



COUNCIL MINUTES

April 7, 2011

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 April 7, 2011 at 7:31 a.m.

COUNCIL PRESENT

Scott Smith
Alex Finter
Dennis Kavanaugh
Dave Richins

COUNCIL ABSENT

Christopher Glover
Dina Higgins
Scott Somers

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Linda Crocker

Mayor Smith excused Vice Mayor Somers, Councilwoman Higgins and Councilmember Glover from the entire meeting.

1-a. Hear a presentation, discuss and provide direction on Library budget issues.

Library Director Heather Wolf introduced Assistant Library Director Kate Havris, who was prepared to assist with the presentation.

Ms. Wolf displayed a PowerPoint presentation (**See Attachment 1**) and provided a brief historical overview of the Library's budget between FY 2008/09 and FY 2010/11. (See Page 2 of Attachment 1) She reported that the proposed FY 2011/12 budget includes a Budget Adjustment Request (BAR) of \$124,028 from the Information Technology Department (ITD) to fund the Library's software licensing and self checkout maintenance, and \$253,000 in anticipated grants and book sale revenues, for a total of \$6,934,030.

Ms. Wolf referenced a document titled "FTE History" (See Page 3 of Attachment 1) and explained that although there was a significant decrease of 41.2 Full Time Employees (FTEs) in FY 2009/08, the Library has since gained additional positions without increasing personnel costs.

Ms. Wolf noted that since 2009, staff has developed a new service model by combining the circulation and reference desks at all three locations. She explained that by using Library Assistants to answer circulation and basic reference questions, the librarians are now able to perform their professional duties. Ms. Wolf said that as a result of these modifications, the Library was able to inactivate 19 positions, use those salary savings and create 24 positions.

She indicated that this includes five additional positions in the public service area, which would allow the Library to open the new Mesa Express Library at 39 hours a week instead of the originally projected 27 hours. Ms. Wolf added that the Library also restored or partially restored 15 Library employees who were impacted in 2009 by the City's Reduction in Workforce (RIWF) process.

Ms. Wolf briefly highlighted the Library's five percent target budget reductions, which total \$233,551. (See Page 4 of Attachment 1)

Discussion ensued relative to the installation of the Intelligent Return and Sorting System; the City's efforts to work with the State Library to apply for the Schools and Libraries Program of the Universal Service Funds in an effort to receive discounts on telecommunications and Internet rates; the Red Mountain Library lighting project to reduce energy costs for interior/exterior lighting; and that the Library has partnered with various entities to offer classes on re-careering, hosted "Living Green" programs and provided resources for the Career Center.

Ms. Wolf offered a short synopsis of new services that the Library has sponsored, such as the Career Center, "Books for You" program and job fairs. (See Page 7 of Attachment 1)

Ms. Wolf concluded her presentation by inviting the Council to attend the grand opening of the Mesa Express Library on May 17th at 3:30 p.m.

Responding to a question from Councilmember Kavanaugh, Ms. Wolf clarified that this year, Library volunteers have contributed over 22,000 hours of service (the equivalent of 11 FTEs) and saved the Library approximately \$469,000.

Councilmember Kavanaugh commented that on various occasions, the Council has discussed the inequity of Mesa's relationship with the Maricopa County Library District and the fact that Mesa was "a major donor" of dollars, but "a miniscule recipient" of such funding. He stated that the matter did not appear to be a priority at the State Legislature this year and inquired regarding the status of this issue.

Ms. Wolf responded that it was her understanding that the Maricopa Association of Governments (MAG) and Intergovernmental Affairs staff from several municipalities have been working on this matter, but stated that she had not received an update in quite some time. She assured the Council, however, that all municipal libraries were very much aware of the Library District, which she termed the "400 pound gorilla in the room."

Councilmember Kavanaugh stated that he would hope that Mesa's Intergovernmental Affairs staff would continue to pursue the matter.

Councilmember Finter expressed appreciation to Ms. Wolf for her leadership and the development of innovative service models at the Library. He also acknowledged the Library volunteers for their contributions to the community.

Mayor Smith stated that the Library has "met the challenge" to increase services during these economic hard times and has been "a shining light" in the City. He thanked staff for the presentation.

1-b. Hear a presentation, discuss and provide direction on the Parks, Recreation and Commercial Facilities Department budget issues.

Parks, Recreation and Commercial Facilities (PRCF) Department Director Marc Heirshberg displayed a PowerPoint presentation (**See Attachment 2**) and provided a brief historical chronology of the PRCF Department, which is celebrating 75 years of service this year.

Mr. Heirshberg reported that the PRCF Department is comprised of three areas of operation, including Administration, Commercial Operations and Recreation Operations. He briefly reviewed the services provided within the divisions of each operational area. (See Page 3 of Attachment 2)

Mr. Heirshberg explained that the PRCF Department identified \$763,000 in savings to the General Fund by the reallocation of environmental funding to offset eligible basin expenses. He noted that an additional \$200,000 in General Fund expenses remains eligible for environmental fee funding and stated that additional funding from the environmental fund is unavailable at the present time.

City Manager Christopher Brady clarified that the monthly \$3.00 environmental fee, which is included on Mesa residents' utility bills, was established to cover the City's costs to comply with various unfunded mandates.

Mayor Smith commented that the City's stormwater retention basins are not parks, but are used to retain/dispose of stormwater either through percolation or delivery to the City's stormwater system. He stated that historically, the PRCF Department was burdened with the expenditure to maintain the retention basins per Federal standards, but noted that because it was an unfunded mandate, it really did not relate to the activities that the PRCF Department performs. Mayor Smith said that was the reason that the environmental fee was included in the utility bill and was not a PRCF Department fee.

Discussion ensued relative to the fact that the environmental fee generates \$5.8 million annually in revenue, although the City's eligible activities are greater than that amount; that in addition to the PRCF Department, there are other City departments that must comply with the unfunded mandates (i.e., street sweeping, stormwater maintenance, hazardous waste collection); that the PRCF Department identified approximately \$963,000 in basin maintenance costs prior to last year that were related to stormwater and not charged to the environmental fund; that the Transportation Department has certain eligible activities (street sweeping and stormwater maintenance) covered by the environmental fee, which total approximately \$970,000; that staff proposes to take those activities, which could be considered "street operations" and put those costs back into the Streets Program fund, which is covered by the Highway User Revenue Fund (HURF) and the dedicated transportation sales tax, and shift the PRCF Department's expenses into the environmental fund.

In response to a question from Councilmember Richins, Mr. Brady explained that the Council set the amount of the environmental fee and estimated that there was more than \$1 million of eligible activities related to the fee. He advised that the Audit, Finance & Enterprise Committee was presented with the possibility that at some point in time the Council might wish to consider the possibility of increasing the fee incrementally to begin recognizing more of that cost.

Mayor Smith remarked that the State Legislature “swept” street maintenance funds (HURF monies) away from Arizona municipalities in order to balance the State’s budget. He said that it was important for Mesa residents to realize that the Arizona Department of Environmental Quality (ADEQ) and the Environmental Protection Agency (EPA) have not lowered their standards and added that local governments must still comply with the unfunded mandates no matter whether the State has swept funding or not.

Mr. Heirshberg continued with his presentation and displayed a chart titled “PRCF Department Budget Summary.” (See Page 5 of Attachment 2) He reported that between FY 2008/09 and FY 2010/11, the PRCF Department lost \$8 million in funding and more than 50 FTEs. Mr. Heirshberg stated that despite the decline in staffing and a shrinking budget, the PRCF Department sponsors numerous activities that impact an estimated 24,000 residents each day. (See Pages 6 and 7 of Attachment 2)

Mayor Smith commented that the City’s parks and amenities have been an integral part of Mesa residents’ lives for many years.

Mr. Heirshberg further highlighted various challenges and opportunities that the PRCF Department is facing in the future. (See Pages 8 and 9 of Attachment 2)

Responding to a question from Councilmember Kavanaugh, Mr. Heirshberg clarified that at the end of April, the City of Mesa will host the 2011 U.S. Masters Swimming Spring Nationals Championship swim meet, which is expected to attract more than 1,600 competitive swimmers.

Mayor Smith spoke regarding the economic benefits of “tournament driven” economic policy events, such as the above-referenced swim meet, and thanked the PRCF staff for aggressively marketing such events.

Mr. Heirshberg remarked that in light of recent newspaper articles concerning the Mesa Amphitheatre, he wanted to provide a brief overview of the site. He reported that there were unique considerations that a music venue must take into consideration when scheduling at the Amphitheatre, including the fact that the facility is next to a hotel, adjacent to a neighborhood, that there is a 10:00 p.m. curfew, and that the Amphitheatre strives to be a good neighbor.

Mr. Heirshberg explained that in 2010, 11 events were held at the site, including concerts and community events and stated that this year, 11 events are already confirmed. He also advised that the Amphitheatre staff collaborates with the Mesa Arts Center to identify potential bookings and added that the facility is still ranked as one of the best concert venues in the Valley.

