

MINUTES
Work Session
San Luis City Council
San Luis Council Chambers
1090 E. Union Street
August 2, 2017
6:30 p.m.

1. CALL TO ORDER/ROLL CALL: Mayor Gerardo Sanchez called the Regular City Council meeting to order at approximately 6:33 p.m.

PRESENT: Mayor Gerardo Sanchez
Vice-Mayor Maria Cecilia Ramos
Council Member Ruben Walshe
Council Member Gloria Torres
Council Member Matias Rosales
Council Member Mario Buchanan Jr.

ABSENT: Council Member Africa Luna-Carrasco

OTHERS PRESENT: Tadeo De La Hoya, City Manager
Sonia Cornelio, City Clerk
Kay Macuil, City Attorney
Aracely De La Hoya, Senior Services
Derek Dueñas, Information Technology Manager
Eulogio Vera, Director of Public Works
Hank Green, Fire Chief
Isaac Gutierrez, GIS Technician
Jenny Torres, Economic Development Manager
Jonathan Dumadag, Information Technology Department
Jorge Perez, Billing & Collections Manager
Jose Guzman, Acting Director of Planning & Zoning
Jesus Meza, Assistant Director of Parks & Recreation
Katie St. Louis, Director of Finance
Laura Herrera, Assistant to Council / PIO
Manuel Rojas, Assistant Director of Public Works
Miguel Alvarez, Police Department
Olivia Jenkins, Director of Human Resources
Ralph Velez, Consultant
Ric Bauermann, Fire Department
Robert Solis, Fire Department

2. AGENDA ITEMS:

2. A. Discussion and possible directions to staff on any and all matters regarding marketing efforts to increase public awareness of the City's activities, services, and promotion of economic development. (Jenny Torres, Economic Development Manager)

Ms. Jenny Torres, Economic Development Manager, informed that as per Council's request a Marketing and Public Relations Committee was formed. This committee is made up of staff from Economic Development, Public Works, Public Information Officer, Parks and Recreation, Information Technology, and Planning & Zoning Departments. The committee will work in focusing on providing communication and marketing expertise to improve the city's image. City Council will select which strategies could be implemented per funding availability. Furthermore, added that one of the ideas proposed by the committee is the purchase and installation of an LED sign, which will be utilized to promote special news, programs, and other projects. Ms. Torres informed that about the different departments willing to contribute towards the cost of the sign. She mentioned that City Council allocated \$24,000.00 in the marketing budget, with these funds some of the proposed marketing strategies can be accomplished, but if Council decides to go with the LED sign, then staff will be asking Council for approximately \$17,000.00 for the purchase of the sign as other departments are willing to contribute approximately \$6,000.00 each. Ms. Torres informed that the total amount for the proposal is \$77,200.00, but it is up to Council to decide which marketing strategies will be implemented if not all of them. Moreover, Ms. Torres informed that the sign would be installed at the corner of Juan Sanchez Boulevard and Main Street, the sign already in place at that location will be relocated to another area.

Mayor Gerardo Sanchez asked that the committee be proactive and if they see that something is not working to move to a different project and not get stuck in the same project.

2. B. Discussion and possible directions to staff on any and all matters regarding a contract with GIS Planning to provide ZoomProspector Enterprise Web Services. (Jenny Torres, Economic Development Manager)

Ms. Jenny Torres, Economic Development Manager, informed that she had received complaints that the city's website specifically the Economic Development web page, does not provide accurate information for when businesses want to come into the city. She stated that the web application will provide comprehensive information to help new and relocating business to find a location in the community. This will also provide real estate search, demographics, workforce analysis, and industry reports, along with

dynamic tools. Ms. Torres presented a video from GIS Planning regarding their services. Ms. Torres explained that ZoomProspector will improve economic development's webpage image and it will provide high-quality services to businesses. She stated that staff is recommending an annual subscription with a cost of \$8,100.00 and three years of technical support for \$1,500.00 for a total amount of \$26,800.00 over a three-year contract. She informed that this company is a sole source provider, for this reason under Section 36.02 of the San Luis City Code three (3) quotes are not required.

Mayor Gerardo Sanchez asked if the company has the most accurate information about the cities they have business with.

Ms. Torres replied that the company utilizes different agencies to obtain their information to provide the most up-to-date information.

