

MINUTES
REGULAR CITY COUNCIL WORKSESSION
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA
CITY COUNCIL CHAMBERS - YUMA CITY HALL
ONE CITY PLAZA, YUMA, ARIZONA
September 19, 2023
5:30 p.m.

CALL TO ORDER

Mayor Nicholls called the Regular City Council Worksession to order at 5:32 p.m.

Councilmembers Present: Smith, Knight, Morris, Shoop, Shelton, and Mayor Nicholls
Councilmembers Absent: Morales
Staffmembers Present: Acting City Administrator, John D. Simonton
Director of Utilities, Jeremy McCall
Procurement Manager, Robin Wilson
Various department heads or their representatives
City Attorney, Richard W. Files
City Clerk, Lynda L. Bushong

I. VISIT YUMA’S ANNUAL REPORT

Marcus Carney, Executive Director of Visit Yuma, presented the organization’s Annual Report as follows:

- Visit Yuma Strategic Plan
 - Vision
 - Through the intrigue of history, the beauty of nature, and the promise of adventure, Yuma is the Arizona oasis for those seeking to reinvigorate the soul
 - Mission
 - Visit Yuma supports the promotion and development of tourism through industry collaboration, strategic partnerships, and embracing its diverse communities
 - Areas of Focus
 - Establish a tourism brand and amplify awareness
 - Develop and strengthen strategic partnerships
 - Facilitate the improvement of tourism products and supports
- Total Membership – 354
 - Dining – 63
 - Non-Profits – 38
 - RV Parks – 31
 - Accommodations - 23
- Events
 - National Travel & Tourism Week
 - Visit Yuma Annual Meeting
 - Dorothy Young Memorial

- Visitor Information Center
 - 10,000 visitors every year
 - Many of Yuma’s visitors still prefer to get their information in person versus online or on social media
- Sales
 - Main focus is on group tour and travel
 - \$45,000 in economic value
 - 225 appointments
 - 1,850 booked room nights
 - Other Accomplishments
 - Brought SAFE (Safeguarding All From Exploitation) Action Project to Yuma
 - Yuma featured in Sports Destination Management magazine
 - Arizona Lodging & Tourism Association Tourism Manager of the Year awarded to Leslie McClendon, Visit Yuma’s Tourism Sales Manager
 - Upcoming
 - Mexico Trade & Media Sales Mission
 - Accent Travel Show
 - Go West Summit
 - U.S. Travel’s IPW (International Pow Wow)
- Marketing
 - Visit Arizona Initiative
 - 2021-2023 – \$124,500
 - Primarily marketing, including magazine ads, digital placements, and billboards
 - 2022-2023 – \$500,000
 - Marketing, Visitor Intercept Study, and creation of “Hello. I’m Yuma.” video campaign
 - Worked with JayRay, a travel industry-focused public relations group, to create the Visitor Guide and promote Yuma through tourism authors and journalists
 - Social Media
 - Collaborated with The AZ Explorer and Wild Joy Experiences
 - Awards
 - “Soak Up Every Minute” Campaign - Best Marketing Campaign at the Arizona Governors Conference
 - Visitor Guide - Communicator Award from the Academy of Interactive & Visual Arts and Bronze Summit International Award
 - Marketing Campaigns – Drive & Fly Markets July 2022-Present
 - Fly Markets
 - Alaska
 - British Columbia
 - Denver
 - Idaho
 - Los Angeles
 - Montana
 - Oregon
 - San Francisco/Oakland/San Jose
 - Seattle/Tacoma
 - Washington
 - Wyoming

