

**THE MINUTES OF THE REGULAR MEETING OF THE MAYOR AND
CITY COUNCIL OF THE CITY OF WILLCOX, COCHISE COUNTY, AZ
HELD ON THIS 7TH DAY OF FEBRUARY 2019**

CALL TO ORDER - Mayor Michael Laws called the meeting to order at 6:31 p.m.

ROLL CALL - City Clerk Crystal Hadfield called the roll.

PRESENT

Mayor Michael Laws
Vice Mayor Timothy Bowlby
Councilman Elwood "Woody" Johnson
Councilwoman Terry Rowden
Councilwoman Rachel Garza
Councilwoman Rebecca "Becky" Akes
Councilman Paul Sheats

STAFF

City Manager Caleb Blaschke
City Attorney Ann Roberts
Finance Director/City Clerk Crystal Hadfield
Interim Public Safety Director Dale Hadfield
Public Works Director Galo Galovale

PLEDGE OF ALLEGIANCE TO THE FLAG - Led by Mayor Laws.

CALL TO THE PUBLIC – Rob Jones addressed the Council to welcome the new members of the Council. Jones has a vision for Willcox and this Council will do great things for the City. Willcox is going to start taking off and this Council will make the difference. Jones stressed that we all need to work together. Jones said thank you to the Council for what they do for the City. Betty Jones, his sister, wrote a book called *Range Roaming* and it will help the Willcox area. Betty Jones spent 65 years of her life in and out of the Chiricahua mountains. It is about birding and hiking. There are fifty mountain peaks and trails in the Chiricahua mountains that he wasn't aware of. Jones would like the help of the Council and staff to help promote the book. It is \$20 and it will make a difference in the birding and hiking community. Mr. Jones presented a copy to the Mayor and the second copy is being donated to the library.

Cory East from Sulphur Springs Valley Electric came to present a check to the City for \$11,811.95 back to the City as a capital credit check. This is an allocation back to the members. East posed for a picture with the Council.

DECLARATION ON CONFLICT OF INTEREST – None

ADOPTION OF THE AGENDA

MOTION: Councilmember Garza made a motion to adopt the agenda as presented.

SECONDED: Vice Mayor Bowlby seconded the motion.

MOTION CARRIED

APPROVE THE JANUARY 17, 2019 REGULAR MEETING MINUTES

MOTION: Councilmember Rowden made a motion to approve the January 17, 2019 regular meeting minutes as presented.

SECONDED: Councilmember Sheats seconded the motion.

MOTION CARRIED

APPROVE THE SPECIAL EVENT LIQUOR LICENSE FOR REX ALLEN DAY'S INC FOR A RODEO TO BE HELD MARCH 2, 2019 FROM 10:30 A.M. TO 7:00 P.M.

MOTION: Vice Mayor Bowlby made a motion to approve the Special Event Liquor License.

SECONDED: Councilmember Rowden seconded the motion.

DISCUSSION: Councilmember Rowden is pleased with the diagram and the information presented.

MOTION CARRIED

APPROVE THE 2019 ARIZONA MUNICIPAL RISK RETENTION POOL (A.M.R.R.P.) RENEWAL FOR LIABILITY COVERAGE – ED BANTEL

MOTION: Vice Mayor Bowlby made a motion to approve the renewal for liability coverage with A.M.R.R.P.

SECONDED: Councilmember Rowden seconded the motion.

DISCUSSION: Ed Bantel mentioned that changes were made to the policy which were enhancements. The policy went up about 5% from last year. Newer vehicles were added to the policy which resulted in part of the increase. Until recently they were not able to write a liquor liability policy which is now included in our policy. Bantel discussed Inland Marine coverage and how it is coverage for mobile equipment, mowers, and things that are powered but not licensed.

