



City of Maricopa

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Meeting Minutes - Final City Council Work Session

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

Tuesday, April 18, 2017

5:30 PM

Council Chambers

1. Call to Order

The City Council Work Session was called to order at 5:36 p.m.

2. Roll Call

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

3. Agenda Items

- 3.1 [WS 17-01](#) The Mayor and City Council shall review items on the Regular City Council meeting agenda.

Councilmember Chapados requested pulling Agenda Item 9.1 from the Regular Meeting Consent Agenda.

- 3.2 [WS 17-02](#) The Mayor and City Council shall hear reports on meeting and/or conferences attended by Council.

Councilmember Smith reported attending the Pinal Partnership Breakfast and elaborated on the 2 real estate professionals that spoke. She commended the meeting and noted the City of Maricopa was mentioned as a leader in Pinal County several times. Next, she reported attending the ADOT (Arizona Department of Transportation) meeting on the State Route (SR) 347 overpass. She commended the information presented. She stated she attended Councilmember Chapados' Art Task Force and commended the task force. Lastly, she reported attending the Age-Friendly Committee meeting and stated that they would be bringing something new and exciting for seniors something in late May or early June 2017.

Councilmember Chapados reported she hosted the quarterly HOA (Home Owner's Association) Manager's networking luncheon on April 5. She thanked members of Maricopa PD (Police Department) such as the Records Clerk, the Dispatch Manager and Commander Hughes for providing information at the luncheon. Next, she reported attending the Maricopa Town Hall on April 11 and added she would like to see more of them to answer question from constituents. She reported participating in the ribbon cutting ceremony of the Edison extension. Lastly, she reported that she, Councilmember Smith and Councilmember Wade recently heard a presentation by

Freya Abraham (member of the Maricopa DECA), and stated she would be competing in Anaheim next week, at an international level and presenting on Marketing.

Councilmember Wade reported attending the Town Hall and reiterated praise. He suggested taking a survey for what other things residents would like to discuss. Next, he reported attending the ADOT meeting on the SR 347 Overpass Project and noted it was very well attended. He reported attending the MUSD (Maricopa Unified School District) Governing Board meeting and commended Evan Grace for receiving a number of recognitions at the meeting. Next, he reported attending the Planning and Zoning (P&Z) Commission meeting on Monday. Lastly, he reported attending the ribbon cutting ceremony for the Edison Road extension.

Vice Mayor Brown reported attending the Pinal County Water Augmentation Authority (PCWAA) monthly meeting. He reported the PCWA voted to send a letter of support to the Pinal Partnership in their effort to seek a letter of interest to the Bureau of Reclamation for a basic study for Eloy and Maricopa Stanfield. He explained why the study would be important. Next, he reported attending the quarterly board meeting of the Lower Santa Cruz River Alliance. He elaborated on Congressman's Tom O'Halleran speech at the meeting. He stated the City has reached out the Corps of Engineers for cost benefit study for a City project and noted the report would come out sometime next year. He stated there was funding for the feasibility study and elaborated. Lastly, he reported attending the ribbon cutting ceremony for the Edison Road extension.

3.3 **WSPRES 17-18**

The Mayor and City Council shall hear a presentation by Community Services Director Kristie Riester, regarding the Copper Sky membership promotion results and future promotional plans and ideas.

Community Services Director, Kristie Riester gave a PowerPoint presentation on the Copper Sky Membership Promotion Results and Future Ideas. She stated the January promotion was from January 2015, 2017 for a 2 week membership. She noted there was an increase of 155 from 2016 to 2017 for all membership types during the 2 week promotion. She detailed the increase of 64 annual and 6 month memberships during the 2 week promotion. She stated that for the rest of the month there was a 47 increase from 2016 to 2017 for all membership types without a promotion. She stated the February promotion offered one month free for annual memberships and there was an increase of 22 for all membership types for that month from 2016 to 2017. She the March promotion offered 3 personal trainings and 2 InBody scans for 12 month memberships and that there was an increase of 10 memberships during the one-month promotion. She detailed the following revenue increases: \$22,817 in January, \$33,986 in February and \$9,480 in March for a total increase of \$66,283. She stated that currently there were 8,166 members which were 17% of the City's population. She stated that in April of 2016 there were 5,640 members, in April 2015 there were 5,827 members and in April 2014 there were 3,359 members. She stated that staff was developing a formal marketing plan to outline promotions for a full fiscal year and that they would be advertised in videos, Facebook, InMaricopa and the Maricopa Monitor. She detailed future promotion ideas such as a Summer Stay Cool Membership Seasonal Promotion and a Back to School Annual Membership Promotion in August. She stated future ideas to drive memberships and promote programs included: 1) offering customized incentives, 2) memberships with personal training built-in, 3) memberships with massages built-in, 4) boosting Silver Sneakers memberships by offering receptions/presentations for insurance and real estate agents, 5) offering a Copper Sky VIP membership card and 6) hiring a contracted sales team for effective marketing and lead generation to boost sales. She opened the floor for questions.

