MARANA TOWN COUNCIL
STUDY SESSION
NOTICE AND AGENDA
11555 W. Civic Center Drive, Marana, Arizona 85653
Council Chambers, September 13, 2016, at or after 6:00 PM

Ed Honea, Mayor
Jon Post, Vice Mayor
David Bowen, Council Member
Patti Comerford, Council Member
Herb Kai, Council Member
Carol McGorray, Council Member
Roxanne Ziegler, Council Member

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Marana Town Council and to the general public that the Town Council will hold a meeting open to the public on September 13, 2016, at or after 6:00 PM located in the Council Chambers of the Marana Municipal Complex, 11555 W. Civic Center Drive, Marana, Arizona.

ACTION MAY BE TAKEN BY THE COUNCIL ON ANY ITEM LISTED ON THIS AGENDA. Revisions to the agenda can occur up to 24 hours prior to the meeting. Revised agenda items appear in *italics*.

The Council Chambers are wheelchair and handicapped accessible. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the Town Clerk at (520) 382-1999. Requests should be made as early as possible to arrange the accommodation.

This Notice and Agenda posted no later than Monday, September 12, 2016, 6:00 PM, at the Marana Municipal Complex, 11555 W. Civic Center Drive, the Marana Operations Center, 5100 W. Ina Road, and at www.maranaaz.gov on the Town Clerk page under Agendas, Minutes and Recent Actions.

CALL TO ORDER AND ROLL CALL

PLEDGE OF ALLEGIANCE/INVOCATION/MOMENT OF SILENCE

APPROVAL OF AGENDA

CALL TO THE PUBLIC

At this time any member of the public is allowed to address the Town Council on any issue within the jurisdiction of the Town Council, except for items scheduled for a Public Hearing at this meeting. The speaker may have up to three minutes to speak. Any persons wishing to address the Council must complete a speaker card located outside the Council Chambers and deliver it to the Town Clerk prior to the commencement of the meeting. Individuals addressing a meeting at the Call to the Public will not be provided with electronic technology capabilities beyond the existing voice amplification and recording capabilities in the facilities and the Town's overhead projector/document reader. Pursuant to the Arizona Open Meeting Law, at the conclusion of Call to the Public, individual members of the Council may respond to criticism made by those who have addressed the Council, and may ask staff to review the matter, or may ask that the matter be placed on a future agenda.

DISCUSSION/DIRECTION/POSSIBLE ACTION

D1 Relating to Administration; presentation, discussion and direction regarding proposed designs and the selection process for the Town's new logo/seal (Vickie Hathaway)

D2 Relating to Special Events; presentation, discussion and possible direction regarding special events in the Town of Marana (Vickie Hathaway)

D3 Relating to Mayor and Council; presentation, discussion and direction regarding possible video streaming of Town Council meetings (Carl Drescher)

D4 Relating to Development; discussion of lot split and subdivision authority and issues (Frank Cassidy)

EXECUTIVE SESSIONS

Pursuant to A.R.S. § 38-431.03, the Town Council may vote to go into executive session, which will not be open to the public, to discuss certain matters.

E1 Executive Session pursuant to A.R.S. §38-431.03 (A)(3), Council may ask for discussion or consultation for legal advice with the Town Attorney concerning any matter listed on this agenda.

FUTURE AGENDA ITEMS

Notwithstanding the mayor’s discretion regarding the items to be placed on the agenda, if three or more Council members request that an item be placed on the agenda, it must be placed on the agenda for the second regular Town Council meeting after the date of the request, pursuant to Marana Town Code Section 2-4-2(B).

ADJOURNMENT

Council-Study Session **D1**

Meeting Date: 09/13/2016

To: Mayor and Council

From: Vickie Hathaway, Assistant to the Town Manager

Date: September 13, 2016

Strategic Plan Focus Area:
Not Applicable

Subject: Relating to Administration; presentation, discussion and direction regarding proposed designs and the selection process for the Town's new logo/seal (Vickie Hathaway)

Discussion:

This year, the Town of Marana Communications Division worked in collaboration with a student at the University of Arizona Graphic Design program to propose three marks in consideration as the new Town of Marana logo/seal. This new mark will replace the current logo and seal designs, and consolidate all organizational identifiers under the singular new mark. All Town of Marana departments and functions will be identified by this new mark, along with the inclusion of their department name.

