

MINUTES OF THE FLORENCE TOWN COUNCIL MEETING HELD ON MONDAY, DECEMBER 8, 2014, AT 4:30 P.M., IN THE CHAMBERS OF TOWN HALL, LOCATED AT 775 NORTH MAIN STREET, FLORENCE, ARIZONA.

CALL TO ORDER

Mayor Rankin called the meeting to order at 4:34 pm.

ROLL CALL:

Present: Rankin, Walter, Woolridge, Hawkins, Montañó, Guilin, Anderson

CALL TO THE PUBLIC

Call to the Public for public comment on issues within the jurisdiction of the Town Council. Council rules limit public comment to three minutes. Individual Councilmembers may respond to criticism made by those commenting, may ask staff to review a matter raised or may ask that a matter be put on a future agenda. However, members of the Council shall not discuss or take action on any matter during an open call to the public unless the matters are properly noticed for discussion and legal action.

Ms. Ruth Harrison, Florence Resident, stated that she did not feel tonight's meeting was communicated thoroughly to the community. She recommend to have Council meeting notices publicized in the paper, the Wednesday prior to the meeting, to give the citizens a better opportunity to attend all meetings. She stated that she feels this type of notice would assist with the transparency of the Council.

ADJOURN TO EXECUTIVE SESSION: For the purpose of discussion of the public body, pursuant to A.R.S. 38-431.03(A)(1), to interview candidates for Interim Prosecutor and Interim Town Attorney; and for contract negotiations with said attorneys pursuant to A.R.S. 38-431.03(A)(4).

On motion of Councilmember Montañó, seconded by Councilmember Hawkins, and carried to adjourn to Executive Session.

ADJOURN FROM EXECUTIVE SESSION

On motion of Councilmember Woolridge, seconded by Councilmember Hawkins, and carried to adjourn from Executive Session.

NEW BUSINESS

Discussion/Approval/Disapproval of entering into a contract for an Interim Town Prosecutor.

On motion of Vice-Mayor Walter, seconded by Councilmember Hawkins, and carried to approve a contract with Richard V. Husk as interim Town Prosecutor.

Discussion/Approval/Disapproval of entering into a contract with a law firm to provide Interim Legal Services to the Town of Florence.

On motion of Vice-Mayor Walter, seconded by Councilmember Montaña, and carried to enter into contract with Dickinson Wright, PLLC, to provide interim legal services to the Town of Florence.

Resolution No. 1490-14:

Mr. Charles Montoya, Town Manager, read Resolution No. 1490-14 by title only.

A RESOLUTION OF THE TOWN OF FLORENCE, PINAL COUNTY, ARIZONA, AFFIRMING THE TOWN OF FLORENCE'S PREFERENCES REGARDING THE PROPOSED ADOT NORTH-SOUTH FREEWAY CORRIDOR.

Mr. Mark Eckhoff, Community Development Director, stated that the North-South Corridor is a 45 mile freeway between Apache Junction and Eloy. He stated that ADOT is seeking comments on specific route alternatives that will be studied in greater detail during the next phase of the study. Town Council had previously approved corridor refinements allowing the Town to better plan for future density and to ensure that the freeway is beneficial to the Town. He stated that the location of the corridor was a critical consideration in the planning of Territory Square Zoning District and the North End Framework Vision Plan.

Mr. Eckhoff stated that ADOT held public hearings in November 2014. The comment period for this stage of the study will remain open until January 9, 2015. Staff believes it is essential that the Town continue to be proactive in this process to ensure that the final corridor is as close as possible to the preferences of the Town. He stated that the resolution affirms the preferences of the Town, denoting the segments of the corridor that are preferred and essential to the long term prosperity and sustainability of the Town. He stated that the information regarding where to send written comments to ADOT is located on the Town website. All comments must be received no later than January 9, 2015.

On motion of Councilmember Montaña, seconded by Councilmember Woolridge, and carried to adopt Resolution No. 1490-14.

WORK SESSION WITH LOCAL VENDORS REGARDING FARMERS MARKET DOWNTOWN.

Ms. Jennifer Evans, Management Analyst, stated that the Chamber of Commerce helped develop the Farmer's Market in 2002 and during their overseeing of the market requested that the vendor fees be waived for this weekly event.

Ms. Evans stated in 2011 the Town approved a policy that required all vendors to have a vendors permit when participating in any event within the Town. Based on the criteria of the policy, vendors would need a regular or exemption permit in order to participate in the events. Most of the vendors for the Farmer's Market would qualify for an exemption. She stated that staff is trying to bring the Arriola Square Farmer's Market into compliance with current Town policy.

