

MINUTES OF THE TOWN OF FLORENCE COUNCIL AND HISTORIC DISTRICT ADVISORY COMMISSION JOINT WORK SESSION HELD ON MONDAY, JANUARY 13, 2020, 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 5:35 p.m.

ROLL CALL:

Town Council:

Present: Tara Walter, John Anderson, Bill Hawkins, Kristen Larsen (arrived at 5:44 p.m.), Michelle Cordes

Absent: Karen Walls, Judy Hughes

Historic District Advisory Commission:

Present: Betty Wheeler, Cathy Adam, Christine Reid, Lynn Smith, Debbie Novotny, Victoria Knight (arrived at 6:55 pm)

Absent: Carroll Michael

WORK SESSION WITH MEMBERS OF THE HISTORIC DISTRICT ADVISORY COMMISSION REGARDING THE FUTURE OF HISTORIC DOWNTOWN FLORENCE.

Introduction of the purpose of the Work Session

Mr. Larry Harmer, Community Development Director, provided a brief explanation as to the process that led up to tonight's meeting. Four members of the Historic District Advisory Commission, Council Liaison Cordes and himself attended the State Historic Preservation Conference in June of 2019. There they heard a variety of speakers with examples of successful historic downtown revitalization projects. Of prime interest was hearing Kimber Lanning of the Local First Arizona Foundation speak regarding the economic impact on rural Arizona communities of revitalization. He stated that the HDAC has met on several occasions to solidify the discussion set for tonight.

Mr. Harmer explained that Ms. Lanning and her team have spent the day in Florence visiting the retailers and speaking with some of the residents. They also had a community session with the Historic District Advisory Commission, Greater Florence Chamber of Commerce and downtown property owners, earlier in the day. The discussions from the day were included in this presentation.

Councilmember Cordes stated that the purpose of this meeting is to gain an understanding of the importance of the Town's Historic District, the impact it will make on economic development moving forward and what be the driving force for the Town. She stated that everyone needs to provide support in helping the Town move forward and support local businesses.

Presentation by Kimber Lanning, Local First Arizona Foundation and Liza Noland, Arizona Rural Development Council

Ms. Kimber Lanning, Local First Arizona Foundation, stated that Florence has a lot to build on. The stores are a great, friendly, well-kept and have stocked shelves.

Ms. Lanning provided a presentation titled "The Economics of Historic Preservation", in which they outlined the following:

- Why Localism?
 - Connecting people to the place where they live
 - Create jobs
 - Economics
 - Self-Reliance – keep dollars circulating locally
- When you spend here, your money stays here
 - For every \$100 spent, \$43 stays local when you spend at a local business
 - Local professional services are used by local businesses
 - For every \$100 spent \$13 stays local when you spend at a non-local business
 - Less price per item; however, the healthcare cost gets transferred to the customers because they do not offer healthcare to employees
 - Businesses defer employee healthcare to taxpayers because the employees have state healthcare at the cost of the public
- Jobs per \$10 million in sales in the US
 - 110 job – independent retailers
 - 50 jobs – chain retailers
 - 14 jobs – Amazon
- Strategies for Building Self-Reliance
 - Reduce economic leakage
 - Avoid the 'Big Whale' strategy
 - Lots of small businesses
 - Leverage local talent
 - Focus on retention/expansion
 - Tourism and Events
 - Florence has the most historic buildings in the State
 - Must place priority on preservation
 - Establish unique position in the market
 - Invest in business corridor, cluster
 - Food systems development
- Economic Gardening
 - The secret to job growth in America: Think small
- Five key components of developing entrepreneurship and self-reliance
 - Adequate building stock
 - Adaptive reuse
 - Giving community character
 - Providing vital incubators space to ensure that your entrepreneurs have an opportunity of entry level affordable opportunity to get their doors open
 - Economic development strategy
 - Access to capital

