

MINUTES OF THE TOWN OF FLORENCE COUNCIL MEETING HELD ON THURSDAY, JANUARY 3, 2019, AT 2:00 P.M., IN THE FLORENCE TOWN COUNCIL CHAMBERS, LOCATED AT 775 N. MAIN STREET, FLORENCE, ARIZONA.

CALL TO ORDER

Mayor Walter called the meeting to order at 2:02 pm.

ROLL CALL:

Present: Tara Walter, John Anderson, Karen Wall, Kristen Larsen, Michelle Cordes, Judy Hughes

Absent: Hawkins

RETREAT AGENDA

Introductions and Ice Breaker.

Each Councilmember introduced themselves and provided a brief synopsis of their background.

An ice breaker was completed that dealt with self-awareness, work styles and team work. Discussion occurred on each Councilmember's style and what the positives and not so positives are for each style. Another activity was to envision what a perfect day of Florence would be like in which each Councilmember described their vision of a perfect Florence.

Review council suggested edits to the Council Rules and Procedures.

The Council reviewed the Council Rules and Procedures and forwarded their comments to Ms. Lisa Garcia, Deputy Town Manager/Town Clerk, who discussed each of the comments received and how they would be incorporated, if approved, by the Council, as a whole. The comments included:

- Lobbying
- Add lobbying in Code of Ethics Section
 - Information disseminated will only be to educate the public
 - Council will not take a stand on anything that is a proposition or support a person running for election
 - Council as whole will not to engage in political activity

Councilmember Larsen stated that the comment submitted was in reference to Council lobbying other Councilmembers for support on their idea even though the item has been discussed or the continued resurrection of an issue to garner support for that specific issue. She stated that there is a difference between the public being interested in a topic verses a Councilmember making the public interested in that topic. She stated that the lobbying comment was meant to be internal and not external and to ensure that the Councilmembers are not trying to be swayed in their vote or in the way that they think based on someone being agitated by it.

- Three-minute clock
 - It is important that the public knows how much time they have to speak

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- Some feel that the clock is intimidating and makes them nervous
- Decrease the size of the clock
- Section 4 correct meeting to say third Monday rather than last Monday
- Agenda Packet
 - Council would like to receive the agenda packet on the Wednesday, prior to the meeting day.
 - Agenda items submitted late will be pushed to the next meeting.
 - Completed items will be sent to a portal for Council to review as they are being completed.
- Roberts Rules of Order
 - Conflicts with Parliamentary Procedures

Ms. Garcia explained that the Council has adopted Parliamentary Procedures and will use Roberts Rules of Order for areas not clearly defined in Parliamentary Procedures.

- Section 4.7 - Removed public comment because it is not provided at a work session.
 - Presiding officer can invite a person to be part of the work session or speak at the work session.
- Ordinance with penalty clause will be posted in three places, per State Statutes
- Manager's Report
 - Mayor requested that manager provide a written monthly report
 - Still to provide verbal report on current events
 - Must be one-way communication (Manager to Mayor and Council)
 - No discussion
- Department Reports
 - Must be one-way communication
 - No discussion
 - Executive Session
 - Regular meetings
 - Listed at the beginning and end of agenda
 - Strategic – Executive Session at the beginning of the meeting is for items that are on the current agenda
 - Time sensitive so the public does not have to wait
 - Provide State Statutes that identifies what can be discussed in executive sessions
- Roll Call
 - Only first roll call will be a voice roll call.
 - Silent Roll Call will be done when adjourning into another meeting, such as Board of Adjustments and Community Facilities Districts.

Councilmember Anderson requested that the silent roll call be named something different other than silent.

- Board of Adjustments
 - Currently, Council serves as the Board of Adjustments.

- Town Manager requested that a separate Board of Adjustments be made of appointed individuals.
- From a legal perspective, it would be better for them to be separate.

Councilmember Anderson inquired if the Town Council can serve as the Board of Adjustments to a neighboring city/town and they serve as the Town's Board of Adjustments.

Mr. Billingsley stated that staff will research that option. He stated that they will check with Eloy and Coolidge as they may be similar to Florence.

Ms. Garcia stated that this option was researched years ago, and the issue was that the partnering city held several more meetings per year than the Town of Florence does.