Ms. Evans stated that the following is being recommended:

- Make it an artisans market and allow vendors with hand crafted products
- Draw produce vendors and value-added agricultural products.

Ms. Evans stated that staff is proposing to move the Farmer's Market to 6th Street; near Padilla Park and change the days and times of operation to better accommodate the public who commute into Town on a daily basis. She stated that it is being recommended that the Farmer's Market be held on the 1st and 3rd Thursday of the month, from 11:00 am to 3:00 pm, and to be in conjunction with other activities already planned at Padilla Park. The vendors would be required to have a vendor permit with the Town and to set up a free-standing booth. They would not be allowed to sell directly out of their vehicles. She stated this would preserve the high-quality image of the market.

Ms. Evans stated that a majority of Farmer Markets held in our region are held on Saturdays. She stated that Flagstaff holds a market on Sundays during the summer months and Cottonwood holds their market July through October on Thursday evenings. She stated that all the markets had artistic and food/produce vendors. A majority of the markets researched were started by a municipality then were turned over to the private sector once they become successful.

Councilmember Anderson inquired what the definition of handmade would be for the market.

Ms. Evans stated that the product being sold must be made by the selling vendor. She stated that the market is for hobbyists who need an outlet for their arts and crafts and is not for items that are mass-produced.

Mayor Rankin stated that the name of the market would have to change to better reflect the mix of artisans and produce/food vendors. He stated when the Farmer's Market first started it ran from one end of Main Street to the other and now there are just a few vendors at Arriola Square.

Mayor Rankin stated that on Saturdays there are only a few shops open on Main Street. He would like to see the market reach from Arriola Square to Padilla Park bringing the public out to Main Street. He stated that he disagrees with changing the market day to Thursday as he does not believe it would have the attendance needed to be successful and that the Town has a higher level of traffic on Fridays and Saturdays that would lend to a more successful market.

Mayor Rankin inquired as to what the fee was for a special event permit.

Ms. Evans stated that if a vendor made more than \$3,000 a year they would be considered a commercial vendor and the fee for the license would be \$10. She stated that a majority of the vendors who participate in the Farmer's Market would qualify for an exemption as they make less than \$3,000 a year and there would not be a fee for the special event permit.

Councilmember Woolridge stated that she was in favor of the current licensing policy as it provides the Town with the information needed to know who is participating in the event, what they are selling and if there is a problem, which can be held accountable.

Mayor Rankin inquired as to how extensive is the application for an event license.

Ms. Evans stated that a license for a permanent business is several pages and requires a great amount of information whereas a special event permit is only one page.

Councilmember Hawkins stated that based on the information provided the Town should start with the Thursday market but still allow the Saturday market until the Thursday market is successful.

Mayor Rankin is concerned that the Towns and Cities researched are larger than Florence and have a higher population to draw from for a market.

Councilmember Hawkins stated it might be easier to get more vendors from some of these areas to come to Florence and will be available on a Thursday verses a Saturday.

Councilmember Woolridge stated that if the goal is to capture those who commute into Florence for work, the hours of market would need to be later in the afternoon into early evening to allow workers to take their purchases directly home.

Councilmember Montañó inquired if the market could be held on Thursday and Saturday.

Mayor Rankin inquired if vendors have been located for a Thursday market.

Ms. Evans stated that she has been able to make contact with five local vendors who would be interested in the Thursday market.

Mayor Rankin stated that there is a concern with produce vendors who have a limited window to sell their produce and if they do not make money, they will not continue to participate. He stated that advertising for the market is going to be critical to its success.

Councilmember Anderson stated that it might be a good idea to start the market on a seasonal basis until it grows and can sustain a year-round program.

Ms. Evans stated that she is recommending the market to be seasonal from October through April.

Councilmember Montaña stated there is a concern with preferential treatment of location at the market. He stated that vendor space should be on a first-come-first-service basis as long as the vendor has a permit. He does not believe a vendor should have a reserved location.

Councilmember Hawkins stated that he has wanted to see advertising for the Town and this would be an opportunity to promote the Town and the market.

Councilmember Guilin inquired if a cost study has been completed to determine the cost of the market including advertising, operations and staff time.

Ms. Evans stated that the market does not currently have a budget but is looking at using free social media and with a few hundred dollars a month for print advertising the market would receive strong local media exposure. She stated that she has estimated that it will take approximately 20 hours of staff time to coordinate and operate the market weekly.

Mayor Rankin inquired as to the number of vendors that have been identified to participate in the market.