- Collaboration
- Strong and Competitive Business Community
- Develop the Marketplace
- Adequate building stock
- Why is Adaptive Reuse so Important?
 - The greenest building of all is an existing building.
- Old Pasadena outperforms new two to one in sales tax revenue
 - Old
 - Privately funded
 - Grew organically
 - Almost 100% locally owned businesses
 - Located in primarily older buildings
 - Limited parking
 - New
 - Publicly funded
 - Planned
 - Almost 100% national brands
 - Located in all new development
 - Maximum planned parking
- Key Findings
 - Where you find older, smaller buildings and mixed-vintage blocks, you see significantly:
 - Greater walkability
 - Younger residents and a greater mix of people at different stages of life
 - Greater nightlife and cultural vitality
 - More jobs, creative jobs, and businesses per square foot
 - More women and minority-owned businesses, non-chain businesses, small businesses, and new businesses
- Policy Guidance
 - Preservation and reuse of older buildings (historic and non-historic) should be supported by city planning and policies.
 - When possible, city fabric with high character score should be retained where it exists, and its development should be encouraged where there are opportunities for infill and redevelopment.
 - The urban design lessons from “Older, Smaller, Better” city fabric can also be applied to foster “Newer, Smaller, Better” fabric that is dense, economically high performing, livable, and compatible with older fabric.
- The Case for Preservation
 - Town centers are gaining population across the US
 - Attraction of older, mixed-use, walkable neighborhoods, including many historic districts
 - Move of tech and creative office market to older buildings
 - Areas with older, smaller buildings, areas with a mix of newer and older buildings, and historic districts all play important roles in supporting a more livable, socially diverse, and economically resilient community.
- Performance Merits
 - Measure What Makes Sense for Your Community
 - Intensity of human activity
 - Economic and cultural vitality
 - Diversity and inclusion

- Real estate performance
- Alternative transportation options
- Sales Tax Generated
- Shade Cover/Tree Canopy
- Business Licenses (locations and startups)
- Building permit activity (new vs. existing buildings)
- Walkability
- Access to capital
- Community banks are integral to main streets
 - Invest your dollars in your home, bank local.
- Deposits & Local Decision-Making
 - *"First Bank invests heavily at the local level because we recognize that nonprofit organizations and small businesses are integral to the social fabric of Colorado. When you consider the dynamics, investing in the community is not only the right thing to do, it's also good business."* – John Ikard, CEO
 - Arizona
 - Total deposits in non-local banks: 96%
 - Total deposits in the three biggest banks: 76%
 - Number of AZ counties with no local banking option: 8
 - Number of local community banks in the entire state: 13
 - Colorado
 - Of the top three banks, one is a community bank, First Bank
 - First Bank has \$15B in assets over 122 locations in CO
 - First Bank was a partner in redevelopment of downtown Denver
 - 4th wealthiest private bank in US
- Collaboration
- Modified arts
 - Roosevelt Row
 - 12 Years Later
 - 22 galleries
 - 5 restaurants
 - 3 wine bars
 - 2 coffee shops
 - 4 retailers
 - 1 light rail stop
- Strong and competitive business community
 - **Develop the Locally Owned Business Community**
 - Be different
 - Have better customer service
 - Have more expertise on staff
 - Have a wider variety
 - Go the extra mile
 - Be convenient and consistent
 - Offer products big guys don't have
 - Tell Your Story
- Develop the marketplace
 - Examples of community that have done so
 - Bisbee

- Camp Verde
 - Casa Grande
 - Clarkdale
 - Cottonwood
 - Globe
- Five Key Components of Developing Entrepreneurship and Self-Reliance
- Adequate building stock
 - Access to capital
 - Collaboration
 - Strong and Competitive Business Community
 - Develop the Marketplace

Councilmember Cordes inquired how the Town can assist a person who wants to start a business in Florence get the building up to Code and assist with the associated fees, specifically, if the building is in disarray,

Mayor Walter inquired if there were any recommendations made for changes in policy that would be helpful to the prospective business owners.

