

MINUTES OF THE TOWN OF FLORENCE COUNCIL REGULAR MEETING HELD ON MONDAY, NOVEMBER 18, 2019, AT 5:30 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 5:30 pm.

ROLL CALL:

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

WORK SESSION ON CERTIFICATE OF NEED FOR AMBULANCE SERVICE

Mr. David Strayer, Fire Chief, stated that the citizen survey results were released during the October 28, 2019 work session. One of the questions posed was if the residents were in favor of fire/ambulance transport and 60% voted in favor of it.

Chief Strayer stated that there are several communities that are obtaining their Certificates of Need (CON). The CON is issued through the Arizona Department of Health Services. Mr. Riles has navigated the process for several communities.

Mr. Roy Ryals, James Vincent Group, provide a presentation on the Certificate of Necessity Process, in which he outlined the following:

- Certificate of Necessity
 - Arizona Department of Health Services regulates ambulance services
 - What territory you may provide the service in
 - Rates
 - Response time
 - Qualifications of personnel
 - Equipment
- Elements
 - Feasibility Study (optional)
 - Application (Required)
 - Waiver of Hearing Process (only if no objection)
 - Full Hearing (If objections are received)
 - Needs Assessment (optional)
- Feasibility Study: (Optional)
 - Five -year proforma of financial implications to City (P&L)
 - Incremental costs and revenue
 - Allocated costs
 - Operational Analysis
 - Response time performance
 - Geographic analysis
 - Utilization of Ambulance Analysis (Unit Hour Utilization)
 - Multiple Models (2) are included, if desired

- Application: (required)
 - Extensive Information needed to meet Statute and Rules requirements
 - Must be filed on appropriate forms
 - Includes Financial Proforma for one year (GAP)
 - Includes response times, rates, personnel, territory and other operational information
- Application Review by ADHS:
 - Administrative Review (30 days)
 - Additional information requests (suspends the 30-day requirement until answered)
 - Substantive Review (Usually 30-60 days)
 - Concentrates on Financials and any other questions
 - ADHS has about the application
 - Once complete it is transferred to the Office of Administrative Hearings
- Waiver of the hearing process
 - Only applies if there is no objection of other CON Holders (AMR)
 - 30-day Notice given to any interested parties, and published in a newspaper of general circulation in the area
 - If no request for Hearing is received, the Director may issue the CON without a hearing
- Hearing Process:
 - Conducted by an Administrative Law Judge (ALJ)
 - Limited to 10 business days (unless unusual circumstances).
 - Evidence is put on by both sides
 - The Judge makes a Findings of Fact and Conclusions of Law & Recommended Decision
 - The Director of ADHS makes the final decision (appealable to Superior Court)
 - Overall time frame, from time of application, not to exceed 450 days
- Needs Assessment (optional)
 - May be helpful if there is opposition to the application
 - Assesses community perceptions of the current model, needs and community desires for Florence to get a CON
 - The Director is required to take a Needs Assessment adopted by the Town Council into consideration when making her decision
- Considerations for Council:
 - A Feasibility Study gives the Council independent information on the financial and operational implications of operating the ambulance service, looking at various models, for the next five years.
 - At that point, a fully informed decision can be made.
 - A full and complete application that meets Statute and Rules is required regardless if it is going by waiver or a full hearing.
 - If a hearing is required, it is highly recommended that the town be represented by outside counsel experienced in CON Hearings
 - The ultimate decision in a contested case is “What is in the best interest of the citizens”, and, is there a need for an additional CON provider to meet those needs?

Councilmember Hawkins inquired how many towns in Arizona, that are the size of Florence, operate their own ambulance service.

Mr. Ryals stated that the following cities have a CON: Goodyear, Sun City, Casa Grande is applying for their CON, Timber Mesa (near Show Low), Northwest Fire District (in Tucson), and several more.

Councilmember Hawkins stated he would like to know what the private companies pay in wages, benefits, leave time, retirement, etc. so they can do a fair comparison to what municipalities offer. He would like AMR's information on what they pay and how much it costs them to run their ambulance service.

Mr. Ryals stated they review everything including uniform allocations, gas, tires, maintenance of the ambulances, etc. He stated that AMR's information is proprietary in nature and the Town may request that information from them directly; however, they can review their structure. Each ambulatory service is required to file an annual ambulance revenue and cost report.

Mr. Ryals stated that AMR is Pinal County wide and their report will reflect the entire county.

Councilmember Cordes inquired how much the feasibility study will cost.

Mr. Ryals stated that the fee would cost the Town \$30,000. He explained that the application will cost \$30,000 if the feasibility report is done; otherwise, the application fee will be \$40,000.

Discussion occurred on the process of obtaining a CON.

Councilmember Hughes inquired if the rate is regulated and asked if it can be amended more than once per year.

Mr. Ryals stated that the rate is regulated there is a price deflator increase that one can apply for annually that is based on the medical practice index and the transportation index. The average percentage is given to each of the CON holders who have applied. You can also apply for a general rate increase if you have not applied for any increases in the previous six months. There are steps that must be taken in order to apply for the increase.

Councilmember Hughes inquired about the collectability rate.

Mr. Ryals stated that he did not have those rates readily available as there are several factors that are considered. He explained several of the factors.

Councilmember Wall inquired why the needs assessment is not done prior to the feasibility study and how the municipalities handled billings.

Mr. Ryals explained that some municipalities did the needs assessment first to determine the needs of the respective communities; however, the various steps have been done a variety of ways. Most entities hire outside billing entities or collection entities for the billings. The process is complex, and it takes expertise to understand the complex billing regulations.

Councilmember Hawkins inquired if the Town is locked in to providing service if it is not cost effective for the Town.

Mr. Ryals stated that the CON is valid for three years and the Town would be obliged to offer services during that time frame. AMR will still have a valid CON so both can service the respective areas.

Councilmember Hawkins is concerned about the Town starting an ambulatory service and then having to close it because it is not cost effective and having to lay off employees.

Mr. Brent Billingsley, Town Manager, stated that Council would make the determination to cease service and lay off employees. There would be several factors that would need to be considered.

Mr. Ryals stated that he has never seen an entity choose to allow their certificate to expire.

Councilmember Hawkins inquired if the Town had received complaints regarding the current ambulatory service and if this is why approximately 60% of the citizen survey responders preferred that the Town have their own ambulatory service.