The three marks proposed to council are intended to go to the public in their current black and white form. The public will then vote on a favorite, and the chosen mark will then undergo official colorizing, and the new graphic standards will be implemented.

The new Town of Marana mark will be implemented in celebration of the Town's 40 year anniversary in 2017. The mark will be released in celebration of this anniversary. All materials and assets by the Town will then undergo mark updates as they are routinely replaced.

Staff Recommendation:

Staff recommends approval of the proposed three designs as options for the new Town of Marana logo, which will replace the existing Town of Marana seal and logo, to go to the public for voting and final selection.

Suggested Motion:

I move to direct staff to present the three proposed designs for the Town's new logo/seal to the public for consideration and selection as set forth in tonight's presentation.

Attachments

Logo presentation

TOWN OF MARANA REBRAND

September 13, 2016

REASON FOR A LOGO UPDATE

- Consolidate the Town of Marana seal and Town of Marana logo into one clearly identifiable mark
- Modernize the mark
- Celebrate the Town’s 40 year anniversary in 2017

TOWN MARK EVOLUTION







PROCESS

- University of Arizona graphic design student consultant
- Feedback from Town staff
- Top 3 presented to Council
- Top 3 presented to the public for voting
- Colorization of top voted mark
- Implementation/Rollout

TOP 3 PROPOSED MARKS







TOP 3 PROPOSED MARKS REVERSE







DEPARTMENT IDENTIFIER







THE MARK APPLIED



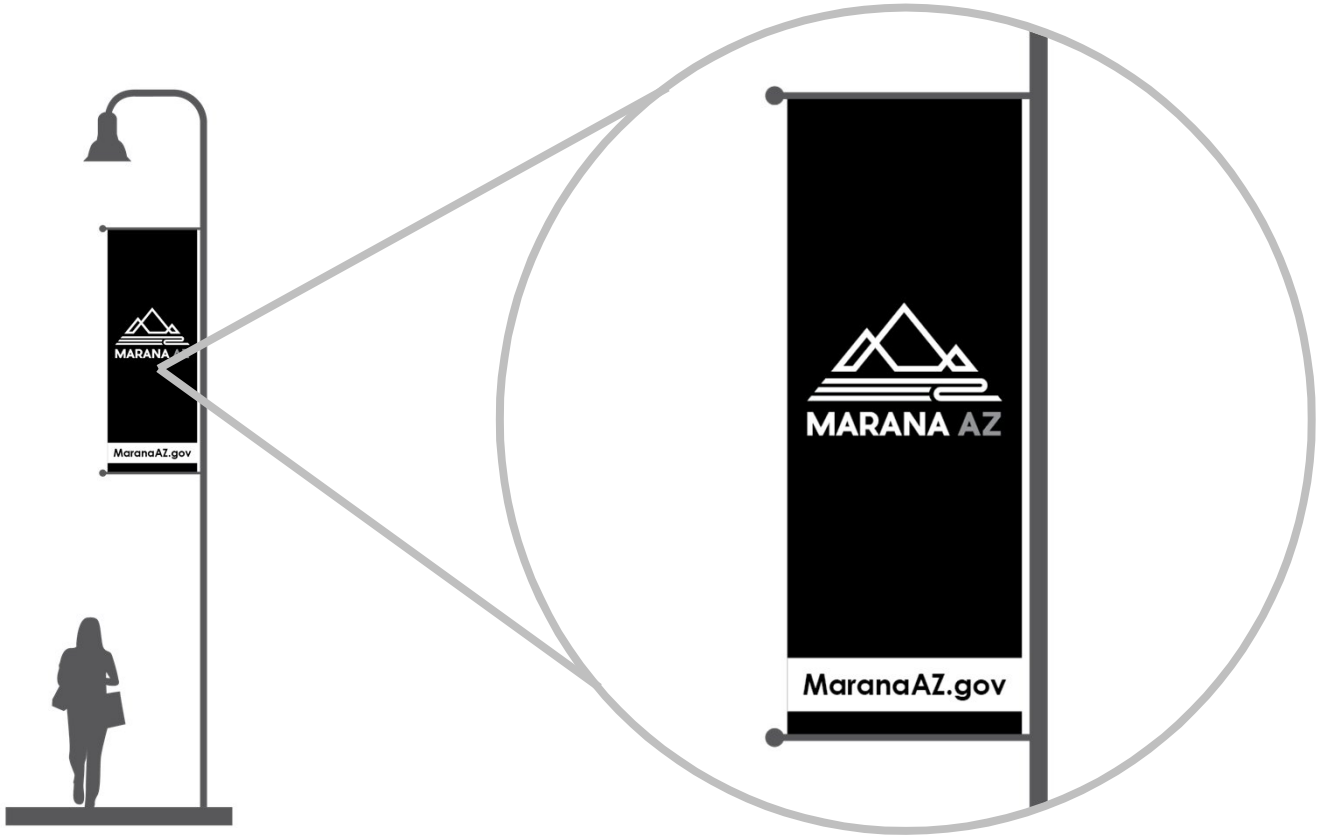




THE MARK APPLIED



THE MARK APPLIED



THE MARK APPLIED



IMPLEMENTATION

- Celebratory 40-year anniversary banners
- Replacement cycle of old materials

Council-Study Session **D2**

Meeting Date: 09/13/2016

To: Mayor and Council

From: Vickie Hathaway, Assistant to the Town Manager

Date: September 13, 2016

Strategic Plan Focus Area:
Community, Heritage

Strategic Plan Focus Area Additional Info:
Community Focus Area
Initiative 7: Market Marana as a destination for unique, family-friendly events.

Heritage Focus Area