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This also includes miscellaneous mobile equipment. Inland Marine also covers computers, hardware, and software. One change we made is electronic data processing due to an influx in claims throughout the State. It is recommended that we add this type of coverage. The Pool also added cyber coverage to the policy to include data breaches and system hacks. Bantel gave several examples of what has happened in other cities and counties and why the coverage is important. We also added coverage for fund transfer and computer fraud which the City was previously not covered for. The premium went up 5%; however, a dividend was issued for \$32,871 which lowers the premium. Vice Mayor Bowlby asked if the Pool offers training for members to know what to look for in phishing scams. Ed mentioned that there are roundtables where these items are discussed throughout the State. Crystal Hadfield is on the Risk Management Committee and they are beefing up best practices. Bantel said that he always tries to keep premiums down, but we needed the coverage. Councilmember Garza asked about what the liquor coverage entails. Bantel said it is coverage for the Golf Course. Garza asked if the liquor policy would cover special events, like the one that was just approved? Bantel said that no, special events typically carry their own insurance. Garza asked what if we had our own event would the liquor policy cover it then? Bantel said if you do a special event, there is a ride-on policy that is about \$300. Garza asked about worker's compensation coverage and who is covered. Bantel said volunteers, council, and staff are covered which renews in July. City Manager Blaschke pointed out that we have been very happy with the Risk Pool and their services offered. At our chamber building pigeons and hawks got in and the same day we notified the pool and an adjuster was there within a few days and a contractor came out to fixed it. They did testing to make sure that it was safe. It was a very efficient process and we appreciate them. We have a great risk partner that reacted, and they understood the importance of the Chamber.

MOTION CARRIED

REVIEW AND DIRECTION REGARDING THE CHAMBER OF COMMERCE CONTRACT

MOTION: Councilmember Sheats made a motion to discontinue their relationship/contract with the Chamber.

SECONDED: Vice Mayor Bowlby seconded the motion.

DISCUSSION: City Manager Caleb Blaschke gave a presentation through PowerPoint on marketing, tourism, and economic development. When hired by Council, he met with councilmembers individually and they all expressed their desire to have better marketing. Blaschke met with business owners and multiple community leaders and they expressed marketing and tourism concerns. Blaschke gave a history of the partnership with the Chamber of Commerce. We gave 50% of our 4% bed tax collected until 2014 which at that time it was reduced to 45%. A lot of cities have gone away from that model and do marketing activities themselves. Blaschke said he is recommending to Council that we do these activities in-house. Blaschke feels that some things have changed, and we have opportunities to move forward. There are a lot of local partnerships that are available to small cities. Blaschke went over our City Marketing Plan. The first item is forming a Tourism and Marketing Commission. We need to prepare marketing materials which Studio 128 will go over later in the meeting. On brochure racks, you see other cities brochures, but not ours. We would create a visitor website and look at branding. Blaschke said It's important to contract with experts in marketing. We need to work together with other organizations to promote each other. We need to work on signage to include entry and exit signage and downtown signage. We need to lobby for Chiricahua National Park not, "Monument". We want it to be a National Park. We would look at hospitality and customer service training. We will work with Arizona Local First for a position to help with tourism and to run the Visitor Center. Blaschke discussed the City Economic Development Plan and how an online presence for businesses are important. We could work on making our City website more robust and we could invest in a better template. We could use mapping or GIS to map out different areas of the City. We would look at a "shop local campaign" and the Census. For every person that is counted in the Census, we receive about \$375. We serve about 10,000 people and count for about 3,500. The lost money goes to the County. A Marketing and Tourism Commission needs to be formed to cover major events. The commission would oversee information and placement of brochure stands. We would help each other out and put Willcox brochures out and if we worked together we could enlarge the pie instead of fighting for it. They would oversee the content on the website as well. They would ensure that events didn't compete with one another. They would offer suggestions to City Council on things that need to be improved. There are a lot of things that the commission could bring to our attention. The position with Local First Arizona is similar to how WASA got their person through Vista Placement. We would receive a staff member for \$10,000 for the first year renewable for three years. It is a person looking to work hard and build their resume. They have a team of specialists that work on branding. They do customer service training and workshops and help to get all our businesses online. Our local businesses make up the bulk of our sales taxes in our area. 1/3 of businesses do not operate online correctly, therefore we are losing revenue by them not being online. Blaschke gave an example of no local massage places being listed online near us. On Yelp it shows one that isn't active anymore when in fact we have two local massage places at Beauty Barn and Mirabellas. They would do a buy local campaign and a Willcox rural community profile. We need to really sell ourselves and get people to move to Willcox. We have great amenities. We could go to Border Patrol orientations, for example, and explain why they should live here. Councilmember Rowden said that when she met with the Border Patrol, they go online, and the wives say there is nothing here for them to do. Councilmember Garza said we have no malls and only