Mr. Ben Bitter, Assistant to the Town Manager, stated that the question read: "A private company currently provides ambulance service to residents in Florence. Would you support the Florence Fire Department providing this service and collecting the user fee which may be paid by insurance?" He stated that responses received were:

- Support 59.8%
- Oppose 19.8%
- Did not know 20.0%

Councilmember Hawkins stated that the question doesn't specify why they would want the Town to have ambulance service. Many in the Town either have AHCCCS, Medicare, or no insurance.

Councilmember Cordes inquired if the fees increase when the service switches to the municipality.

Mr. Ryals stated that the fees are traditionally the same. The competition is not on the rate, but rather on service. He stated the applicant normally proposes the same rate as the current provider; however, you can propose higher or lower rates. He stated that DHS will evaluate the rates and make a recommendation on what the rates should be, which is close to what was originally proposed by the applicant.

Councilmember Cordes stated that AMRs rate may be lower because of their overhead and Florence may need to increase the rates in order to remain at the same profit level.

Mr. Ryals stated that it can vary depending on several factors; which is why a feasibility study is done. The Town would need to look at their true revenue and expenses in order to make the decision.

Vice-Mayor Anderson stated that his concern is if there are two CONs, who would answer the call.

Mr. Ryals stated that dispatch would normally dispatch the closest vehicle regardless if it is operated by the entity or AMR. The vehicles have automatic vehicle locator installed which helps

determine which ambulance is closest. There are other models; however, that he does not agree with it. It would also depend on how many vehicles are provided.

Councilmember Larsen stated that AMR is a great partner with the responders. The public has confidence in the Fire and Police personnel which may be a reason as to why they want the Town to expand on ambulance services. She thinks that a feasibility study needs to be done if the Town wishes to pursue this further.

Mayor Walter stated that there is no cost loss specifically with use of building, utilities, etc. She stated that the Town received a grant for one ambulance and there are other grants available as well. The SAFER grant will assist with paying for staff for three years. She inquired if the report goes into the source of funding as well.

Mr. Ryals stated that they do not investigate the source of funding.

Mayor Walter sees the benefit of providing multiple services between AMR and the Town. She agrees that having the feasibility study would be the first step.

Mr. Billingsley stated that staff will need to forward the request to approve moving forward on the feasibility study to Council at a future meeting. They will need to work with the Finance Department to determine where the funds would come from as this is not a budgeted item.

Councilmember Hawkins would like the Town to survey the citizens about the ambulance service with AMR. He is not sure why the Town would want to move forward if there are no issues.

Mayor Walter stated that there will be less of an impact to the General Fund if services were provided.

Mr. Ryals suggested that the Town work with AMR to work on a joint work model. He stated that as part of the Needs Assessment, it engages the citizens about the existing provider. This gives the Town a general feel of how people perceive the ambulance service and Fire Department overall as well as the perceptions of services rendered if they used the service in the past. It also outlines what the Town is proposing and their perceptions about the proposal. He works with the developer to pose neutral questions.

Chief Strayer stated there is a reason as to why many communities are pursuing their own CON and there is value in controlling one's own destiny. The main issues are service delivery and adding capacity into the system. No one is being displaced and having the added capacity can save lives.

MOMENT OF SILENCE

Mayor Walter called for a moment of silence.

PLEDGE OF ALLEGIANCE

Mayor Walter led the Pledge of Allegiance.

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.

There were no public comments.

PUBLIC HEARING

Public hearing and possible adoption of a text amendment to the Sign Regulations of the Development Code, with the amendment to include language as recommended by the Ad. Hoc Sign Committee.

Ordinance No. 667-19:

Mayor Walter read Ordinance No. 667-19 by title only.

AN ORDINANCE OF THE TOWN OF FLORENCE, PINAL COUNTY, ARIZONA, AMENDING THE TOWN OF FLORENCE CODE OF ORDINANCES TITLE XV "LAND USAGE" CHAPTER 150: DEVELOPMENT CODE, SECTION 150.031 "DEFINITIONS" AND REPEALING AND REPLACING "PART 3 SIGN REGULATIONS," SECTIONS 150.092 TO 150.130 (CASE PZ 18-33 ORD (Second Reading).

Mr. Larry Harmer, Community Development Director, stated that the Ad Hoc Committee met from July through September 2019, examined off premise signs and had comprehensive discussion regarding signage. The Ad Hoc Committee decided the murals, kiosks, and wayfinding signage would be handled as separate items.

Mr. Harmer stated that the Community Development Department is working with the Community Services Department on murals. They are also working with Pinal County on wayfinding signage and kiosks.

Councilmember Larsen inquired about bandit signs.

Mr. Harmer stated that the bandit signs are defined, and bandit signs or A-frame signs can be used for off premise signs.

Councilmember Wall inquired if the Ad Hoc Committee submittals were incorporated into the document that Council received.

Mr. Harmer stated that draft has been left as is and their comments will be added if Council so chooses.

Mayor Walter opened the public hearing. There being no public comments, Mayor Walter closed the public hearing.

On motion of Councilmember Hawkins, seconded by Vice-Mayor Anderson, and carried (7-0) to adopt Ordinance No. 667-19: AN ORDINANCE OF THE TOWN OF FLORENCE, PINAL COUNTY, ARIZONA, AMENDING THE TOWN OF FLORENCE CODE OF ORDINANCES TITLE XV "LAND USAGE" CHAPTER 150: DEVELOPMENT CODE, SECTION 150.031 "DEFINITIONS" AND REPEALING AND REPLACING "PART 3 SIGN REGULATIONS," SECTIONS 150.092 TO 150.130 (CASE PZ 18-33 ORD.) including of the language recommended by the Sign AD Hoc Committee.

CONSENT: All items on the consent agenda will be handled by a single vote as part of the consent agenda, unless a Councilmember or a member of the public objects at the time the agenda item is called.