Councilmember Smith commended the Silver Sneaker idea and added reaching out to senior groups, such as sending invitations to Province. She stated the Back to School promotion could be offered to those from the summer promotion. She commended the ideas.

Vice Mayor Brown asked if there was any date on what might have caused the drop in memberships from April 2015 to 2016. Mrs. Riester responded they could conduct research to find any motives.

Councilmember Manfredi praised the amount of total memberships. He stated it was important to get Silver Sneaker members to join, but it was just as important to keep them involved with classes geared towards them. Mrs. Riester they do offer Silver Sneaker programs and elaborated. Councilmember Manfredi stated that the most important part of the presentation was the idea to hire a sales team. He elaborated on why it was important and thanked Mrs. Riester.

Councilmember Chapados suggested targeting health care providers. She asked if current staffing for personal training and massages would be able to accommodate an influx of new members resulting from the package promotions. Mrs. Riester stated that for personal training there was enough staff, she stated they were looking to hire additional staff for massages to accommodate any influx and current members. She stated she would like to see holistic packages with some of the other programs such as the shuttle program. She stated that she liked the idea of looking for partnerships with local business owners and encouraged that they tie-in with health and wellness. She added that she would also like to see that they incentivize participation in special events.

Councilmember Wade inquired at what point memberships would break even with the cost of operations to consider Copper Sky profitable. Mrs. Riester responded she would have to research that information.

Councilmember Smith inquired about the January sales without promotion and noted there was an increase without the promotion. Mrs. Riester elaborated.

Councilmember Chapados asked if there was a way to track if promotions were getting people's attentions. Mrs. Riester responded that if people were not aware of the promotion, they were informing them to encourage sign-ups. Mrs. Riester stated she was not certain if the positive outcomes from the promotions were being tracked and added she would find out.

Mayor Price stated that anytime spent on marketing was beneficial. He echoed Councilmember Manfredi argument that the selling and closing was crucial. He stated that contracted sales employees would be easier to manage than permanent staff because it was a performance based position. He agreed with Councilmember Chapados that tracking was important to measure results and make adjustments. He elaborated on the importance of tracking and getting input when people leave.

The Presentation was heard.

3.4 [WSPRES 17-19](#)

The Mayor and City Council shall hear a presentation from IO.Inc on the City of Maricopa Economic Development Strategic Plan.

Economic Development Director, Denyse Airheart gave a brief background on the Economic Development Strategic Plan update process. She stated IO.Inc was selected to develop an updated Economic Development Strategic Plan. She introduced Ioanna Morfessi, Chief Strategist with IO.Inc.

Mrs. Morfessi stated that there was a lot of information to cover and suggested having a workshop with the Council in an open meeting to go over the document in-depth. Mayor Price agreed that it was a very comprehensive document and agreed that they should have the opportunity to really look at it, ask questions and discuss in detail. He gave direction for the item to be presented in a separate meeting. Councilmember Smith stated she was in favor because she had many questions.

Mrs. Morfessi stated they were ahead of schedule and on budget. She thanked the Mayor and Council, City Manager Rose, Denyse Airheart and Economic Development Specialist, David Noble. Next, she gave a brief overview of her PowerPoint presentation. She discussed the dynamic and visionary leadership. She detailed the building blocks for Maricopa's Economic Development Strategy: 1) Alignment with Maricopa's Vision 2040 and Strategic Plan. 2) Alignment between Mayor, City Councilmembers and business and citizen stakeholders on the priorities for purposeful, focused action to capitalize on Maricopa's prime opportunities and address and ameliorate significant challenges impending the City's economic development. 3) An action agenda to create new opportunities while also building upon strengths and minimizing weaknesses. 4) Accountability and transparency, using metrics and indicators to assess Maricopa's progress. She emphasized that stakeholder participation and engagement was very important and detailed their stakeholder engagement process. She listed Maricopa's top 12 strengths and weaknesses. She discussed the threats to Maricopa's economic development/competitiveness. She discussed the competitor market analysis and listed comparable municipalities. She discussed the targeted economic sectors analysis and workforce. She stated the goal of the economic development strategy was to provide evidence-based business and competitive intelligence to enable Maricopa to invest wisely in essential public sector infrastructure, amenities and programs that support the growth of firms in economic sectors having the greatest potential to expand, locate and grow in Maricopa. She discussed the impact of export-oriented base industries. She detailed the Priority Action Steps for Maricopa's Economic Development. She discussed the metrics and indicators for the Department of Economic Development. Lastly, she discussed and elaborated on Maricopa's Economic Development Ecosystem. She thanked the Mayor and Council for the opportunity to work with the City of Maricopa.