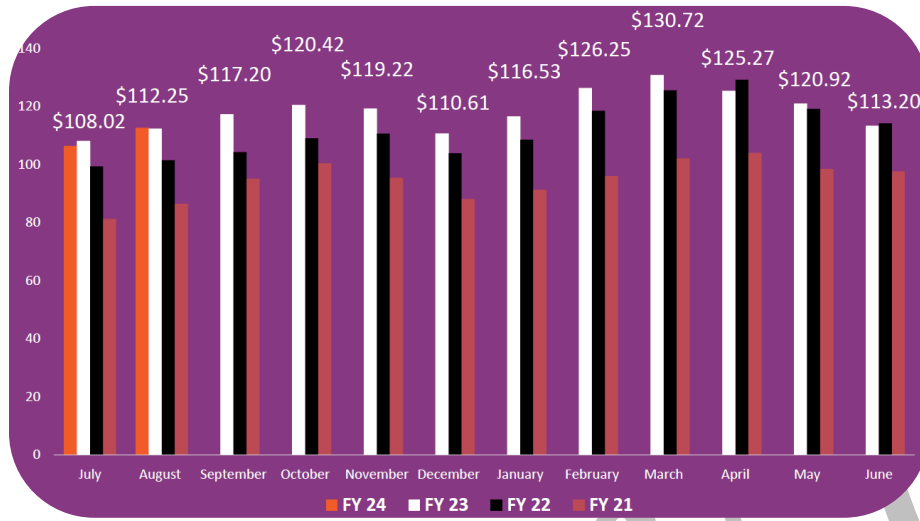
- Drive Markets
 - Mexicali
 - Phoenix
 - San Diego
 - Tucson

- Media Mix
 - Google display ads (excluding Mexicali)
 - Paid social media include Facebook, Instagram and TikTok
 - Travel and lifestyle publications (excluding Mexicali)
 - Billboards
- Reached over 64 million people in the fly and drive markets
 - Facebook and Instagram – 13,889,818 impressions
 - TikTok – 1,145,358 impressions
 - Google Ads – 32,716,332 impressions
 - Programmatic – 16,947,774 impressions
 - YouTube – currently running
- Reached 22 million people in the fly markets and 6.8 million people in the drive markets through billboards and leisure publications

- Hotels
 - Properties
 - Yuma County - 42 properties; 3,814 rooms
 - City of Yuma - 38 properties, 3,601 rooms
 - Occupancy Rates



- Average Daily Rate



- Revenue
 - Increased from \$65,186,960 in Fiscal Year 2021 to \$105,866,229 in Fiscal Year 2023
- Vacation Rentals (Airbnb and Vbro)
 - Have seen dramatic growth, from 203 available rentals in September 2021 to 479 available rentals in August 2023
 - Occupancy has remained slightly lower on average compared to hotels
- What's Next?
 - Engage with local organizations to create a community brand that separates Yuma from other cities to promote not only travel and tourism, but economic development as well
 - Explore additional funding sources and mechanisms, and work towards a county-wide funding strategy to promote Yuma