- a. **Approval of Services Agreement with Florence Music Festival, LLC, for 2020 Florence Music Festival, in an amount not to exceed \$24,500.**
- b. **Approval of Services Agreement with Greater Florence Chamber of Commerce, for 2020 Historic Florence Art Festival, in an amount not to exceed \$24,500.**
- c. **Approval of the purchase of eight Panasonic Mobile Data Computers with keyboards and eight docking stations from Code 3 Technologies, in an amount not to exceed \$38,635.91.**
- d. **Authorization to dispose of vehicles and equipment that are no longer needed and have outlived their useful life.**
- e. **Award a contract to Franklin Striping, Inc., to update existing roadway striping for CIP T-69 Pavement Preservation, in an amount not-to-exceed amount of \$87,408.74.**
- f. **Approval of the October 7 and October 21, 2019 Town Council Meeting minutes.**
- g. **Receive and file the following board and commission minutes:**
 1. **September 25, 2019 Historic District Advisory Commission Meeting minutes.**
 2. **October 3 and October 17, 2019 Planning and Zoning Meeting minutes.**

On motion of Vice-Mayor Anderson, seconded by Councilmember Wall, and carried (7-0) to approve the Consent Agenda, as written, with the exception of Item a and Item b.

- a. **Approval of Services Agreement with Florence Music Festival, LLC, for 2020 Florence Music Festival, in an amount not to exceed \$24,500.**

Mr. Bryan Hughes, Community Services Director, stated that the Town issued two Request for Proposals (RFPs) for this project. They did not receive a response for the Florence Music Festival or the 2020 Historic Florence Art Festival; however, they did receive feedback and modified the RFPs and reissued the RFPs. The Town received on response for each festival and both responses were from local entities. Florence Music Festival, LLC submitted a thorough scope of

work and are seeking guidance and financial support. He stated that this would be a good partnership.

Mr. Hughes stated that the Greater Florence Chamber of Commerce responded to the RFP for the 2020 Historic Florence Art Festival and it is also a good partnership. He stated that he visited the Fountain Hills Art Festival and it has grown significantly since they started 30 years ago. He stated that he could foresee that happening in Florence as well.

Mr. Hughes stated that hopefully these two new events will help bring people to Florence and boost the Town's economy system.

Mr. Hughes stated that the agreement amounts are within the budget.

Mr. Keith Rea, Florence Music Festival, LLC, stated that they started working on the project prior to even knowing about the RFP, and now partnering with the Town of Florence, will ensure its success. He hopes to make this an annual event.

Mr. Bill Foster, Florence Music Festival, LLC, stated that they are excited to be part of this event and hope to bring a great event to Florence now, and in the future.

Mayor Walter stated that they offer great music, and everyone is looking forward to a great event.

Councilmember Cordes asked if they communicate with the business owners. She asked that the organizer of the event be mindful of putting food trucks next to restaurants.

Mr. Rea stated that vendor fees are only \$50 for both days, provided that they are a Greater Florence Chamber of Commerce member. He stated that outside vendors have taken advantage of this offer; however, local businesses have not.

Vice-Mayor Anderson inquired what the dates are for both events.

Mr. Hughes stated that the music festival will take place on March 14 – 15, 2020. The date has not been determined for the arts festival.

Councilmember Hughes inquired how much of the area will be within fencing.

Mr. Rea stated that the festival will take place on the Town's soccer field and will be enclosed.

On motion of Councilmember Cordes, seconded by Councilmember Larsen, and carried (7-0) to approve a Services Agreement with Florence Music Festival, LLC, for 2020 Florence Music Festival, in an amount not to exceed \$24,500.

b. Approval of Services Agreement with Greater Florence Chamber of Commerce, for 2020 Historic Florence Art Festival, in an amount not to exceed \$24,500. (Bryan Hughes)

Mr. Roger Biede, Greater Florence Chamber of Commerce, responded to the RFP as it fits with their Strategic Plan. They look forward to bringing a good festival that will hopefully continue for many years. They have talked with local businesses about participating in the event. They anticipate closing Main Street up to 11th Street; however, it will be dependent on how many vendors participate.

Councilmember Larsen stated that she is excited to see this event come to fruition as they have discussed it for many years.

Councilmember Hughes inquired if there have been discussions with joining this event with car show. He stated that it may give people more options. He also inquired the event will be a juried art festival or non-juried art festival.

Mr. Biede stated that the car show is very busy. They will bring vendors to the car show. He stated that it will be a juried art festival. The date has not been confirmed because they are trying to ensure that the event does not happen on the same dates as other events.

Vice-Mayor Anderson inquired how they solicit vendors and if there are any restrictions.

Mr. Biede stated that they are using the ZAP website which solicits artists looking for events. The artists submit their work and it is judged and provides recommendations as to whom to invite. He has been provided him with the vendor list for the 4th Avenue Street Fair and Fountain Hills Art Show and will be inviting the vendors on those lists.

Mr. Biede stated that they are handling the vendors for the music festival and they have received questions about local vendors participating.

On motion of Councilmember Cordes, seconded by Councilmember Larsen, and carried (7-0) to approve a Services Agreement with the Greater Florence Chamber of Commerce, for 2020 Art Festival, in an amount not to exceed \$24,500.

UNFINISHED BUSINESS

Ordinance No. 684-19:

Mayor Walter read Ordinance No. 684-19 by title only.

AN ORDINANCE OF THE TOWN OF FLORENCE, PINAL COUNTY, ARIZONA, BY INSERTING §73.12 ABANDONED OR JUNK VEHICLES PARKED IN VISIBLE AREAS; RENUMBER UNARMED POLICE AIDES §73.13; AND INSERTING A NEW PENALTY §73.99 (Y). (First Reading November 4, 2019)

Mr. Daniel Hughes, Police Chief, stated that at the first reading Council posed questions with regards to the language. Staff has changed the time frame to state five business days, as requested by Councilmember Larsen. Council also inquired if the vehicles could be gifted and picked up. He was able to find a variety of agencies that would accept the donations and has the list available.

Councilmember Hawkins asked that the list be provided along with the citation.

Chief Hughes stated that they will provide the list. The goal is to educate the residents and to clean up Florence. He stated that issuing a citation would be the last resort.

Mayor Walter stated that education is important as many residents thought this item was a new item and not something already within the Town Code.

Discussion occurred on various scenarios of disabled vehicles and which would fall under this ordinance.

Chief Hughes stated that they are looking for unsightly conditions and health hazards.

Councilmember Larsen read the definition and stated that it pertains to vehicles in view.

Chief Hughes stated that the language was left status quo with regards to visibility; however, vehicles behind fences in backyards would not fall under this ordinance.

Mr. Jarret Erickson, Florence resident, asked for the definition of a junk vehicle. He has vehicles that he restores, and some people consider them junk.

