life, and he wants Yuma's youth to have the same opportunity regardless of what their parents can afford.

Shelton asked if in the future the program will include non-sports activities, such as music or chess. **Nunez** answered that in order to let a child find out what their passion is they need to be presented with a variety of experiences. The first priority is to show some success with a scalable pilot and gain a broad base of support, and then expand the program to include science, the arts, and other subjects.

Watts asked what the pilot program will entail. **Nunez** stated that swimming was chosen for the pilot program for a number of reasons: there are three schools within walking distance of Marcus Pool, little equipment is needed for a swimming program aside from a pool, and Yuma Aquatics is willing to take on the task of teaching the swimmers. Meetings were held with the three schools this week and student participants are being identified and will soon begin attending the program.

Thomas asked if there are any plans in the future for taking students to visit college campuses outside of Yuma. **Nunez** replied that once a child develops a specific interest it is important to introduce them to professionals in that field and allow them to have real world experiences, including visiting college campuses, in order to make the possibilities real for them.

Mayor Nicholls asked what the targeted age group is for the program. **Nunez** stated they are looking at fourth through seventh grade students for the pilot. **Mayor Nicholls** asked if any potential funding sources have been identified. **Terry Lowe**, Vice President of Northstar of Yuma, stated that in her professional life she is a grant writer for a school district and she frequently sees grant opportunities. However, many of these grants are only open to 501(c)(3) nonprofit organizations so that will be an important step for Northstar in order to qualify for a greater pool of funding.

III. YUMA VISITOR'S BUREAU MID-YEAR REPORT

McClendon declared a conflict of interest with regard to the Yuma Visitor's Bureau Mid-Year Report due to her employment. She stated she will remain at the dais but will not participate in any discussion.

Linda Morgan, Executive Director of Yuma Visitor's Bureau (YVB), noted the 2018 Board of Directors and presented YVB's Mid-Year Report as follows:

- Updated mission statement
 - 'We are proud of Yuma and passionately share it to benefit visitors and our community'
- Tourism and travel's economic impact on Yuma
 - Visitor travel spending - \$653.3 million
 - Local jobs generated - 6,400
 - Local earnings generated - \$164.4 million
 - Local government revenue generated - \$50.8 million

- Lodging statistics
 - Occupancy is at 65.8% - up 5.1% from 2017
 - Average daily rate is \$85.72 – up 6.6% from 2017
- 2% Hospitality Tax
 - Up 6.2% from 2017
- Marketing
 - Increased emphasis on digital marketing, targeted social media, mobile device marketing, and search engine marketing
 - VisitWidget – mobile, map-based Yuma experience
 - Orange 142 – supporting group and convention sales through digital targeting
 - Visit Yuma campaign – focus on military technology, military reunions, sports meetings, and group planners
- ‘Guerilla’ marketing (person-to-person marketing)
 - Yuma Iceberg Drop Celebration
 - 8-foot head of lettuce dropped to mark New Year’s Eve on Main Street
 - Yuma’s Cropping Up Everywhere
 - Garden cart will be taken into Phoenix and San Diego drive markets to distribute fresh produce and information about Yuma
- New guided tours
 - Yuma Ag 411: Inside the Industry
 - Spirit of Yuma Bike Tours: Riverfront Bike Tour & Downtown Bike Tour
- New membership opportunities
 - ‘Blind Date’ Lunches – bringing business interests together
 - Yuma Talks – local experts speaking on current topics
- Convention and group sales
 - Attending new shows, especially in the leisure market
 - TEAMS – Travel Events and Management in Sports
 - NASC – National Association of Sports Commissioners
- Visitor Information Center
 - Open seven days a week, 9 a.m. to 5 p.m.
 - Welcomes more than 60,000 visitors each year
 - Adding volunteers and seasonal employees this year
 - Gathering information to help with directional signage and geographical coordination systems to increase visibility and ease of access
- New online store
 - The YVB online store – YumanInterest.com – has already had some sales
 - Sales are expected to increase with additional marketing
- Printed Marketing Materials
 - Yuma Visitors Guide 2018-2019
 - Rack brochure is professionally distributed in the drive market
 - Specialty tour information

Thomas asked if YVB has considered bringing the Arizona State Bowling Tournament to Yuma. **Morgan** stated that while they are certainly open to it, she is unsure if Yuma’s bowling alleys have enough lanes to support such a large tournament.