Mayor Smith stated that when the Amphitheatre was built over 30 years ago, it was a “one-of-a-kind” venue. He noted that the facility has always been “a money maker” and said that he had no objection if the facility evolved and became more of a community center.

Councilmember Finter noted that the PRCF Department operates in a very efficient manner and thanked staff for their efforts and hard work in that regard. He also commented that he has received feedback from Mesa residents who, due to the downturn in the economy, are looking for opportunities to recreate with their families at venues that do not cost much money. He cited, for example, the City’s Dog Park and its aquatics program and added that residents would like the City to invest in programs from which they can benefit and improve their quality of life.

Mayor Smith stated that the i-Mesa Program, which is a later agenda item, would provide opportunities for the City to create the types of programs and initiatives that Councilmember Finter is suggesting. He suggested that perhaps the City could follow through on projects submitted through the i-Mesa program related to parks, such as Pioneer Park or the City's trail systems, that are valued by citizens and have not met their full potential.

Mr. Heirshberg stated that on behalf of the PRCF Department and the Parks and Recreation Advisory Board, he looked forward to embracing the challenges and opportunities set forth by Mayor Smith.

Mayor Smith thanked Mr. Heirshberg for the presentation.

1-c. Hear a presentation, discuss and provide direction on Arts and Culture Department budget issues.

Arts and Culture Director Cindy Ornstein introduced Administrative Coordinator Teri Siggins, who was prepared to assist with the presentation.

Ms. Ornstein displayed a PowerPoint presentation (**See Attachment 3**) and reported that the Arts and Culture Department consists of the Mesa Art Center (MAC), the Arizona Museum of Natural History (AzMNH) and the Arizona Museum for Youth (AMY). She briefly highlighted the Department's strategic vision, mission, goals and objectives. (See Pages 2 through 5 of Attachment 3) Ms. Ornstein stated that staff was working to connect the diverse segments of the community with the Arts and Culture Department's organizations and programs through active engagement, outreach and education.

Ms. Ornstein offered a short synopsis of the Adopted Expense Budget for the Arts and Culture Department. (See Page 6 of Attachment 3) She said that with respect to the proposed FY 2011/12 budget, the MAC's expense budget includes \$406,000 to cover the cost of contract security at the facility. She said that those dollars were redirected from the Police Department's budget. Ms. Ornstein also remarked that staff targeted a budget reduction of \$320,000, which equates to the elimination of 1 vacant FTE position (\$53,984) and the reduction of various operating expenses (\$106,016). (See Page 7 of Attachment 3)

In response to comments from Mayor Smith, Ms. Ornstein clarified that when staff books live performance and events at the MAC, they work to balance activities that have strong educational opportunities for schools and families, which might be more likely to break even or have certain costs that are granted funded, with more popular mainstream performances that would offset the cost of the educational programs.

Councilmember Kavanaugh commended the Arts and Culture Department staff for their creativity in looking for opportunities to bring in last minute events for the Performing Live Series. He added that he was pleased to hear that staff was developing a summer series of performances and events at the MAC, which has traditionally been a slow time for booking the venue.

Ms. Ornstein responded that the MAC has added several bookings for this summer, including Guy Fieri, 2011 Tribute Tour Experience Hendrix, and Steve Martin and the Steep Canyon

Rangers. She said that if these limited summer acts prove successful, the potential for additional summer bookings in the future could grow.

In response to comments from Mayor Smith, Ms. Ornstein stated that more than 500,000 individuals visit Mesa's three Arts and Culture facilities on an annual basis.

Ms. Ornstein continued with her presentation and stated that the proposed FY 2011/12 Performing Live Series revenue was initially targeted at \$1,295,000, but subsequently increased \$160,000, for a total of \$1,455,000. She explained that as of this morning, the targeted amount for next fiscal year has already been surpassed this year by \$20,000.

Discussion ensued relative to the in-kind support of Founding Resident Companies, the Mesa-based arts organizations that use the MAC as their primary venue (See Page 9 of Attachment 3); that staff proposes to institute free admission to the Mesa Contemporary Arts museum in an effort to increase participation, expand education/outreach activities and reduce administration costs; that in FY 2010/11, volunteers provided approximately 75,000 hours in support to the Arts and Culture Department; that the Arts and Culture Department continues to pool resources in and outside of the Department (See Page 12 of Attachment 3); and the FY 2009/10 and projected FY 2010/11 attendance figures at the MAC, AzMNH and AMY (See Page 13 of Attachment 3).

Mayor Smith commented that it was important to remember that the MAC, AzMNH and AMY are "the centerpieces" when the City hosts events in downtown Mesa, such as the Arizona Celebration of Freedom and the MLK Parade. He stressed the importance of utilizing those venues as an integral part of such events.

Ms. Ornstein further spoke regarding various Arts and Culture Department highlights. (See Pages 14 through 17 of Attachment 3) She stated that staff would continue to expand and deepen outreach, education and community engagement and added that it was anticipated that the new Director of Outreach would assist in that regard.

Councilmember Kavanaugh noted that this fall, Arizona was hosting the National League of Cities convention and stated that Mesa's "cultural gems," which are nationally recognized, are part of the League's activities and would be a showcase for the City of Mesa.

Mayor Smith thanked staff for the presentation.

(Mayor Smith declared a recess at 8:57 a.m. The Study Session reconvened at 9:11 a.m.)

1-d. Hear a presentation, discuss and provide direction on Human Services funding for FY 2011/12.

Acting Housing and Community Development Director Tammy Albright and Housing and Revitalization Director Mary Berumen addressed the Council relative to this agenda item.

Ms. Albright stated that at the time staff reviewed the Human Services funding allocations derived from the General Fund, they anticipated that the Housing and Community Development Department would be required to make a 5% budget reduction. She explained that such a reduction was not necessary, which resulted in the General Fund allocation being the same

amount as last year. She added that staff anticipates obtaining additional funds from the ABC Program, but said she was uncertain of the amount.

City Manager Christopher Brady clarified that prior to staff making their budget proposal to the City Manager's Office, they had already scheduled to meet with the Human Services Advisory Board (HSAB). He explained that staff reviewed funding scenarios with the Board that included a 5% budget reduction and one that did not. Mr. Brady advised that because the 5% budget reduction was deemed unnecessary, the City had sufficient General Fund monies to fund all of the Human Services programs carried over from last fiscal year. He added that projected increases in the ABC Program will also provide monies to fund additional programs identified by the HSAB.

Councilmember Kavanaugh commented that the Community & Cultural Development Committee, which is chaired by Councilmember Richins, reviewed the proposed FY 2011/12 Human Services funding recommendations. He stated that it was his understanding that the General Fund's portion of the funding remained level with what it was last year due to the City's successful marketing of the ABC Program. He said this would allow the City to have additional dollars in terms of the total amount of funding over and above what the Community & Cultural Development Committee has reviewed thus far.

Ms. Albright concurred with Councilmember Kavanaugh's statement.

Councilmember Richins recollected that when the Committee approved the funding recommendations, staff added the caveat that as more funding became available, additional programs would be funded.

Responding to a question from Mayor Smith, Mr. Brady clarified that the funding sources for the Human Services program include the General Fund and the ABC Program.

Ms. Berumen displayed a PowerPoint presentation (**See Attachment 4**) and reported that staff solicited feedback from different organizations and reviewed best practices in other communities to determine how those entities allocated their Human Services funding. She explained that subsequent to conducting this research, staff streamlined Mesa's Human Services funding application and educated the HSAB regarding the issues in Mesa and how the Board could effectively review an application. She stated that in addition, staff provided the information in advance to the non-profit organizations, reviewed staff's process, and offered feedback in that regard.

Ms. Berumen advised that staff was seeking Council approval concerning the FY 2011/12 Human Services funding allocations and the methodology for disbursing additional funds. She briefly reviewed the City's Human Services funding model (See Page 3 of Attachment 4), which assisted the HSAB in rating the non-profit organizations and arriving at its ultimate funding recommendations.

Ms. Berumen remarked that each non-profit organization was rated on its funding application and supporting documentation. She said that to ensure that the various organizations were fiscally responsible, the HSAB reviewed past audits, financial information and noted that staff brought in a Certified Public Accountant (CPA) to conduct training in this regard. She added that the non-profits also made presentations to the Board and were ranked on those presentations.

Ms. Berumen further highlighted other topics on which the HSAB was educated, including trends for poverty in Mesa (See Pages 4 and 5 of Attachment 4) and various non-profits' efforts to meet the needs of Mesa residents. (See Page 6 of Attachment 4)

Ms. Berumen remarked that regarding the FY 2011/12 Human Services funding allocations, \$1,064,656 was requested, \$619,892 was allocated (\$469,658 from the General Fund and \$150,234 from the ABC Program) and added that it was anticipated that additional funding would become available.

Discussion ensued relative to the proposed areas of allocation, including shelter, rent/utility assistance, food programs, drug treatment, family services, employment and senior services; and the organizations that requested Human Services funding for FY 2011/12 and the HSAB's funding recommendations (See Pages 9, 10 and 11 of Attachment 4).