Chief Hughes stated that junk vehicles are those that are unlicensed, doesn't run and are in disrepair that need major components. He stated that the public is not being asked to get rid of anything but rather to move it from the front into a fenced in area or garage.

Councilmember Larsen read the full definition of "junk vehicles" as described in the ordinance.

On motion of Councilmember Wall, seconded by Councilmember Larsen, and carried (7-0) to adopt Ordinance No. 684-19.

NEW BUSINESS

Discussion and possible action on the creation of an Economic Development Department and/or Commission.

Vice-Mayor Anderson stated that his intent is to get something on future agenda to allow Council to adopt a salary schedule and job description for an Economic Development Director. Council was provided a variety of job descriptions and his preference would be Pinal County's job description. He would also like the Town to work with Pinal County with regards to economic development.

Councilmember Larsen inquired why this position was eliminated from the Town's schedule.

Ms. Lisa Garcia, Deputy Town Manager/Town Clerk, stated that in the past there was an Economic Development Coordinator and his focus was on the Tequila Sunrise Express, which

was a passenger rail between the Town of Florence and Kearny. This did not go well, and the Town moved away from having an Economic Development Director.

Ms. Garcia stated that approximately four years later, they downgraded the position to an Economic Development Coordinator, and it was filled for several years until past Town Manager Charles Montoya worked for the Town and dissolved that position.

Councilmember Hawkins stated that they would be starting an entire new department and it will require more than one personnel position. He is concerned about bringing in industry when the Town is too far away from a major freeway, major rail nor an airport. He does not think any industry will look to Florence when they have more options elsewhere. He would like Florene to sell what they have such as tourism and quality of life. He would prefer to use the funding to promote Florence.

Councilmember Wall stated that everyone has a different idea of what economic development means. She would prefer to see a specific plan and the associated costs. She believes that this needs to compliment the revisions to the Strategic Plan. She does not think that this should move forward until the Strategic Plan update is completed. Her concern is if the costs are significant and not included in the current budget.

Councilmember Hughes stated that she thinks Florence needs an Economic Development Director. She stated it is not efficient for the Town Manager to have dual roles and the Town Manager needs to run the Town and the Economic Development Director needs to be dedicated to economic development in Town and within the region.

Councilmember Cordes stated that the Town needs a dedicated economic development position. She stated that there is money in the budget for economic development. She stated that there are staff members who work on economic development and they need a director for direction. She stated that economic development does not happen overnight, and it may take years before they see results. There needs to be realistic expectations.

Councilmember Larsen stated that Florence is behind the curve ball. She wants to see businesses thrive. She stated that the Town could host events and bring people to Florence with the amount of money for the salary of an Economic Development Director. They could also use that money to support existing businesses. She stated that staff is doing an excellent job with regards to economic development.

Councilmember Hawkins stated that he agrees with Councilmember Larsen and that Florence needs to use the money to sell itself. Florence needs to improve itself and then sell what Florence has to offer.

Councilmember Cordes stated Florence either needs to invest in itself or give the money to someone who knows how to do it; some type of action needs to be done. She is fine with going either way but wants to see action.

Mayor Walter inquired of Mr. Billingsley where the money would be best served for the community.

Mr. Billingsley stated that there have been discussions with Pinal County regarding Florence, its businesses on Main Street and what Florence is doing. He agrees with all of Council's comments. Florence does need some assistance and it would be great to have a dedicated person.

Mr. Billingsley stated that the position may have been eliminated due to fiscal reasons. He stated that four years ago the Town was in the red and has since been able to save funding each year thereafter. There has been a request for an Economic Development Director position for the last two years, and that recommendation has not moved forward from the Budget Committee due to budget reasons. They need to cut from somewhere to add this position and it is difficult to do.

Mr. Billingsley stated that he agrees with Councilmember Wall. The Town needs to finish the strategic planning update and to see what the priorities of the Council are. They can then see where economic development fits into the Strategic Plan. The General Plan and ordinances need to be updated if they want to go after industry.

Mr. Billingsley stated that his recommendation would be to see how Council envisions economic development moving forward and hire a professional consultant to develop a plan based on the existing matrix which is based on the Town's socio-economic factors. He has reached out to consultants and has been provided a scope and cost. A consultant has been chosen and could provide a basic report, under his authority should Council wish to proceed. On a different level, a consultant could provide a full economic development report on the community costing between \$150,000 - \$250,000. This process takes approximately six to nine months to complete.

Mr. Billingsley stated that the Town has an economic budget; however, it is very small and includes a marketing component, mailing component, and a portion of the Assistant to the Town Manager's salary. There is no funding available for an additional salary unless Council elects to find funds in the budget and transfer the money in for that salary. This would be a topic to discussed in the next budget cycle.

Mr. Tim Kavanagh, Pinal County, stated that economic development is different for everyone. He stated that if you do nothing, nothing will happen. He explained how Pinal County turned economic development around. His job is to bring in big businesses which are head of household jobs. This creates the needs for homes and retail. Other departments work on other components of economic development. They have been successful, and it shows because they have added two supervisors and have brought in \$8 billion worth of companies into Pinal County, which equates to approximately 9,500 new jobs.

Mr. Kavanagh stated that Florence needs more things than industry. Florence does not have in place what is needed to bring in industry. He stated that Florence needs to devise a Strategic Plan that outlines its goals and objects and then hire the person who fits the Plan.

Councilmember Larsen stated that the Town should start moving forward on things that has been discussed for years rather than wait until the Strategic Plan update is complete.

Mr. Billingsley stated that they will start the last phase of the General Plan Update and the Redevelopment Plan in 2020. The changes are made through these plans. Discussions will start in the Spring 2020.

Vice-Mayor Anderson thanked Mr. Kavanagh for speaking to the Council. He stated that staff is doing an excellent job; however, they need someone to devote time to economic development. Florence needs to have an economic development department as does all other communities.

Mayor Walter inquired if the Town moves forward with the creation of an economic development department or commission, does this commit financial dollars at this time. She also inquired if the fast track feasibility study will determine what is best for Florence, and how long would that timeline take.

Mr. Billingsley stated that the scope of work that he was provided would use the available data and it will take approximately three to four months and will cost less than \$24,999. He would bring this back at a future meeting so Council could review the scope of work to ensure that Council found it to be viable and useful. This could be utilized to make the visioning sessions with the Strategic Plan worksessions more useful in identifying the goals.