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one grocery store. The coordinator would have multiple tasks which Blaschke outlined. Then Blaschke gave examples of how businesses could work together. Blaschke mentioned how Double S Steakhouse does a great job of advertising on social media. Blaschke discussed how branding was done in his former community, Bakerfield, CA, and how they hired a successful firm. Branding is how you sell your community and it is a collaborate effort. Branding is components of the same design and what we have is great, but it could be more progressive. We need a "Visit Willcox" website. Blaschke showed Flagstaff's as an example. Blaschke discussed signage and its importance and how we need to look cleaner and more elegant. At Ag Days, student talent was showcased. We could have metal cutout signs that the students design. Garza said that the State won't let us put up signage along some areas. Blaschke replied that we would have to check on that. We could meet up with the ADOT board and put up banners along main street. Blaschke showed a slide on how Day's Inn created their own brochure stand in Willcox with Wine Festival and restaurant brochures. Blaschke said we would contract with Studio 128 to have them create videos and brochures for events. Blaschke invited Gayle Berry from Studio 128 to come up and speak to Council. Berry said Willcox is a special place and we want others to see that. Berry gave a mock-up brochure to Council to give them an idea of what they can produce with the talent that they have at Studio 128. There is a QR code on the brochure that could take you to a website or map of Willcox. Rowden asked if they could print and produce in mass quantity to which Berry replied no, we go out to print. Councilmember Sheats commented that they are using local gifted talent. Berry said we have staff that can produce quality like you see in Tucson or Phoenix. Studio 128 played a video that they have been working on about Rex Allen Days. Mayor Laws said he likes that you see the dates on the brochures. Garza said it would be nice to see a picture of Rex Allen on the brochure. Blaschke said a lot of small communities doesn't have this type of talent that we do with Studio 128. It will grow their business and ours. The Arizona Office of Tourism recently gave a presentation and they have done a great job and they will match whatever the City puts into it. The Office of Tourism would be used more for placement. There would be two positions in the first year, one for economic development and one for tourism. Blaschke showed the costs for Studio 128: 8 events for \$10,000. We would partner with Cochise College for workshops and we could work with the school for utilizing student talent. We will work with Google as well to take videos of the inside of their businesses; however, branding needs to happen first. We will have a part-time position out at the Chamber for weekends. We can help with Wings Over Willcox as they are operating in the red. We can do a community survey. It has a lot of upfront capital and maintenance expenses but over three years, but it would give us a clean idea of how we want to move tourism and bring some things to our community. Rowden asked, having coordinated Wings Over Willcox and West Fest, they were done through the Chamber. Those events were not separate from the Chamber, but could they be done under a separate committee and could they be done under a 501C3 to get grants. Blaschke said those are issues that we will have to work through. Forming a non-profit is easy. Ed Bantel said it's a \$300 rider for insurance. Those events would operate on their own, they would just be doing it a different way. Mayor Laws said he is glad to see we are using the youth of Willcox. Rowden said this is past due and it is what she has been looking for, for Willcox. Councilmember Sheats made a motion to approve discontinuing the contract with the Chamber, and Vice Mayor Bowlby seconded the motion. Mayor Laws called for all in favor and a point of order was made by Vice Mayor Bowlby to continue discussions. Rowden said the Chamber has been an instrument to develop a lot of events and promoting Willcox. And she wants to recognize them for their effort over the years. However, she does see that the Chamber, as it is put together now, is not in the position to perform the types of things that were presented to us before this evening. Garza asked is there a representative from the Chamber here. President Katie Hill is here and has been President for one week. Garza said to be honest, the Chamber was slammed at the last economic development work session. They were slammed by the businesses. I understand that they have been looking for a new location anyway and this would not impact you much. Garza said she remembers when it was over at the Barber Shop by the Range News many years ago. Hill said to her knowledge, they never knew that they were looking at moving. She just barely stepped into the position. Garza asked who are members of the Chamber board? Hill said her as President, Dennis Williams as Vice President, Brenda Haas as Treasurer, and Board members from the community. Do you have a lot of members that are involved because she heard that it isn't going well? Hill replied that no business members are coming to the meetings with concerns. Rowden asked if it is a five-member board? Hill replied that there are twelve board members. Bowlby said their job is to be fiscally responsible with their money and we are looking at an investment change and the greater return and he believes this would be greater yield. We are not going away from working with the Chamber, but we need to be fiscally prudent with the taxpayer money and looking for the greater return on investment. Councilmember Johnson said there is a former Chamber Director in the audience, Eddie Browning. Johnson said he feels that Hill was thrown under the bus. Johnson said he is not sure that the Chamber will get their fair share of what is going on, but it is up to the board as to follow rules and regulations as to how they operate. When the City says we are going to pull the Bed Tax from the Chamber and take away the building, can the chamber stand on their own two feet. Laws said this decision is not something that could be permanent, and it could change. Rowden said her impression of what a chamber should be is to promote and grow businesses. Membership has declined and what she was hearing was why should I join the Chamber, what would they do for me. We not only have to look at promoting businesses but also, we must look at new businesses as well. Hill said as a board they wanted to do rack cards and front-line training, but it hasn't been

