

COUNCIL MINUTES

October 7, 1996

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 October 7, 1996 at 4:48 p.m.

COUNCIL PRESENT

Mayor Wayne Brown
Pat Gilbert
John Giles
T. Farrell Jensen
Dennis Kavanaugh
Joan Payne
Jim Stapley

COUNCIL ABSENT

None

STAFF PRESENT

C.K. Luster
Pauline Backer
Joan Baier
Wayne Balmer
Neal Beets
Mike Brennan
Dan Brewer
Rick Clore
Fred Conway
Mark Coon
Linda Crocker
Jack Friedline
Geri Gerber
Jim Hull
Mike Hutchinson
Lars Jarvie
Barbara Jones
Harry Kent
Karen Kille
Wayne Korinek
Ron Krosting
Rich Lorig
Jeff Martin
Mark Meyers
Frank Mizner
Ruth Anne Norris
John Oliver
Ellen Pence
Regan Robbins
Denise Samuel
Sharon Seekins
David Spaur
Doug Tessororf
Mindy White

STAFF PRESENT (CONT.)

Ralph Wisz
Others

OTHERS PRESENT

Ken Basham
Cliff Harris
Chris Moeser
Dan Nowicki
John O'Neil
Others

1. Consider a proposal to hire a firm to conduct a stadium naming rights marketing analysis.

Assistant City Manager Mike Hutchinson informed the Council that staff was contacted several months ago relative to pursuing the feasibility of selling corporate naming rights for the new Chicago Cubs' Spring Training Stadium.

Mr. Hutchinson advised that the selling of corporate naming rights for stadiums and arenas has become more acceptable in recent years. Mr. Hutchinson stated that an increasing number of facilities are participating in the naming rights market in order to generate revenue and offset facility costs.

Mr. Hutchinson reported that in an effort to identify corporate sponsors, who may be interested in purchasing naming rights for the City of Mesa's Chicago Cubs Spring Training Stadium, staff contacted The Bonham Group, a sports and entertainment marketing firm, which specializes in naming rights analysis. Mr. Hutchinson added that one of the firm's responsibilities would be to estimate the value of the Training Stadium to potential investors.

Mr. Hutchinson requested that the Council approve staff's proposal to engage the services of The Bonham Group, Inc. to determine the feasibility of initiating efforts to market corporate naming rights for the Chicago Cubs Spring Training Stadium in Mesa.

Councilmember Kavanaugh expressed concerns relative to the commercialism involved in such a venture and discussed advertising precedent that may be set as a result of corporate sponsorship.

Vice Mayor Gilbert stated the opinion that options should be explored to determine potential revenue generators and offset facility expenses.

Councilmember Payne concurred with Vice Mayor Gilbert's remarks but discussed problems associated with allowing the name of a bank to be associated with a City facility.

Councilmember Giles stated that the concept warrants study but expressed the opinion that the proposed \$15,000 consulting fee appears excessive in view of the scope of The Bonham Group's proposal.

Councilmember Jensen recommended that local entity sponsorship be considered.

It was moved by Councilmember Jensen, seconded by Councilmember Stapley, that staff's recommendation to engage the services of The Bonham Group, Inc. for the purpose of conducting a stadium naming rights marketing analysis be approved.

Upon tabulation of votes, it showed:

AYES - Brown- Gilbert-Jensen-Payne-Stapley

NAYS - Giles-Kavanaugh

Mayor Brown declared the motion carried by majority vote.

2. Review and make recommendations concerning the proposed Community Attitude Survey.

Assistant City Manager Mike Hutchinson informed the Council that Quality and Productivity Office Director Mike Brennan has been involved in the development of a Community Attitude Survey. Mr. Hutchinson stated that the primary objectives of the survey are to determine baseline satisfaction levels for many of the services offered by the City, to provide insight into potential spending priorities and to measure the "pulse" of Mesa's citizens relative to several issues of current interest. Mr. Hutchinson expressed the opinion that the proposed survey meets the objective criteria and will provide staff with valuable information to assist in future City-wide decisions.

Mr. Hutchinson noted that Mr. Brennan and Mr. Mike O'Neil, representing O'Neil Research Associates, Inc., the consultant who participated in the preparation of the survey, are present to respond to questions from the Council relative to this issue.

In response to a question from Vice Mayor Gilbert, Mr. O'Neil advised that the survey will be administered to 400 Mesa head-of-household residents and noted that random digit dialing will be employed, utilizing the first three City of Mesa digits and four randomly selected digits.

Discussion ensued relative to the fact that citizens contacted will be asked to verify Mesa residency, screening to ensure that residences are contacted rather than businesses and the fact that a survey pretesting will occur to ensure the survey's reliability prior to overall execution.

Councilmember Giles requested that the following revisions and/or additions be incorporated into the survey: 1) under Question 20. "Cultural and recreational activities for youth. " Councilmember Giles requested that the words 'for youth' be removed and stated that those two words restrict the extent of the activities; 2) Questions 38-44. "If the City of Mesa were to get its own arts and entertainment center, how interested would you be in attending each of the following types of events?" Councilmember Giles recommended that a question be included asking the citizens whether they are in favor of developing a performing arts center; 3) Question 26. "Design standards for new developments". Councilmember Giles stated the opinion that this item refers to residential design rather than new developments; 4) Question 65. [SKIP TO 97]. Councilmember Giles pointed out a typographical error and stated that the number 97 should be changed to 67; and 5) Councilmember Giles expressed the opinion that under the Introduction section on page one of the survey, the words "in Tempe" should be eliminated following the words 'and I'm calling from O'Neil Research Associates.'