Mr. Billingsley stated that the Town does not have the staff time to devote to put something together. It would be useful to have an outside entity provide this service. Funding a position should be done during the budget process because he does not know where they can cut from in order to fund this position.

Vice-Mayor Anderson stated that the Town needs to move forward and get this item on a future agenda so they can discuss this during the budget process.

Mr. Billingsley stated that the Town works with Pinal County and has had success. If Florence goes through this process, it will help Florence know what type of person to hire.

Mr. Kavanagh stated that he is willing to assist Florence. He stated that they work hard to show that Florence is the Pinal County seat.

Councilmember Hughes inquired how long it will take to recruit for this position.

Mr. Billingsley stated that it will take approximately two and a half months.

On motion of Vice-Mayor Anderson, seconded by Councilmember Hawkins, and carried (7-0) to table the possible action on the creation of an Economic Development Department and/or Commission.

Resolution No. 1722-19:

Mayor Walter read Resolution No. 1722-19 by title only.

A RESOLUTION OF THE TOWN OF FLORENCE, PINAL COUNTY, ARIZONA, AMENDING THE FLORENCE TOWN COUNCIL RULES OF PROCEDURE, EFFECTIVE DECEMBER 18, 2019.

Ms. Garcia stated that Mayor Walter requested the following changes be made to the Council Rules of Procedure:

The Consent Agenda includes items that (i) are of such a nature that discussion may not be required, (ii) are included in the annual budget, (iii) are under \$100,000 expensed to the General Fund, (iv) item that are HURF or Enterprise fund expenditures included in the CIP, (v) or have been previously studied by the Town Council. These items are adopted by a single motion and affirmative vote of a majority of the Town Council.

Ms. Garcia stated that staff has completed the changes and are submitting Resolution No. 1722-19 for Council consideration. If members of the Town Council would like to suggest additional changes, staff would be happy to bring the proposed changes for action at a future meeting.

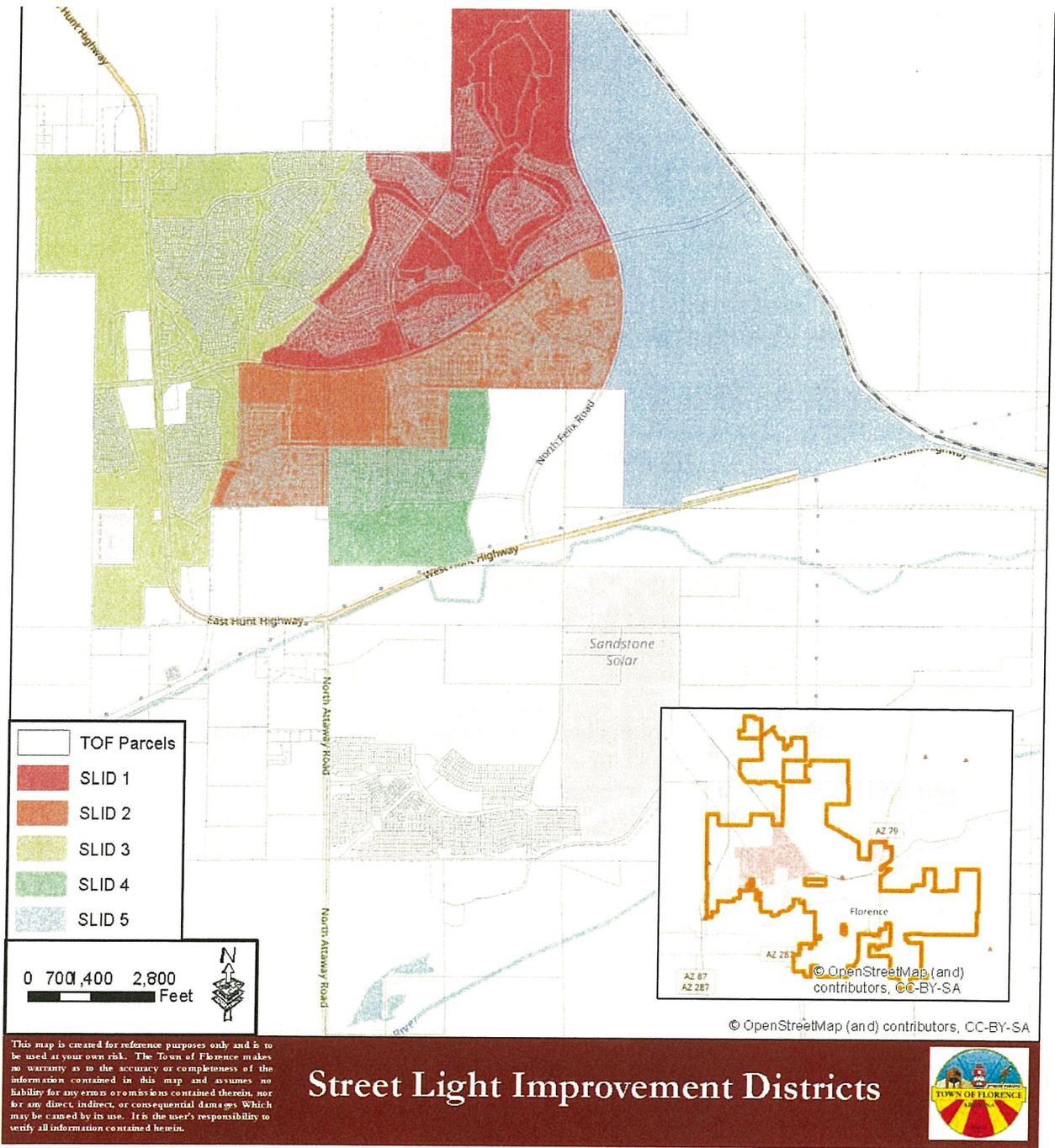
Mayor Walter stated that this will help streamline the Council meetings as the items have already been explained during the budget process and there is no need to discuss the item again. The Request for Council Action form will still provide detailed information.

On motion of Councilmember Larsen, seconded by Councilmember Hawkins, and carried (7-0) to adopt Resolution No. 1722-19.