Initiative 5: Expand and promote Marana Cotton Festival as a showcase of the Marana quality of life and its farming and ranching roots.

Recreation Focus Area
Initiative 6: Engage residents with creative and exciting neighborhood programming events such as movies, concerts, plays, and art exhibits.

Subject: Relating to Special Events; presentation, discussion and possible direction regarding special events in the Town of Marana (Vickie Hathaway)

Discussion:

Town special events staff will make a presentation regarding special events in the Town of Marana, covering topics such as:

- The purpose of the Town's events
- The Town's current event program
- Financial and staff resources
- Event calendar
- Challenges of non-pre-programmed events
- Town's role in 3rd party, non-Town events

Staff Recommendation:

Council's pleasure.

Suggested Motion:
Council's pleasure.

Attachments

Special Event

MARANA, ARIZONA

YOUR TOWN



maranaaz.gov

MARANA EVENTS PROGRAM

Vickie Hathaway, Communications Manager
Monique Meza, Special Events Coordinator

September 13, 2016

CONTENT

MARANA, ARIZONA
YOUR TOWN

Town of Marana Events

- Purpose
- Current program
- Resources
- Calendar
- Successes
- Support for outside events

Challenges

- Non pre-programmed events
- Impacts
- Possible solutions
- Criteria for selection

- Community Focus Area
  - Initiative 7: Market Marana as a destination for unique, family-friendly events
- Heritage Focus Area
  - Initiative 5: Expand and promote Marana Cotton Festival as a showcase of the Marana quality of life and its farming and ranching roots
- Recreation Focus Area
  - Initiative 6: Engage residents with creative and exciting neighborhood programming events such as movies, concerts, plays, and art exhibits

PURPOSE OF MARANA EVENTS

MARANA, ARIZONA YOUR TOWN

Founders Day





























MARANA, ARIZONA
YOUR TOWN

EVENT RESOURCES

Town Manager's Office
- Marketing/Advertising
- Video production
- Branding
- Event coordination and logistics

Parks and Recreation
- Labor
- Supplies/materials
- Facilities

Public Works
- Labor
- Supplies/materials
- Street and parking lot prep

Legal
- Insurance
- Agreements

Police
- Safety/security
- Traffic control

Traffic
- Plans/signs
- Materials (barriers, light towers, etc.)

