

MINUTES
REGULAR CITY COUNCIL WORKSESSION
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA
CITY COUNCIL CHAMBERS - YUMA CITY HALL
ONE CITY PLAZA, YUMA, ARIZONA
November 19, 2019
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, Philip A. Rodriguez
YPD Deputy Chief, Lisa Culp
YPD Lieutenant, Mike Wilcher
Assistant Director of DCD, Alyssa Linville
Various department heads or their representatives
City Attorney, Richard W. Files
City Clerk, Lynda Bushong

I. YUMA VISITOR'S BUREAU ANNUAL REPORT

Linda Morgan, Executive Director of the Yuma Visitor's Bureau (YVB), presented the YVB Annual Report as follows:

- Tourism and Travel's Economic Impact on Yuma
 - Direct Travel Spending – \$650.9 Million
 - An increase of 30% from last year
 - Local Jobs Generated – 6,210
 - Decrease of 40 jobs from last year
 - Local Earnings Generated – \$169.4 Million
 - A 3% increase from last year
 - Local and State Tax Receipts Generated – \$52.2 Million
 - An increase of a little over 3% from last year
- Lodging
 - Occupancy
 - September 2018 – 65.7%
 - September 2019 – 68.2%
 - Average Daily Rate
 - September 2018 – \$85.90
 - September 2019 – \$88.19
- 2% Hospitality Tax
 - August 2019 Year to Date – up 14.5% over the same period last year
- Focus on the Arts
 - Yuma is becoming a regional center for the arts
- 2019-2020 Marketing
 - Complete website redesign by Simpleview

- 197,183 page views with almost 76,000 unique page viewers
- Digital ads through Huddled Masses and Sojern
 - Behavioral and geo-targeted ads in the regional drive market
 - Marketing cost is split with the Arizona Office of Tourism
- Social Media Presence
 - 1.4 million impressions across all platforms
 - Top three social media platforms are Facebook, Instagram, and Twitter
- Visit Yuma App
 - 8,980 downloads to date
 - 55,703 page views
 - Visit Yuma Kiosk at the Visitor Information Center
- Print Marketing
 - Specialty Tours Brochure
 - Yuma Visitors Guide (also online)
 - Rack Brochure
- Weekly Blog
 - Top Things to Do in Yuma This Weekend
- Weekly It's Happening calendar
 - Distributed by email to about 5,000 people each week
- Monthly Hot News hospitality newsletter
- Ag to Art Market
 - November - Tractor Supply in the Foothills
 - December – Wellton
 - January – Colorado River State Historic Park
 - February – Somerton
 - March – Pacific Avenue Athletic Complex
 - April – Sanguinetti House Museum and Gardens
- New Specialty Tours and Unique Dining Experiences
 - Sunset on the Ranch Dinners
 - History Dinners with Tina Clark
- Membership Opportunities – just over 400 members
 - Speed Networking Events
 - Blind Date Lunch Events
 - Quarterly and Annual Membership Meetings
 - Member Minute
 - Yuma Eats
 - Yuma Talks
 - Welcome Wednesday
- Sales and Conventions – 4,100 total room nights
 - International Brotherhood Organization
 - Cooperative Weed Management
 - USS Haven Military Reunion
 - Arizona Department of Transportation Workshop
 - Desert Botanical Conference
 - Canada Tours
 - Fun Tours, Promotion Tours, Tours of Destination, and Vernon Tours

- U.S. Tours
 - Day Tripping, Free Spirit Vacations, and AM Tours
- Visitor Information Center
 - Welcoming more than 50,000 visitors each year
 - Open from 9 a.m. to 5 p.m. every day except Thanksgiving and Christmas
 - The gift shop features a new coloring book drawn by local artists
 - An online store helps reach customers worldwide

Discussion

- It may be beneficial to translate the existing marketing materials into Spanish in addition to developing Spanish language marketing materials with 4FrontED (**Mayor Nicholls/Morgan**)
- Many movies set in Arizona are filmed in other locations due to industry trends, however YVB does work with the Arizona Film Commission to encourage filming in Yuma (**Shelton/Morgan**)
- YVB has been working with Ghost Hunters who is interested in filming at the Hotel Del Sol, and they are currently working through insurance issues before filming can begin (**Knight/Morgan**)
- The History Dinners with Tina Clark and Kathy Reeves cover a variety of different topics related to Yuma's history; Ms. Clark and Ms. Reeves take care of the dinner and production, while YVB handles the marketing and registration (**Thomas/Morgan**)

II. CITIZENS ONLINE REPORTING

Deputy Chief Culp introduced **Lieutenant Wilcher** to present information regarding the Yuma Police Department (YPD) citizens online reporting system. **Culp** played a video created by the City to explain the program to the public.