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implemented. Johnson said with Kathy Smith, that was done, and we had Young Guns with Ellen Clark. Johnson said he looks at himself in the mirror and asks himself, does he do a good enough job? Would the Chamber have anything different? If the Chamber needs help they can contact Blaschke. Studio 128 when Berry touches anything it turns to gold. Businesses in town and Kempton Chevrolet pulled their membership because of what the Chamber has done. Sheats said we were given two choices knowing that we need to be responsible with the funds and he encourages Hill to ask for the contract because they are not able to fulfill the contract, but they could be. Looking at the contract may tell them where they need to be. Rowden said the Chamber received the contract. Sheats said this is not personal, this is business. Johnson said everyone in the room wants to better Willcox and move Willcox forward.
MOTION CARRIED

APPROVAL TO EXTEND THE WASTEWATER TREATMENT PLANT CONSTRUCTION SERVICES AGREEMENT WITH WILSON ENGINEERS

MOTION: Vice Mayor Bowlby made a motion to approve the extension of the services agreement with Wilson Engineers.

SECONDED: Councilmember Rowden seconded the motion.

DISCUSSION: Councilmember Garza said when we extended it to November a question was presented and asked if there would be any additional cost and there was not. Is there a reason for this? City Manager Blaschke said that those costs have been included and part of it is because the completion date was extended from July to November to March. These were Wilson's costs and it is covered. Now we have a substantial completion date of March 8, 2019. We went with USDA but there are a lot of ties and complications such as the Government shutdown. There is also a potential shutdown on the 15th of this month as well. This is a difficult situation that we are in. Vice Mayor Bowlby said that there is a final date of September 2019 in the letter. Public Works Director, Galovale said that is for the lagoon closure as well. The construction, PCL's part, has a March completion date and we would retain Wilson Engineers for the lagoon closures.

MOTION CARRIED

APPROVAL OF IGA WITH ARIZONA DEPARTMENT OF ECONOMIC SECURITY (ADES) FOR RENTAL OF OFFICE SPACE

MOTION: Councilmember Sheats made a motion to approve the IGA with ADES.

SECONDED: Vice Mayor Bowlby seconded the motion.

DISCUSSION: Councilmember Johnson clarified that it is upstairs at City Hall and asked if it is ADA acceptable. Blaschke replied that most of the work will occur in the field but if people come in they could use the downstairs. Blaschke said very few people would be entering the building and they will have their own insurance. This will add additional revenue to put back in the building as it needs maintenance and a new paint job. Vice Mayor Bowlby asked what is happening with current building? Councilmember Sheats says the lease is up. Councilmember Garza said that some services moved to Benson and there will be some phone service locally. Mayor Laws said what we are discussing is the rental of the facility.

MOTION CARRIED

RATIFICATION OF CITY MANAGER'S AMENDED CONTRACT AS DIRECTED BY COUNCIL ON 01/17/19 MEETING TO BE EFFECTIVE 01/28/19

MOTION: Councilmember Johnson made a motion to ratify the amended contract with the City Manager to be effective 01/28/19.

SECONDED: Vice Mayor Bowlby seconded the motion.

DISCUSSION: Vice Mayor Bowlby said what they have been seeing is a positive change in direction.

