

# City Manager's Report

October 24, 2025

Council and Colleagues, greetings. These reports are intended to be informational, covering miscellaneous events and topics involving the city organization. This report will include two items that may draw some discussion – the list of upcoming FAIR topics and an update regarding social media outreach by our Communications and Civic Engagement (CCE) Division.

## Exchange Club First Responder of the Year

The Exchange Club of Flagstaff, an affiliate of the National Exchange Club, hosts its First Responder of the Year Luncheon every year about this time. This year's event occurred on October 15<sup>th</sup> at the Elks Lodge. It was well attended, and the City occupied a couple of tables for elected officials, officers, and staff.

The Flagstaff Fire Department Honor Guard presented the Colors, and Jeff Holloway, Exchange Club President, offered a warm welcome and introduction. The Keynote Address was provided by Ret. Sheriff Jim Driscoll. It was a wonderful ceremony.

While there were many recipients of these awards (spanning multiple public safety entities in the region) specific mention is made here of the two recipients from the City of Flagstaff. Police Officer Conner Simmons received the award of First Responder of the Year for the Flagstaff Police Department. Engineer/Paramedic Justin Staskey received the award of Responder of the Year for the Flagstaff Fire Department. Both recipients had friends and family present to partake in the recognition. Congratulations to Officer Simmons and Engineer/Paramedic Staskey for earning this prestigious award!





### Community Dinner

On Sunday, October 19th, the City hosted a student gathering at the Market of Dreams. This event was coordinated in collaboration with Dr. Bernadine Lewis from NAU, supporting NAU faculty, and many student members of the Islamic Mosque.

The purpose of the gathering and shared meal was to support those grieving the loss of their friend and loved one, Hassan Ibrahim. The meal was catered and the event included introductions, music, and shared stories. Many thanks to Dr. Lewis for her help and vision in putting this event together.



## Ribbon Cutting at the Airport

It's been a long journey, but one with finality, as the Pulliam Airport hosted a small ribbon-cutting event at the new Grab 'n Go food venue coupled with the new Visitor Center facility. This has been a great project, involving a lot of creativity and initiative, to see it through to fruition. Props to the Economic Vitality Team and the crew at the Airport, together with assistance from Procurement, Legal, and of course, the City Manager's Office (which always places a premium on good food and coffee). It was a true collaboration!

The ceremony occurred on Wednesday the 22<sup>nd</sup>, and was well represented by city staff, our vendors, and elected officials. A huge thanks to all who helped make this happen!





### **Communication and Civic Engagement Division - Social media outreach**

The City's Communication and Civic Engagement (CCE) Division is dedicated to creating meaningful and engaging opportunities for Flagstaff residents to connect with their local government. Our team has embraced social media as a way to creatively reach residents throughout our community. Thanks to the work of Grace Benally, Community Engagement Specialist and Amanda Macholl, Digital Media Specialist, the City's social media presence has seen significant growth in recent months, leading to stronger engagement and interaction with our community.

Over the past nine months, the City of Flagstaff's social media presence has demonstrated steady and measurable growth, strengthening how the City connects with residents and shares important information.

#### **Overall Growth & Impact**

The City's combined social media reach has expanded across Facebook, Instagram, and LinkedIn, with content viewed millions of times and engagement from thousands of residents who rely on these platforms for updates.

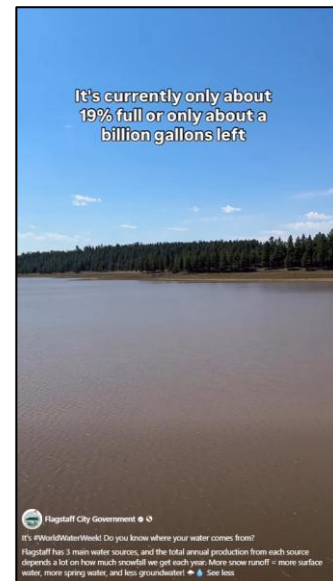
Facebook remains the City's strongest in visibility, generating over 2 million organic views this year. Instagram has excelled in audience engagement, using visuals and storytelling to connect with residents and highlight community pride. LinkedIn has strengthened the City's professional voice, maintaining an average engagement rate of over 8%, well above the 4% average.

### Content & Connection

City social media has continued to highlight both the daily operations and the human side of local government. Posts featuring city employees, community events, infrastructure projects, and public safety stories have generated the strongest engagement and reach.

### High-performing examples include:

- Governor Hobbs' visit to announce the new Wildland Operations and Training Facility.
- Educational campaigns on water conservation, transportation safety, and environmental sustainability.
- Community updates like the Minimum Wage Increase.



The team has led and supported several campaigns throughout the year, including Public Works Week, Arizona Cities & Towns Week, Pride Month, Hispanic Heritage Month, Library Card Sign-Up Month, Emergency Management Awareness Month, Wildfire Awareness Month, and more.

The CCE team also launched monthly photo dumps, a fun way to share photos from multiple city events and initiatives that may not fit into the regular posting calendar.

These posts have helped capture smaller, everyday moments within City operations and showcase the people who make Flagstaff run.

The team has also attended and documented community events, ensuring that staff, projects, and partners are visible and recognized. Whether photographing public gatherings, sharing behind-the-scenes city work, or highlighting local achievements, these efforts have helped humanize City communications and celebrate the community of Flagstaff.

**FAIR Item Update**

Our Director of Communications and Civic Engagement (CCE) wanted to provide an update on the status of the Council’s future agenda item requests. Staff has been able to schedule discussions for many of the items which you will see below. There are some items that still need a bit more work and preparation before they are ready to bring forward to Council. Please know that staff is actively working on them and are planning to bring them forward to you soon. Hopefully this this helpful to Council in looking out through the rest of this year.

REQUESTOR	MTG. DATE	SUBJECT	STAFF ASSIGNED
Cit. Pet.		Citizen Petition: Walk by Default	Bauman
House		Discussion about the Walk Friendly Community Designation, the levels within the designation, and working toward the next level	Ince
Sweet	In process, goal is spring 2026	Discussion regarding commission member eligibility when receiving city funding (include with other revisions to the Commission Member Handbook)	Saltzburg
House		Discussion regarding efforts to institutionalize as a landmark the El Pueblo motel for its connection to the Code Talkers	Dechter
Daggett	11/04/2025	Discussion on how to organize the Fleet Electrification Policy to focus on the rightsizing of vehicles for the job	Overton Antonopoulos
Daggett	12/09/2025	Discussion on the possibility of speed humps in Flagstaff and how they could work with snow operations	Mood Gaillard Williams
Spence	11/18/2025	Discussion for the method and timing for the selection of the vice mayor	Saltzburg
Matthews		Discussion regarding incentives for middle market/workforce housing	Darr
Aslan	12/09/2025	Discussion about requiring public speakers to announce their home address when giving public comment	Saltzburg
Spence	Following construction completion	Discussion about noise mitigation at Bushmaster Park	Sayers
Matthews	Budget process/retreat	Discussion about Council review of Division proposed budgets as part of the annual budget process	Tadder

That’s a wrap, Council. Onward and upward ...