Councilmember Smith stated that the Economic Development Strategic Plan was a big part of the budget and asked how the follow-up meeting would be scheduled on time to answer budget matters. Mayor Price elaborated and stated they would have to rely on BFO (Budget, Finance and Operations) Councilmembers to review and apply the information. Councilmember Smith stated that as a member of the BFO, she would like to meet with Mrs. Morfessi to answer questions. Mrs. Morfessi agreed to meet with Councilmember Smith. Consensus was to move forward with a more in-depth presentation scheduled within the next 30 days. Mayor Price thanked Mrs. Morfessi.

The Presentation was heard.

4. Executive Session

A motion was made by Councilmember Vincent Manfredi, seconded by Councilmember Peggy J. Chapados, to move in to Executive Session at 6:38 p.m. The motion carried unanimously.

4.1 ES 17-12

The Maricopa City Council may go into executive session for the purpose of discussion or consultation with the City attorney for legal advice regarding the request by Apex Motorsports for a use permit to operate a private motorsports facility at the northwest corner of Ralston Road and State Route 238 (CUP 17-01), pursuant

to A.R.S. §38-431.03(A)(3).

- 4.2 ES 17-11** The Maricopa City Council may go into executive session for the purpose of discussion or consultation with the City Attorney and designated representatives of the City in order to consider its position and instruct its representatives regarding amending the Presiding Judge Agreement, and the potential terms thereof, with Lyle Riggs and for legal advice regarding the same pursuant to A.R.S. §38-431.03(A)(1), (A)(3) and (A)(4).
- 4.3 ES 17-08** The Maricopa City Council may go into executive session for purpose of discussion or consultation with its designated representatives and the City Attorney to consider its position and instruct its attorney and representatives regarding the public body's position regarding negotiations to enter into a Memorandum of Understanding with the Maricopa Sergeants Council Fraternal Order of Police Lodge #78 regarding the salaries, salary schedules or compensation paid in the form of fringe benefits or other conditions of employment for sergeants and officers of the Maricopa Police Department which will be effective from July 1, 2017 through June 30, 2019, pursuant to Section 3-278(f)(5)(ii) of the City Code and A.R.S. § 38-431.03(A)(3), (A)(4) and (A)(5).
- 4.4 ES 17-09** The Maricopa City Council may go into executive session for purpose of discussion or consultation with its designated representatives and the City Attorney to consider its position and instruct its attorney and representatives regarding the public body's position regarding negotiations to enter into a Memorandum of Understanding with the Maricopa Officers Council Fraternal Order of Police Lodge #78 regarding the salaries, salary schedules or compensation paid in the form of fringe benefits or other conditions of employment for sergeants and officers of the Maricopa Police Department which will be effective from July 1, 2017 through June 30, 2019, pursuant to Section 3-278(f)(5)(ii) of the City Code and A.R.S. § 38-431.03(A)(3), (A)(4) and (A)(5).
- 4.5 ES 17-10** The Maricopa City Council may go into executive session for purpose of discussion or consultation with its designated representatives and the City Attorney to consider its position and instruct its attorney and representatives regarding the public body's position regarding negotiations to enter into a Memorandum of Understanding with the Professional Firefighter of Maricopa IAFF Local 4561 regarding the salaries, salary schedules or compensation paid in the form of fringe benefits or other conditions of employment for firefighters of the Maricopa Fire Department which will be effective from July 1, 2017 through June 30, 2019, pursuant to Section 3-278(f)(5)(ii) of the City Code and A.R.S. § 38-431.03(A)(3), (A)(4) and (A)(5).

5. Adjournment

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 18th day of April, 2017. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 2nd day of May, 2017.

Vanessa Bueras

City Clerk