MOTION CARRIED

CITY MANAGER REPORT

City Manager, Caleb Blaschke reported to Council that next Monday and Tuesday is our next Council retreat from 4-8 p.m. There will be an infrastructure tour and the departments will give an overview of their departments and then we will go over Council goals. Recently, Councilmember Rowden and Blaschke were sworn into the Senior Center Committee. Blaschke went to a SEAGO meeting and they provide luncheon funding for Senior Centers so SEAGO will come and present to the Senior Center. Big Tex is opening Tuesday and there will be a ribbon-cutting at 10:30 a.m.

COMMENTS NOT FOR DISCUSSION FROM MAYOR AND COUNCIL MEMBERS

Councilmember Rowden wanted to compliment the Council. This was a tough decision and a lot of thought went into it. It's a pleasure serving with this Council. Caleb mentioned that they were sworn into Senior Center. They need more members and people to get involved. They have a fitness center, etc. Rowden encourages all over 60 to stop by.

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Councilmember Akes said she checked out Wings Over Willcox. Andy and Dave's BBQ was very good. She saw some beautiful pictures and spoke with photographers.

Councilmember Garza said to Caleb that she is proud of him for everything he has done for the City. She is very excited about what is coming and happening. There are concerns that there have been posts on social media regarding our streets. Garza would like to invite those people to come to our Council meetings. We need to hear it from you. City Manager Blaschke said that the County has instituted a pavement management system and we are now looking at implementing that. It is \$17,000 to implement the program. About five miles of road but for every quarter mile it is \$50,000 to chip seal. There are close to 30 miles in the City and it would cost over \$5 million to repair them all. We want the communities buy in and we will discuss it during the retreat. The rain has continued to make more potholes. We are going to send staff to training and give them the resources to work on the streets. The intersection where Chase bank and the Post Office is, a pedestrian was hit. There is no crosswalk at that intersection. Would a crosswalk or a sign help? Blaschke said we would be happy to look at that as well. The pavement system looks at that as well. Lastly, Garza said there will be a blood drive Feb 22nd at Valley Telecom from 9:30 to 2:30.

Councilmember Sheats said thanks to Blaschke for his presentation. Thanks to Gayle Berry for her willingness to help.

Vice Mayor Bowlby said it was stated earlier that said we are here for the same reasons, to make Willcox better. We will have better partnerships. We have a lot of things going on. The treatment plant is almost done. It's been an interesting project especially with the government shutdown. Bowlby said thank you to staff, Council, and everyone who showed up tonight.

Mayor Laws said this was a tough night but it's the right decision. Laws said to Blaschke that he has done a great job. City staff is fantastic. The police department has been fantastic. We are cleaning up the streets and they are working hard. Laws said he wishes Katie Hill luck. He is looking forward to Valentine's Day at Big Tex. Lastly, he invited everyone to go to Big Tex when they open.

ADJOURN

MOTION: Vice Mayor Bowlby made a motion to adjourn the meeting with no further business at 8:23 p.m.

SECONDED: Councilmember Rowden seconded the motion.

MOTION CARRIED

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the regular meeting of the City Council of the City of Willcox held on the 7th day of February 2019. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 7th day of February 2019

City Clerk Crystal L. Hadfield

PASSED, APPROVED AND ADOPTED this 27th day of February 2019.

Mayor Michael J. Laws

ATTEST:

City Clerk Crystal L. Hadfield

**THE MINUTES OF THE COUNCIL STRATEGIC PLAN RETREAT MEETING OF THE
MAYOR AND CITY COUNCIL OF THE CITY OF WILLCOX, COCHISE COUNTY, AZ
HELD ON THIS 11TH DAY OF FEBRUARY 2019**

CALL TO ORDER - Mayor Michael Laws called the meeting to order at 5:32 p.m.

ROLL CALL - City Clerk Crystal Hadfield called the roll.

