

COUNCIL MINUTES

May 18, 2001

The City Council of the City of Mesa met in a Budget Review Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on May 18, 2001 at 8:00 a.m.

COUNCIL PRESENT

Mayor Keno Hawker
Bill Jaffa
Dennis Kavanaugh
Pat Pomeroy
Claudia Walters
Mike Whalen

COUNCIL ABSENT

Jim Davidson

STAFF PRESENT

Mike Hutchinson
Neal Beets
Barbara Jones

(Mayor Hawker excused Vice Mayor Davidson from the meeting.)

1. Greater Phoenix Economic Council and MEGACORP.

Greater Phoenix Economic Development Council (GPEC) President and Chief Executive Officer Rick Weddle addressed the Council relative to this agenda item. Mr. Weddle reported on GPEC's Results and Action Plan Summary for FY 2001/02 including GPEC's progress in achieving its goals; GPEC-assisted locates; historical results; future challenges and opportunities; framework and operating structure; mission, goals and approach, and budget summary.

MEGACORP Economic Development Director Dick Mulligan highlighted the accomplishments of MEGACORP including the creation of economic development strategy in conjunction with *Mesa 2025*; participation on the E-Streets Task Force; the development of the Dover Industrial Park, the Stapley Center and Mesa Corporate Center, and also small business and entrepreneurial development.

Mr. Mulligan also discussed business locates to Mesa; business expansion and retention; an overview of communications and research functions; media relations; customized research; foreign trade zones, and Mesa's participation in the Sister City Association.

Councilmembers Kavanaugh, Pomeroy and Whalen commended Mr. Weddle for his efforts since assuming his position at GPEC.

Mayor Hawker thanked everyone for the presentation.

2. Fire.

Fire Chief Dennis Compton introduced staff members present at the meeting and provided an overview of the proposed budgets for FY 2001/02 and FY 2002/03. Chief Compton detailed the Department's goals and objectives including a three-minute Citywide response time, 80% of the time; firefighter safety; annual contact with business owners relative to fire prevention; fire and life safety education (Risk Watch, Elderly Life Safety and Remember When); increased volunteerism;

technologically-advanced record keeping, the utilization of heart monitors and automatic defibrillators throughout the community, and continued service and delivery.

Chief Compton discussed the Department's key issues which include the siting, construction and staffing of future neighborhood fire stations; maintaining adequate response times and delivering emergency services throughout the City; designing and implementing future transportation and medical support components for the Department's emergency medical system; providing prevention education and response at Williams Gateway Regional Airport (WGA); diversity awareness; the necessity of a Community Response Team Volunteer Coordinator, and the importance of achieving International accreditation.

Management Services Assistant Dorinda Larsen reported an increase of \$2.8 million over the previous year for the FY 2001/02 proposed budget. Ms. Larsen said that such an increase will enable the Department to fund a new emergency response engine company (No. 217); an emergency response ladder company (No. 206); increase the level of diversity awareness; allow the conversion of temporary labor services to City of Mesa employees, and allow the conversion of outdated paper-based equipment to an electronic system. Ms. Larsen added that no significant service level changes are expected between FY 2001/02 and FY 2002/03.

Assistant Fire Chief Paul Wilson spoke regarding the proposed capital improvement projects for FY 2001/02 and 2002/03 which include the construction of Fire Station 217; the additions to Fire Station 206; the relocation of Fire Stations 201 and 202, and the addition of a decontamination room and community room to Fire Station 210.

Chief Compton highlighted the Department's points of pride.

Councilmember Pomeroy thanked Chief Compton and his staff for their efforts.

Discussion ensued regarding the automatic sprinkler program, fire inspections at Arizona State University-East (ASU-East), and the frequency of responses to the County Islands.

Councilmember Whalen expressed appreciation to the Fire Department and spoke in support of the automatic sprinkler program.

Mayor Hawker requested input from staff regarding the integration of the Risk Watch and DARE educational programs.

Councilmembers Kavanaugh and Walters voiced support for the funding of a Community Response Team Volunteer Coordinator.

Further discussion ensued regarding the Connector Program.

Mayor Hawker thanked Chief Compton and his staff for their input.

3. Break.

At 9:40 a.m., Mayor Hawker called for a short recess. The meeting reconvened at 9:55 a.m.

4. Police

Police Chief Jan Strauss introduced personnel present at the meeting and provided an overview of the proposed budgets for FY 2001/02 and FY 2002/03. Chief Strauss reported that the Department's service level trends reflect a slight increase in 2000 in serious crimes within the City; a minor increase in service calls; a dramatic increase in call volume for the Public Safety Communications, and increased community-policing activities by the Patrol Bureau.