Finance
- Business licenses and fees
- Procurement

Outside resources
- Corporate and media partnerships
- Event partners (rodeo, MUSD, Heritage Conservancy, etc.)

MARANA, ARIZONA
YOUR TOWN

Jan

- Egg Nog Jog 5k

Feb

- Teen dance
- Movie

March

- Teen dance
- Founders' Day
- Sport event
- Movie
- Move 2 Ranges

April

- Teen dance
- Movies
- Music
- Blue Grass Festival
- Camping under stars
- State of the Town

May

- Teen dance
- Music
- Movie
- Moms Day 5k

June

- Music
- Movie
- Splash N' Dash (2)

July

- Star Spangled Spectacular
- Splash n dash (2)
- Movie

Aug

- Music
- Movie

Sept

- Music
- Sport event
- Movie

Oct

- Sport event
- Cotton Festival

Nov

- Game Day
- Turkey Trot
- El Tour Marana start
- Airport BBQ

Dec

- Holiday Festival

MARANA, ARIZONA
YOUR TOWN

MARANA, ARIZONA
YOUR TOWN

- Streamlined event planning process
- Increased attendance at all signature events
- Acquired partnerships for signature and community events
- Marana Events app
- Increased MUSD participation
- Talent recruitment in-house (formerly SAACA)
- Increased involvement from the business community (vendors, partners, etc.)
- Interest from other municipalities

SUCCESSES

3RD PARTY EVENT SUPPORT

- Want to put on your own event? It's easy!
- Walk customers through the process of putting on their own event.
- Special event permits, alcohol, traffic control, safety, tents, stage, fireworks.

- Valentine's Day party
- Tour de Cure American Diabetes Assoc
- Marana Heritage Conservancy
- Pima County Public Library Field Day
- Marana 5000
- City of Fun Carnival
- Tucson Corvette Club Low Speed Autocross
- Wet Pool Party
- Wings of Freedom Tour
- Church Fiesta
- Miller Open House
- Wedding (2)
- USDAA Dog Agility Trial
- PYT 2016 Flag Run
- El Tour De Tucson
- Silverbell Century Bike Ride

NON PRE-PROGRAMMED EVENTS REQUESTING TOWN RESOURCES AND SUPPORT

- Past fiscal year
  - Splash Pad (Town-planned grand opening)
  - Air Force One celebration
  - The Big Green Event
- This fiscal year
  - Airport BBQ: Oct 29
  - The Big Green Event: Nov 5

**Events that affect multiple departments on a large scale, or require unbudgeted funds.*

MARANA, ARIZONA
YOUR TOWN

Month/Year: October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Oct 1
					Teen Dance	Guided hike
	Various fall break and sports camps					Cotton Festival
						Wings At Marana

The Musical Mind (http://people.upei.ca/bzinch)

Month/Year: November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Halloween	1 Nov 1				Game Day Big Green Event
						Turkey Trot and guided hike
						El Tour Marana
	WET event			Thanksgiving		
				1 Dec 1		Holiday Festival

The Musical Mind (http://people.upei.ca/bzinch)

CALENDAR IMPACT

MARANA, ARIZONA YOUR TOWN

- $8,000 currently in the Special Events budget for unexpected events
- Contingency funding for unexpected non-programmed events (with Council approval)
- Staffing increases

POSSIBLE SOLUTIONS

SPECIAL EVENT PROCESS

- Revisit the Special Event process
- Create thresholds (money, people, etc.)
- Consistent application of support

Council-Study Session **D3**

Meeting Date: 09/13/2016

To: Mayor and Council

From: Carl Drescher, Technology Services Director

Date: September 13, 2016

Strategic Plan Focus Area:
Community, Progress & Innovation

Strategic Plan Focus Area Additional Info:
Community:
PRINCIPLE STATEMENT 2 / We will use unique and creative approaches to engage and reach out to citizens.