Shelton asked if YVB has collaborated with Matthew Earl Jones with the Arizona Office of Film and Digital Media to bring movie filming to Yuma. **Morgan** replied that YVB has worked very closely with Jones and have had some success with a few small projects. Additionally, Marriott hotel properties have started a program that offers discounted hotel rooms as an incentive to those in the film industry.

Mayor Nicholls noted that when he last spoke with Jones he was looking for photography and film clips to show settings in Yuma and asked if those have been provided to him. **Morgan** stated that he has been provided with photos and film clips, adding that YVB purchased a professional camera so that this type of media can be available for anyone looking for high quality photos of Yuma.

IV. CRIME MAPPING

Smith introduced Sergeant Lori Franklin and Crime Analyst Ranae Sizemore to present an overview of the Yuma Police Department (YPD) crime mapping program.

Sizemore stated that YPD has implemented a new software program, LexisNexis Accurint Virtual Crime Center, which is used within the department for crime analysis. One component of that program is Community Crime Mapping – an interactive map available to the general public that displays all crimes through the City, with the ability to filter map information based on crime type and date. The crime information in the system goes back five years, allowing anyone to compare crime data over that period of time.

Franklin provided a live demonstration of the Community Crime Mapping program, showing how to search by date range, city, type of crime, and known sex offenders in the area. She explained that the data is uploaded twice a day based on actual reports taken for crimes, however due to records processing timelines there may be a delay of seven to ten days between when a report is written and when the information is available on the map. To access the map, citizens can search for LexisNexis Community Crime Map Yuma or type <https://www.communitycrimemap.com> in the address bar.

Thomas asked if the Community Crime Mapping can be accessed via a smartphone app. **Sizemore** stated that only officers are able to access it through an app, however it is a web-based program and can be accessed on a tablet, phone, or computer through an internet browser.

Shelton asked how long the City has used this program. **Sizemore** explained that the Community Crime Mapping has been live for about four months; however YPD has been working with the Accurint Virtual Crime Center for the past two years.

V. REGULAR CITY COUNCIL MEETING AGENDA OF NOVEMBER 7, 2018

Motion Consent Agenda Item B.5 – Permanent Extension of Premises: Takos & Beer (Extension of Premises/Patio Permit for Takos & Beer located at 2071 S. 4th Avenue) (Admin)

Knight asked if enough parking will remain once the extended premises is fenced off. **Bushong** stated that the applicant reduced the size of the extension in order to meet parking requirements per the Department of Community Developments (DCD) request. DCD has since approved the application. **Knight** noted that a

temporary extension of premises had previously been granted for this location and asked if there have been any noise complaints from area residents. **Lekan** stated that none had been brought to his attention.

Introduction of Ordinance O2018-046 – Rezoning of Property: 16th Street and Arizona Avenue (rezone approximately 5.75 acres of property from General Commercial and Light Industrial Districts to General Commercial/Aesthetic Overlay District) (DCD)

Knight asked what size storage units will be constructed on this property. **Lineberry** stated once they have the full site plan that will be determined, but she believes they will be mini storage units. **Knight** asked if there will be any open storage, such as for boats and recreational vehicles, visible from Arizona Avenue and 16th Street. **Lineberry** stated that none will be visible from the street. She added that the purpose of having an Aesthetic Overlay on the property is to ensure that any buildings constructed on the property will have their best side facing the public.

VI. EXECUTIVE SESSION

Motion (Knight/Thomas): To adjourn the meeting into Executive Session. Voice vote: **adopted** 7-0. The meeting adjourned at 7:08 p.m.

Lynda L. Bushong, City Clerk

APPROVED:

Douglas J. Nicholls, Mayor