- Should Council action items be listed before new business?
 - Agenda items are currently listed in a manner which is respectful of the public's time. Items that do not have public input are placed last on the agenda.
 - Suggested that Council items be placed on the first agenda, so Council will come in fresh and know what points they want to discuss.

Mayor Walter requested that the agenda sections be left status quo and the events be strategically placed as each item is being submitted.

- Consent Agenda
 - Council can make a motion to abandon the three-minute speaking rule if a Councilmember wants a person to speak longer than the three-minute time limit.
 - Leave section status quo with regards to public speaking

Mr. Billingsley stated that the Consent Agenda does not need to be read verbatim.

Ms. Garcia stated that the Consent Agenda is read in its entirety for the public at home who is watching the live stream as they do not have a copy of the agenda and they can understand what it is that the Council is voting on.

The consensus is to continue to read the Consent Agenda and to minimize the motions to the motion itself without having to re-read the entire caption. Staff will include the verbiage of the full motion in the minutes.

- Dollar limit of what can be included with the Consent Agenda
 - Leave status quo

Ms. Garcia stated that there are instances in which the presentation is not available when the packet is being created; however, the Council has requested that the presentation be included in the packet.

The consensus is to allow the agenda item to move forward regardless if the presentation was submitted in advance or not.

- The Mayor, the Town Manager or two Councilmembers are needed to add an item to the agenda
 - Town Manager is the only individual able to remove operational items from the agenda.
 - Council has several options in which to kill an agenda item on the floor, primarily through voting down an item or tabling the item indefinitely.
 - No motion is needed from the Council if two or more members of Council state on the floor that they want something to be put on a future agenda. While on the floor – no motion is needed
- Call to the Question
 - Remove roll call vote
- Amendments
 - Clarify statement to specify that only one amendment will be permitted at a time
- Failure to vote
 - A failure to vote will be considered as an affirmative vote.
- Reconsideration
 - The entire Council is to reconsider the entire item and must be put on a future agenda.
- Legal Section
 - Define what it means to abstain from a vote
 - Unable to reconsider an item
- Vet businesses that the Town is going to go into business with.
- Disclosure should be done publicly.
 - Provide it in written format as well as state so at a public meeting so that it can be recorded in the minutes.
- Correct Vice-Mayor term to every two years; not four years.
- Added Board of Appeals added to Board and Commission minutes.
- Have all speakers complete a Speakers Request Form

Ms. Garcia stated that she will incorporate all of the changes and present the resolution for adoption at a future Council meeting.

Discussion on the Council adopted Strategic Plan (Plan).

Mayor Walter asked for feedback on the existing plan. The feedback included:

- Safety rankings for the community are not included in the Plan
- Define mission and vision separately

- Add the values as a community to the list
- Each of the key points are addressed in the Plan
 - Points were derived from the many meetings as well as the Strategic Planning Session with staff and Council
- Strategic Planning Session (one day event)
 - Did not include all the items that Council wanted to be included
- Needs to be a living document that can be modified as needed
- Have periodic work sessions to re-evaluate the Plan
 - Every second Monday of the month
 - First meeting will be held on February 11, 2019

Discussion on Council goals regarding economic development.

Mayor Walter asked that Council consider the hiring a highly skilled Economic Development Coordinator, with a proven track record

Mr. Brent Billingsley, Town Manager, stated that the Town has reorganized how economic development is done. Ms. Jennifer Evans, Management Analyst, has moved offices to the Community Development Building and is part of the One Stop Shop program. Her focus is on business retention, expansion, business training, coordination with the Greater Florence Chamber of Commerce regarding Main Street, coordinating with the Industrial Development Authority and property management for the Town. She is also focusing on the micro side of economic development for the Town.

Mr. Billingsley stated that his position focuses on the macro side of economic development, which focuses on furthering agreements, partnerships on a large level, creative arrangements and moving the Town forward in terms of the goals and objectives regarding the Plan.

Mr. Billingsley stated that Ms. Evans has been working on updating the document that lists all of the occupied and non-occupied buildings on Main Street. She is also working on a mechanism to address vacancies and code enforcement. He stated that staff is working on several economic development items.