Mr. Brennan and Mr. O'Neil thanked Councilmember Giles for his input.

Mayor Brown advised that it is the consensus of the Council that staff be directed to proceed with the pretesting of the survey to ensure the proposal's reliability and then to administer the survey to 400 Mesa head-of-household residents, as recommended by staff.

3. Appointments to boards and committees.

Mayor Brown recommended the following appointments to Boards and Committees:

LIBRARY ADVISORY BOARD

Dana-Jean Lahaie - Term to expire 6/30/98

It was moved by Councilmember Stapley, seconded by Vice Mayor Gilbert, that the Council concur with the Mayor's recommendation and the appointment be confirmed.

Carried unanimously.

4. Acknowledge receipt of minutes of meetings of various boards and committees.

- a. Library Advisory Board meeting held October 1.
- b. Police Committee meeting held September 26.

In response to a question from Councilmember Stapley, Police Chief Lars Jarvie reiterated discussion which occurred at the September 26, 1996 Police Committee meeting regarding the remodeling of the rest rooms and the possibility of constructing a second story with one-way glass as a Police observatory. Chief Jarvie advised that a recommendation was made at that meeting to utilize a small portable trailer or building as a temporary station house to increase Police visibility and provide officers with a facility in which to write reports and conduct other business.

Chief Jarvie discussed on-going criminal activity at Pioneer Park and stressed the Department's confidence that increased enforcement efforts combined with strategic programs will result in eliminating crime incidents at that location.

City Manager Charles Luster advised that staff is in the process of preparing specific recommendations relative to a Police Department action plan to combat crime at Pioneer Park. Mr. Luster added that a report will be presented to the Council at a future meeting. Mr. Luster noted that previously discussed measures, such as increasing park visibility by thinning trees, are currently underway.

It was moved by Councilmember Stapley, seconded by Councilmember Giles that the minutes of the above listed meetings be acknowledged.

In response to a suggestion from Councilmember Giles relative to temporarily closing Pioneer Park to the public, Chief Jarvie reiterated his confidence that measures implemented by the Police Department will be effective and that park closure will not be required.

Carried unanimously.

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

Mayor Brown advised that there were no reports on meetings and/or conferences attended.

6. Scheduling of meetings and general information.

City Manager Charles Luster advised that the meeting schedule is as follows:

Mr. Luster advised that the Friday, October 11, 1996 Council Study Session has been canceled.

Friday, October 18, 1996, 7:30 a.m. - Council Study Session

Friday, October 18, 1996 - Finance Committee Meeting immediately following the Council Study Session

Mr. Luster also advised that the Wednesday, October 3, 1996 Dinner Meeting with the City of Chandler has been canceled.

Community Development Manager Wayne Balmer introduced newly hired Economic Development Director David Spaur to the members of the Council. Mayor Brown welcomed Mr. Spaur to the City of Mesa.

7. Review items on the agenda for the October 7, 1996 Regular Council Meeting.

All of the agenda items were reviewed among the Council and staff, with no formal action taken. There was particular discussion with regard to the following agenda items:

6. Consider the following contracts:

- *e. 425 Police batons and scabbards as requested by the Police Department. This equipment is part of the items issued as standard equipment for patrol officers.

Purchasing Director Sharon Seekins informed the Council that one of the bidders on this contract has filed a protest. Ms. Seekins provided the Council with information relative to the protest and explained that although at the bid opening it appeared that the bidder who subsequently filed the protest was the low bidder, during the routine departmental bid analysis process staff determined that the recommended bidder's inclusion of a 5% discount for payment within thirty days, resulted in that firm's qualification as low bidder.

Discussion ensued relative to this issue and Ms. Seekins expressed the opinion that the recommended bidder should be awarded the contract for this agenda item.

Mayor Brown requested that this item be removed from the Consent Agenda.

Councilmember Giles spoke in support of utilizing local vendors whenever feasible.

- *g. Supply contracts for Network Hardware (Hubs and Routers) for projects involving various City departments as requested by the Information Services Division (ISD).

Vice Mayor Gilbert requested that a future Council agenda include an item to discuss the City's network status and long-term goals.

10. Consider the following appeal from a Board of Adjustment decision:

- a. **BA96-33** 1007 East Lehi Road. Requesting a variance to create a lot with less than the minimum street frontage required in an R1-43 district.

Board of Adjustment Decision: Denied. (Vote 4-3).

In response to a request from Vice Mayor Gilbert, City Attorney Neal Beets provided the Council with a brief overview of criteria required for the granting of variances.

8. Prescheduled public opinion appearances (maximum of three speakers for five minutes per speaker).

Mayor Brown advised that there were no public opinion appearances.

9. Items from citizens present (maximum of three speakers for five minutes per speaker).

Mayor Brown advised that there were no items from citizens present.

10. Adjournment.

It was moved by Vice Mayor Gilbert, seconded by Councilmember Stapley, that the Study Session adjourn at 5:29 p.m.

Carried unanimously.

WAYNE BROWN, MAYOR

ATTEST:

BARBARA JONES, CITY CLERK

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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 7th day of October, 1996. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 25th day of October 1996

BARBARA JONES, CITY CLERK