Chief Strauss outlined the Department's goals and objectives including increasing and enhancing community policing; providing for the retention of trained officers through career enhancement and financial incentives; maintaining the Department's CALEA accredited status; improving planning for police bonds and facilities expansion; enhancing the School Resource Officer program; allocating resources with regard to "cyber crimes", and ensuring support units have the necessary resources to meet the service demands of internal/external customers.

City Manager Mike Hutchinson advised the Council that Mesa has outgrown its ability to fund the DARE Program as it currently exists, and that it is his recommendation that staff and representatives of the Mesa Public Schools develop alternative models for such a program.

Chief Strauss reported that the key issues for the Department include the acquisition and retention of sworn personnel; enhanced community policing activities; the acquisition and retention of support staff, and public record redaction.

Assistant Police Chief Dennis Donna provided a synopsis of the Department's financial highlights and service level changes. Chief Donna stated that the FY 2001/02 proposed budget is \$99,715,448, which represents a 5 percent increase from the previous year, and that \$109,098,637 has been earmarked for the FY 2002/03 proposed budget.

Chief Donna discussed the capital projects for FY 2001/02 which include the Public Safety Training Facility; the acquisition of an evidence freezer; the design phase of the Technical Services Building, and the infrastructure for the 800 MHz Trunked Radio System. Chief Donna added that in FY 2002/03, the major capital projects entail the addition of a third Police helicopter, construction of the Technical Services Building, and the design of the new Falcon Substation.

Discussion ensued among the Council regarding the feasibility of the continuation of the DARE Program; the Career Enhancement Program, and the Deferred Retirement Option Plan (DROP) Program.

Councilmember Kavanaugh spoke in support of the efforts of the Police Department and encouraged further dialogue regarding updating equipment to ensure officer safety.

Councilmember Jaffa requested additional input from staff relative to greater visibility of the Police Department's foot patrol unit throughout the community.

In response to a question from Councilmember Jaffa, Mr. Hutchinson explained that in an effort to assure the safety of the community, it is essential that the Department acquire a third helicopter in FY 2002/03. Mr. Hutchinson added that it is also his recommendation that the Police Committee review this matter in greater depth and submit its recommendations to the full Council.

Further discussion ensued relative to service calls; the feasibility of an East Valley holding facility; transport issues, and the pros and cons of acquiring a third helicopter.

Assistant Police Chief G.T. Fowler spoke regarding the School Resource Officer Program.

Councilmember Pomeroy voiced appreciation for the continued dedication of the Police Department.

Councilmember Whalen emphasized the fact that the Department must aggressively pursue the issue of cyber crime.

Mayor Hawker thanked Chief Strauss and her staff for their presentation.

5. Marketing Task Force.

Marketing and Communications Director Jaime Brennan introduced members of the Mesa Community Marketing Task Force present at the meeting and provided an overview of this agenda item. Ms. Brennan reported that at the direction of City Manager Mike Hutchinson, in June 2000, a 22-member Task Force was formed to address Mesa's image and also to formulate options to increase economic development within the City. Ms. Brennan explained that in April of this year, the Task Force came before the Council with various recommendations and a funding request as a means by which to achieve those objectives.

Sheila Hunter, a representative of Fiesta Mall, stated that the FY 2001/02 funding request, estimated at \$200,000, would allow the Task Force to retain an advertising and public relations firm to craft and launch a community-wide message on a limited level (a quarterly magazine mailed to all Mesa residents, ad production on Channel 11, City of Mesa web site and Public Service Announcements); achieve a more positive image from Valley residents, businesses and the media; access and involve local partners, and distribute the message to the public and enjoy a greater number of residents visiting Mesa establishments. Ms. Hunter noted that in FY 2002/03, the \$150,000 funding request would enable the Task Force to move beyond its local focus and extend its message regionally and nationally.

Jasmine Venegas, a representative of Spanish Media Services, addressed the Council regarding the necessity of a bilingual marketing campaign to reach the ever-increasing Hispanic population that resides in Mesa.

Councilmembers Kavanaugh, Whalen and Walters thanked the Marketing Task Force for their efforts in this matter and voiced support for its goals and objectives.

Discussion ensued relative to the cost of a quarterly magazine, and the purpose for hiring an advertising and public relations consultant.

Mayor Hawker voiced support for the publication of a quarterly magazine to apprise Mesa citizen of current and upcoming events.

Mayor Hawker thanked everyone for the presentation.

6. Adjournment.

Without objection, the Budget Session adjourned at 11:45 a.m.

KENO HAWKER, MAYOR

ATTEST:

BARBARA JONES, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Budget Review Session of the City Council of Mesa, Arizona, held on the 18th day of May, 2001. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this ____ day of _____ 2001

BARBARA JONES, CITY CLERK

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