Ms. Jennifer Evans, Management Analyst, stated that she has a thorough list of the vacancies in the downtown area. There are 20 vacant buildings along Main Street; 10 of which are leasable and/or usable. She stated that it is contingent upon Community Development in use. The other 10 buildings would need complete rehabilitation.

Ms. Evans stated that most of economic development is relationship based. Downtown revitalization is a long-term strategy and it is important to focus on one person and one property at a time. Staff has been doing that with the property owners in the downtown area.

Mr. Billingsley stated that the Town in partnership with Pinal County and is doing and RFP with regards to the empty lot on Main Street.

Mayor Walter stated that a grocery store is needed in the downtown area.

Mr. Billingsley stated that the downtown area does not have the demographics to support a grocery store. They have very sophisticated models that they utilize to determine what the need is and if it will be profitable. He stated that the grocery store in Anthem is still struggling. He stated that they also spoke with a small grocery chain who is familiar with rural Arizona, and they too, looked at Florence; however, Florence did not fit their matrix. He has heard from the public that the Town has a small grocery store on Main Street that is owned by local people. They are doing a good job at servicing that market and it receives a lot of support from the residents.

Mr. Billingsley stated that there is a sundry store who has reached out to the Town as Florence. Florence has met their matrix and are interested in having conversations about doing business in Florence. Their market analysis determined that Florence is a potential place for expansion and they reached out to the town.

Mr. Billingsley stated that traffic counts, number of rooftops, employment density, growth potential, number of permits issued, and residential density are all major factors that are considered. Mr. Billingsley stated that the infrastructure can continue to be improved upon to help increase our statistics in getting new businesses to come to Florence. The Town will need to invest millions of dollars in order to meet the minimum requirements to build commercial buildings.

Ms. Jennifer Evans, Management Analyst, stated that housing is an issue in the Town core.

Mayor Walter stated that the impact fees may be a reason as to why people do not build in the core. She inquired what the Town's plan are with regards to the widening of Hunt Highway. She stated that Pinal County has widened Hunt Highway within Pinal County's' area of responsibility.

Mayor Walter stated that the Central Arizona Regional Transit (CART) Program does not extend into the Anthem area and should be extended beyond the core community.

Discussion occurred on the proposed Fry's Marketplace in the San Tan Valley.

Mr. Billingsley stated that there will be a presentation on land use and impact fees at an upcoming meeting. The goal is to keep the impact fees as low as possible in order to remain competitive with surrounding entities. He stated that the Council has the ability to lower the impact fees.

Vice-Mayor Anderson stated that he would like to see the criteria to be different for residential and commercial for impact fees.

Councilmember Larsen inquired where the biggest financial impact would be for the Town to spend money in order to attract businesses (rehabilitation of the downtown buildings, road infrastructure, water infrastructure).

Mr. Billingsley stated that the Town has been playing catch-up with regards to maintenance of infrastructure for the last three years. Development fees only apply to new builds.

Mr. Billingsley stated that a fee schedule is an option for those who use the roads for high usage/traffic with regards to construction projects.

Mr. Billingsley stated that the Town works with Pinal County and other entities with regards to regional transportation and the 20-year Transportation Plan. He explained what has been planned for transportation with the CIP and the widening of Hunt Highway.

Mr. Billingsley stated that the Arizona Department of Transportation will replace the Gila River Bridge as it is now obsolete. They will also complete the traffic signal on Hunt Highway and State Route 79 at the same time.

Discussion occurred regarding social media and the misconceptions that are posted; which can result in someone not wanting to do business in Florence. It was suggested that the Town under promise and over deliver on working with businesses and individuals. It is important to help all those wanting to do business in Florence.

Mr. Billingsley stated that the Town continues to find ways to improve customer service and how to improve the process while still honoring the Code.

Councilmember Cordes stated that the Town needs to build bridges between departments with regards to bringing buildings up to code.

Discussion occurred on how to bring buildings up to code so that they can be leasable.

Discussion occurred on advertising of Request for Proposals (RFPs) and other ways to advertise. Currently, the Town advertises in the local newspaper and on its website. Future RFPs will be advertised on social media as well.

Councilmember Wall stated that the buildings need to be ready for lease. It is difficult to invite businesses to open in Florence when there are no buildings that are occupy-ready.