Wilcher provided an overview of the LexisNexis Coplogic Desk Officer Reporting System (DORS) as follows:

- Eleven supported call types
 - Non-injury, non-emergency calls for service
 - Incidents that have occurred within City limits involving a victim that is a City resident
 - No known suspects or information about the crime that can be followed up on
- Citizen Reporting
 - Navigation bar at the top of the screen tells the citizen what step they are on
 - The session will time out after 30 minutes of inactivity on any screen
 - If the session times out, the report will be wiped out; no information is saved
 - In addition to providing basic information and a narrative about the incident, supporting documentation can be uploaded and added to the report
 - An email is required to submit a report through DORS
 - Once the report is submitted, the citizen will be provided with a tracking number that can be used to check the status of the report
- Follow-Up
 - After the report is submitted by the citizen, it goes to YPD for review and approval before it is merged into the Computer Aided Dispatch (CAD) system
 - The citizen is then provided with the YPD report number via email; the report can be located with the tracking number, the report number, or other information such as name or location

- A supplemental report can be submitted if the citizen has additional information to provide relevant to the incident
- Community Benefits
 - Help YPD provide better service to the community by freeing up officers to respond to higher priority calls
 - Reduces delay in crime reporting by allowing citizens to submit a report at any time without the presence of an officer
 - Bridges the gap between law enforcement and citizens who would not normally call for a police response to their home
- Benefits to YPD
 - Sworn staff reallocation
 - An average call for service can take up to an hour, equating approximately 23,000 hours of manpower that can be reallocated
 - Project expansion
 - The system may be expanded in the future to include accidents with no injuries, probation violations, crime tips, code enforcement, and Public Works related issues
 - Reduce calls for service
 - In 2018, YPD responded to over 88,000 calls for service
 - The 11 call types supported by this system would equate to approximately 27% of that call volume
 - Increased productivity
 - Increased police presence in the community

Discussion

- The additional call types are already in the system, but are currently hidden; once YPD officers and the public become familiar with using the system, they will be activated (**Mayor Nicholls/Wilcher**)
- If supporting documentation such as video surveillance is available that cannot be uploaded to the system, a public safety technician will be sent out to obtain the evidence (**Mayor Nicholls/Wilcher**)
- A number of staff members will be designated to review and approve the citizen-submitted reports, so reports should be processed on a daily basis (**Mayor Nicholls/Wilcher**)
- If evidence such as a shoeprint is present, the citizens should include it in their narrative so a public safety technician can be sent out to collect or record the information (**Knight/Wilcher**)
- A short instructional video will be available to walk citizens through the reporting process and will be available on social media and the City website (**McClendon/Wilcher**)
- Sergeant Lori Franklin will be meeting with the media tomorrow to go over the program, and a press release will be going out tomorrow as well (**McClendon/Culp**)
- It is important to report incidents even if there is no suspect or evidence as it helps YPD to establish patterns of crimes or behaviors in different areas of the community (**Watts/Wilcher**)
- Once the program is up and running for a few months to make sure there are no bugs, the reporting form will also be available in Spanish (**Thomas/Culp**)
- If a citizen realizes they have left out some information they want included in the report or that some of the information is incorrect, they can submit a supplemental report (**Mayor Nicholls/Wilcher**)
- After the report is approved and merged into the system, the citizen can request a copy of the actual police report just as if an officer came out to take the report (**Mayor Nicholls/Wilcher/Culp**)

III. REGULAR CITY COUNCIL MEETING AGENDA OF NOVEMBER 20, 2019

Introduction of Ordinance O2019-039 – Rezoning of Property: 1146 and 1154 S. 3rd Avenue (rezone approximately .32 acres of property from General Commercial to Medium Density Residential while maintaining the Infill Overlay) (DCD)

Discussion

- The rezoning was requested by the property owner as they are looking to sell the property; however, they cannot get financing because it does not conform with the current zoning (**Knight/Linville**)

IV. EXECUTIVE SESSION

There being no further business, **Mayor Nicholls** adjourned the meeting at 6:57 p.m. No Executive Session was held.

Lynda L. Bushong, City Clerk

APPROVED:

Douglas J. Nicholls, Mayor