

City of Globe
Strategic Council Retreat
Minutes
January 23, 2019

Call to Order.

Present: Mayor Al Gameros, Councilmember Freddy Rios; District 1, Councilmember Mike Humphrey; District 2, Councilmember Jesse Leetham; District 3, Vice Mayor Mike Stapleton; District 4, Councilmember Charlene Giles; District 5, Councilmember Fernando Shipley; District 6.

Invocation; Mayor Gameros
Pledge of Allegiance

1. **INTRODUCTIONS**

Mayor Gameros welcomes everyone and introductions are made. Mayor Gameros thanks all of the Departments for submitting projects and goals for Retreat discussion and states as we move forward it is imperative that we expand our sales tax revenue. The City has a healthy fund balance; however, we can't neglect city infrastructure, Public Safety or quality of life. The City is relying on Economic Development with a clear understanding that it will take time. The City has made strides to be more business friendly towards business extension and retention. We are developing partners and sharing information. The City is developing a trigger point that will develop any investment leads. Council and Staff will be looking at our Strategic Plan it has been five years and it is time to update. Historic Downtown is important but our Copper Corridor is where our revenue lies. Public Safety, Economic Development and blight are important, we are also working hard on relationships with our Bed Tax recipients. Mayor Gameros recognizes amazing leaders within our employees and the City needs to foster and promote within all of our departments.

Paul Jepson explains that goals of the Retreat are Department projects, Council priorities and budget.

2. **STRATEGIC PLAN GOAL #1: ECONOMIC DEVELOPMENT**

Economic Development Director is before Council to discuss Economic & Community Development Strategies.

1. Tourism

- Resolution Copper Economic Development Grant - \$16-20K for a regional marketing and housing study.

Linda suggested a separate webpage for economic develop and events and other social media platforms such as Twitter. Also discussed is a new municipal website and the Gila County website.

➤ North Broad Street “Welcome” Signage Project.

Moving forward with the Lois Monarrez design. Councilman Shipley discusses prior Council design plans which included paint, lighting and funding options. Waiting for trestle work to be completed by Arizona Eastern. Council has previously committed \$6k for the project. Councilman Shipley suggested creating a committee. Mayor Gameros suggested that this be a future agenda item.

The Hill Street School was discussed, prior direction to Dr. Wilt was to board up all of the broken windows. Council directed staff to re-visit. Another area of discussion and direction was the Elks Building.

➤ Globe Branding & Marketing – applied for a Resolution Copper for \$10K marketing campaign.

2. Community Development-Improving Quality of Life & Placemaking

➤ Awarded the Freeport Community Investment Fund Grant for Education Grant for a \$20K consolidation study.

Jerry Barnes discusses the options this grant could provide to improve City water infrastructure.

Linda updates Council that the IDA has received grant funding in the amount of \$100K from the Economic Development Administration for a regional community needs assessment that will begin in March.

- Awarded the Live Well Arizona Incubator Grant from Vitalyst Health Foundation & AZ Partnership for Healthy Communities-3-year strategic community development plan focusing on housing, recreational and education.
- Awarded year two funding for AZ Creative Communities Institute-continuing the “Globe Rocks” event.
- Continued collaboration with Freeport McMoRan-including reassessment of Community Center Pool.

3. Business Attraction, Retention & Expansion- RCAC: Building Rural Economies Grant.

Linda Oddonetto shares that 80% of business growth comes from existing business.

Linda updated Council on the City Branding project, Globe has developed the tag line “Arizona to the Core”; C=Cuisine, O=Origin, R=Recreation and E=Events.

- Downtown Revitalization
 - This is in partnership with the County through the RCAC Grant to use the Michelson Building as a co-working space and visitors center that would be open 24 hours; 7-days a week. This would help develop a new kind of workforce in Globe.
- Cobre Valley Indoor Farms
- Housing Business
- Cobre Valley Regional Trail System – Nature Tourism
- Renewable Energy Generation & Research with Rocky Mountain Institute
 - Adrea Ricke updates Council on discussions that she has been involved in through Renewable Energy workshops regarding the possibility of solar energy at the Library, there is a lot of research. Mayor Gameros request this be a future agenda item.
- Manufacturing and other businesses
- Copper hardware for sanitary or germ control
- Start, Grow & Revive your Business-This is a 4-month process beginning in February 2019

4. Additional Council Priorities.

- Development of Globe Special Events
 - Supporting all events, however focus on a few major events to partner with
 - Budgeting for overtime of professional employees
 - Volunteers
 - Streamline the application process
 - Beg Tax Organization – special events
 - Communication
 - Tracking and recovering cost
 - Cadet Program and Independent Contractor – Police Department
 - Does field use at the community center require a special event

Meeting adjourned at 12:15 pm for lunch.

Meeting convened at 12:33 pm.

- Maximize Bed Tax Organizations impact on tourism.
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- Revitalization of Southern Gila County EDC
 - Negotiating Agreement with SGEDC to offer administrative support
 - Mayor Gameros states that the EDC is very important to our community and the City of Globe is their only funder, however the City of Globe does not get represented as we should.
 - Economic Development Director would become the EDC Executive Director however would remain a City of Globe employee. Linda explained to Council that this would bring things in alignment. The City is promoting Economic Development as the EDC on everything it does, the Mayor is the Executive Chair. Also, the Bed Tax funding that was used for salary would now be free to use on projects.
 - Modify Bed Tax allocation to include City Special Event at 25% to cover employee cost.