Initiative 9. Identify and implement continual improvements to the Town's website to engage residents, business owners, and visitors

Progress and Innovation:
PRINCIPLE STATEMENT 1 / We will explore bold ideas and best practices as a catalyst for forward-thinking and visionary community leadership
Initiative 3. Enhance Marana's online presence to increase visibility, information sharing and community engagement

PRINCIPLE STATEMENT 2 / We will excel in communication and in the work we produce through internal collaboration and partnerships.

Initiative 4. Ensure accurate, timely, and sufficient information is available to employees and the public on the Town website, social media sites, and other media sources.

Subject: Relating to Mayor and Council; presentation, discussion and direction regarding possible video streaming of Town Council meetings (Carl Drescher)

Discussion:

At the August 2, 2016 meeting, council asked staff to research the resources required to enable video streaming of town council meetings. Staff will give a presentation outlining required components and costs.

Financial Impact:

Fiscal Year:	
Budgeted Y/N:	N
Amount:	$31,100

Costs are: $22,230 initial costs and $1,475 per month. $31,100 assumes a start date of January 2017 ($22,230 plus six months' ongoing costs of $8,850.

Staff Recommendation:

Council's pleasure.

Suggested Motion:

Council's pleasure.

Attachments

Video Streaming

Video Streaming Town Meetings

www.marana.com

Arizona Cities and Towns – Who is doing what?

Video

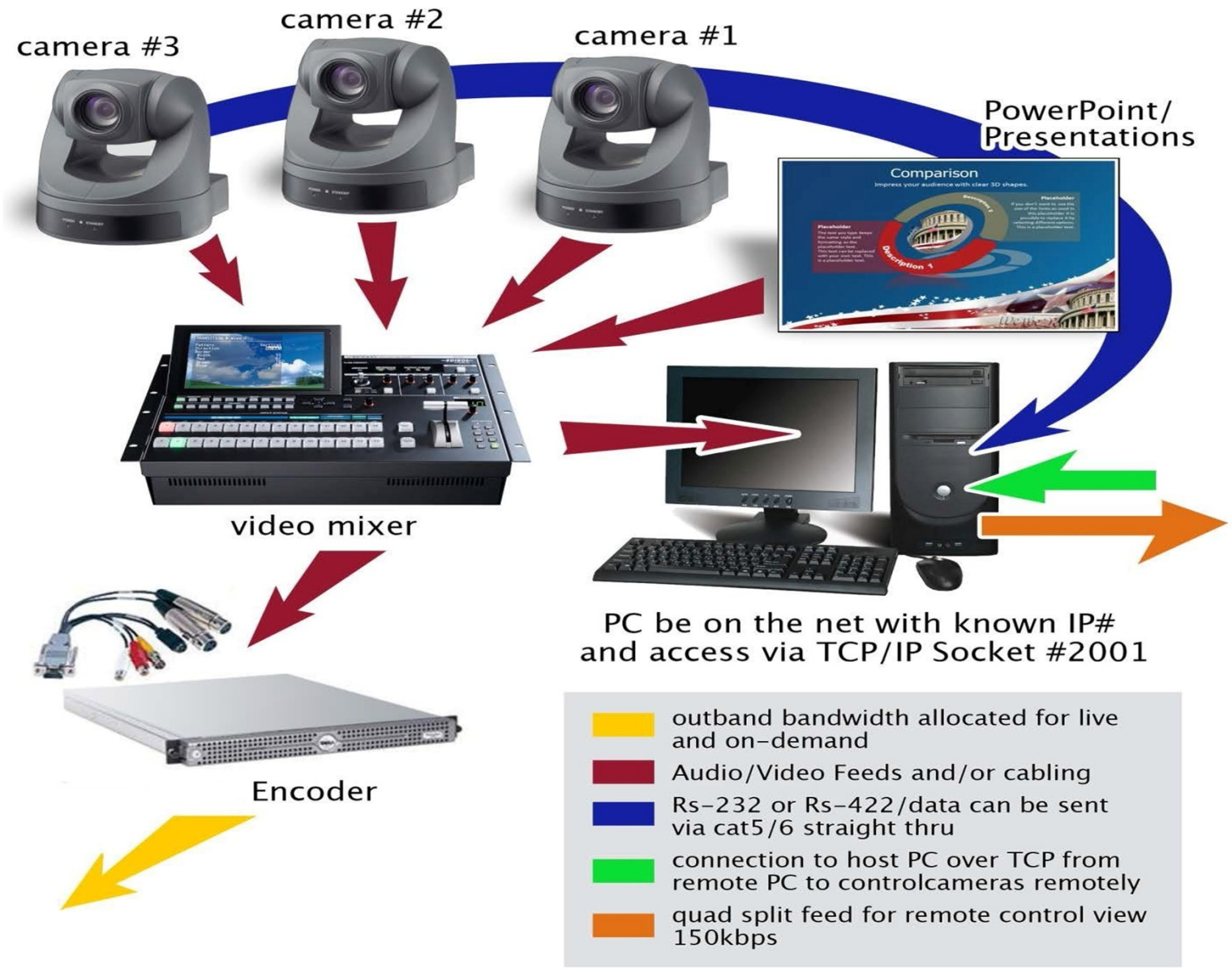
- Apache Junction
- Casa Grande
- Chandler
- City of Flagstaff
- City of Maricopa
- City of Phoenix
- City of Tucson
- City of Yuma
- Gilbert
- Glendale
- Goodyear
- Kingman
- Lake Havasu City
- Mesa
- Nogales
- Oro Valley
- Peoria
- Pima County
- Prescott
- Queen Creek
- Sahuarita
- Scottsdale
- Sierra Vista
- Surprise
- Tempe

