

Springerville Town Council

Minutes

April 1, 2015

6:00 p.m.

Council: Mayor Mary Nedrow
Vice Mayor Susan Silva
Councilmember Richard Davis
Councilmember Robert MacKenzie
Councilmember Phelps Wilkins

Staff: Town Manager Steve West omitted
Town Clerk Val Cordova
Police Chief Mike Nuttall
Public Works Dir. Tim Rasmussen
Community Development Director Chris Chiesl
Airport Manager Sean Kienle

Legal Counsel: Timothy B. Shaffery

Public: Kevin Burk, Kay Wilkins, Chamber Director Becki Christensen, Cindy Jorden, Hazel Wolfe, Dave Pulsifer and Mike Wilson

Mayor Nedrow called the meeting to order at 6:00 pm and led the Pledge of Allegiance

3. Public Participation: Mike Wilson addressed the council and apologized for not being present at the last council meeting. He thanked the council for their support and Manager West for standing in for him.

4. Manager, Council and Staff Reports:

Manager West reported on the Small Business Development Center workshops being offered through NPC. He said the Rodeo Committee met and is going well. They will be coming to ask for a donation to purchase a buckle. Manager West noted that he also attended a fire department executive meeting and was impressed with the professionalism with which they conduct their meetings including their attendance in uniform. He met with a gentleman from Nautilus Solar regarding solar use at the wastewater treatment plant and its feasibility however it's still in its infant stages. He advised the council he would be attending an Economic Development meeting in Flagstaff tomorrow and would be out of the office most of the day. He'll also be speaking at a business round table meeting on April 7th on behalf of the town and has an EAPPA meeting in St. Johns on the 8th. He announced that the new council chamber is going great and the carpet should be in next week.

Chief Nuttall showed the council the new badges they just purchased. He's allowing his officers to purchase the old badges.

Public Works Director Tim Rasmussen brought the council up to date on the following projects:

- Main Street project slated for this year and Pima still going
- Coconino Drive slated for 2017 and in planning process
- Coulter Lane – replacement of water and sewer lines complete and installed new taps, some road work left.
- Brought materials for Slash Fourth Road
- Aims PVIC almost completed sewer auguring
- Mason Drive-work continues. Met with home owners. They're happy to know about flooding issues

- Mechanic interviews
- RV Little League Committee, discussed partnership with Town
- First stage of planting in park with trees & shrubs.

Mayor Nedrow asked if the town had addressed storm drain debris that causes flooding.

Director Rasmussen said yes they had and explained how the issue was corrected.

Airport Manager Sean Kienle reported there's several projects open; 1.50 acres land acquisition at the end of runway 3 / 4 noting that he will be meeting with the daughter of the owner who is taking care of his business to see if they will accept the offer. The fuel facility design is 99% complete and went out to bid. This project has to be built entirely on FAA entitlements of which the town receives \$150,000 per year and allowed to bank up to three years or \$450,000 of funds. We currently have \$98,000 that will expire on September 30th. The estimated building costs for the fuel facility is around \$800,000. The deficit will be borrowed from other airports entitlements that they won't use. There an RFP for airport insurance and one for a fuel provider. Air Methods lease is up for renewal the middle of April and have exercised their right for a first one year extension. They are also trying direct marketing and had brochures printed and 250 post cards as a test. They have mailed out 100 post cards to pilots with a registered in Arizona to see if they can get interest from them to fly into our airport.

Director Kienle also noted that the Fly-in this year will be a three day event beginning on Friday with a barbeque and hangar dance, Saturday there will be fireside entertainment but they will encourage everyone to go into town to eat dinner ending on Sunday with a pancake breakfast.

Community Development Director Chris Chiesl reported she'd been in contact with Collins Foundation that organizes Freedom Flights regarding World War II airplanes. She said they would work on getting more information since this organization is internationally known and has a huge following. Director Chiesl continued with a PBS Our Town update saying that the 30 minute show has gotten a commitment that this will be a series and they are willing to take payments, however they need a commitment from the town. CDBG Grant - they are working on cost estimates for the ADA restrooms and walk around the park. Rural Development grant- She and Manager West are going to look for ways to go after this grant. Vipul Shauis submitted a large plan for multifamily housing, manufactured homes, a convenience store and WIFI development for Springerville east and will be going to planning and zoning for a CUP. She also reported that two property owners have graciously donated their property to non-profits for a year rent free. The Speckle Trout donated their building to the Dinosaur Museum and Nancy Golightly donated her building next door to National Bank to Artistic Illusions rent free for the next year. Chris presented a 4 fold brochure that she is currently working on as a marketing prospectus asking for ideas and suggestions. She noted that Springerville is the only place that doesn't have a brochure. She updated the council on the Verizon tower saying they had made arrangement with Verizon for space. She will continue to work on acquiring space at the top.

5. Consent Items:

- a. Consider approval of the March 18, 2015 town council meeting minutes.

Robert MacKenzie/Phelps Wilkins motion to approve consent item 5a as presented.

Vote:	Ayes:	Mary Nedrow
		Susan Silva
		Richard Davis
		Robert MacKenzie
		Phelps Wilkins

6. No old Business:

7. Maverick Magazine: Discussion and action regarding authorizing Community Development Director Chris Chiesl to advertise for one year with Maverick magazine at the discounted rate of \$100 per month.

Phelps Wilkins/Robert MacKenzie motion to authorize the Community Development Director to advertise with Maverick magazine for one year at the discounted rate of \$100 per month.