PRESENT

Mayor Michael Laws
Vice Mayor Timothy Bowlby
Councilman Elwood "Woody" Johnson
Councilwoman Terry Rowden
Councilwoman Rachel Garza
Councilwoman Rebecca "Becky" Akes
Councilman Paul Sheats

STAFF

City Manager Caleb Blaschke
City Attorney Ann Roberts
Finance Director/City Clerk Crystal Hadfield
Interim Public Safety Director Dale Hadfield
Public Works Director Galo Galovale
Administrator of Development Services Jeff Stoddard
Human Resources Sherry Van Allen-Teeters
Library Director Tom Miner

DISCUSSION TO ESTABLISH GOALS AND OBJECTIVES FOR THE CITY TO FULFILL OVER THE NEXT TWO YEARS

City Manager, Caleb Blaschke gave an overview of the purpose of a strategic plan and how it gets developed. Staff gave overviews, successes, and goals of their respective departments and answered questions from Council.

ADJOURN

The meeting was adjourned with no further business at 8:53 p.m.

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Council Strategic Plan Retreat Meeting of the City Council of the City of Willcox held on the 11th day of February 2019. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 11th day of February 2019

City Clerk Crystal L. Hadfield

PASSED, APPROVED AND ADOPTED this 27th day of February 2019.

Mayor Michael J. Laws

ATTEST:

City Clerk Crystal L. Hadfield

**THE MINUTES OF THE COUNCIL STRATEGIC PLAN RETREAT MEETING OF THE
MAYOR AND CITY COUNCIL OF THE CITY OF WILLCOX, COCHISE COUNTY, AZ
HELD ON THIS 12TH DAY OF FEBRUARY 2019**

CALL TO ORDER - Mayor Michael Laws called the meeting to order at 5:36 p.m.

ROLL CALL - City Clerk Crystal Hadfield called the roll.

PRESENT

Mayor Michael Laws
Vice Mayor Timothy Bowlby
Councilman Elwood "Woody" Johnson
Councilwoman Terry Rowden
Councilwoman Rachel Garza
Councilwoman Rebecca "Becky" Akes
Councilman Paul Sheats

STAFF

City Manager Caleb Blaschke
City Attorney Ann Roberts
Finance Director/City Clerk Crystal Hadfield
Interim Public Safety Director Dale Hadfield
Public Works Director Galo Galovale
Administrator of Development Services Jeff Stoddard
Human Resources Sherry Van Allen-Teeters
Library Director Tom Miner

DISCUSSION TO ESTABLISH GOALS AND OBJECTIVES FOR THE CITY TO FULFILL OVER THE NEXT TWO YEARS

City Manager, Caleb Blaschke went over how other cities and town's strategic plans look and are presented. Each councilmember had a few minutes to go over their goals and objectives. Staff and councilmembers broke into three groups and outlined objectives and measurements for the goals outlined. Each objective was then ranked on a scale of 1-4 (1 being the highest priority) by staff and council. Blaschke said that staff will put together a plan to present to council in the near future based on the ranking of objectives.

ADJOURN

The meeting was adjourned with no further business at 8:39 p.m.

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Council Strategic Plan Retreat Meeting of the City Council of the City of Willcox held on the 12th day of February 2019. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 12th day of February 2019

City Clerk Crystal L. Hadfield

PASSED, APPROVED AND ADOPTED this 27th day of February 2019.

Mayor Michael J. Laws

ATTEST:

City Clerk Crystal L. Hadfield

RESOLUTION NO. 2019-02

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WILLCOX, ARIZONA
CREATING A WILLCOX BRANDING STAKEHOLDER GROUP**

RECITALS:

WHEREAS, the Willcox City Council desires to enhance the quality of life for its citizens, attract visitors and promote economic development; and

WHEREAS, branding is an economic development tool that incorporates culture, citizen and business makeup, destinations, attractions and local events to develop a central marketing strategy that represents and is unique to the community of Willcox in order to build community pride and provide a common message to appeal to future businesses, residents and visitors; and

WHEREAS, the City Council finds that a Willcox Branding Stakeholder Group of independent individuals with diverse backgrounds is integral to provide recommendations to Council regarding a brand; and

WHEREAS, the creation of the Willcox Branding Stakeholder Group will assure that an open, inclusive, and transparent process is utilized in the discussion, prioritization, and presentation of recommendations that address the community's needs.

ENACTMENTS:

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF WILLCOX AS FOLLOWS:

SECTION 1. Creation of Willcox Branding Stakeholder Group.

WILLCOX BRANDING STAKEHOLDER GROUP

CREATION OF GROUP:

A Willcox Branding Stakeholder Group is hereby created to serve as a temporary group to present a Willcox community brand to the community and City Council.