Audio Only

- Avondale
- Benson
- Carefree
- Holbrook
- Quartsite

No Audio or Video

- Buckeye
- Douglas
- Globe
- Safford
- Superior
- Tombstone
- Wickenburg
- Willcox


camera #3
camera #2
camera #1
PowerPoint/
Presentations
Comparison
video mixer
PC be on the net with known IP#
and access via TCP/IP Socket #2001
Encoder
outband bandwidth allocated for live and on-demand
Audio/Video Feeds and/or cabling
Rs-232 or Rs-422/data can be sent via cat5/6 straight thru
connection to host PC over TCP from remote PC to controlcameras remotely
quad split feed for remote control view 150kbps

CITY OF FLAGSTAFF



Items 1 - 3 » - 1. CALL TO ORDER NOTICE OF OPTION TO RECESS INTO ▾

Items 1 - 3 »



1. CALL TO ORDER NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the City Council and to the general public that, at this regular meeting, the City Council may vote to go into executive session, which will not be open to the public, for legal advice and discussion with the City's attorneys for legal advice on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A)(3).

2. ROLL CALL NOTE: One or more Councilmembers may be in attendance telephonically or by other technological means. MAYOR NABOURS VICE MAYOR BAROTZ COUNCILMEMBER BREWSTER COUNCILMEMBER EVANS COUNCILMEMBER ORAVITS COUNCILMEMBER OVERTON COUNCILMEMBER PUTZOVA

August 16, 2016 City Council Meeting

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MISSION STATEMENT

The mission of the City of Flagstaff is to protect and enhance the quality of life of its citizens.

4. **APPROVAL OF MINUTES FROM PREVIOUS MEETINGS**

A. **Consideration and Approval of Minutes**: City Council Combined Special Meeting/Work Session of March 8, 2016; Budget Retreat of April 26-27, 2016; Work Session of May 10, 2016; Special Meeting of May 24, 2016; Special Meeting/Executive Session of June 28, 2016; Combined Work Session/Special Meeting of June 28, 2016; and Regular Meeting of July 5, 2016.