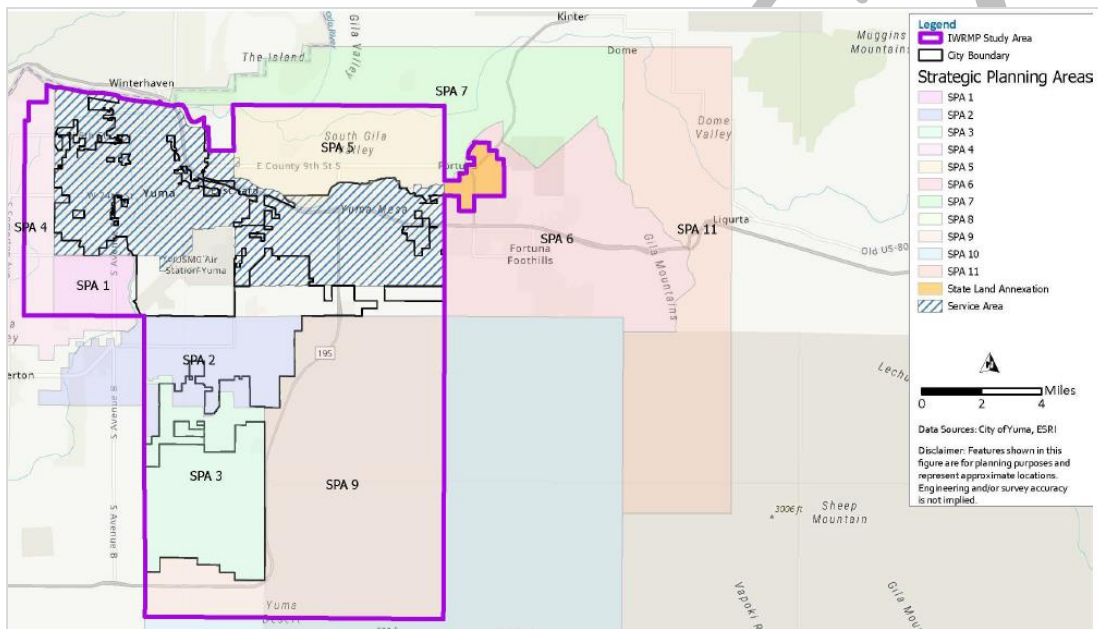
Discussion

- The “Hello. I’m Yuma.” campaign is still active. However, the grant funding that was being used to purchase advertising has ended, so it is not being promoted at the same level that it was previously; those videos are still available on social media (**Mayor Nicholls/Carney**)
- While the Visitor Intercept Study provides valuable information, due to funding limitations it cannot be conducted annually at this time. Partnering with one of the state’s universities is an option worth exploring, however past studies utilizing local universities for research were still costly (**Mayor Nicholls/Carney**)
- **Shelton** invited **Carney** to attend a future meeting on how to utilize movie production as economic development in Yuma, noting that several other Arizona cities have reaped the benefits of the local spending that results from on-location filming.

II. UTILITIES MASTER PLAN

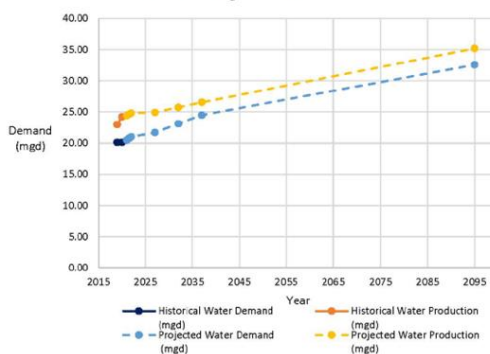
McCall introduced **Richard Humphries** of Carollo Engineers to present the following information on the 2023 Integrated Water Resources Master Plan (IWRMP):

- Master Plan Objective
 - Evaluate the ability of the City’s water and wastewater systems to serve current and future customers
 - Plan water resources for current and future conditions
 - Develop a Capital Improvement Program (CIP) for future infrastructure and plan funding strategies to pay for this infrastructure
- Planning Area
 - Master planning was completed primarily in the City’s water and wastewater service areas, but acknowledges outside areas in the various Strategic Planning Areas (SPAs)