Councilmember Kavanaugh commented that the City's Human Services funding application/review process has been positive and inclusive. He also noted that the programs that staff and the HSAB focused on are appropriate and may be more important this year than ever before. Councilmember Kavanaugh stated that he was aware of a Federal Emergency Management Agency (FEMA) program, which currently provides funding to Maricopa County for food, shelter and rent/utility assistance, that could be significantly reduced or eliminated. He added that what the City of Mesa is doing is critically important to help maintain services to assist those agencies that provide similar programs.

Ms. Albright advised that since the Housing and Community Development Department was not required to make a 5% budget reduction, A New Leaf and the American Red Cross requests for funding would be added to the list of recommended applications for FY 2011/12. **(See Attachment 5)**

Mayor Smith stated that he appreciated the City of Mesa's approach with respect to funding Human Services programs that have a direct impact on the needs of the community. He said there are "ripple effects" when individuals are homeless, in domestic abuse situations and children are neglected, that put "strains on the system and the community."

Councilmember Finter noted that there was a house fire in the community several nights ago, which resulted in seven individuals becoming homeless. He stated that the Red Cross provided assistance to those individuals, which allowed Police and Fire personnel to get back into service after the incident.

Councilmember Richins stated that although the Red Cross plays a major role in assisting victims of disaster, he could not help but think that next year the City's funding priorities should focus on youth and teens.

Mayor Smith noted that he did not want to minimize the work of the Red Cross, but commented that individuals often contribute funding for major disasters, and yet the Police Department has encouraged the Council to focus on funding projects for youth, which would have a significant long-term return to the community.

Mr. Brady clarified that with the anticipated additional funding from the ABC Program, funding would be available for Big Brothers/Big Sisters and Teen Lifeline. **(See Attachment 6)** Councilmember Richins stated that he would prefer to see funding for the Boys & Girls Club which, although ranked lower on the priority list, has a major impact on teens. **(See Attachment 7)**

Mr. Brady reiterated that there were sufficient dollars to fund A New Leaf and the American Red Cross and said that as additional funding became available through the ABC Program, the programs related to teens and youth could be added to the list. He suggested that staff bring back the final ABC Program projections prior to the final Human Services funding recommendations being submitted.

Mayor Smith thanked staff for the presentation.

1-e. Hear a presentation, discuss and provide direction on the iMesa Program.

Chief of Staff Kathy Macdonald introduced Falcon Field Airport Director Corinne Nystrom, who was currently on Special Assignment with the City Manager's Office.

Ms. Macdonald displayed a PowerPoint presentation **(See Attachment 8)** and reported that the i-Mesa Program is an opportunity for Mesa residents to "take the future of Mesa into their hands and tell the City what they want it to be." She explained that the "i" in i-Mesa stands for imagine, invest and improve. Ms. Macdonald stated that the i-Mesa Program affords residents the opportunity to imagine and provide input relative to "transformative" community projects that will significantly change the face of Mesa over time; invest their time, talent, and ideas on how to improve a process; and consider the manner in which they can improve the community.

Ms. Macdonald remarked that the "i" also implies technology and said that the City was leveraging technology in a manner that it has never done before for citizen engagement. She noted that the "i" further symbolizes a "crowd sourcing technology" that the City is using to gather fresh and innovative ideas. She added that residents would be able to submit their ideas and the City will collect the information via the i-Mesa website, online tools, social media and in the near future, mobile applications.

Ms. Macdonald further advised that one of the most important components of the i-Mesa process is a 15-member Steering Committee that will be appointed by the Mayor and Council. She said that staff has received dozens of applications from Mesa residents who wish to participate as members of the Steering Committee. Ms. Macdonald explained that the Steering Committee will gather the ideas submitted by residents, research those ideas, form subcommittees/focus groups to investigate the ideas, and assess the priorities of the community and what "transformative" community projects are of importance to Mesa residents. Ms. Macdonald added that the Steering Committee would recommend projects to the Council, who would make decisions on implementation strategies.

Ms. Macdonald also stated that the Steering Committee will operate within a "village" system, which has been created based on unique geographic areas of the City defined by characteristics such as cultural, ideological or geographical. (See Page 5 of Attachment 8)

Mayor Smith clarified that “ideological” does not necessarily mean political ideology, but rather different points of view regarding the community. He cited, for example, that a resident in a County island who lives in an unimproved area might have a different point of view than an individual who lives in the citrus area and prefers irrigated citrus groves and green lawns. Mayor Smith said that in both instances, the individuals’ points of view might be very different as to what is important in their community.

Ms. Macdonald indicated that the map depicting the proposed village areas (Page 5) includes boundaries that are “fuzzy” due to the fact that there will be issues that overlap from one village to another or issues that are Citywide.

Ms. Nystrom explained that the i-Mesa Program would be open to anyone in the community and highlighted various forums through which residents could submit their ideas. (See Page 6 of Attachment 8) She also reviewed a variety of resources from which residents could obtain information with respect to the i-Mesa Program (See Page 7 of Attachment 8)

Ms. Nystrom indicated that staff looks forward to residents submitting their ideas and, if possible, suggestions on how to implement those ideas. She stated that the City was seeking long-term transformative types of ideas; how to make Mesa a better place to live; to create opportunities for new businesses; and to help existing businesses grow. Ms. Nystrom noted that the transformative ideas would be submitted to the Steering Committee for review and analysis, and the operations ideas would be conveyed to the City Manager for review/implementation, when feasible.

Ms. Nystrom further remarked that when a resident submits an idea through the i-Mesa website, the progress and life cycle of the idea will be tracked and available for viewing by anyone who accesses the site. She said that the kind of ideas/projects that the City is seeking would be those that inspire, educate or motivate; are sustainable; bring the community together; are feasible to implement; and create a fundamental community/cultural change.

Mayor Smith commented that the Council would take as many ideas as are reasonable and “truly transformative.” He stated that with regard to potential transformative projects, the role of the Steering Committee would be to vet the projects that would require “community buy in.”

Ms. Nystrom concurred with Mayor Smith’s comment and reiterated that i-Mesa was a grassroots effort seeking input from the entire community.

Ms. Macdonald also reported that the i-Mesa website database would provide timely feedback to residents regarding the status of their ideas and added that the ideas that are implemented would be shared with residents.

Ms. Macdonald concluded the presentation by stating that the i-Mesa Program came about because Mesa is at “a crossroads” and stated that it was important to determine whether the City would remain in “survival” mode or embrace its challenges. She added that the i-Mesa Program will enable residents to play an active role in transforming Mesa beyond their expectations and to “Build a Better Mesa.”

Mayor Smith thanked staff for the informative presentation.

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

Mayor Smith: Attended a meeting in Washington, D.C. with members of the Greater Phoenix Economic Council

3. Scheduling of meetings and general information.

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

Saturday, April 9, 2011, 11:00 a.m. – Wingstock 2011

Thursday, April 14, 2011, 7:30 a.m. – Study Session

4. Items from citizens present.

There were no items from citizens present.

5. Adjournment.

Without objection, the Study Session adjourned at 10:03 a.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 7th day of April 2011. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

City of Mesa Library Budget Update

**Council Presentation
April 7, 2011**

Budget History

FISCAL YEAR	WITHOUT GRANT FUNDS	GRANTS	WITH GRANT FUNDS
Adopted 08/09	\$ 10,312,678	\$ 113,600	\$ 10,426,278
Adopted 09/10	\$ 7,074,324	\$ 194,000	\$ 7,268,324
Adopted 10/11	\$ 6,790,553	\$ 169,000	\$ 6,960,943
Proposed 11/12	\$ 6,681,030*	\$ 253,000	\$ 6,934,030

*Includes \$124,028 from ITD to fund software licensing and self checkout maintenance

FTE History

FISCAL YEAR	ADOPTED-PROPOSED FTE	FYTD FTE NET CHANGE	FYTD ADJUSTED FTE	FY BUDGET REDUCTIONS FTE
08/09	116.6	0.0	116.6	-41.2
09/10	75.4	+2.6	78.0	0.0
10/11	78.0	+0.7	78.7	-1.6
11/12	77.1	0.0	0.0	0.0

Proposed Reductions \$233,551

- ▶ Other Services \$112,025
 - Advertising
 - Subscriptions and Memberships
- ▶ Commodities \$40,463
 - Materials and Supplies – Outside
 - Non-Capital Assets
- ▶ Personnel \$81,063
 - Library Page PT – vacant
 - Purchasing Liaison – reassign to Purchasing

New Efficiencies

- ▶ **Intelligent Return and Sorting System**
 - Installing 5 Bin Sorter at RM the week of April 4th.
 - Installing 3 Bin Sorter at MEL the week of April 11th.
- ▶ **E-rate**
 - Applied for the Schools and Libraries Program of the Universal Service Fund to receive discounts on telecommunications and internet rates. The Library may qualify for a savings of \$11,000.
- ▶ **Red Mountain Lighting Project**
 - Working with the Development and Sustainability Department to reduce energy costs for interior and exterior lighting.