Boardmember Cathy Adam stated that she spoke at a council meeting about the need of an ombudsman, or an advocate, between the property owners and the Town. She stated that it is very difficult for property owners to know all the questions to ask. It would be nice to have someone who understands and can assist. It would be nice to have a checklist available for those who wish to restore a building.

Ms. Lanning stated that she has seen where some entities have an Office of Customer Advocacy which can assist the customer navigate the process and what is needed. She stated that there needs to be more communication between the Fire Marshall and the Planning and Development Department. There is also a need for broader and more in-depth advice and benefits of district bathrooms. They could better benefit the current business owners that what they are. She stated that there needs to be more coaching with staff. She stated that Florence has developed a poor reputation around the state for being particularly cumbersome to open a new business or to move into an older building.

Councilmember Cordes stated that it was suggested that there can be capacity limits that can be modified as the building expands or as improvements are made. This would help them build their business, their capital and help them be successful.

Councilmember Hawkins stated that this has all been discussed in years past. It was his understanding that a brochure was to be created to assist the applicants.

Mr. Brent Billingsley, Town Manager, stated that staff has done several things to address these issues such as training staff, updated the Town Code, reduced some of the Code requirements, and allows for flexibility. Florence personnel will also walk through the building and provide advice, free of charge. Staff also created a step-by-step document titled "Permit Manual" which explains what is needed for various types of improvements. It is easy to read and announces all the various requirements such as meetings, permits, costs and timelines. It is available electronically as well as hard copy. The Community Development Department meets with Fire,

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Public Works, Planning, Police and Building Safety weekly to discuss pre-applications and will meet with anyone who wishes to do a project in Florence.

Mr. Harmer stated that a checklist for someone who is purchasing an existing building has also been created.

Mayor Walter stated that the Town has a matching fund grant available for the fire suppression system as well as the façade grant.

Mr. Billingsley stated that he has met with someone who specializes in historic districts and historic preservation and discussed Florence's tools, which exceeds what Tucson has. He stated that Florence's property values are very low, and sometimes it is hard to get passed the stigma. There are several programs that can assist financially; however, the Town needs assistance in getting word out.

Mr. Billingsley outlined the many things that the Town has done on Main Street such as maintain buildings and bringing them up to Code, new LED system streetlights, benches and trash receptacles along the downtown area and more special events. The Council has also earmarked \$200,000 to assist with improvements on Main Street.

Vice-Mayor Anderson asked that staff be very proactive and mail the checklist to all business owners in Florence.

Mr. Harmer stated that the Town has many absentee owners and it is difficult to get contact information and sometimes there is no one to send it to. There is legislation that the Town is involved in; if approved, would allow cities and towns to require a registry of contact individuals for vacant or abandoned buildings. He along with Ben Bitter, Assistant to the Town Manager, have been working with the League of Arizona Cities and Towns to draft the legislation. They have sponsors and are waiting for the bill number. This will be presented to the Council at the next meeting.

Mr. Billingsley asked for Ms. Lanning's assistance with the bill. He stated that Superior, Globe and other small towns have provided input. He stated that it is time to start contacting our State Representatives and Senators asking for support on this bill.

Ms. Lanning commended the staff for the infrastructure the Town has invested in, in the downtown area.

Commissioner Wheeler stated that there needs to be public education and more outreach regarding the rules, regulations and programs to the business owners. The public needs to be made aware of what the Town offers and what is available.

Mayor Walter stated that the Chamber of Commerce shares the information with the businesses. She asked Commissioner Wheeler what more can be done to provide the information to the businesses.

Commissioner Wheeler stated that having small gatherings or asking assistance from those who are more affluent to share the information may be helpful. Currently, the Town does not have a good reputation with what the Town has done; mistakes were made and need to be corrected.

Councilmember Hawkins stated that the Town has been proactive to disseminate information and assist the businesses. He stated that business owners can always come and talk to the staff or Council about what is available; they must be proactive as well.