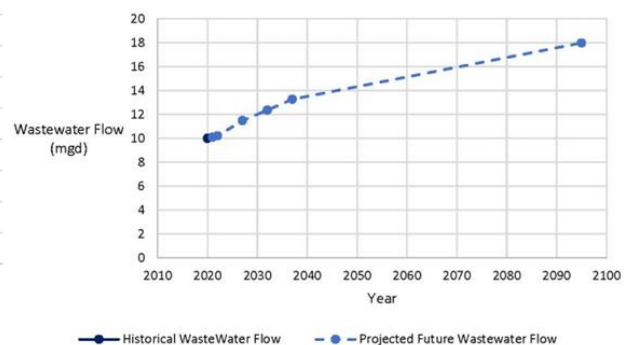


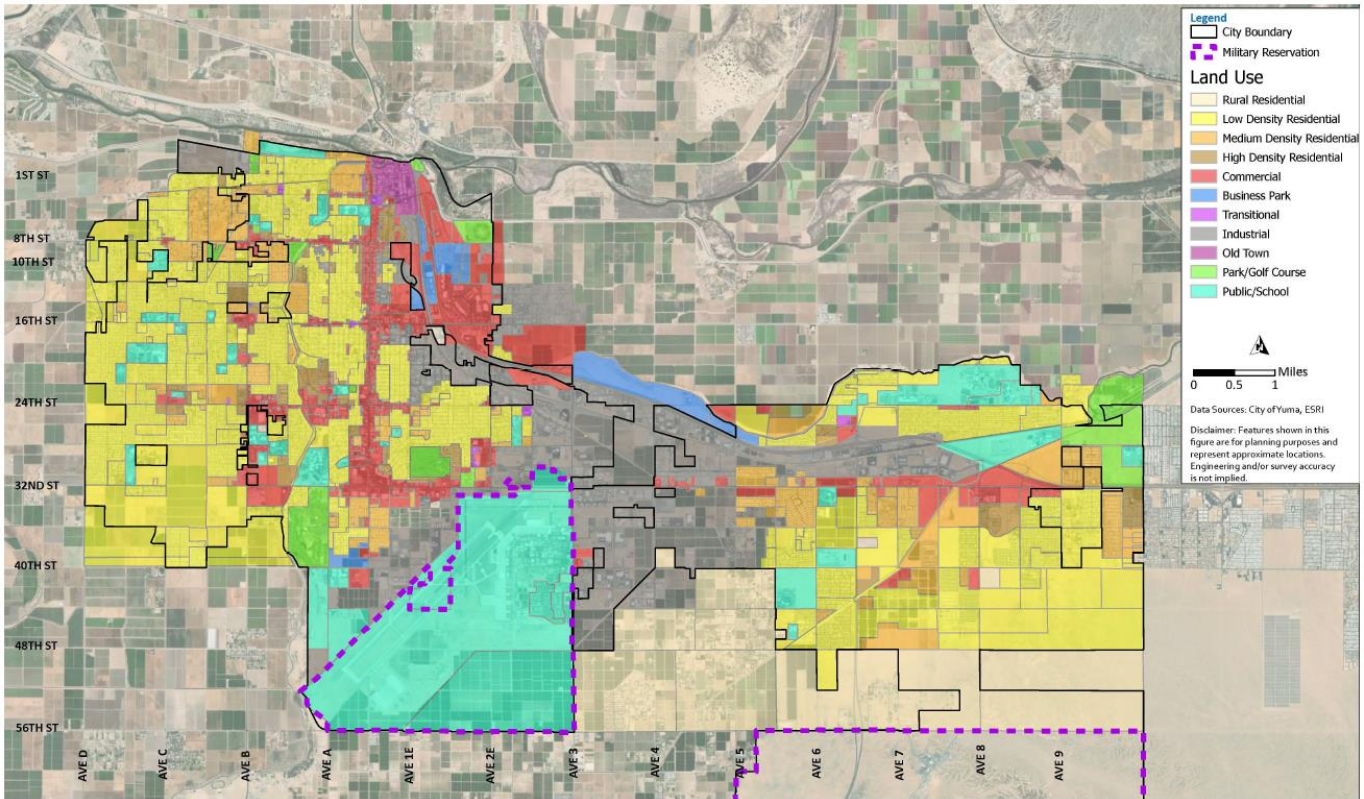
- Flow Projections
 - Future flows are based on the City’s General Plan Land Use and future development timing estimates

Water Demand Projection



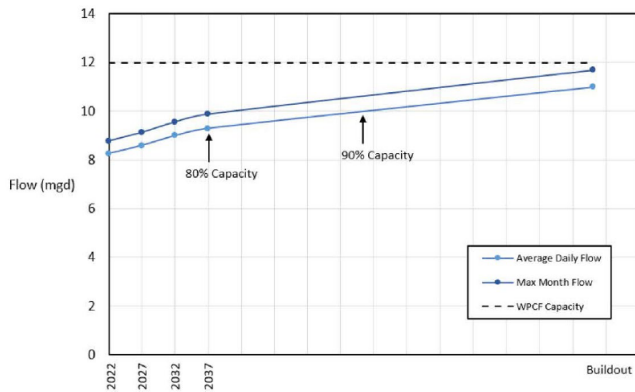
Wastewater Flow Projections



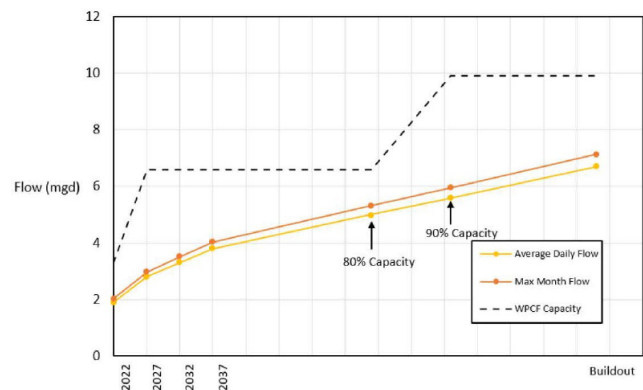


Flow Projections by Wastewater Plant

Figueroa WPCF



Desert Dunes WPCF



- Water Resources

- The City has a good balance in their water resource portfolio, which provides protection against drought and will allow for expansion into some of the SPAs in the future