Partnerships

- ▶ **MCC Classes**
 - Offering classes on re-careering, online job searching, and paying for college by MCC staff at the Main Library.
- ▶ **Living Green series**
 - Presenting the Living Green program series with the Development and Sustainability Dept.
- ▶ **Mini Exhibits**
 - Hosting the exhibits like *Small Town*, *Big Plans* – *Mesa Enters the Age of Aviation* with Mesa Historical Museum.
- ▶ **Career Center**
 - Partnering with Maricopa Workforce Connections, Goodwill, MCC, and Save the Family to provide resources for the Career Center.

New Services

- ▶ **Career Center**
 - Opened on July 19, 2010.
 - Served more than 2,230 people through March 28, 2011.
- ▶ **Books Just For You**
 - Started February 2011.
 - Provided over 40 customized reading lists to individuals, ages 14 to 84.
- ▶ **Job Fair**
 - Held on March 9, 2011 in partnership with Save the Family.
 - Attended by 30 employers and educational/training institutions who met with over 600 people.



Grand Opening Celebration!

May 17, 2011 at 3:30 PM

Power Square | 2055 S. Power Rd. | Entry #5, Suite 1031

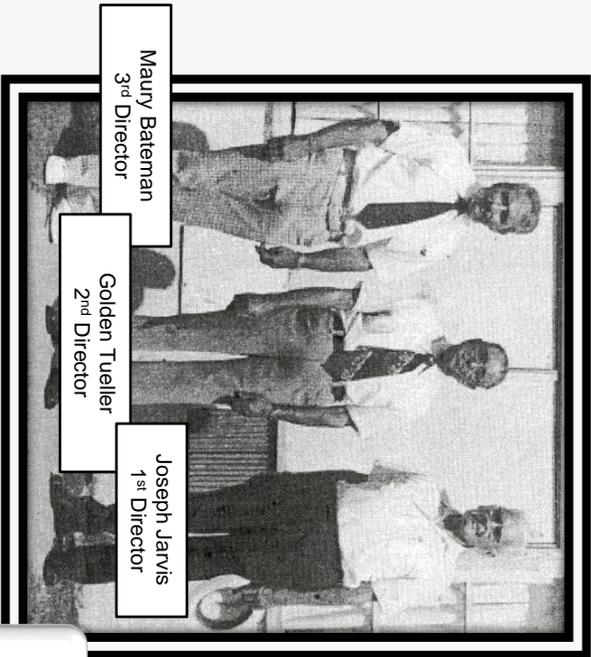


Parks, Recreation & Commercial Facilities Department

FY 11/12 Budget

Mesa City Council
April 7, 2011

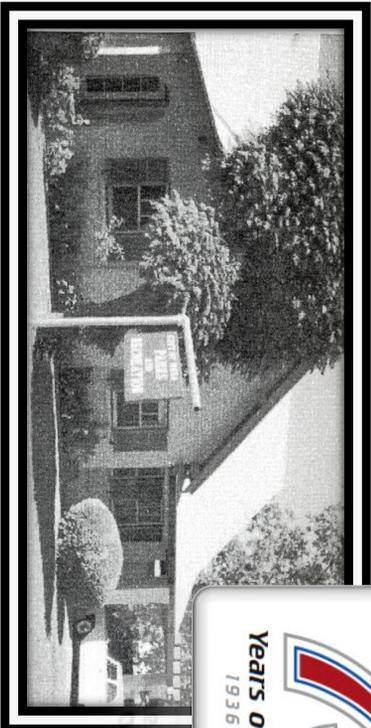




Maury Bateman
3rd Director

Golden Tueller
2nd Director

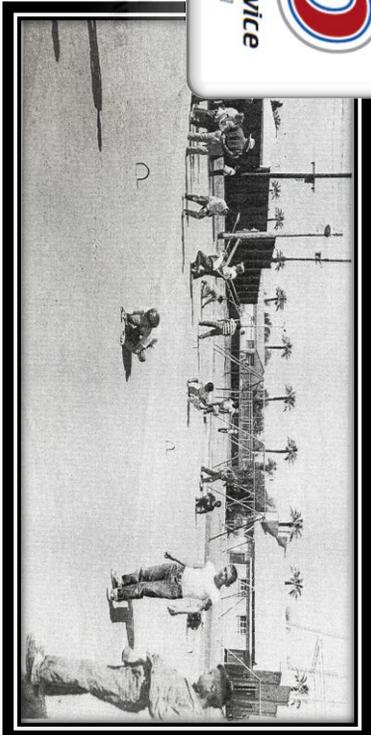
Joseph Jarvis
1st Director



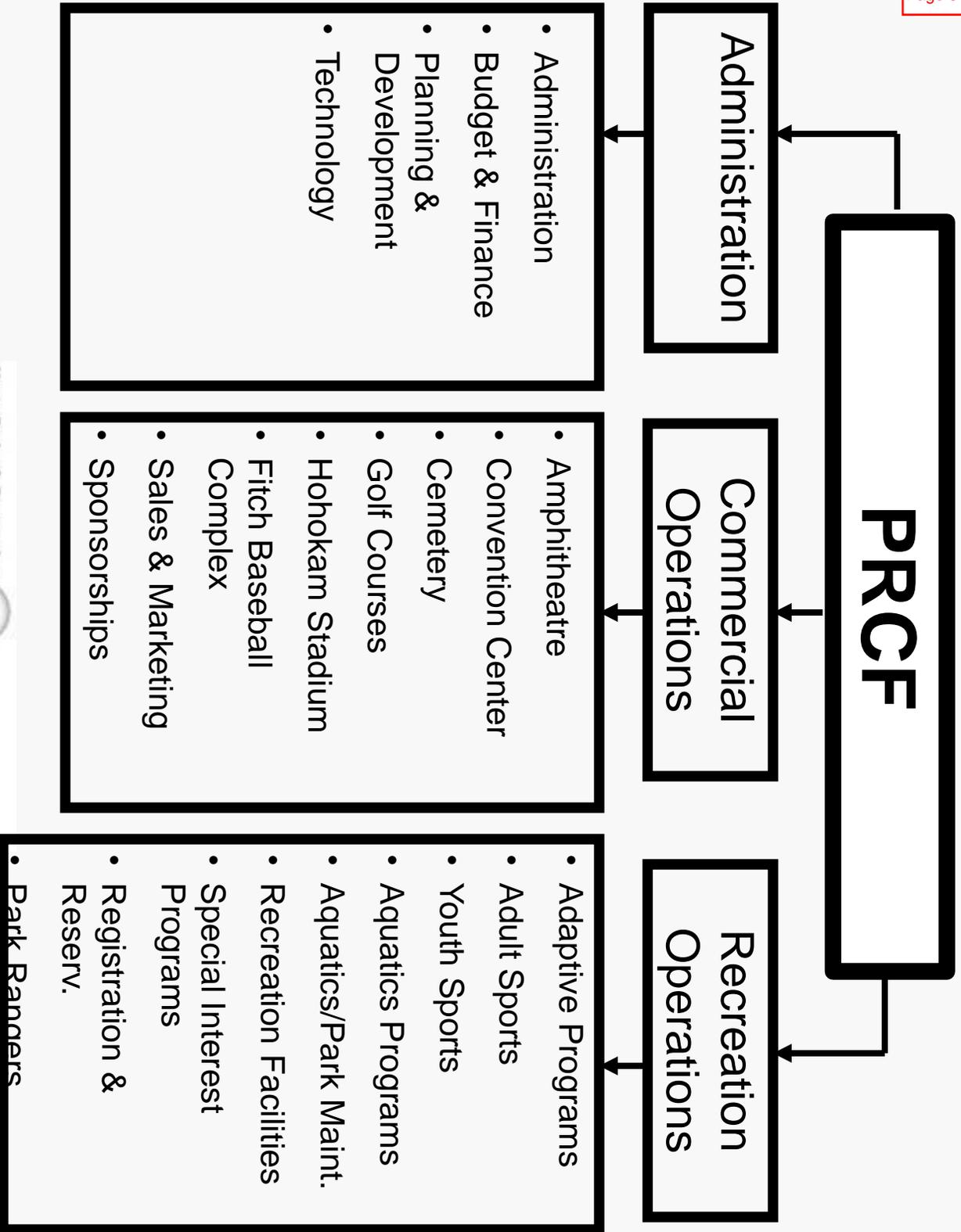
A.J. Chandler House – 13 W. First St.