5. **PUBLIC PARTICIPATION**

Public Participation enables the public to address the Council about an item that is not on the agenda. Comments relating to items that are on the agenda will be taken at the time that the item is discussed. If you wish to address the Council at tonight's meeting, please complete a comment card and submit it to the recording clerk as soon as possible. Your name will be called when it is your turn to speak. You may address the Council up to three times throughout the meeting, including comments made during Public Participation. Please limit your remarks to three minutes per item to allow everyone an opportunity to speak. At the discretion of the Chair, ten or more persons present at the meeting and wishing to speak may appoint a representative who may have no more than fifteen minutes to speak.

6. **PROCLAMATIONS AND RECOGNITIONS**

7. **APPOINTMENTS**

Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the City Council and to the general public that the City Council may vote to go into executive session, which will not be open to the public, for the purpose of discussing or considering employment, assignment, appointment, promotion, demotion, dismissal, salaries, disciplining or resignation of a public officer, appointee, or

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Costs

- Initial Cost $22,230

Cameras, video encoder, video mixer, software, cabling and agenda system integration

- Ongoing Costs $1,475 per month

Includes: live meeting streaming to all platforms (computers, tablets, and phones), on-demand of archived meetings, all indexing, editing and time stamping of meeting videos.

Council-Study Session **D4**

Meeting Date: 09/13/2016

To: Mayor and Council

From: Frank Cassidy, Town Attorney

Date: September 13, 2016

Strategic Plan Focus Area:
Not Applicable

Subject: Relating to Development; discussion of lot split and subdivision authority and issues (Frank Cassidy)

Discussion:

Under "Future Agenda Items" at the Council's August 2 meeting, Vice Mayor Post asked staff to research the subject of lot splits of properties surrounding some of the existing developments. This agenda item is intended to address that topic and to facilitate Council discussion of possible revisions in the Town's regulation of lot splits and subdivisions.

At the Council meeting, Town staff will provide examples of regulated and unregulated lot splitting in and near Marana. Some of the drawbacks of unregulated development based on lot splits include questionable rights of vehicular and utility access, unpaved or under-engineered roads, local drainage issues, excessive disturbance of native vegetation, lack of utility coordination, and over-reliance on private wells.

Certain lot splits and coordinated lot splitting activities fall under the municipal definition of "subdivision" and should have occurred only pursuant to the submission and review of a formal subdivision plat. Lot splitting falls within the municipal "subdivision" definition when a person (or multiple people acting in concert) divides any land into four lots, divides a previously-subdivided lot into three lots, or divides land into two lots where a new street is involved.

The Town has limited regulatory authority over a lot split that does not meet the municipal "subdivision" definition. If a parcel of land containing 2.5 acres or less is divided into two or three lots, the Town only has authority to regulate how the lots are split and the area and shape of the parcels. The Town of Marana typically does this through the "minor land division" process --

essentially requiring the land owner to hire a registered surveyor to prepare and record a record of survey map. The Town also uses this "minor land division" process to approve lot splits in situations where property is subject to a rezoning condition prohibiting further lot splitting without the Town's approval. In these "minor land division" situations, the Town cannot require the filing of a subdivision plat, paved roads, or other requirements typically imposed on subdivisions.

For subdivisions, the Town requires the subdivider to (among other things):

- provide title documents proving the subdivider's ownership and access rights to the property being subdivided
- hire an engineer to design roads, utilities, drainageways, and other subdivision infrastructure
- install paved roads, improved drainage facilities (where needed), and utilities
- post assurances for the completion of all subdivision infrastructure

Subdivisions with ten or fewer lots have slightly less-rigorous roadway construction requirements. Subdivisions with six or more lots must provide proof of an assured water supply, either by receiving a water service commitment from a water company with an assured water supply or by installing water facilities and proving the legal right and physical access to a 100-year supply of water.

Unregulated lot splits are not required to provide any of this information, infrastructure, or water resources.

Staff Recommendation:

Council's pleasure.

Suggested Motion:

Council's pleasure.

Attachments

No file(s) attached.