WORK SESSION ON STREET LIGHT IMPROVEMENT ORDINANCE AND POLICY

Ms. Garcia provided a presentation on the Street Light Improvement District in which he outlined the following:

- New construction pays for itself
 - November 7, 2005 Council adopted an Ordinance Establishing
 - Commercial and residential developers responsible for
 - Design
 - Install
 - Energizing costs of streetlights on public streets, including adjacent minor and major arterial.
 - Street Light Improvement Districts will pay for the following costs:
 - Electricity
 - Operations
 - Maintenance
 - This Ordinance is for all areas within the Town Limits developed after November 7, 2005.
- Maximum charge
 - Arizona Revises Statutes
 - \$1.20 per \$100 of assessed valuation
 - Maximum Example:
 - \$200,000 home
 - \$20,000 assessed valuation
 - \$240 SLID collection
 - 2012 Town stopped collecting SLID tax



SLID Creation

SLID 1	SLID 2	SLID 3	SLID 4	SLID 5
2005	2006	2007	2019	2019

SLID Account Balance

SLID 1	SLID 2	SLID 3	SLID 4	SLID 5
\$107,312	\$186,319	\$15,457	\$0	\$0

Fiscal Year Collection to begin

SLID 1	SLID 2	SLID 3	SLID 4	SLID 5
22-23	24-25	19-20	20-21	20-21

FY 2019-2020 SLID 3 \$0.1207 per \$100 Net Assessed Valuation (NAV)
 \$200,000 Home = \$20,000 NAV = \$24 SLID Tax

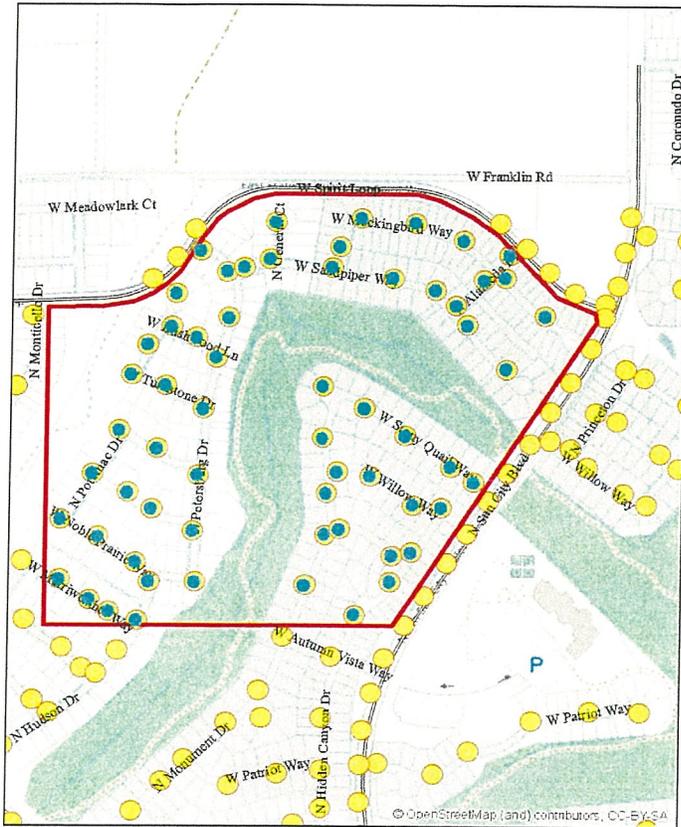
- This is far less than what could be assessed.

- Electricity Costs as of June 30, 2019

Type of Account	Cost
APS – Non-SLID	\$38,696
BIA – Non-SLID	\$4,564
Total Non-SLID	\$43,260
SLID 1	\$30,037
SLID 2	\$29,734
SLID 3	\$28,070
Total	\$87,841

- Town has 14 active development agreements for future residential areas.
 - Have already been platted and have a Development Agreement
- Approximately 35% of Merrill Ranch has been developed.

Mr. Chris Salas, Public Work Director, provided graphics that depicted the density of some of the subdivisions.