Ms. Lanning stated that many business owners were outraged by the way they were treated in the past. Prospective business owners are speaking with the existing owners, and unfortunately, they are sharing their past experiences with them. She stated that in her opinion, an apology and acknowledgment that there were some incredibly difficult things that happened in the past. The Town first needs to be accountable for what happened and apologize for it before they can move forward.

Councilmember Hawkins asked for specifics on what mistakes Ms. Lanning believes the Town has made.

Ms. Lanning stated that the mistake was causing property owners to almost go into bankruptcy over-achieving certain levels of Code that are not even logical or practical. This is not reflective of current staff. There is still some open hostility and lack of trust.

Councilmember Cordes stated that there may be times that one can become defensive, but it is important to listen to what they have to say. The first step is to stop defending our actions and listen to what they have to say. She stated that what she heard is that the businesses are frustrated with the Town and it does not create a good environment for new businesses to come in. The businesses don't intentionally speak bad about the Town, but it comes out in conversations. She agrees that it is important to acknowledge how the property owners feel, apologize and figure out how to move forward.

Councilmember Larsen inquired how she determined what the Town needed.

Ms. Lanning stated that she has personal experience as a building and business owner, she has served on a Development Advisory Board for the City of Phoenix, as the Executive Director for the Arizona Rural Development and is currently working with Councils in rural communities across Arizona. She made her determinations based on discussions with staff and business owners.

Councilmember Larsen explained that many of the items outlined by Ms. Lanning that needed to be done are things that have been previously discussed and staff is currently working on. She appreciated Mr. Billingsley clarifying this as well. She stated that it is important when listening to the property owners, that they have actionable items. She stated that she would like to know what policy revisions are being referenced, where is the Town too strict, where does the Town have flexibility and how is the restroom policy being interpreted.

Councilmember Larsen stated that there have been some zoning applications that she would have liked to come before Council and asked if this is something that can happen in the future so that they may discuss zoning laws. She stated that the Town needs to also reduce its economic

leakage and attract small businesses. She also asked for Ms. Lanning's insight on what policies need to be reviewed.

Ms. Lanning clarified that she did not share her opinion, but rather shared the comments that she received from speaking with the business owners and staff as well as comments that were shared in the earlier meeting.

Ms. Lanning stated that it would take more time for her to do a comprehensive study. Mr. Billingsley is the key figure who can discuss the work that has already been done. She stated that what she reflected on is that the businesses owners are rejecting what has been done or are not aware of what has been done. She is not able to respond to the comment regarding policy revisions but noted that the Town has excellent staff who has great ideas and she is happy to be a resource.

Councilmember Larsen inquired about her comment that the Town apologize to the business owners and inquired what Ms. Lanning envisioning what that would look like.

Ms. Lanning explained that she did not recommend that any councilmember apologize individually, but rather a staff member meet with individual property owners and meet with business owners to listen to them, so they feel heard.

Councilmember Hawkins explained that Florence needs to be made into a destination city. Florence is the fourth oldest community in Arizona and needs to sell its history. Florence is in a good location and it needs to capture the tourists.

Councilmember Cordes stated that the community would like Council to be the marketing tool. She requested that the Council continue to promote Florence and its events. She also asked that the maps be updated to include current businesses. Florence needs a brand and all businesses need to tie into that brand. It is important to create an experience when visitors come to visit. Florence needs to build a partnership with Ms. Lanning and her organization to assist Florence in building the vision.

Councilmember Cordes stated that several ideas were presented such as biking, ghost tours, etc. It is important to invest in the Town.

Mayor Walter inquired if anyone has ever gone through the underground tunnels.

Mr. Billingsley stated that the Town has done ground penetrating radar throughout Main Street and there are no underground tunnels.

Mr. Harmer stated that Florence is recognized as a historical community. Staff needs to look at areas that Florence is not recognized for. It is important to market the Town and there are several opportunities that the Town can tap into.

Vice-Mayor Anderson stated that it is important to advertise in the Anthem area.

