



COUNCIL MINUTES

August 31, 2009

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on August 31, 2009 at 5:03 p.m.

COUNCIL PRESENT

Mayor Scott Smith
Alex Finter
Dina Higgins
Kyle Jones
Dennis Kavanaugh
Dave Richins
Scott Somers

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Linda Crocker

Mayor Smith excused Councilmember Richins from the beginning of the meeting. He arrived at 5:17 p.m.

1. Review items on the agenda for the August 31, 2009 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflicts of interest declared: None

Items added to the consent agenda: None

Items removed from the consent agenda: None

2. Hear a presentation and discuss the 2010 Census.

Government Relations Director Scott Butler said that he and Grants Coordinator Jerry Dillehay would address the City's efforts with regard to the 2010 Census. He added that Al Macias, Partnership Specialist with the Denver Regional Census Center, was present to provide additional information. Mr. Butler displayed a PowerPoint presentation (a copy is available for review in the City Clerk's Office) and reported that each Mesa resident counted in the Census represents approximately \$1,200 in Federal dollars allocated to the City.

Mayor Smith explained that that the Census in itself does not generate revenue, but annual Federal revenue appropriations to cities and states are based on population data obtained through the Census.

Mr. Butler reported that Mesa's response to the Census, which has been declining in the past few decades, also determines Congressional, Legislative and Council District representation. He said that in 2000, Mesa had a 58 percent response compared to the national average of 65 percent.

Mr. Dillehay advised that the City has been involved in Census activities for more than six months and that he serves on a Complete Count Committee with representatives from other Valley communities. He said that promotional and informational materials are being provided at City events and that Channel 11 will broadcast information on the Census. Mr. Dillehay reported that an Area Census Office will be located in Mesa and that Census jobs would be listed on the City's website. He added that the Planning Department is supporting their efforts by verifying annexation areas and boundaries and locating unsheltered population sites around the City. Mr. Dillehay said that other City departments are also involved in promoting the Census.

Mr. Macias displayed a PowerPoint presentation (a copy is available for review in the City Clerk's Office) and explained that the U.S. Constitution requires that a national census be conducted once every ten years that includes all residents, both citizens and non-citizens. He advised that the State of Arizona has been allocated the most resources in the ten-state Region. Mr. Macias explained that although Arizona has the highest population and the largest metropolitan area in the Denver Region, the State underperformed in the 2000 Census. He reported that in 2000, the national response was 65 percent compared to 63 percent for the State of Arizona, 65 percent for Maricopa County, and 58 percent for the City of Mesa.

Mr. Macias stated that the 2010 Census questionnaire consists of ten questions that take approximately ten minutes to complete. He said that a sample of the questionnaire and other information is included in the Census 2010 folder (a copy is available for review in the City Clerk's Office) provided to each Councilmember. Mr. Macias emphasized that the individual Census responses are confidential and cannot be shared with anyone or any other agency, including Federal agencies and law enforcement agencies. He further stated that the population data is utilized to establish the annual Federal allocation of approximately \$400 billion among the states. Mr. Macias advised that the Census questionnaires would be delivered to every address in March and that April 1, 2010 is designated as "Census Day." He said that the final counts would be delivered to the President on December 31, 2010 and that redistricting information would be provided to the states in the February through March 2011 timeframe.

Mr. Macias advised that a national media campaign would begin in January of 2010 and that the Maricopa Association of Governments (MAG) is planning a local campaign. He noted that census workers follow up in person with non-responders, which is a very expensive process that is required by law. Mr. Macias reported that questionnaires are printed in many languages and, in addition, assistance will be available in 59 languages. He added that local sites, such as churches and community centers, would provide a familiar environment for respondents, and he suggested that Mesa promote the 2010 Census in a manner that is appropriate for the community.

Mayor Smith advised that a Complete Count Committee is being formed, and he introduced Gary Smith, who has agreed to serve as Chairman of the Committee. He expressed confidence that the Committee's efforts would ensure that Mesa's response to the 2010 Census would be greater than in 2000. He thanked Mr. Macias and staff for the presentation.