- 60 Corridor Revitalization Plan
 - Coordinating with Gila County, Miami, DOC, CVRMC and ADOT
 - Coordinating with Gila County for a designated crew to take care of the 60 Corridor.
 - Dump fees.
 - 60 Corridor Revitalization Plan – upcoming meetings.
 - Globe Clean and Beautiful.

3. **STRATEGIC PLAN GOAL #2: INFRASTRUCTURE**

- Street Projects – FY18
 - ADOT Oak & Hill Street Project
 - ADOT Broad Street Project
 - Connie's Bridge

- Street Projects – FY19
 - Pine Street One-Way
 - Improvements to Downtown Depot Public Parking Lot

- Sewer Projects – FY18
 - Treatment Plant Maintenance, Oxidation Ditch Rehab
 - City Wide DMA Amendment

- Sewer Projects – FY19

- Sewer to Fairground
 - Moving the Animal Shelter
 - Looking at costs and funding options
 - Possible partnership with the County and Freeport

- Sewer PER Study City Wide to Fairgrounds
 - Add to Budget discussion

- Video Survey of sewer lines city wide
- Common line improvement fund
 - Qualify-Priority; is it leaking, cost benefit, ownership and Yuma Street.
 - Add to Budget discussion
 - Re-allocate additional rate charged to County customers

➤ Parks Projects – FY18

Charlene, Old Dominion Mine Park has increased visitors and Red Mountain needs work. Proposes that we need to a new position to take care of the park trails.

- Dog Park Phase I

➤ Parks Projects – FY19

- Dog Park Phase II
- Goddard Field Rehab
- Playground Eq. Replacement
- Cemetery Study
- Ball Fields/Dog Park Lighting
- Noftsgar Field Bathrooms

➤ Water Projects – FY19

- Cutter Well #5 Rehab
- Cutter Booster 1-4 Program
- Decommission Crestline Booster

➤ 5-Year CIP Projects: Asphalt

➤ Funded WIFA Projects – FY18/Future +1 year

- Euclid-Gleason-Hackney waterline
- Maple-Eucalyptus-Escalera waterline
- Crestline Booster Upgrade
- Bonita Flats Booster
- Walliman Rd waterline
- Hackney-Broad-Ranchito waterline
- Pinal Creek Rd. waterline
- Dickinson Dr. waterline
- D.O.C. waterline replacement project

Councilman Rios and Councilman Humphrey discuss the City's standard to install plastic pipe. It will need to be replaced. Recommendation to stall a more ridge line that will last 100 year. Copper tubing.

Council discussion agreed to end the meeting at 3:00 pm and continue the agenda during a second Retreat Meeting within 2-weeks.

➤ City Technology Goals-FY 2018

IT Manager; Danny Trammel informed Council that his first and main goal is to replace the server at the Police Department that belongs to Sunstate Technology Group. Another concern is the aging infrastructure and cyber security.

- Consolidate three outdated servers onto one modern server
- Consolidate multiple IT vendor solutions to one single 3rd-party source
- Network Hardware improvements-managed switches and router
- Microsoft Licensing

➤ City Technology Goals-FY 2019

- New VIOP Phone System
- Connect remote sites to City servers by VPN tunnels
- Enterprise antivirus solution
- City Cell Phone Management solution
- Re-cable Fire Department
- Security Audit

Closing discussion as follows:

Community Pool; Mr. Jepson reports that Freeport has hired an Engineer to do an assessment, once we have that number will be back to Council regarding the repair funding and operational costs.

Active Adult Center Director Tammy Guerin reported to Council that the number of "Meals on Wheels" deliveries have doubled and requested to use the City Hall van as the new "Meals on Wheels".

Mr. Jepson is proposing the use of the City Hall van during the AM for the "Meals on Wheels" van and bring it back to City Hall for the afternoon mail and bank run. Mr. Jepson is also requesting \$20,000 for an Economical Development vehicle; preferably a used Ford 150 4-door and seeks Council direction to bring the funding request to an open meeting.

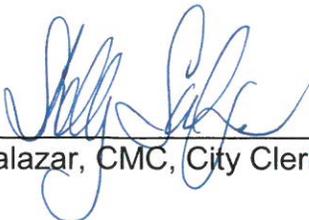
Leana Asberry expressed her desire to expand the gift shop at Besh. There is a part of the auditorium that is not being utilized and could benefit the gift shop.

Mr. Jepson proposes February 6th to continue the discussion at a second Council Retreat from 9:00 to 1:00.

Meeting adjourned at 3:00 pm.

4. **STRATEGIC PLAN GOAL #3: QUALITY OF LIFE**
5. **STRATEGIC PLAN GOAL #4: PUBLIC SAFETY**
6. **STRATEGIC PLAN GOAL #5: REGIONALISM/PARTNERSHIPS**
7. **ADDITIONAL STRATEGIC PLANNING GOALS**
8. **FUTURE AGENDA PRESENTATIONS**
9. **COUNCIL MEETING PROTOCOL**
10. **ADJOURNMENT.**

I, hereby certify that the foregoing is a true and correct copy of the meeting minutes for the January 23, 2019 Council Strategic Retreat.



Shelly Salazar, CMC, City Clerk