Discussion: Mayor Nedrow said her concern is whether there is money in the budget.

Manager West said it was not budget as advertising. He said we have a budget for publishing but it is for legal publications. He said Chris has money in her budget but it was never earmarked for this kind of advertising.

Director Chiesl said she had \$2400 left in her advertising budget saying that the Finance Director consolidated two line items. One was advertising but it was not specifically earmarked as advertising. She continued saying that part of her job is marketing and felt that this would fall under it. She said this would include a two page spread to highlight our town assets i.e. the airport, senior center, casa, the dinosaurs, buildings amenities and anything the town has to offer. She said the owner of the magazine is a good friend of hers and that's the reason we can get this at a discounted rate. Her subscribers reach out to New Mexico, California and she's breaking into Tucson area.

Manager West agreed that this was good price but reiterated it's not earmarked and there is a lot of duplication with the items on the agenda.

After more discussion and comments both pro and cons from the council members Mayor Nedrow called for a vote.

Vote:	Ayes:	Mary Nedrow Robert MacKenzie Phelps Wilkins
	Nays:	Susan Silva Richard Davis

8. PBS – Channel 8 “Our Town” Discussion and action authorizing the town to engage with PBS Channel 8 to begin filming their 30 minute pilot “Our Town” on Springerville in May and to commit to \$30,000 with the show airing in Fall 2015 with reruns.

Phelps Wilkins/Robert MacKenzie motion to authorize the town to engage PBS Channel 8 to begin filming Benjamin

Discussion: Councilmember MacKenzie asked where they would get the money to do this.

Manager West said there is approximately \$32-\$38,000 in the tourism tax fund. He said he thought this was a good thing, noting that we'll get more quality from a production than snapshots. He also noted that we'll have rights to the film for future use, and since this is the first showing more people are likely to watch it giving us exposure and extreme coverage. \$7,500 was budgeted this year and no one has asked for any. Annually tourism tax receives approximately \$12-\$14,000. He advised the council that several letters had been sent out to different companies asking for support and only the county said they would talk to us. He asked the council if they were willing to commit if we don't get any other money. He said he thought we could get them to take the \$7500 and wait until the new budget year for the rest of it.

After more comments and concerns from the council regarding the tourism tax money Mayor Nedrow stated it's here and we either need to committee or not. All the leg works been done; if this will promote the town then they need to do it.

Vote:	Ayes:	Mary Nedrow
		Susan Silva
		Richard Davis
		Robert MacKenzie
		Phelps Wilkins

9. Springerville Airport Advisory Committee (SMAAC) By-Laws: Discussion and action regarding adopting the updated SMAAC By-laws.

Robert MacKenzie/Richard Davis motion to approve and adopt the Springerville Municipal Airport Advisory Committee updated By-laws.

Vote:	Ayes:	Mary Nedrow
		Susan Silva
		Richard Davis
		Robert MacKenzie
		Phelps Wilkins

10. Coconino Drive Mill and Overlay Amendment # 1 IGA/Jpa-14-0004119-I to IGA with ADOT: Discussion and action regarding approving Amendment #1 to the Intergovernmental agreement between ADOT and the Town of Springerville.

Richard Davis/Susan Silva motion to approve Amendment #one to the IGA with ADOT for Coconino Drive mill and overlay

Vote:	Ayes:	Mary Nedrow
		Susan Silva
		Richard Davis
		Robert MacKenzie
		Phelps Wilkins

11. Economic Development Committee: Discussion and possible action regarding the findings of the Economic Development Committee.

Kay Wilkins addressed the council saying the committee feels that with \$6,000 they can continue to make the You Tube videos, brochures and rack cards. They have researched where to market and cultural tourism noting this would be money well spent.

Mayor Nedrow addressed the direction the committee is going, saying that when the council suggested this committee be formed it was to bring ideas back to them on how to fill the empty buildings with businesses, and suggestions on what the council could do to help them such as offering perks such as lower water and sewer services or possibly discounted permits etc. She addressed the videos they made saying she understands tourism is important but said she would have added things that would attract people to Springerville, like our low crime rate, no gangs, a safe community, a dome; we have A schools, and a state of the art airport to offer.

Mrs. Wilkins responded that they can offer everything free to get businesses here, but if you don't have the people to shop we're not going to fill the buildings. She said they focused on doing research where towns have already done this and felt that the first phase should be to get people here, then get the buildings filled and help them stay open.

Manager West said we don't have the money right now but suggested that this could be discussed during budget and it can be a line item. The committee could continue working on things that won't take money if they know that the council would be agreeable to budgeting it.

Phelps Wilkins/Richard Davis motion to approve \$6,000 for marketing the Town of Springerville only, for a period not to exceed one year beginning July 1, 2015.

Vote:	Ayes:	Susan Silva Richard Davis Robert MacKenzie Phelps Wilkins
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	Nay:	Mary Nedrow
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12. Adjournment:

Richard Davis/Susan Silva motion to adjourn the meeting at 7:15 p.m.

Vote:	Ayes:	Mary Nedrow Susan Silva Richard Davis Robert MacKenzie Phelps Wilkins
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Mary Nedrow, Mayor

ATTEST:

Town Clerk

I hereby certify that the foregoing is a true and correct copy of the minutes of the Springerville Town Council in regular session on held on April 1, 2015. I further certify that the meeting was duly called and a quorum was present.

Dated this 8th day of April, 2015

Town Clerk