Anthem at Merrill Ranch

22.2 Street Lights

Lane Mile

237.83 ft. avg
between Street Lights



Downtown Florence

16.8 Street Lights
Lane Mile

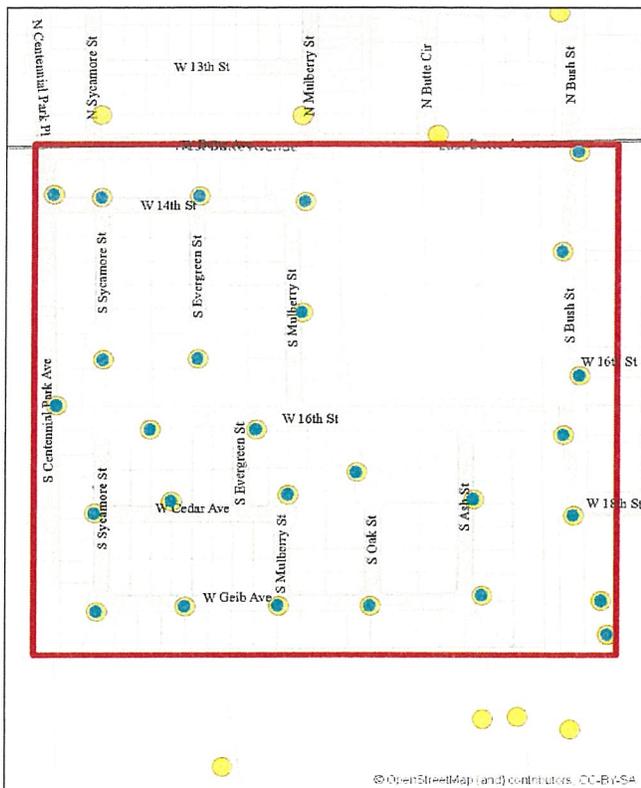
314.29 ft. avg
between Street Lights



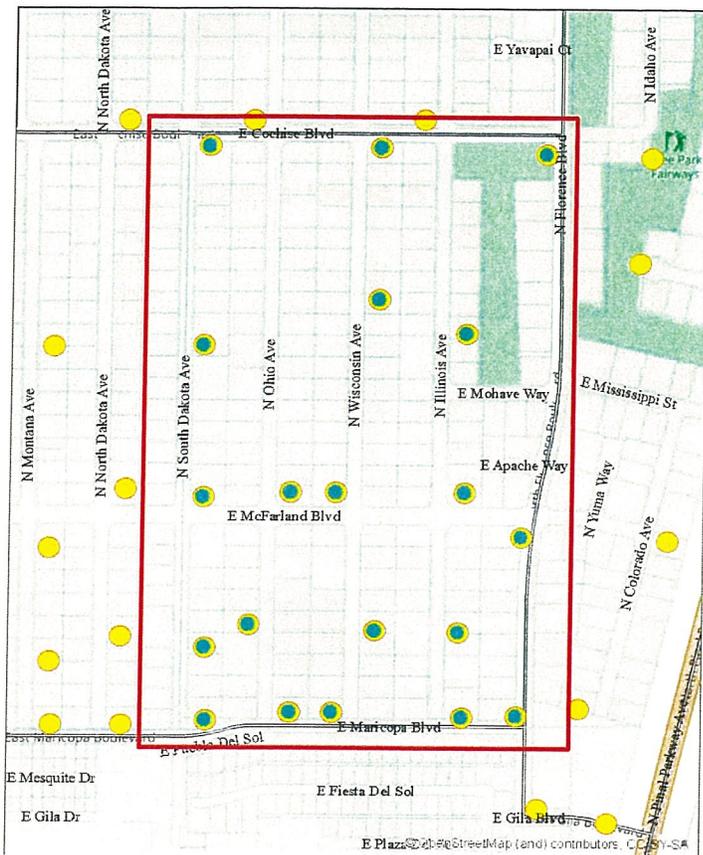
Sunrise Estates Area

15.25 Street Lights
Lane Mile

346.23 ft. avg
between Street Lights



Ms. Salas stated that this is the newest subdivision in the downtown area. There is a streetlight at the end of every street or in the cul-de-sac. This is typical. It is 75% less than Anthem at Merrill Ranch.



Florence Gardens Area

11.83 Street Lights
Lane Mile

446.32 ft. avg
between Street Lights

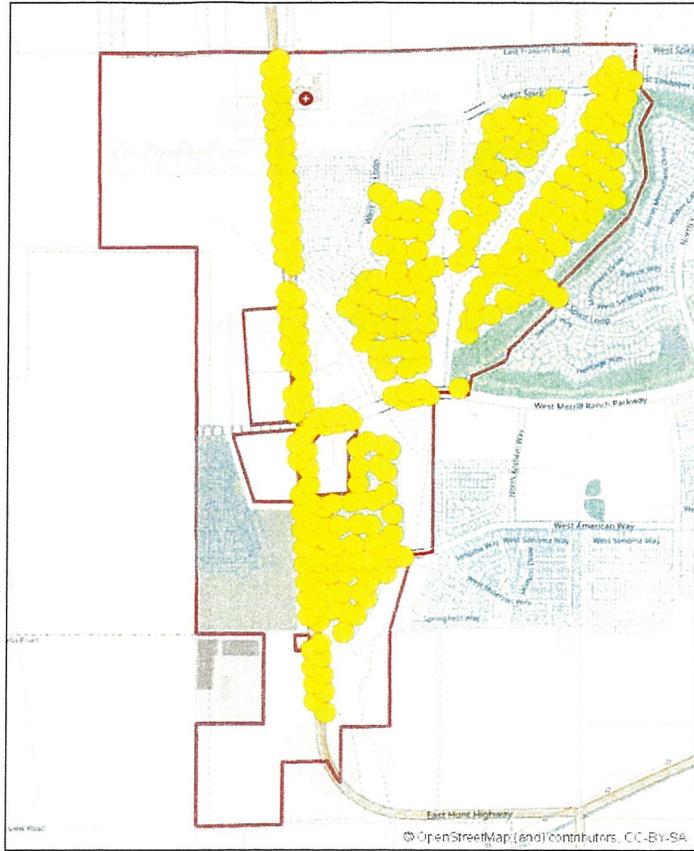


Mr. Salas stated that there is greater distance between the streetlights.

Street Light Improvement District 1

238 Street Lights





Street Light Improvement District 3

283 Street Lights





Florence

389 Street Lights
Total



Ms. Garcia continued with the presentation in which she outlined the following:

- Ordinance No. 686
 - Removes Section 4.
 - Inserts wording from ARS § 48-576
 - Provides the Town may initiate the formation of a SLID
 - Areas prior to 2005
 - Future annexation of developed property
- Updated Policy
 - Sets the adoption process
 - Unanimous
 - Happen when a single developer signs off prior to developing the land
 - Majority
 - Must get 51% of the property owners to sign off
 - Must have assessed valuation
 - Have the right to be heard if they are not in favor of the SLID formation
 - Sets process for notification for collection of SLIDS
 - APS
 - Assessor
 - Arizona Department of Revenue
 - Uniform SLID Petition
- Dissolving SLID Districts

- Requires Resolution
 - States who will absorb costs
- Town Absorbs
 - Assets
 - Liabilities
 - Existing reserves
- Abolishes or changes the original intent of 2005 Ordinance, new growth pays for itself, a growing smarter concept.

Vice-Mayor inquired if the downtown makes any modifications for lighting will a SLID need to be created. He inquired what would happen if the downtown area wanted to modify the lights to LED lighting.

Ms. Garcia stated that if any area wanted to increase the level of service, they can be asked to create a SLID.

Mr. Salas stated that modifications are outlined in the ordinance and is subject to the Council's request.

Ms. Garcia explained that the Council could elect to initiate a petition and the new policy allows for that. The previous ordinance only allowed for unanimous petition, but Mr. Billingsley did a land use clarification agreement to allow for majority petition to occur within SLID 4 and all petitions moving forward.

Councilmember Larsen inquired if residents can approach Council to form a SLID if they would like more streetlights.

Ms. Garcia stated that the residents could; however, the costs to form the SLID would be paid for by the Town as there is no developer.

Councilmember Larsen inquired if there is still an opportunity to determine how many streetlights could be paid by the HURF fund in the Anthem area so that the residents will not have to pay for those streetlights. The lights would be the ones in the arterial roadways as well as density lights. She is concerned about taxpayers having to pay for streetlights that can be paid for by HURF funds.

Mr. Salas stated that a comprehensive study will need to be done. He stated that he has spoken with other Public Works Directors and it varies greatly.

Ms. Garcia stated that an analysis will need to be done and the resolution has been modified to include this.

