

**THE MINUTES OF THE WORK SESSION MEETING OF THE MAYOR
AND CITY COUNCIL OF THE CITY OF WILLCOX, COCHISE COUNTY, AZ
HELD ON THIS 21ST DAY OF JUNE 2010**

CALL TO ORDER- Mayor Gerald W. Lindsey called the work session to order on Monday, June 21, 2010 at 6:30 p.m. welcomed and appreciates those present and any input they would like to hear.

ROLL CALL –City Clerk Cristina G. Whelan, CMC, called the roll.

PRESENT

Mayor Gerald W. Lindsey
Vice Mayor Monika Cronberg
Councilman Elwood A. Johnson
Councilman Christopher Donahue
Councilman William “Bill” Holloway
Councilman Robert “Bob” Irvin

ABSENT

Councilman Stephen Klump

STAFF

City Manager Pat McCourt
City Attorney Hector M. Figueroa
City Clerk Cristina G. Whelan, CMC
Library Director Tom Miner
Public Safety Director Jake Weaver
Finance Director Ruth Graham
Public Services & Works Director Dave Bonner
Development Services Jeff Stoddard

PLEDGE OF ALLEGIANCE TO THE FLAG-Mayor Lindsey.

DECLARATION ON CONFLICT OF INTEREST-There was no response from Council members or staff.

ADOPTION OF THE AGENDA

MOTION: Councilman Johnson moved to adopt the agenda as presented.

SECONDED: Vice Mayor Cronberg seconded the motion. **CARRIED.**

DISCUSSION REGARDING BILLBOARD CONTENT

City Manager Pat McCourt addressed the Mayor and Council and explained part of the direction to staff when we traded with Clear Channel for 2-billboards. The City received billboard space east bound between MP310 and Exit 340 and west between the New Mexico borders. The Chamber is working with the City and has agreed to provide the script covering for each billboard. The script can be moved around and not on any specific billboard but always one on each direction. Ms. Kathy Smith Chamber of Commerce, Clear Channel offered them their design person and discussed designs and concepts. One of the issues is if billboard is on the right side you have 7-seconds to get message across. If on the left you have less time. His advice was to keep it brief and concise and try to maximize the contrast. They sent him some Ideas and forgot to mention the Visitor Center. He sent back a design that is included in the Councilmen’s packet. Maximum contrast is ‘City of Willcox’ is printed in yellow to give best visual. This was brought to the Mayor and Council and Council indicated wanted to get some views, suggestions, scripts and that is why we are here this evening.

After discussion was held by members of the Mayor and Council, and public present on suggestions for wording, pictures, the Visitor Center Exit 340 should be included on the billboards, emphasis on our Historic Western Heritage and it should be kept simple and short to focus on Willcox.

ADJOURN

There being no further business before the Mayor and Council, Mayor Lindsey adjourned the meeting at 6:55 p.m.

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CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the work session meeting of the City Council of the City of Willcox held on the 21st day of June 2010. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 29th day of June 2010

City Clerk Cristina G. Whelan, CMC

PASSED, APPROVED AND ADOPTED this 18th day of OCTOBER 2010.

/S/ GERALD W. LINDSEY
MAYOR GERALD W. LINDSEY
Signed: 10-20-2010

ATTEST:

/s/ Cristina G. Whelan, CMC
City Clerk Cristina G. Whelan, CMC