Water Resources	Water Balance Scenario	
	2022 (AFY)	Buildout of CIP Planning Area – Additional Return Flow Credits (AFY)
Colorado River Allocation	50,000	50,00
Return Flow Credits from Figueroa Avenue WPCF	8,000	12,000
Return Credits from All Other WPCFs	--	8,500
Converted Agricultural Water from Valley Division Lands	7,700 ⁽⁴⁾	10,600
Additional Converted Water Secured by City	9,900	7,000
Total Water Resources	75,600	88,100
Water Demand	23,500	36,500
Water Balance Surplus (or Deficit)	52,100	51,600

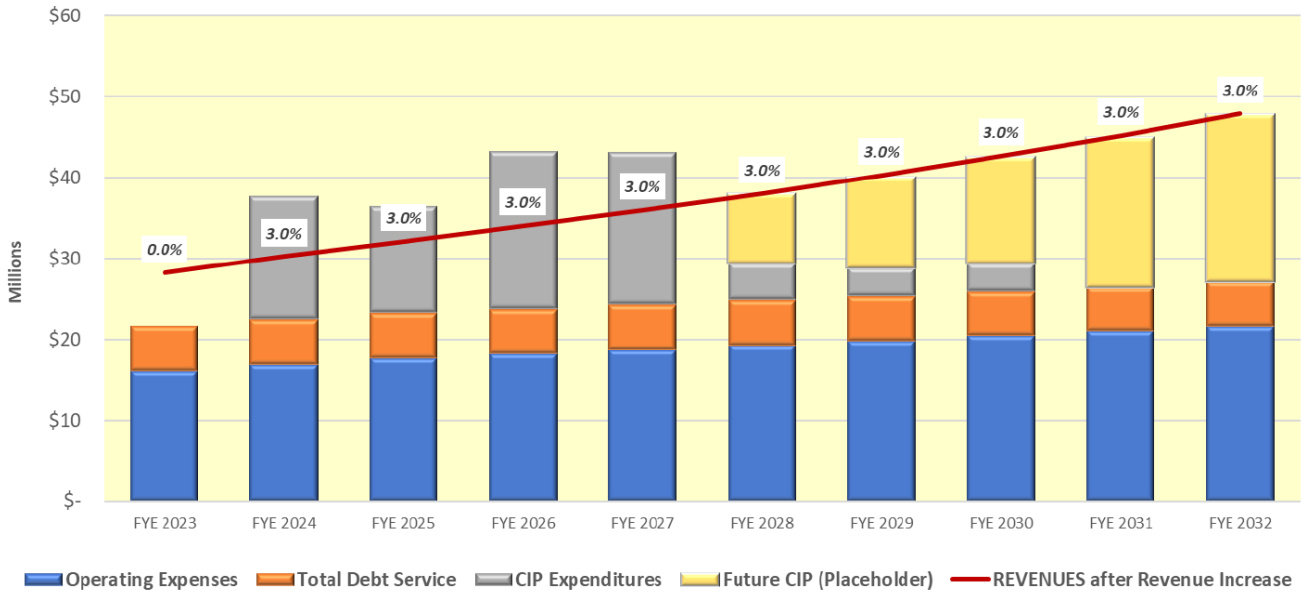
- Water resource recommendations
 - Continue re-permitting the Figueroa Avenue Water Pollution Control Facility (WPCF)
 - Plan and construct wells to diversify water supplies and increase reliability
 - Seek to obtain additional return flow credits from future expansions
 - Consider reserving water resources for all or portion of SPAs that are beyond the planning horizon of the IWRMP
- Water Plan
 - Water system recommendations
 - Increase the pumping capacity of the Agua Viva Water Treatment Facility (WTF) pump station
 - Bring the Friendship Tower back into service with new wells nearby to serve Zone 1 and Zone 2 with a booster station
 - Construct a 24th Street storage and booster station facility to serve a new Zone 1A.
 - Construct a new storage and booster facility with wells at Avenue 9E to serve a new Zone 2A in the future
 - Construct a new booster and storage tank at Avenue 4E with wells to serve Zone 2 in the future
- Wastewater Plan
 - Wastewater recommendations
 - The City is in the process of expanding the Desert Dunes WPCF and this expansion project will be needed to provide sufficient wastewater treatment capacity
 - Lift stations and force mains are currently operating within the City’s design criteria; the City should continue to maintain and monitor these facilities for effective operation
 - Selected gravity sewers will need to be constructed to serve developing areas as these areas are built out
 - Future wastewater plant expansions at the Desert Dunes WPCF by 2037, and possibly Figueroa Avenue WPCF after 2037 depending on growth