Discussion occurred on having a list of each unoccupied building and what is needed to make them occupy-ready.

Ms. Jennifer Evans, Management Analyst, explained that the Town no longer receives funding to assist property owners with their buildings. She explained that the Town is looking at other alternatives to provide assistance as well as provide a listing of occupy-ready buildings.

Mr. Billingsley provided an update on the CART Program. The CART Program lost its funding and they are trying to determine its future.

Mayor Walter stated that the Town needs to explore options for non-drivers in the community.

Mayor Walter stated that Council has requested that the Town hire an Economic Director. She requested that Council be provided a list of all commercial buildings in Florence that includes the following:

- Occupied/Unoccupied

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- Ready to be rented
- Health and Safety Issued
- Back Taxes

Mayor Walter stated that she would like to see the Pow-Wow organization be brought to Florence. They provide 60 pounds of fresh produce for \$10. It is all healthy food and would be great for the residents.

Mr. Billingsley stated that Pow-Wow would be in alignment with the Strategic Plan.

Items to be discussed at a future meeting, by Councilmember, include:

Vice-Mayor Anderson:

- Detail plans on economic development and what the Town is doing to support economic development.

Mr. Billingsley stated that some of the items have non-disclosure agreements, others are in contract negotiations and can be discussed in executive session.

Councilmember Larsen:

- Caliente Golf Course water rates for effluent – current rates and options
 - What other entities are purchasing effluent

Mr. Billingsley stated that Council has set the rate for effluent, and the rates are consistent for everyone. He stated that Caliente and the Dobson Farm are the only two who are purchasing effluent. The water line for the effluent water is made of substandard material and at a substandard depth, and it has had problems in the past. The Town has discussed this issue with them. A new line needs to be done and a special district will need to be formed to fund the project.

Discussion occurred on the initial rates and rate increases.

Mr. Billingsley stated that the rates are set by law and real and periodical data. If the rates are subsidized, the other rate payers will need to subsidize the rate. The Town does not own the line that feeds the effluent to the golf course.

Mr. Billingsley stated that Mr. Joe Jarvis, Finance Director, can meet with Councilmember Larsen to discuss how the rates are established and what the current rates are.

Mayor Walter asked that this item be placed on an upcoming agenda.

Councilmember Cordes

- Town-owned property in Florence Gardens and the Town's plan on what they are going to do with the property.
- Role as property managers and how the Town manages property

Councilmember Hughes

- North-South Corridor
- Explore public-private partnerships and partnerships with other communities

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- Ask each Councilmember to provide an update on the Board/Commission that they are liaisons to.

Mr. Billingsley stated that it would be beneficial if any of the councilmember have ideas for additional partnerships with neighboring towns or for public-private partnerships to share them. Generalized discussions will not be useful.

Mayor Walter

- Discuss annexations and what is the Town's plan
- Certificate of Necessity (CON) regarding ambulance service
- Partnerships – developing and growing; how to retain employees, review process and how the Town does evaluations

ADJOURNMENT TO EXECUTIVE SESSION

For the purposes of discussions or consultations with designated representatives of the public body and/or legal counsel pursuant to A.R.S. Sections 38-431.03 (A)(1) and (A)(3) to consider and review the Town Attorney's employment contract.

On motion of Councilmember Larsen, seconded by Vice-Mayor Anderson, and carried (6-0) to adjourn to Executive Session.

ADJOURNMENT TO EXECUTIVE SESSION

On motion of Councilmember Larsen, seconded by Councilmember Wall, and carried (6-0) to adjourn from Executive Session.

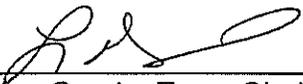
ADJOURNMENT

On motion of Vice-Mayor Anderson, seconded by Councilmember Larsen, and carried (6-0) to adjourn the meeting at 6:23 pm.



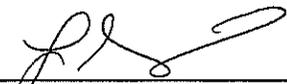
Tara Walter, Mayor

ATTEST:



Lisa Garcia, Town Clerk

I certify that the following is a true and correct copy of the minutes of the Florence Town Council meeting held on January 3, 2019, and that the meeting was duly called to order and that a quorum was present.



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Lisa Garcia, Town Clerk