201 N. Center St. Rendezvous Skating Rink



Rendezvous Center: marble and croquet court



Recommended Reductions

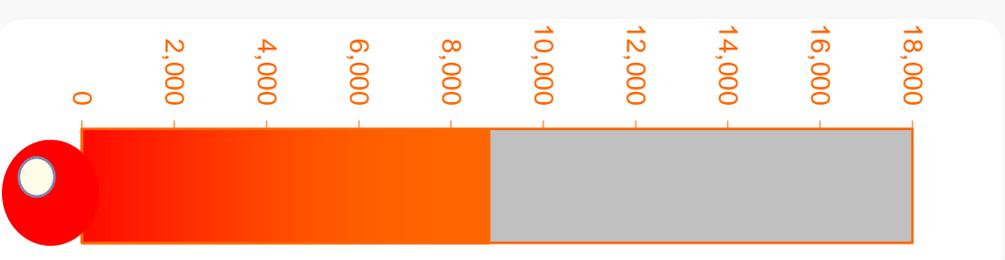
- \$763,000 in savings to the general fund have been realized by the reallocation of environmental funding to offset eligible basin expenses.
 - An additional \$200,000 in general fund expenses remains eligible for environmental fee funding. Currently, no additional funding from the environmental fund is available.

PRCF Department Budget Summary

PRCF Department	Adopted FY 08/09	Adopted FY 10/11	Proposed FY 11/12
FTEs	244.6	195.4	195.7
City Funded:	\$ 34,039,172	\$ 27,060,677	\$ 25,357,064
Grant Funded:	\$ 433,073	\$ 1,154,831	\$ 1,086,023
Total City & Grant Funds:	\$ 34,472,245	\$ 28,215,508	\$ 26,443,087

A Day in the Life of PRCF

- **442 Golfers** found their game at Riverview & Dobson Ranch Golf Courses
- **1,226 Guests** of all ages including seniors engaged in physical fitness and social activities at Red Mountain Multigenerational Center
- **2,236 swimmers competed** in competitive swim, dive & synchronized swimming
- **2,574 Guests** are a stroke closer to learning how to swim
- **2,225 Guests** swam during open swim.
- **120 Guests** attended a service or visited loved ones at the Mesa Cemetery

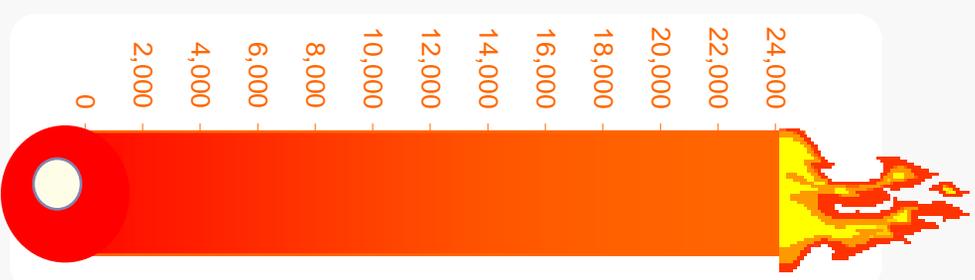


A Day in the Life of PRCF

- **2,195 Guests** attended Summer Youth Day Camps
- **127 Guests** competed in volleyball
- **223 Guests** competed Youth Basketball
- **2,100 Guests** competed in adult softball
- **3,785 Guests** attended a conference while **3,839** rocked out with The Pixies in the Mesa Amp
- **400 Guests** participated in or rooted for their team at the Arizona Little League Tournament
- **2,800+ Guests** Enjoyed the amenities at or visited a City of Mesa Park.

24,292

People a day are impacted by the PRCF Department



PRCF Department Challenges

- Aging equipment and infrastructure
- Increasing capital needs
- Turf density loss due to decreased watering and fertilization
- Tree deterioration
- Increased costs associated with:
 - Contracted services; Fuel; Chemicals; Vandalism; Utilities
- Increased competition from the private sector and surrounding communities
- Increased need for services and facilities in growing areas

PRCF Department Opportunities

- Skyline and Kino Aquatic Complexes will attract State, Regional, and National Competitions
- Increased sponsorships and partners such as Mesa Public Schools, Arizona Disabled Sports Association, the Mesa Foundation for Parks and Recreation and others within the community to help build and grow programs
- Creating opportunities to reduce expenses while focusing on sustainability – i.e. moving from potable water to irrigated water
- Renovation of Riverview Park
- Facilities and programs continue to be regarded as top of the market and continue to garner recognition for their quality
- Increased opportunities for community based programs at the Convention Center and Mesa Amp
- Increased attention and advocacy for healthy livable communities

Mesa Amphitheatre Activity

- Unique considerations for a music venue to take into consideration when scheduling:
 - Next to a hotel, adjacent to a neighborhood, 10pm noise curfew
 - Strive to continue to be good neighbor
- In 2010, 11 Events were held at the Amp ranging from concerts to community events
- In 2011, there are already 11 events confirmed from concerts and festivals to community events
 - 14 holds placed on the venue with more coming for the fall

Mesa Amp Opportunities

- Collaboration with the Mesa Arts Center to identify potential bookings
- New Concert Promoters entering the market place
- Concert Industry as a whole is showing signs of stabilization
- Fully air-conditioned backstage and dressing rooms
- Easily accessible light and sound rigging
- Still ranked one of the best concert venues in the Valley
 - *Best of the Valley Best Concert Venue - 2007*
 - *New Times Best Outdoor Concert Venue - 2009*
 - *Arizona Foothills Best Concert Venue - 2011*



Questions?

City of Mesa

Arts and Culture Department

FY11-12 Budget Presentation

April 7, 2011

Department Strategic Positioning

(work in progress)

VISION

Mesa will be a nationally acclaimed destination, known for its innovations and quality in arts and culture, and for a community deeply engaged and committed to cultural programs and participation.

Department Strategic Positioning

(work in progress)

MISSION

To engage all people in inspiring, relevant, fun and transformational experiences that strengthen the creative, social and economic fabric of our community and region.

Department Strategic Positioning

(work in progress)

GOALS

- Establish Mesa as a place offering extraordinary opportunities for learning, discovery and creativity.
- Increase the value the public places on arts and culture.
- Enhance the sustainability of Mesa's arts and culture community.

Department Strategic Positioning

(work in progress)

OBJECTIVES

- Connect the diverse segments of our community with our organizations & programs through active engagement, outreach and education.
- Maintain and increase the quality of our programs, services, customer service and facilities.
- Increase the number of patrons and donors.
- Increase the visibility and awareness of our organizations & programs.

Adopted Expense Budget for Arts & Culture Department

	MAC	AZMNH	AMY
08-09			
Grants Expenses	432,235	195,000	227,445
All Other Expenses	<u>10,275,165</u>	<u>1,496,738</u>	<u>1,040,341</u>
Total	10,707,404	1,691,738	1,284,612
FTE's	62.3	15.0	15.7
10-11			
Grants Expenses	1,375,741	166,000	118,492
All Other Expenses	<u>7,622,465</u>	<u>1,243,580</u>	<u>1,007,062</u>
Total	8,998,206	1,409,580	1,125,554
FTE's	47.8	13.3	11.0
11-12			
Grants Expenses	1,172,422	69,000	119,315
All Other Expenses	<u>* 8,041,062</u>	<u>1,226,198</u>	<u>902,557</u>
Total	9,213,484	1,295,198	1,021,872
FTE's	46.3	13.00	9.1

* includes new \$406,000 moved from PD for contract security

Requested Target Budget Reduction: \$320,000

1 FTE (vacant)	53,984
Other Operating Expenses	<u>106,016</u>
	\$160,000

- Vacant FTE replaced with contracted services in ceramic instruction
- Box Office will cut their OT and achieve savings on software upgrade (AudienceView).
- Administration will cut materials and supplies, temporary services and professional services.
- Performing Live will reduce artist fees, and, if we have an additional major opportunity, we will request contingency funds.

Increased Revenue Target

- Increase Performing Live Revenue – Original FY 11-12 target was \$1,295,000.
- Increase of \$160,000 for a total of \$1,455,000
- Performing Live Revenue FYTD (as of 4/4) is \$1,455,000

In-kind Support of Founding Resident Companies

The City maintains a formal relationship with several Mesa-based arts organizations (Founding Resident Companies) that perform at the Mesa Arts Center.