Commissioner Adam stated that the advertisements need to be consistent. She would like to see the Town help fund various efforts to promote Florence through the Chamber of Commerce.

Commissioner Knight stated that it is important to partner with other entities to help promote each other and maximize resources to create interesting maps and brochures that can be distributed at every visitor center in the State.

Councilmember Larsen stated that she feels that the Town is heading in the right direction. She stated that it important to personally invite the business owners to join in the conversation regarding the branding of Florence.

Councilmember Cordes stated that Ms. Lanning can assist with how to market Florence so it can be a destination place. Florence needs to fill in the areas in which they are lacking such as more restaurant and entertainment.

Ms. Lanning explained that Councilmember Cordes is referring to the rural community profiles. She stated that her company has a partnership with USDA to develop different areas of the State; Florence is not included on the list. They are also going to partner with Veterans Affairs to inform returning veterans on rural entrepreneurial opportunities in different communities.

Mr. Billingsley stated that a partnership with the Chamber of Commerce is critical to assist the community. The Town has seen a lot of improvement in the last two years. The Town has partnered with the Chamber to host breakfasts/lunches to have Q and A sessions and help disseminate information.

Mayor Walter inquired what other communities have partnered with Ms. Lanning and what type of investment would Florence have if they partnered with her.

Ms. Lanning stated that they have partnered with Safford, Clifton, Morenci, Thatcher, Globe, Miami, Superior, Ajo, Clarkdale, Cottonwood, Sedona, Bisbee, Tuba City, Nogales, Douglas and Pinetop. She stated that every community needs customized work. She stated that there would need to be discussions with regards to what the Town's vision is and how to accomplish that.

Councilmember Hawkins stated that Florence has a brand called Cowboy Cradle of the Great Southwest and the Town hosts the oldest junior rodeo in the world. He stated that other communities have similar things and have brought tourists in from all over. The brand has to go with what you have and what you are selling. Florence does not advertise their brand.

Councilmember Cordes stated that she has never heard of that brand before.

Mayor Walter asked that staff research to see if the brand has been trademarked.

Councilmember Cordes stated that it was suggested that Council take a field trip to a community that Ms. Lanning has worked with and meet with the Council to discuss the hurdles they encountered and how they overcame them.

Councilmember Hawkins suggested that businesses owners be invited to go on the field trip as well so they can see what needs to be done.

Commissioner Reid stated that the Cowboy Cradle of the Southwest fits the image of the Town years ago; however, Florence no longer has multiple rodeos nor cattle ranches, like they did years ago. She stated that Florence has wonderful history, but it isn't something that the Town can move to the future with. She would like to showcase Florence as being authentic with original buildings. It is important to remember the history, but the millennials may not be interested in the rodeos and cowboys, but the buildings are something that they can see.

Mr. Harmer stated that branding and marketing are huge topics to discuss. He stated that Commissioner Reid made a good point that the Town is authentic, and that may be a good way to brand Florence. The HDAC will digest all the conversations to develop a more specific work program as related to the HDAC, which will then be presented to Council.

Mayor Walter stated that she would like to invite the HDAC and business owners on the trip when they meet with another community.

MANAGER'S REPORT

Mr. Billingsley stated that the League of Arizona Cities and Towns will be hosting the 29th Annual Central Arizona Governance and the Sun Corridor Metropolitan Organization Legislative Day on February 3, 2020. The Governor's Office issued a press release titled "We Are Shutting Down a State Prison" which is the Florence prison. Staff will put out a press release regarding what this means to the Town and the ramifications.

CALL TO THE PUBLIC

Ms. Ruth Harrison, Florence Resident, stated that the following issues need to be addressed:

- Sidewalks on Main Street need to be pressure washed to remove the stains and gum
- Graffiti needs to be removed
- Curbs need to be painted regularly as well as parking spaces
- Litter needs to be picked up
- Trash containers along Main Street need to be cleaned

Ms. Harrison made a trifold publication that listed all the local businesses. She passed them around town and received positive feedback. She suggested that the Town offer a free newsletter than can be distributed at various locations.