- Capital Improvement Project Costs
 - Water

Infrastructure Type	FY2022-FY2027 Project Cost (\$)	FY2028-FY2032 Project Cost (\$)	FY2033-FY2037 Project Cost (\$)	FY2038-Buildout Project Cost (\$)
Pipelines	3,380,000	0	6,756,000	9,328,000
Wells ⁽¹⁾	20,924,000	0	16,006,000	57,228,000
Valves	0	0	0	0
Tanks	0	3,908,000	10,360,000	14,242,000
Booster Pump Station	7,305,000	3,799,000	7,133,000	5,298,000
Total	31,609,000	7,707,000	40,255,000	86,096,000

(1) The Wells project type includes well construction and manganese treatment.

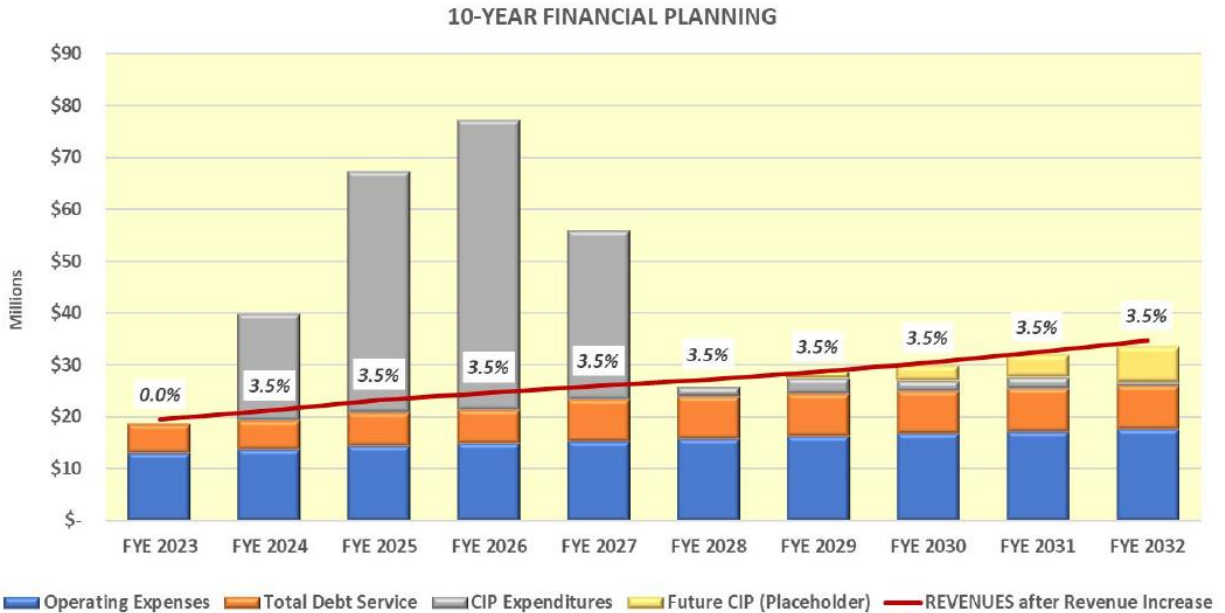
10-YEAR FINANCIAL PLANNING



- Wastewater

Infrastructure Type	FY2022-FY2027 Project Cost (\$)	FY2028-FY2032 Project Cost (\$)	FY2033-FY2037 Project Cost (\$)	FY2038-Buildout Project Cost (\$)
Gravity	7,158,000	5,669,000	1,376,000	2,152,000
Force Main	7,404,000	0	0	2,566,000
Lift Station	5,646,000	0	0	1,160,000
Total	20,208,000	5,669,000	1,376,000	5,878,000