Council Member Matias Rosales stated that he believes that this information is very beneficial to the city to attract business to the community.

Ms. Torres mentioned that she has money in her budget that can be utilized to test out the program for one (1) year, then it will be decided to whether or not it was useful.

Vice-Mayor Maria Cecilia Ramos stated that this project will be beneficial to the city.

Council Member Mario Buchanan Jr. asked if the city starts utilizing this company to promote the city, will the city still be funding Greater Yuma Economic Development Corporation (GYEDC), even though they are also using this same company? Will the funding to GYEDC be reduced?

Mayor Gerardo Sanchez asked if GYEDC is utilizing this program then who is benefiting from it. The city is funding GYEDC, but there have been no benefits from this. He stated that staff should contract for three (3) years to be able to see results.

2. C. Discussion and possible directions to staff on any and all matters regarding authorization to purchase a new Chevy Silverado for Building Safety Division. (Jose A. Guzman, Acting Director of Planning and Zoning)

Mr. Jose A. Guzman, Acting Director of Planning and Zoning, explained that this purchase will be replacing a GMC Canyon truck purchased in 2005 currently being utilized by the Building Safety Division. He informed that this purchase was approved in Fiscal Year 2017-2018 budget.

2. D. Discussion and possible directions to staff on any and all matters regarding Resolution No. 2000. A resolution of the Mayor and City Council of the City of San Luis, Arizona, creating a street lighting improvement district and declaring its intention to purchase electricity, and maintain poles, luminaries, and underground conduit together with a charge for use of lighting facilities, for lighting public streets within an area described as Santa Cecilia Subdivision, Yuma County, Arizona. (Jose A. Guzman, Acting Planning and Zoning Director)

Mr. Jose A. Guzman, Acting Director of Planning and Zoning, informed that a Street Lighting Improvement District is a requirement of the City of San Luis subdivision regulations, this district is for Santa Cecilia Subdivision.

Vice-Mayor Matias Rosales asked is this will include the maintenance of the easement since they are located in an easement and who determines how many poles will be installed.

Mr. Eulogio Vera, Director of Public Works, replied that Public Works does the maintenance of the right-of-way and also Public Works determines how many poles are needed, how far apart they will be installed and the intensity of the light bulb.

2. E. Discussion and possible directions to staff on any and all matters regarding Resolution No. 2001. A resolution of the Mayor and City Council of the City of San Luis, Arizona, declaring its intention to provide the enhanced municipal services of operating and maintaining specific retention basins within the area described as Santa Cecilia Subdivision, Yuma County, Arizona. (Jose A. Guzman, Acting Director of Planning & Zoning)

Mr. Jose Guzman, Acting Director of Planning and Zoning, informed that this item is for the enhanced municipal services improvement district for Santa Cecilia Subdivision.

2. F. Discussion and possible directions to staff on any and all matters regarding Resolution No. 2002. A resolution of the Mayor and City Council of the City of San Luis, Arizona, authorizing and directing the City Engineer to order the purchase of electricity and to order the maintenance of poles, luminaries and underground conduit incident to the installation of street lights for lighting public streets within an area described as Santa Cecilia Subdivision, Yuma County, Arizona. (Jose A. Guzman, Acting Director of Planning & Zoning)

Mr. Jose Guzman, Acting Director of Planning and Zoning, informed that once the Street Lighting Improvement District has been approved, a resolution authorizing work and approving the implementation of the district is required.

2. G. Discussion and possible directions to staff on any and all matters regarding Resolution No. 2003. A resolution of the Mayor and City Council of the City of San Luis, Arizona, authorizing and directing the City Engineer to order the operation and maintenance of certain retention basins for an area described as Santa Cecilia Subdivision, Yuma County, Arizona. (Jose A. Guzman, Acting Director of Planning & Zoning)

Mr. Jose Guzman, Acting Director of Planning and Zoning, informed that once the Enhanced Municipal Services District has been approved, a resolution authorizing work and approving the implementation of the district is required.

3. DISCUSSION ITEMS:

3. A. Discussion and possible directions to staff on any and all matters regarding residential construction setbacks. (Mayor Gerardo Sanchez; Jose Guzman, Acting Director of Planning & Zoning; Eulogio Vera, Director of Public Works; and Hank Green, Fire Chief)

Mayor Gerardo Sanchez stated that the city has been strict on setbacks, and other communities such as Somerton and Yuma have been very practical on their setbacks.