CALL TO THE COUNCIL – CURRENT EVENTS ONLY

Councilmember Cordes thanked everyone who attended and looks forward to watching Florence grow. She stated that if Florence loses a prison, the town will still rally and be known for something other than prisons.

Councilmember Hawkins stated the sign advertising the music festival is great and offers great exposure. The Town is adding a lot of new events and the Town is improving. He stated that there are things that need to be addressed with the business community.

Councilmember Larsen stated that she appreciates the feedback and ideas that have been brought forward. Council works hard to overcome the negative perception of the Town and is proud of the growth. She stated that Florence is on the right path.

Vice-Mayor Anderson thanked the HDAC members for all the work they do. He invited everyone to the groundbreaking of the Pinal Building on Florence Street. He stated that Pinal County is building two new buildings and is helping Florence grow.

Vice-Mayor Anderson stated that there may be an opportunity for a historical site in Florence, similar to Alcatraz, with the closure of the prison.

Mayor Walter stated that Florence received notice from the Arizona Heritage Alliance regarding the proposing legislation that will appropriate \$10 million to the State's Heritage Fund to support local, regional and state parks, trails and historic preservation. The League also supported this by adoption of a resolution. The Alliance is circulating a letter for the Mayors to sign in support of the state funding request, which she signed. It is important to invest in projects that were taken away long ago.

Mayor Walter stated that Vice-Mayor Anderson and Councilmember Cordes will serve on the Budget Committee.

TOWN COUNCIL WORK SESSION TO DISCUSS CHAPTER 32 OF THE FLORENCE CODE OF ORDINANCE.

Mayor Walter stated that there is a need to revitalize or amend some of the boards and commissions.

Ms. Lisa Garcia, Deputy Town Manager/Town Clerk, stated that the boards and commissions have been created by ordinance. If changes were to be made, staff will need to rewrite the ordinance, have two readings of the ordinance and adoption. She stated that the HDAC Commission and Planning and Zoning Commission are very active and will remain status quo.

Ms. Garcia stated that the Community Services Department has three boards: Arts and Culture Commission, Library Advisory Board and Parks and Recreation Advisory Committee. Currently, there are openings on these boards.

Ms. Garcia stated that staff wanted to meet with Council to see if they wanted to consolidate the boards so they can share one vision and one set of priorities. This will provide a unified approach and it will also be easier for staff to have one larger board. She stated that the board will be a nine-member board with two alternates. This board would be a working board and will assist the Community Services team. She explained that this would be an advisory board and there would be discussions with each of the existing members. She inquired if this is something that Council would like staff to proceed on.

Ms. Garcia stated there has to be action or advocacy to have meetings. There needs to be action and goals set forth by the Council and the board forwarding recommendations back to the Council.

Ms. Garcia stated that Florence has a very active and successful teen council. Many of the teens believe in the program. The Council created a youth commission; however, it did not have the same feeling. Staff is suggesting that the youth commission not be included in the Code nor be appointed by Council, but rather be a true leadership program for the Florence Teen Council. They would no longer be bound by the open meeting laws. In the new program, the students would elect their own officials and thus, become their own commission. A program can be set up so the Council can mentor the teens. Ms. Garcia stated that she would also like to work with the school to have the sophomore students go through the HOBI program at ASU, and juniors go to Girls and Boys State. This will help develop our youth into leaders.

Councilmember Larsen stated that the students have had difficulty in managing the meeting through open meeting law, and the changes will allow for flexibility in discussions and the ability to grow. She stated that the changes will be beneficial and give the students more purpose of what the intention behind what the Commission was designed to be.

Ms. Garcia would like to see the students be mentored and participate in speaking competitions.

Vice-Mayor Anderson inquired if there will be Council liaisons assigned to this group.

Ms. Garcia stated that Mayor Walter could appoint two liaisons to the group.