3. Hear a presentation and discuss the flu season.

Deputy City Manager Kari Kent introduced Assistant Fire Chief Gil Damiani, who also serves as the City's Emergency Management Coordinator, and advised that they would provide information on the upcoming flu season. She said that Chief Damiani would address activities from a regional perspective, after which she would provide information on preparations to educate City employees.

Chief Damiani displayed a PowerPoint presentation (a copy is available for review in the City Clerk's Office) to provide an overview of plans that are in place to educate the public regarding the H1N1 virus, which is presently in a pandemic state. He advised that although a greater number of people, one out of every four, are expected to contract the H1N1 virus, the number of fatalities from the virus is expected to be similar to the number that occur in a typical flu season. Chief Damiani stated that a primary concern from an Emergency Management standpoint is the ability to maintain continuity of government and services. He said that a consistent message would encourage citizens and the workforce to obtain a flu shot. Chief Damiani reported that "continuity of operations" planning began late last year. He said that Public Safety personnel have participated in Pandemic Influenza Preparedness training and an "All Hazard Incident Management Team" has been identified.

Ms. Kent continued the presentation by advising that the City's education campaign is modeled on that of the National Center for Disease Control (CDC). She outlined the following preventative measures that will be emphasized:

- **Wash 'em!** Wash hands frequently with soap and water or use alcohol based hand sanitizer.
- **Stay Home!** Flu symptoms include high fever, sore throat, cough, headache, muscle aches and chills.
- **Keep 'em home!** Keep sick kids home.
- **Cover it!** Cough into your sleeve or cover cough with tissue.
- **Hands off!** Avoid touching eyes, nose and mouth.
- **Social distancing!**
- **Get rest!**

Ms. Kent said that the City's "Roll Up Your Sleeve Campaign" encourages all employees to obtain the seasonal flu shot, and she noted that the City's purchase of 2,500 doses is 1,000 more than was purchased last year. She advised that the H1N1 vaccine is currently being evaluated and will be distributed first to the "at risk" populations. Ms. Kent reported that City supervisors are preparing contingency operating plans to address the possibility of increased absenteeism. She added that hand sanitizer dispensers, wipes and tissues are being made available throughout the workplace for employees and members of the public.

Chief Damiani stated that every opportunity is being taken to educate City employees and members of the public.

In response to a question from Councilmember Finter, Chief Damiani advised that because emergency first responders are considered to be health care providers, these individuals would be in the first tier category to receive the H1N1 vaccine. He added that health officials have determined that school age children are in the highest risk category. Chief Damiani noted that

the City does not know the quantity of H1N1 vaccine that will be made available or when the vaccine will be available.

Councilmember Kavanaugh said that he has received his seasonal flu shot, and he encouraged everyone to do the same.

City Manager Christopher Brady noted that the Council has been provided with hand sanitizer and a package of tissues.

Mayor Smith thanked staff for the presentation and for their efforts to educate employees and the community.

4. Hear reports on meetings and/or conferences attended.

There were no reports on meetings and/or conferences attended.

5. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the meeting schedule is as follows:

September 1-4, 2009, 7:30 a.m. – 2009 League of Arizona Cities & Towns Annual Conference

Thursday, September 3, 2009, 7:30 a.m. – Study Session (Cancelled)

Saturday, September 5, 2009, 11:00 a.m. – Opening of Rhodes Pool

Thursday, September 10, 2009, 7:30 a.m. – Study Session

Monday, September 14, 2009, TBA – Study Session

Monday, September 14, 2009, 5:45 p.m. – Regular Council Meeting

Mayor Smith thanked everyone who attended the August 27th “Conversation with the Mayor” event.

Councilmember Richins thanked the volunteer sign removal group for their efforts to eliminate illegal signs in the community.

6. Adjournment.

Without objection, the Study Session adjourned at 5:38 p.m.

SCOTT SMITH, MAYOR

ATTEST:

LINDA CROCKER, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 31st day of August, 2009. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

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