MEMBERS AND OFFICERS:

The Willcox Branding Stakeholder Group shall be made of the following individuals with diverse backgrounds and experiences:

- Eddie Browning Cowboy Heritage
- Wesley Schoefield Youth/Local Theater
- Kole Harris Arts/Ranching
- City Council Member Community
- Rod Keeling Wine Industry
- Andy Terry Agriculture
- Bill Ryan Business and Agriculture Community
- Howard Bethel Historic Willcox/Birding
- Karl Hestand Business
- Kevin Davis Willcox School District

- Ainslie Wittig Northern Cochise Community Hospital
- Sheridan Givens Business/Real-estate
- Mandy Kirkendall Apple Annie's
- Cheryl Moss Maid Rite
- Brenda Haas Hotel/Chamber Representative
- Tony Cohorn Historic Willcox Region
- Virginia Avila SEACAP

ELIGIBILITY AND TENURE:

All members shall have equal voting privileges. City residency is not a requirement. All appointees shall serve at the pleasure of the City Council without compensation. The Group shall cease to exist following the delivery of final recommendations to the City Council.

DUTIES:

The Willcox Branding Stakeholder Group shall:

- A. Select a branding consultant.
- B. Create a brand identity for the community of Willcox that includes a logo, central messaging, taglines, and marketing style guide.
- C. Visit sites and engage with groups who are important to the community of Willcox's brand including, but not limited to, the dairy and other related agricultural industries, race track, wine industry, Chiricahua National Monument, businesses, museums, schools and hospital.
- D. Identify community assets, discuss interests and concerns of fellow stakeholders and engage with the branding consultant.

The City of Willcox shall:

- A. Assist in the coordination of adequate resources including but not limited to, staff, meeting space, coordinate presentations with experts, materials and other related logistics.
- B. Contract with a brand organization to provide renderings and concepts for the community brand.

MEETINGS; ATTENDANCE:

- A. The Willcox Branding Stakeholder Group shall meet as often as needed and shall not conduct any business at a meeting unless a quorum is present. A quorum shall consist of a simple majority of the voting membership of the Group.
- B. The public should be invited to attend meetings and given time at the beginning or end of the meeting to provide comments.

SECTION 2. The Mayor and Council hereby find and determine that it will be beneficial to the citizens of the City of Willcox to create the Branding Stakeholder Group; and

SECTION 3. The appropriate officials and officers of City are hereby authorized and directed to take all actions necessary or reasonably required by the parties to carry out the intent of this Resolution.

PASSED AND ADOPTED by the City Council of the City of Willcox this 27th day of February 2019.

MAYOR

ATTEST:

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

CITY OF WILLCOX, COCHISE COUNTY, ARIZONA

ORDINANCE NS330

(City Code Amendment – Title 2, Chapter 2.02, Marketing and Tourism Commission)

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WILLCOX, ARIZONA, AMENDING THE CITY CODE, TITLE 2, *BOARDS AND COMMITTEES*, BY ADDING CHAPTER 2.02, *MARKETING AND TOURISM COMMISSION*; PROVIDING FOR APPEAL OF CONFLICTING ORDINANCES, SEVERABILITY AND ESTABLISHING AN EFFECTIVE.

RECITALS:

WHEREAS, the Willcox City Council desires to enhance the quality of life of its citizens, attract visitors, promote economic development and finds that a Marketing and Tourism Commission is integral to improving tourism in Willcox.

ENACTMENTS:

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF WILLCOX AS FOLLOWS:

SECTION 1: The Willcox City Code, Title 2, Chapter 2.02, shall read as follows:

2.02.010 CREATION.

There is created a Marketing and Tourism Commission for the City of Willcox. The Marketing and Tourism Commission shall consist of members to be appointed by the City Council from the residents of the community and the surrounding area, who shall recommend to the City Council programs for expenditures on tourism and marketing.