- \$15,000 of In-kind support allocated to assist Founding Resident Companies
- Principally used for Rent Reduction – extended one year to assist with challenging economy

Free Admission to Mesa Contemporary Arts

- Opportunity to increase participation
- Expansion of education/outreach activities
- Actively promote donation box
- Opportunity over long-term to build donor base
- Reduction of administration cost

Value of Volunteer Support

- Approximately 75,000 hours (36 FTEs) provided to the Arts and Culture Department FY10-11.
- **Examples:**
 - Ushers
 - Marketing and Education Personnel
 - Exhibition Builders
 - Store and Admission Clerks
 - Special Event Personnel
 - Tour Guides/Docents

Shared Resources

Continue to expand collaboration and pooling of resources

- Maximize opportunities through greater integration within and across department, and with other City departments (e.g. Mesa Amp)
- Greatly increase community partnerships
- Relationship with MHM for exhibits, special projects

Attendance Figures

	Actual	Projected	
	FY09-10	FY10-11	% Increase
Mesa Arts Center	266,800	312,000	14%
Natural History	130,000	135,000	4%
Museum for Youth	63,400	63,000	0%

Department Highlights

Expand & Deepen Outreach, Education, Community Engagement

- Layer education and outreach opportunities throughout programming
- Increase participatory opportunities
- Reach across the community and region
- New Director of Outreach starts April 18, 2011

Department Highlights

- Focus on lifelong education through such programs as *National Geographic Live* and *Jazz A to Z*, classes and camps, and community workshops
- Outstanding *Performing Live* lineup
- Mesa Contemporary Arts features local & national artists
- Target Corporation Sponsorship of free first Sundays
- *Shop Mesa-Get The Arts* continuation (Mesa Bucks)

Department Highlights

- *Mesa Takes Flight* partnership
- Partnership with MACFest
- Festivals:
 - Expand Sept. Season Kickoff to full weekend festival
 - Dia De Los Muertos*
 - Mesa Arts Festival*
 - February Centennial Festival
 - March Festival with unique feature/performer

Department Highlights

- AZMNH:
 - Hubble Space Telescope*
 - First Flight*
 - Mesa Grande, an Arizona 2012 Centennial Legacy Project
- AMY:
 - Wing it! All Things That Fly*
 - Peanuts*
 - The Art of Warner Brothers Cartoons*

Questions?



Human Services Funding Allocations for FY 2011/12

April 7, 2011

Purpose

To seek approval from Council on the FY 11/12 Human Services funding allocations and methodology for disbursing additional funds.

Human Services Funding Model

- 1. Engage those programs that would directly impact community safety services.**
- 2. Support programs and services that encourage independence and self-sufficiency.**
- 3. Avoid duplicating efforts to provide human services.**
- 4. Fund programs that provide diverse financial support and sustainable success.**
- 5. Prevent long-term dependence on public resources.**
- 6. Fund programs that have specific outcomes for the public good.**

What's happening in Mesa?

2009 American Community Survey

Results released September 2010 by US Census Bureau

Poverty in Mesa:

- 13% of all people
- 19% of all children under 18
- 9% percent of all families
- 21% of families with a female householder, no husband

What's happening in Mesa?

Community Information & Referral

Referral Report – Mesa

October 2010 – December 2010

- 968 of 1154 inquiries resulted in unmet needs for
Emergency/Family Crisis Shelter
- 2338 referrals made for Rent/Utility/Mortgage
Assistance

Meeting the needs of Mesa residents July 2010 – December 2010

- **40,450** Home-delivered meals served to Mesa seniors .
- **49,109** Shelter nights provided to low- and/or moderate-income Mesa residents (men, women, children, and families).
- **2,677** Number of Mesa residents receiving substance abuse treatment.
- **380,049** Number of food boxes distributed to Mesa residents.

Human Services Funding Allocations FY 11/12

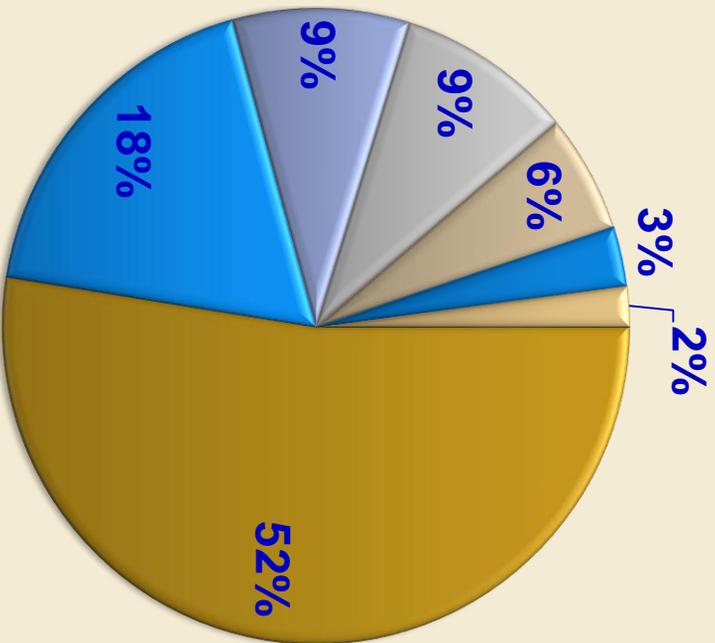
Total requested: \$1,064,656

Total allocated: \$619,892

**\$469,658 from the general fund and
\$150,234 from the ABC program**

* No reduction in the amount of funding from the FY 10/11 budget.

FY 2011/12 Funding Allocations



- Shelter \$321,710
- Rent/Utility Asst. \$113,006
- Food Programs \$57,725
- Drug Treatment \$55,713
- Family Services (Homeless) \$39,488
- Employment \$21,000
- Senior Services \$11,250

Human Services Applications for Funding – FY 11/12

Organization/Project Description	FY 11/12	Total
Food Programs		\$57,725
East Valley Adult Resources, Inc. – Home delivered meals for seniors.	\$13,725	
Paz de Cristo Community Center – Evening meal service for the homeless.	\$26,000	
United Food Bank – Food link program – emergency food boxes.	\$18,000	
Drug Treatment		\$55,713
Community Bridges, Inc. – Substance use disorder treatment services.	\$55,713	
Family Services		\$39,488
A New Leaf - La Mesita Family Homeless Shelter: Case management/food/community resources.	\$39,488	

Human Services Applications for Funding – FY 11/12

Organization/Project Description	FY 11/12	Total
<p>Employment Services</p> <p>Marc Center of Mesa, Inc. – Center-based & supported employment.</p> <p>House of Refuge – Employment support program for homeless. (*Not Funded Prior Year FY10/11)</p>	<p>\$10,000</p>	<p>\$21,000</p>
<p>Senior Services</p> <p>Sirrine Adult Day Care of Mesa, Inc.—Caring for seniors and families dealing with a life altering illness.</p>	<p>\$11,250</p>	<p>\$11,250</p>
<p>Rent/Utility Assistance</p> <p>A New Leaf – MesacAN rent/utility support programs.</p>	<p>\$113,006</p>	<p>\$113,006</p>

Human Services Applications for Funding – FY 11/12

Organization/Project Description	FY 11/12	Total
Shelter		\$321,710
A New Leaf – Empower Transitional Housing/Outreach for Homeless Youth.	\$5,100	
A New Leaf – Autumn House Domestic Violence Shelter.	\$22,595	
A New Leaf – East Valley Men’s Center.	\$124,417	
CASS –Women’s Shelter.	\$12,954	
Child Crisis Center - Children’s Shelter.	\$11,000	
Lutheran Social Services – I-HELP Emergency Shelter for Women.	\$22,750	
Save the Family – Case management and transitional shelter for families.	\$122,894	
Human Services Total		\$619, 892

*Boy’s & Girls Club and YMCA not recommended for funding in FY11/12.

Questions?

FY 2011/12 Human Services Funding Executive Summary

Agency	HS Funding FY10/11	Funding Request FY 11/12	Recommended FY 11/12	Application Average Score (out of 27)	Presentation Average Score (out of 15)	Total Average Score (out of 42)	Program Area	Program
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AGENCIES NOT RECOMMENDED FOR FUNDING FOR FY 2011-12

A New Leaf - Court Advocacy	\$0.00	\$12,500	\$0	22.300	12.375	34.675	Victims Services	Helps victims of domestic violence get protection orders, navigate services
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Agency Overview: A New Leaf is a Joint Commission accredited agency with more than 39 years of experience providing behavioral health and social services in Maricopa County, Arizona. Since 1971, A New Leaf has served its community by successfully advocating, teaching, and assisting those less fortunate to overcome their difficult challenges and live healthier, safer lives. In FY10, more than 20,000 individuals, children and families in need participated in the agency's continuum of programs and services which include: community behavioral health services, emergency shelter and transitional services for victims of domestic violence and the homeless, detention alternative services, youth residential services, delinquency prevention, child care, therapeutic foster care, home studies for foster parent licensure and adoption services. A New Leaf's Board of Directors is comprised of 31 community members from diverse backgrounds, who assist in guiding the agency towards accomplishing the steadfast mission of Helping Families ... Changing Lives.

Funding Request: The Court Advocacy Services' strategies and approaches are specifically designed to enhance customer service for victims of domestic violence at the Maricopa County Superior Court in Mesa and the City of Mesa Municipal Court. A court advocate can make a difference in a victim's life by providing guidance, assistance and education while the victim makes difficult and complex choices in the

Contact Information:

Ms. Stacia Nowinski, Vice-President of Contracts & Compliance
 480-650-4636
 snowinski@turnanewleaf.org

American Red Cross	\$0.00	\$25,000	\$0	20.300	13.375	33.675	Disaster	Direct financial assistance to victims of disaster
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Agency Overview: Founded in 1916, the Grand Canyon Chapter today serves ten of Arizona's 15 counties. Programs/services include: Disaster Services: helping those who have suffered loss from a disaster - a home fire, flashflood, microburst, wildfire or other event affecting one person or thousands. Prepare dress, Health and Safety Services: offering training in CPR/First Aid; babysitting/family caregiving, life-guarding/aquatics; and community disaster education/preparedness. Service to the Armed Forces: providing 24/7 emergency assistance and communications between military members and their families. International Services: linking families separated by armed conflict, natural disaster or civil unrest. Community-based Programs: serving populations with unmet needs, including domestic violence services and information and referral.