Ms. Evans stated that she has identified 5 artisans that would be interested in the market in addition to the craft and jewelry vendors.

Mayor Rankin stated that he would like to see more input from produce vendors and what they believe would be the right day of the week for the market, times, and seasonality that would help a new market be successful.

Councilmember Anderson stated that he would recommend a name for the market like the Florence Peoples Market.

Councilmember Woolridge stated that she has a vendor from Casa Grande that may be interested in the participating in the market and will provide that information to Ms. Evans.

Ms. Evans stated that she will continue to build her vendor list and develop diversity in the types of vendors; their availability and the thoughts on what they think will work and make the market successful.

Mayor Rankin inquired as to what the thoughts have been for those vendors who do not fit within the categories of a Farmers Market.

Ms. Evans stated that the model that is being used to develop the market for the Town is based on the markets that are being run in other towns and cities in the area.

Ms. Debbie Kiern, Florence Resident, stated that the current vendors of the market are willing to work with the Town and that they currently do keep a written record of the vendors that participate each week with their contact information which is then turned over to Christy Cox. She stated that she does believe having the market two nights a week would be good and with more advertising could be very successful.

Mr. Donald Underdonk II, Florence Resident, stated that he agrees the name of the market should be broader and reflect the community. He stated that he has been working with Debbie Kiern to develop a small brochure for the market to be distributed in businesses around Town and in Coolidge and Casa Grande but is holding off until the situation with the Town is resolved. He stated that he believes not holding the market on a Saturday would be detrimental to the market as they do have many customers that might be lost if the market is moved. He stated that he does agree with the Town that the market does need to be organized and properly advertised.

Mr. Dennis Irvin, Florence Resident, stated that he would be the one vendor that does not fit the product compliance for the market. He stated that he would move to a different location but would like to stay in Florence if possible.

Ms. Ruth Harrison, Florence Resident, inquired if the new location will be on a back parking lot. She stated that she understands that the group would like to stay on Main Street.

Ms. Evans stated that she will inquire with other municipalities that have Farmer's Markets what their licensing process is and build a matrix of produce vendors inquiring what they would need to participate in the Town's Farmer's Market.

Mr. Larry Pfeiffer, Florence Resident, stated the Farmer's Market group has been self-governing and believes the compliance and permitting process the Town is concerned with is adding a level of confusion. He stated that he believes Main Street is in a great need of more retail options and the Farmer's Market has been operating for 12 years on Main Street and been able to sustain itself when many other businesses have not. He stated that he would like to see the Town encourage and support the Saturday market along with developing a Thursday market.

Mr. Montoya stated that he would recommend that staff go back and do the research that has been discussed this evening and come back to Council in January with a study session to review staff's findings. He stated that while the research is being done, the Town should allow the Arriola Square Farmer's Market to continue as it normally does.

Mayor Rankin stated that he agrees with an additional study session in January 2015 with members of Council in concurrence.

CALL TO THE PUBLIC

There were no public comments.

CALL TO THE COUNCIL

Councilmember Anderson stated that he was impressed with the attendance numbers at the Holiday Parade Friday night and complimented staff for their hard work.

Councilmember Montaña stated that he would like to see the attendance numbers continue through Founder's Day and Country Thunder upcoming events in the spring.

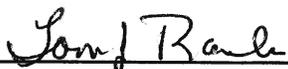
Councilmember Hawkins stated that he would like to see the Farmer's Market situation resolved in a timely fashion with simplicity.

Vice-Mayor Walter congratulated Alison Feliz, Recreation Programmer, who is graduating with her Bachelors in Parks and Recreation.

Mayor Rankin stated that he along with the Town Council send their condolences to the Celaya family for their loss and to the families of Manual Ruiz and Jim Martin. He stated that the parade was a beautiful event and he appreciated the 40 entries and the efforts of staff.

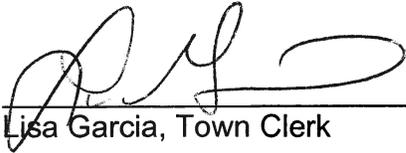
ADJOURNMENT

On motion of Councilmember Montaña, seconded by Councilmember Hawkins, and carried to adjourn the meeting at 8:53 pm.



Tom J. Rankin, Mayor

ATTEST:



Lisa Garcia, Town Clerk

I certify that the following is a true and correct copy of the minutes of the Florence Town Council special meeting held on December 8, 2014, and that the meeting was duly called to order and that a quorum was present.



Lisa Garcia, Town Clerk