



City of Maricopa

Meeting Minutes - Draft City Council Work Session

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Mayor Christian Price
Vice-Mayor Peggy J. Chapados
Councilmember Marvin L. Brown
Councilwoman Julia R. Gusse
Councilmember Vincent Manfredi
Councilmember Nancy Smith
Councilmember Henry M. Wade Jr.

Tuesday, January 16, 2018

6:00 PM

Council Chambers

1. **Call to Order**

The City Council work session was called to order at 6:04 p.m.

2. **Roll Call**

Present: 7 - Vice Mayor Peggy J. Chapados, Councilmember Vincent Manfredi, Councilmember Henry Wade, Mayor Christian Price, Councilmember Marvin L. Brown, Councilmember Nancy Smith, and Councilwoman Julia R. Gusse

3. **Agenda Items**

- 3.1 **WS 18-01** The Mayor and City Council shall review items on the Regular City Council meeting agenda.

There were no items to review on the regular agenda.

- 3.2 **WS 18-02** The Mayor and City Council shall hear reports on meeting and/or conferences attended by Council.

Vice Mayor Chapados reported attending a tour of the Master Plan Community of Verrado in Buckeye, Arizona on January 4th. She elaborated on the Community and housing diversity and thanked the Planning Department for setting up the tour. She also attended the Maricopa Flood Control Board Meeting on January 10th and discussed the Santa Rosa Wash and ongoing testing. She also reported attending a presentation by 6th graders at Maricopa Wells Elementary School on Future City Ideas. She discussed presentations on Seniors Aging in Place and elaborated.

Councilmember Brown reported that he also attended the Verrado tour and elaborated on the designs of the Community. He reported attending the Economic Development Discussion at Province on January 8th and elaborated on the event. He also attended a presentation by the Maricopa Wells 6th graders on Future City Ideas. Lastly, he reported attending the Martin Luther King Jr.'s (MLK) Celebration at Copper Sky.

Councilmember Wade also reported attending the MLK Celebration and discussed the success of the event. He elaborated on the activities of the event and thanked everyone who attended and assisted with the event. He stated that the event was sold

out within 48 hours. He recognized staff on their hardwork at the Fishing Derby at Copper Sky and discussed the success of the Arts Council Poetry Night. Lastly, he reported attending the Province Economic Development discussion.

Councilmember Manfredi also discussed attending the MLK Celebration. He also reported attending the Legislative Opening Day and discussed hearing a speech from the Governor about Education Funding.

3.3 [WSPRES 18-01](#)

The Mayor and City Council shall hear a presentation from Vision Technologies on their proposal to redesign the City of Maricopa website.

Assistant to the City Manager, Jennifer Brown, discussed the City website's need for redesign and outreach to other cities on similar contracts. She introduced John Karambelas with Vision Technologies. Mr. Karambelas presented a PowerPoint and discussed visitor's accessibility to websites and customer's means to access information. He elaborated on digital customer experiences and he discussed customer engagement, continuous improvements and delivery of excellent service. He discussed content, navigation and search elements and putting the customer at the center. He also discussed optimizing mobile availabilities for the customer. He asked Council if there were additional goals to add to the site.

Vice Mayor Chapados stated that the City was still evolving and there was a need for an identity for the City. Mr. Karambelas elaborated on the design process.

Councilmember Manfredi discussed future changes and availability for the website design to integrate into these changes. Mr. Karambelas elaborated on current voice control projects and continuing growth based on needs. Discussion ensued.

Mr. Karambelas discussed research methods, comprehensive analysis and expert interpretations. He discussed recommendations, greater alignment and solutions for website designs. He elaborated on the value of research and the benefit to customers. He discussed website design, different project approaches and content strategy. Mayor Price discussed service to the customer and inquired about links available to reference additional information. Mr. Karambelas elaborated on service to customer on mobile devices. Mayor Price clarified about whether additional information would be available if customers wanted to reference information. Mr. Karambles discussed customer journeys and methodologies. He discussed the bottom line and importance of content. He elaborated on mobile optimization and responsive design and provided examples from neighboring cities. He stated that their customer satisfaction was at a rate of 9 out of 10.

Vice Mayor Chapados asked what might be keeping them from obtaining a rating of 10. Mr. Karambelas stated that there were at times a need to re-align when project managers were rotated off a project. He elaborated on the collaborative process. Vice Mayor Chapados asked about internal management and oversight and asked how control was maintained. Mr. Karambelas discussed both casual and power users and elaborated on their process.

Mayor Price asked how Maricopa may differentiate themselves from other cities when using a similar platform for design. Mr. Karambelas elaborated on the custom process.

Councilwoman Gusse asked about approval layers of security and asked if there was internal control in order to communicate urgent messages to the community. Mr. Karambelas discussed the robust approval program, roles and permissions and stated that there was an opportunity to add power users to the system for specific access.

Discussion ensued.

Councilmember Wade asked how often the system was upgraded in order to stay current. Mr. Karambelas stated that there were both monthly and quarterly releases with webinar trainings and elaborated. Councilmember Wade asked if there was a dedicated group or individual assigned to Maricopa's site. Mr. Karambelas replied yes, and elaborated.

Mayor Price addressed maintenance of the site and asked if the process would have to be re-done entirely in the future. Mr. Karambelas discussed a site improvement credit, which included a graphic redesign of the site in 5 years and elaborated. Mayor Price stated that current city pages were linked and asked about availability to include multiple pages on site. Mr. Karambelas discussed wire framing and elaborated on the custom design of the site based on needs of the City and the customer experience. Mayor Price discussed the ease of migrating through a website. Mr. Karambelas addressed the 3-click rule and elaborated on usability, navigation and intuitive paths that discredit the previous 3-click rule. Mayor Price asked about search ability. Mr. Karambelas elaborated on vision search that utilized common language and synonyms.

Vice Mayor Chapados asked about the use of safe links to other utility partner websites. Mr. Karambelas elaborated on vision search and the integration of third party applications.

- 3.4** **WSPRES 18-02** The Mayor and City Council shall hear a presentation from Ms. Rebecca Rothenberg, updating the City on the status of the Housing Plan. Her company Atria Planning, LLC, a California corporation, located in San Diego was awarded the contract for the Housing Plan with the amended contract CON 17-34.

Development Services Director, Martin Scribner provided a Housing Needs Assessment and introduced Rebecca Rothenberg to provide an update. Ms. Rothenberg discussed the goals and process of the Needs Assessment. She provided a summary of the Housing Needs Assessment and discussed the needs for Maricopa. She discussed the vision statement, the goals specific to the community in Maricopa and discussed the strategies and integration of the Housing plan. Lastly, she discussed the next steps and future community meetings set for April and elaborated on additional efforts.

Councilmember Wade asked when in April would the community meeting be held. Ms. Rothenberg stated that she was not sure yet, and elaborated on scheduling.

4. Executive Session

- 4.1** **ES 18-02** The Maricopa City Council may go into executive session for the purpose of discussion or consultation with the City Attorney to consider its position and instruct representatives regarding the potential resolution to the campaign finance complaint filed with the City against Maricopa Citizens Protecting Taxpayers and for legal advice regarding same, pursuant to A.R.S. §38-431.03(A)(3).

5. Adjournment

A motion was made by Vice Mayor Peggy J. Chapados, seconded by Councilmember Nancy Smith, to Adjourn at 7:02 p.m. The motion carried unanimously.

Certification of Minutes

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the work session of the City Council of Maricopa, Arizona, held on the 16th day of January, 2018. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 6th day of February, 2018.

Vanessa Bueras
City Clerk