Funding Request: Every day in our community, a family or individual suffers loss due to the unexpected - a fire or flood destroys a home; a windstorm damages a dwelling; a hazardous material spill or power outage triggers and evacuation of a neighborhood. In These moments, the Grand Canyon Chapter of the American Red Cross provides assistance to residents of Mesa as no other agency does, filling the gap between loss and recovery by addressing the immediate emergency needs of those affected.

Contact Information:

Barbara Carey, Grants Manager
 602-347-6508
 bcarey@arizonaredcross.org

FY 2011/12 Human Services Funding Executive Summary

Agency	HS Funding FY10/11	Funding Request FY 11/12	Recommended FY 11/12	Application Average Score (out of 27)	Presentation Average Score (out of 15)	Total Average Score (out of 42)	Program Area	Program
Big Brothers Big Sisters	\$0.00	\$20,000	\$0	20.330	12.000	32.330	Youth	Mentoring for children of prisoners
<p>Agency Overview: Big Brothers Big Sisters of Central Arizona (BBBSAZ) has been serving the community since 1955. The agency's service area includes Maricopa, Gila, and Pinal Counties. The mission of BBBSAZ is to help children realize their potential through professionally supported one-to-one relationships with volunteers who care about them. One of the Top 10 affiliates of Big Brothers Big Sisters of America in terms of youth served in the Community-based program, the agency has extensive experience in delivering mentoring services. BBBSAZ has five years of experience in providing programming specific to children of prisoners; however, the agency has certainly provided its general mentoring services to that population throughout its history. The <i>Mesa STARS</i> project will build on the experience the agency has gained in the field of mentoring children of prisoners over the past five years, to create high level programming for this very vulnerable population.</p>								
<p>Funding Request: Services will be delivered to 60 children of prisoners in Mesa who are between the ages of 6 and 18 during fiscal year 2011/2012. Youth will be mentored using a community-based, one-to-one approach.</p>								
<p>Contact Information: Dorlan Townsend, Grant Specialist (602) 393-2901 dorlan@helparizonayouth.org</p>								
Teen Lifeline	\$0.00	\$15,000	\$0	19.000	13.250	32.250	Youth	Teen crisis/suicide prevention hotline & outreach services
<p>Agency Overview: Established in 1986, our goal is to answer teens' calls for help, to bridge the gap between teens who desperately need help and the help they need. Our mission is to provide a safe, confidential and crucial crisis service where teens help teens make healthy decisions together. Over the past 24 years, Teen Lifeline has refined its 3-pronged approach to prevention and intervention by 1) operating a 24-hour free, confidential Crisis Hotline, 2) empowering at-risk teens through Life Skills Development and 3) educating the community through specific, proven Community Outreach and Prevention programs.</p>								
<p>Funding Request: Teens in trouble call the Hotline to receive supportive services and develop constructive coping skills as an alternative to suicide. Trained teen volunteers staff the 24-hour hotline from 3pm to 9pm daily. Teen Lifeline is the only peer-to-peer counseling hotline in Arizona. Every year, 40 at-risk youth are selected to undergo the rigorous 70-hour Life Skills training required to become a Peer Counselor. The training allows the youth volunteers to confidently help other teens resolve problems ranging from relationship issues to abuse, self injury or suicide. The training equips the volunteers with communication skills, life issues (drug, pregnancy, dating violence, HIV/AIDS, suicide, self injury and abuse) education, decision making skills, referral and supportive services and self-esteem enhancement. Upon completion of the Life Skills program, volunteers undergo extensive evaluation and qualified participants are invited to become Peer Counselors. Peer Counselors are then required to man the Crisis</p>								
<p>Contact Information: Nikki Kontz, Clinical Coordinator 602-248-8337 nikki@teenlifeline.org</p>								

FY 2011/12 Human Services Funding Executive Summary

Agency	HS Funding FY10/11	Funding Request FY 11/12	Recommended FY 11/12	Application Average Score (out of 27)	Presentation Average Score (out of 15)	Total Average Score (out of 42)	Program Area	Program
Boys & Girls Club	\$5,000	\$30,000	\$0	19.600	9.000	28.600	Youth	Teen center programs
<p>Agency Overview:</p> <p>We are a community-based character building youth development organization. We deliver the highest quality programs and provide opportunities to assist youth and teens in developing their self-esteem, values and skills in a fun and safe environment. Our professionals guide members through personal, educational, and social development, to realize their full potential and become positive, value-oriented and productive citizens. We provide youth development programs and services to youth and teens ages 5-18. We provide programs in the following categories: Academic Success, Good Character and Citizenship and Healthy Lifestyles. More specifically, these programs take place in our program areas, which include Gym, Gamerroom, Learning Center, Computer Lab, Teen Center, Art Room, Performing Arts area, Life Skills area and outdoors (sports, fitness and recreation).</p>								
<p>Funding Request:</p> <p>Our Teen Center program serves teens ages 13-18 in the following Core Program Areas: Character and Leadership Development, Education and Career Development, Health and Life Skills, The Arts, and Sports, Fitness and Recreation. We operate the following Boys & Girls Clubs of America programs: Project Learn, Power Hour, Junior Staff Training Program, Leaders in Training, Torch Club, Keystone Club, Youth of the Year, Fine Arts Exhibit, Digital Arts Festival, SMART Moves, Triple Play and Healthy Habits. The programs we will track are SMART Girls, Passport to Manhood and Leaders in Training.</p>								
<p>Contact Information:</p> <p>Person C. Michelle Duenas, Grants Manager 480-820-3688 mitchelled@clubzona.org</p>								
Community Information & Referral	\$0.00	\$30,000	\$0	18.600	9.875	28.475	Information & Referral	211 Arizona social service helpline
<p>Agency Overview:</p> <p>Community Information & Referral (CIR) is a non-profit 501(c)(3) social service organization whose mission is to serve as the "KEY source of integrated information that brings people and services together to meet vital needs." CIR has been meeting the diverse needs of our changing community since 1964. Our vision is for all people to have easy access to information about the full range of health, human, and emergency services provided in Arizona communities. CIR provides services through its multiple programs including 2-1-1 Arizona (formerly known as the 24-Hour Help Hotline, CONTACTS Shelter Hotline, Arizona Foreclosure Hotline, Community Voicemail and the Maricopa HMIS Project. CIR is working to utilize the 3-digit dialing number 2-1-1 for easy to remember/access to a wide array of health and human services available throughout the state.</p>								
<p>Funding Request:</p> <p>2-1-1 Arizona (formerly known as the 24-Hour Help Hotline) gives people access to trained information and Referral Specialists ready to assist callers find needed help throughout the State of Arizona such as childhood immunization clinics, emergency food banks, domestic violence shelters, utility assistance programs, clothing and furniture banks, aging and child services.</p> <p>2-1-1 Arizona (formerly known as the 24-hour Help Hotline) is the only comprehensive Statewide 24-hour social service Help Hotline in the State of Arizona. In connection with CIR's comprehensive resource database of over 2,800 social service organizations and their 14,000 programs people who call the Hotline receive</p>								
<p>Contact Information:</p> <p>Robert Duvall, Vice President / CFO 602-263-8845 rduvall@cir.org</p>								

Mesa

iMesa

Program Overview

Mayor and City Council

April 7, 2011



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Mesa



introduction to iMesa

- Resident-driven process
- Grassroots investment & improvement effort
- Develop “transformative” community projects
- Gather – Explore – Incubate - Implement
- No boundaries – All ideas will be considered