Mr. Bryan Hughes, Community Services Director, stated that there is overlap between the boards and commissions and they could be more efficient if combined. This would eliminate some of the overlap and make the group more efficient. He stated that it may also attract more members to be on the combined board.

Ms. Garcia explained the process of how the boards/commissions would be combined. The current board and commission members would have the opportunity to be on the new board, with the understanding that this would be an active board and the time that would be required to be a member.

Councilmember Cordes inquired if members who live outside of the municipal boundary are eligible to be a board/commission member.

Ms. Garcia stated that it is up to the Council, by ordinance to determine who is allowed to be on a board/commission. Council can change the residency requirement, if it so chooses. Mr. Hughes is suggesting that one member be an artist, one a musician, one affiliated with Little League, etc. Council could allow for a certain percentage of members be non-residents.

Councilmember Larsen would like to keep the authenticity of having the group comprised of local residents but can appreciate having a few members from residents outside of Florence.

Ms. Garcia stated that she, and Mr. Hughes, will work on this and present to Council later.

Ms. Garcia stated that the Florence Leadership Academy are in a difficult place with the Arizona Corporation Commission (ACC). They still have their non-profit status and \$350. They would like to come back under Florence's umbrella. Initially, they were part of the Town of Florence, and requesting Council's consideration to be included in the Town as an Ad Hoc Board until such time

as they can be self-sufficient. She stated that the Ad Hoc Committee is not bound by the Code. Council can do a motion to appoint the Ad Hoc Committee as the Florence Leadership Academy until such time that they can stand on their own.

Vice-Mayor Anderson inquired if they would be Florence's citizens.

Ms. Garcia stated that one member lives in Cactus Forest.

Ms. Garcia stated that she, along with Ms. Jennifer Evans, Management Analyst; and Mr. Ben Bitter, Assistant to the Town Manager have worked as the Strategic Plan liaisons for the Council. They are requesting that Council consider appointing the Blue-Ribbon Committee (Citizens' Advisory Committee) as a committee to review the Strategic Plan and goals moving forward. They would be an Ad Hoc Committee that would meet on a quarterly basis. They met with the group and the group liked what the Town was doing, how the community looks, the improvements that are taking place, but feel that the Town is still lacking in communication. Staff wants to do mouth-to-mouth communication with the business owners.

Ms. Garcia stated that there is an opportunity to brag about how well the community is doing and garner input from the community. The committee group is comprised of Harold Christ, Peter Koulouris, Mike Shoppell, the Greater Florence Chamber of Commerce, Betty Wheeler, and Henry Padilla. There were three members who elected not to remain on the committee. Council can elect to add more members if it so chooses.

Mayor Walter stated that she likes that they would be an Ad Hoc Committee. She likes the idea of appointing the existing members with the option to appoint new members. One member asked that the committee be called the Blue-Ribbon Committee.

Mr. Billingsley stated that it is customary for special government appointed committees be called Blue Ribbon Committees (Panels).

Discussion occurred if Council would prefer the items to come before them for a vote.

It was the consensus of the Council that it be added to the next regular meeting.

Mayor Walter discussed healthy initiatives. Currently, the Town has the P.O.W.W.O.W. and Jingle Bell Jog. Anthem Hospital has offered to have their physicians to come and teach classes on various health topics and free screenings for the community. There are several opportunities to partner with the Town's stakeholders for health initiatives.

Discussion occurred on growing the events to include health and wellness. The goal is to provide various free services at various special events and partnering with other stakeholders to do so.

Ms. Garcia explained that Ad Hoc committees are not bound by the Town Code, its members can reside outside of the municipal boundary and can serve on more than one committee.

ADJOURNMENT

The meeting adjourned at 8:32 p.m.

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Tara Walter

Tara Walter, Mayor

ATTEST:

Lisa Garcia

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 13, 2020, and that the meeting was duly called to order and that a quorum was present.

Lisa Garcia

Lisa Garcia, Town Clerk