Councilmember Wall inquired how the density of the streetlights determined and how is the cost passed on to the taxpayers.

Mr. Salas explained that there are federal guidelines, State Codes, standards and best practices that are adhered to. He stated that the developer will determine the cost to the taxpayer as their requirements are greater than the standard requirements.

Ms. Garcia stated that in 2005, Merrill Ranch approached the Town with the standards and that growth would pay for itself. The Code was then developed for SLIDS to be created for the Anthem area. They also submitted standards to the Public Works Department, which were approved by the Public Works Director.

Vice-Mayor Anderson stated that he is concerned that the Anthem residents pay for their streetlights. He would like HURF to absorb some of the cost.

Ms. Garcia stated that there will be two SLIDS that will come before Council in the near future. They are not within the Anthem area.

Councilmember Larsen inquired when they expect to receive the analysis.

Mr. Salas stated that this is a complex study and it will take time. He anticipates that they will have a response to Council in February 2020.

MANAGER'S REPORT

Mr. Billingsley stated that there was a volunteer recruitment meeting for the POWWOW event. More volunteers are needed. He stated that they have 48 volunteers. The first POWWOW will be held on November 23, 2019.

Mr. Billingsley stated that a new Cert Course is starting. It is for five weeks and the first course is on January 26, 2020. They currently have 12 people interested and would like to have more.

Mr. Billingsley stated that the 2019 CDBG Grant application for the barrier removal project has been approved.

CALL TO THE PUBLIC

Mr. Biede thanked Council for moving forward with economic development.

CALL TO THE COUNCIL – CURRENT EVENTS ONLY

Councilmember Hawkins stated that there are false statements being made. He asked that the public attend the meetings to inform themselves about what the Council is doing. He stated that the local newspaper also has an article regarding the Council meeting. Council is trying move the Town forward by working on the Strategic Plan as well as support the local businesses. He stated that the negativity posted in social media hurts the Town.

Councilmember Hawkins invited the public to the Jr. Parada, the Jr. Parada Parade and the 3rd Friday events in the downtown area.

Councilmember Wall thanked the Greater Florence Chamber of Commerce and the Florence Music Festival, LLC for partnering with the Town to put on two great events.

Councilmember Larsen invited the public to the various events in Florence. She stated that it is difficult to move forward on some of the projects as the budget is so lean. She stated that they need to have discussions on future projects while they are working on the budget rather than after the fact.

Councilmember Cordes stated that she has attended both 3rd Friday events and invited the Council to attend the events on Main Street. She also attended the Sip N' Shop event at the Windmill Winery. She invited everyone to shop local.

Vice-Mayor Anderson stated that he attended the Joint Operations Center event. He stated that it was a simulation of the previous training that was done and covered a variety of topics such as how bills get paid, how to replace damaged infrastructure, fatalities, etc. He would like Chief Strayer to brief the Council and public about the plans in place in case of an emergency and how the public can assist in emergencies.

Vice-Mayor Anderson is concerned about the maintenance and rights-of-way in Merrill Ranch. There are several missing or dead plants on American Way. Pulte's response was that they will close the emitters so you cannot see where there are missing plants. He asked what can be done about maintaining the rights-of-way___0.

Mr. Billingsley stated that there is an IGA that requires that the rights-of-way___0 and open areas to be fully funded and maintained by the HOA. Their response was that they have an approved budget that is approved by the HOA with regards to the maintenance dollars every year. They decide which streets they will focus on, planting new trees, plants, etc. This year's approved corridor is Merrill Ranch Parkway. Residents need to work with the HOA to determine how their dollars are spent.

Vice-Mayor Anderson stated that the residents do not have a voice. He stated that the pressure needs to be put on Pulte.

Vice-Mayor Anderson thanked everyone for the Veteran's Memorial. He was very pleased with everything about the event and hopes it is annual event. They would like to have contests in the future pertaining to this event.

Mayor Walter stated that Vice-Mayor Anderson made the comment "Feed the Eagle" and she thinks that it is a great way to keep the momentum going. She asked Councilmember Larsen to bring this idea forward to the Florence Youth Commission.

Mayor Walter stated that the annual Relay for Life was held in Florence and a person came to the event and commented on how alive Main Street was for the 3rd Friday event. The business owners are making a positive impact to the community and are doing a great job.

Mayor Walter invited businesses to join the Greater Florence Chamber of Commerce. She stated that Florence has several events and invited the public to attend. She invited everyone to the POWWOW event as well.

Mayor Walter stated that a resident reached out and asked if the Town could do something for the elderly for the holiday season. She will reach out to Mr. Hughes to see if they can do something with the Senior Center.

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)(3), (A)(4) and (A)(7) to consider its position and instruct its representatives and/or attorneys regarding:

- Town's position and instruct its attorneys regarding pending litigation in Maricopa County Superior Court: Town of Florence v. Florence Copper, Inc. CV2015-000325, including counterclaims.
- Town's position and instruct its attorneys regarding Arizona Department of Environmental Quality proceedings, related to Water Quality Appeals Board Case No. 16-002, including appellate proceedings to reviewing courts.
- Request for Proposal for the area of land west of Heritage Park for work force housing.
- Special Event Permit Conditions.

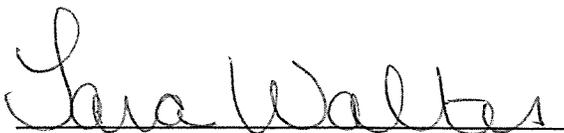
On motion of Councilmember Larsen, seconded by Councilmember Hawkins, and carried (7-0) to adjourn to Executive Session.

ADJOURNMENT FROM EXECUTIVE SESSION

On motion of Councilmember Hughes, seconded by Mayor Walter, and carried (7-0) to adjourn from Executive Session.

ADJOURNMENT

On motion of Vice-Mayor Anderson, seconded by Councilmember Hughes, and carried (7-0) to adjourn the meeting at 9:49 p.m.

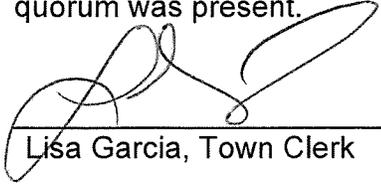

Tara Walter, Mayor

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 November 18, 2019, and that the meeting was duly called to order and that a quorum was present.



Lisa Garcia, Town Clerk