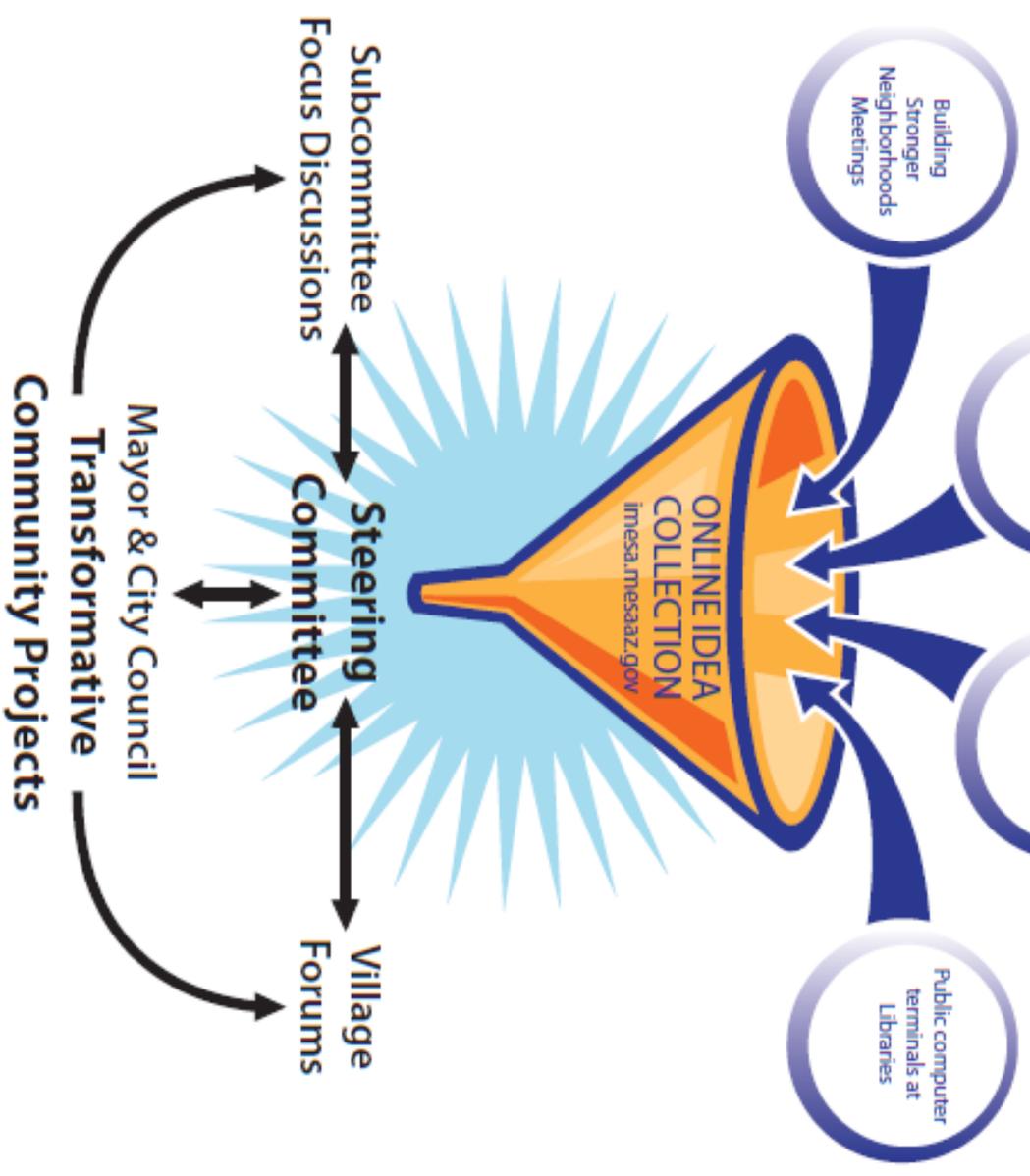


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Building a Better Mesa Together



Mesa

iNnovative Steering Committee

- 15 members appointed by Mayor/Council
- Gather ideas from residents located in “villages” throughout Mesa
- Form and collect input from subcommittees that focus on specific ideas brought forth
- Make recommendations to Mayor/Council about potential transformative community projects.

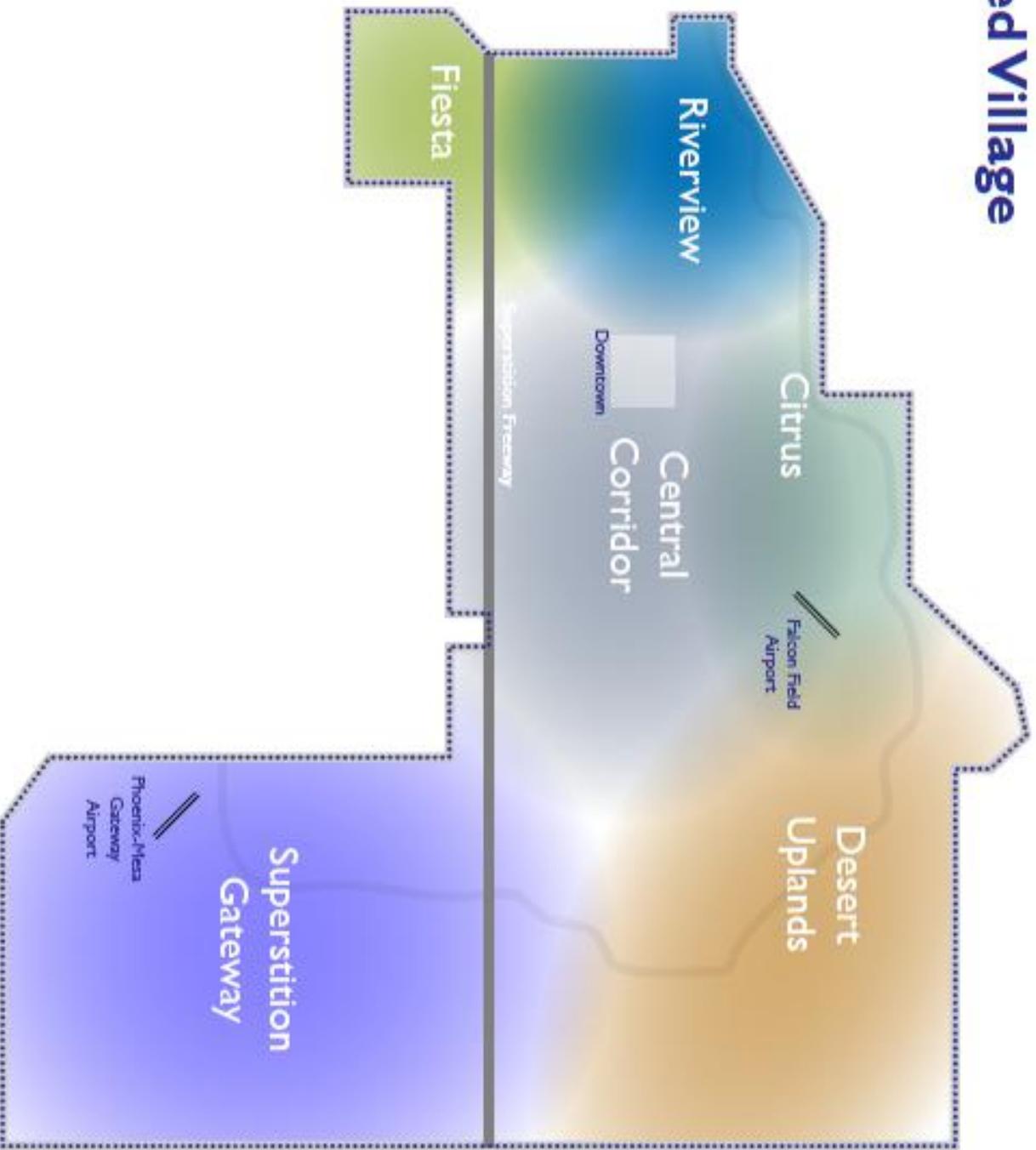


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Proposed Village Areas



Mesa

Integral Communication

Opportunities

- Open to anyone
- Forums include (and continue to evolve):
 - iMesa website/data collection tool
 - City-sponsored meetings & gatherings
 - iMesa Steering Committee Open Houses
 - Meetings with clubs, groups, & schools



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Mesa

Information Resources

- Social media (Facebook & Twitter)
- City website (www.mesaaz.gov)
- Mayor, City Council & Dept. newsletters
- Channel 11
- iMesa brochure and mailer
- Local media
- Utility bill



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IDEAS and Solutions To Be Solicited



What (and ideas on how, if possible) to implement changes in Mesa?

- Long-term transformative effect
- Make Mesa a better place to live
- Create opportunities for new businesses
- Help existing businesses to grow



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iNvestigating/Analyzing/Managing Ideas

- Ideas to be processed:
 - *Transformative Ideas* to Steering Committee for review and analysis.
 - *Operations Ideas* to City Manager for review and implementation, as feasible.



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Internal Tracking and Monitoring of Ideas

- Website software will monitor each idea's:
 - Progress
 - Life cycle
- **All ideas welcome and will be considered.**



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iNcubating Ideas For Possible Implementation

- Will the project/idea:
 - Inspire/educate/motivate?
 - Be sustainable?
 - Bring community together?
 - Be feasible to implement?
 - Create a fundamental
community/cultural change?



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iMplementation Recommendations

- Steering Committee recommends projects to Mayor/Council
- Mayor/Council will make decisions on implementation strategies



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Mesa



inclusiveness & Accountability Following Up With the Residents

- **Website database provides timely feedback to residents about the status of their ideas.**
- **Ideas to be implemented will be shared with residents.**



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iMagine, iNvest, iMprove



Creating a Better Mesa Together

- Mesa is at a crossroads
- “Survival” mode vs. embrace our challenges
- Opportunity to transform Mesa beyond expectations
- iMesa is a tool to enable residents to play an *active* role in this transformation



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iMesa

Questions? Direction?

Mayor and City Council

April 7, 2011



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