The Desert Dunes WPCF is undergoing an expansion from 3.3 to 6.6 mgd. The Guaranteed Maximum Price is not finalized, but expected to be near \$100 million.



- **Summary**

- The City has effectively planned the water resources, water, and wastewater infrastructure needed to reliably serve the City’s customers
- Existing water and wastewater systems do not have any major issues that need to be addressed
- The City should continue planning for water resources and water supply reliability to serve the City as well as SPAs where future growth may occur
- The City will need to continue planning and constructing water and wastewater infrastructure to stay ahead of growth

Discussion

- For SPAs located outside of the City’s boundaries, the study used a “typical square mile” approach based on what percentage of a typical square mile contains residential development, commercial development, etc., to estimate future flow demands (**Mayor Nicholls/Humphreys**)
- The date estimates for the planned expansions are based on growth assumptions that may not be valid in the future, and will need to be periodically reevaluated (**Mayor Nicholls/Humphreys**)
- Regarding the Figueroa Avenue WPCF, the City should make an effort to reestablish a mixing zone; while there may be some other options with regards to permitting and water requirements, the City would benefit most from return flow credits to the Colorado River (**Mayor Nicholls/McCall**)
- Water resource planning was completed knowing there could be a reduction in the City’s Colorado River allocation, but does not plan for a specific reduction amount (**Morris/Humphreys**)
- It is fairly expensive to treat reclaimed water to potable standards, so receiving return flow credits for discharging the water into the Colorado River system is a better option for the City at this time (**Morris/Humphreys/McCall**)
- While the recent storms have brought to light some areas of the City’s stormwater system in need of improvements, this study was limited to water and wastewater systems (**Shoop/Simonton**)

III. REGULAR CITY COUNCIL MEETING AGENDA OF SEPTEMBER 20, 2023

Motion Consent Agenda Item C.5 – Cooperative Purchase Agreement: Bonfire Procurement Software Subscription (purchase two annual renewals through Bonfire Interactive, Ontario, Canada, utilizing a Cooperative Purchase Agreement through the Texas Department of Information Resources for an estimated annual expenditure of \$36,000.00) (2021-40000060) (IT/Proc)

Discussion

- All of the City’s advertisements for formal solicitations are by law required to be advertised locally in the Yuma Sun, and are also posted on the City’s website and through the Bonfire procurement portal; additionally, several plan rooms – including the Yuma Southwest Contractors Association – download the solicitations and provide them to their members (**Morris/Wilson**)
- The City will be holding a Contractor Forum on Friday, September 22, to help local contractors learn how to do business with the City of Yuma (**Wilson**)

Public Hearing on Resolution R2023-042 – General Plan Amendment: Magnolia Avenue (amend the City of Yuma General Plan to change the land use designation from Medium Density Residential to High Density Residential for property located at 430 and 440 S. Magnolia Avenue) (GP-41398-2023) (Plng & Nbhd Svcs/Cmty Plng)

Discussion

- The addition of the housing development, which will look very similar to the Mesa Heights Apartment Complex that was built on Arizona Avenue, will be a great addition to the community (**Shelton/Simonton**)
- Arizona is dealing with housing issues statewide, and the planned housing development is a great example of how local governments respond best to the housing needs of the communities (**Mayor Nicholls**)

EXECUTIVE SESSION/ADJOURNMENT

Motion (Knight/Smith): To adjourn the meeting to Executive Session. Voice vote: **adopted** 7-0. The meeting adjourned at 6:48 p.m.

Lynda L. Bushong, City Clerk

APPROVED:

Douglas J. Nicholls, Mayor

Approved at the City Council Meeting of: _____ City Clerk: _____
--