Mr. Jose Guzman, Acting Director of Planning and Zoning, explained staff might be able to work in changing the setback to 5-foot setbacks and put restrictions. He mentioned that also staff could look into different options and present them to Council at a future meeting.

Council Member Matias Rosales asked if this will also apply to existing homes.

Mr. Guzman replied that once staff starts working on the text amendment, a section can be added explaining that this will also apply for empty lots.

Mayor Gerardo Sanchez stated that once staff starts working on the text amendments, other department's input should be taken.

Mr. Hank Green, Fire Chief, stated that some amendments could be done to the setbacks, but it will have to be consistent throughout the subdivision. He mentioned that existing lots will become a problem as they will not have enough space to go into the lot in case of an emergency.

Mayor Gerardo Sanchez stated that this could be done if it is done correctly and if rules are followed. He asked staff to look closely at existing subdivisions and find out what are the options and start concentrating on new developments.

3. B. Update on any and all matters regarding bond projects. (Mayor Gerardo Sanchez and Eulogio Vera, Director of Public Works)

Mayor Gerardo Sanchez asked Mr. Eulogio Vera, Director of Public Works to please give a report on finished bond projects.

Mr. Eulogio Vera informed that projects completed with bond funds are a lift station project, a filtering system in Bienestar 9A and 9B, a sewer force main project and a water tank on east mesa.

Mayor Gerardo Sanchez asked if all bond funds have been spent.

Mr. Vera replied that all funds designated for water projects had been spent and there are wastewater funds left because the force main replacement was not done as it was not needed. He informed that with the leftover funds the C street sewer line was replaced, for the vapex in lift station 300, and improvements were done to the east wastewater treatment plant. He stated that by the end of Fiscal Year 2017-2018 all funds should be spent.

Mayor Gerardo Sanchez thanked Mr. Vera and staff for doing a great job in investing funds on infrastructure.

3. C. Discussion and possible instructions to staff on any and all matters regarding the End of Year Report for completed and future road maintenance projects. (Mayor Gerardo Sanchez and Eulogio Vera, Director of Public Works)

Mr. Eulogio Vera, Director of Public Works, summarized to the Mayor and Council of road maintenance done during Fiscal Year 2016-2017. He informed that city invested approximately \$450,000.00 worth of pavement preservation, this included part of Bienestar II, Bienestar 8, Urtuzuastegui Street, 8th Avenue, 4th Avenue; overlays were done in Plaza II, Hidalgo Street, Los Oros Street, and Merrill Street. Other projects finished during fiscal year was phase I of the intersections of 1st and 4th Avenues and Juan Sanchez Boulevard; Juan Sanchez Boulevard reconstruction between Main Street and Merrill Avenue; finished design for Union Street; reconstructed Lakin Drive; and designed expansion of County 22nd and 8th Avenue to add a turn lane.

Mayor Gerardo Sanchez asked Mr. Vera to start taking pictures of all projects so that the community can see the before and after of what has been done in the community and show them that the money is spent wisely.

Mr. Vera summarized projects that are included in the budget for Fiscal Year 2017-2018. Those projects are the intersection of Juan Sanchez Boulevard and 4th Avenue; this will consist of a turn lane on Union Street and 4th Avenue; completion of Juan Sanchez Boulevard reconstruction between Merrill Avenue and Main Street; and the reconstruction of Union Street to 6th Avenue. Furthermore, he added that council approved \$450,000.00 for pavement preservation projects, this will include chip seal on Main Street between County 22nd Street and Juan Sanchez Boulevard; chip seal on Avenue B near the State Prison; and Bienestar I and some downtown streets will be maintained. Mr. Vera informed that as part of the HURF match funds with CDBG grants, phase II of Merrill Avenue from Villa Street to Los Oros Street will provide a new street in the city. He also informed that a project for Plaza I was submitted to the state, but the project was not awarded, as this was a competitive selection of projects. He stated that the matching funds allocated for this project are still available, but staff will look into other possible projects that can be completed with the available funds.

Mayor Gerardo Sanchez thanked Mr. Vera and staff for doing a great job.

4. ADJOURNMENT

MOTION: Council Member Mario Buchanan Jr. / Council Member Gloria Torres to adjourn the meeting at approximately 8:07 p.m. Motion passed unanimously.