

CITY OF WILLCOX

MAYOR AND CITY COUNCIL MEETING

WORK SESSION MEETING-Statement of Legal Actions

AGENDA

Monday, June 21, 2010

NOTE TIME: 6:30 p.m.

**City Council Chambers
300 W. Rex Allen Drive
Willcox, AZ**

(Mayor or Designee will read only **BOLD** print of each agenda item, except for Public Hearings, Petitions and Communications.)

1. **CALL TO ORDER**-Mayor Gerald W. Lindsey called the work session to order on Monday, June 21, 2010 at 6:30 p.m.
2. **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

3. **PLEDGE OF ALLEGIANCE TO THE FLAG**-Mayor Lindsey.
4. **DECLARATION ON CONFLICT OF INTEREST**-There was no response from Council members or staff.
5. **ADOPTION OF THE AGENDA**
MOTION: Councilman Johnson moved to adopt the agenda as presented.
SECONDED: Vice Mayor Cronberg seconded the motion. **CARRIED.**
6. **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.

7. ADJOURN -6:55 p.m.

NOTE: People with disabilities may request reasonable accommodations. Requests must be made 48 hours prior to the meeting by contacting City Hall at 384-4271, ext. 4204, during regular business hours 8:00 a.m. to 4:30 p.m., Monday through Friday.