2.02.020 COMPOSITION, EX OFFICIO MEMBERSHIP AND TERM OF OFFICE.

- A. The composition of the membership shall consist of nine (9) total members. Five (5) members shall represent local event membership and shall be appointed by their respective organizations; local event membership shall include an appointed representative from Wings over Willcox, Rex Allen Days, Cochise Graham Wine Council, Inc., Apple Annie's and the West Fest. One (1) membership shall be the Chamber of Commerce President or designee. One (1) membership shall be a City Councilmember. One (1) membership shall be a business representative and one (1) membership shall be a hotel representative selected by the City Council. Business and hotel representatives shall consist of an owner or manager.
- B. Ex officio membership shall consist of the City Manager or the Manager's designee, a Chiricahua National Monument representative and Inde Motorsports Ranch representative. Ex officio members shall not have voting privileges. The City Manager shall be responsible for providing staff support for the Commission.
- C. A member's term in office shall commence with the first regular Commission meeting following appointment and terminate with the regular Commission meeting at which the successor takes office. All members shall serve three (3) year terms. In the event other businesses or hotels do not apply to fill those membership vacancies, the City Council may

appoint their membership to other organizations. Members may serve consecutive terms if appointed by Council.

- D. The Commission shall elect a Chairperson from among its voting members. The term of the Chairperson shall be one (1) year with eligibility for re-election. Commission members may not serve more than two (2) consecutive terms as Chairperson. The Council representative shall not be eligible for the Chair.
- E. The following will be considered by the City Council when adding additional voting members to the Commission:
 - a. Marketing and Tourism Commission recommendation;
 - b. Size and revenue generated by event(s);
 - c. Ability of event to work with partners in the community; and,
 - d. Years of operation and organization status.

2.02.030 ELIGIBILITY AND COMPENSATION.

City residency is not a requirement for membership and all members shall have equal voting privileges. All appointees shall serve at the pleasure of the City Council without compensation.

2.02.040 DUTIES.

Duties of the Marketing and Tourism Commission shall include:

- A. Prepare a three (3) year marketing plan. The three (3) year plan shall be used as a guideline for future programs. Said plan shall be presented to the Council before each fiscal year.
- B. Develop and present to City Council an Annual Plan outlining the Commission's program recommendations for the upcoming fiscal year and report on accomplishments.
- C. Make recommendations to the City Council concerning the annual budgetary allocation of the tourism portion of the Bed Tax to include:
 - 1. Fulfillment of the Marketing Plan;
 - 2. Providing funding to the qualified, established public or private agency to administer, on a contract basis, tourism programs as required; and
 - 3. Overseeing the content of the Visitor's Center to include, but not be limited to, a high-profile location, easy visitor access, adequate staffing, a toll-free telephone number for visitor information, and develop other facilities as needed to benefit visitors and the community.
- D. Review Tourism and Marketing related content before being approved by the City Council.
- E. Oversee information content and locations of the Willcox Brochure Stand.
- F. Oversee content on Visit Willcox website.
- G. Promote activities that enhance the community's image and the overall quality of life.

- H. Collaborate on shared advertising including newspaper, television, radio station, billboards and social media.
- I. Ensure events are coordinated, do not conflict with one another and are advertised a year in advance.
- J. Offer suggestions to the City Council on how tourism and marketing can be improved.
- K. Perform any additional duties as determined by the City Council related to tourism activities.

2.02.050 MEETINGS AND ATTENDANCE.

- A. The Commission shall hold at least one (1) regular meeting per month, which shall be in conformance with the Arizona Open Meetings Law.
- B. A quorum shall consist of a minimum of five (5) voting members required to conduct business.
- C. If a member is absent for three (3) meetings within a twelve (12) month period, excused or unexcused, that member may be removed and replaced by the City Council.

SECTION 2. Repeal of Conflicting Ordinances.

All ordinances and parts of ordinances in conflict with the provisions of this ordinance or any part of the code adopted herein by reference are hereby repealed.

SECTION 3. Severability.

If any section, subsection, sentence, clause, phrase or portion of this ordinance or any part of the code adopted herein by reference is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

SECTION 4. Effective Date.

This ordinance shall become effective thirty (30) days following adoption by the City Council.

PASSED AND ADOPTED by the City Council of the City of Willcox this 27th day of February, 2019.

APPROVED/EXECUTED:

MICHAEL J. LAWS, Mayor

APPROVED AS TO FORM:

ANN P. ROBERTS, City Attorney

ATTEST:

CRYSTAL L. HADFIELD, City Clerk

