



COUNCIL MINUTES

January 23, 2014

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 January 23, 2014 at 7:30 a.m.

COUNCIL PRESENT

Alex Finter
Christopher Glover
Dennis Kavanaugh
David Luna
Dave Richins

COUNCIL ABSENT

Scott Smith
Scott Somers

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Dee Ann Mickelsen

Vice Mayor Finter excused Mayor Smith and Councilmember Somers from the entire meeting.

1. Review items on the agenda for the January 27, 2014 Regular Council meeting.

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

Conflict of interest: None

Items removed from the consent agenda: 3-d

2. Hear a presentation and discuss the Cities of Service grant and Neighborhood Outreach programs.

Volunteer Manager Michelle Alvis displayed a PowerPoint presentation (**See Attachment 1**) and briefly highlighted the topics that would be covered during the presentation. (See Page 2 of Attachment 1) She also introduced Neighborhood Outreach Coordinator Susan Frabotta, who was prepared to address the Council.

Ms. Alvis reported that the Cities of Service program, which was founded in 2009, is a bipartisan coalition of mayors who work together to lead an effort to expand community service and volunteerism in cities throughout the nation. She explained that in the same year, Mesa became a City of Service, which means that the City utilizes volunteer strategies that target community needs; measures outcomes to gauge program success; and uses best practices. She added that in 2013, Mesa was named a Leadership City with Cities of Service.

Ms. Alvis advised that as a result of Mesa's involvement in the Cities of Service program and the successes it has achieved in its volunteer programs and neighborhood outreach opportunities, it was recently selected as one of 23 cities to be awarded a \$25,000 grant from the Cities of Service Impact Volunteering Fund. She noted that such monies would be used to fund the service initiative "Love Your Block." She added that at the conclusion of the grant, if all metrics are met, Mesa will also be eligible to receive a bonus grant of up to \$5,000, for a total of \$30,000 in funding.

Ms. Alvis, in addition, remarked that the goal of the "Love Your Block" program is to increase neighborhood revitalization, volunteerism and community pride. She acknowledged that Mesa already has a strong tradition of volunteerism and said that Neighborhood Outreach staff will work with a variety of City departments and community partners to provide the necessary infrastructure and resources in order to take such engagement "to the next level." She offered a short synopsis of the various programs that would be funded through the grant. (See Page 5 of Attachment 1)

Ms. Alvis further reported that the grant monies will enable staff to increase resident engagement in an effort to impact local challenges, contribute to the long-term success of the City and meaningfully utilize volunteers to address the needs within neighborhoods, while promoting partnerships and collaboration. She stated that the neighborhoods for the "Love Your Block" program will be selected through the Building Strong Neighborhoods (BSN) initiative and Neighbors Helping Neighbors requests.

Ms. Frabotta continued with the presentation and indicated that Mesa's BSN initiative is based on a model that City Manager Christopher Brady brought with him when he joined the City of Mesa. She advised that in January 2007, the program was first offered to Mesa residents and said that to date, more than 60 neighborhoods have been served and over 15,000 homes have participated in such efforts.

Ms. Frabotta explained that throughout the initiative, Neighborhood Outreach staff works with many partners, including a number of City departments, non-profit agencies, local businesses and education centers. She cited several examples of partnerships between the City and non-profit agencies as follows: Mesa United Way, to bring the Volunteer Income Tax Assistance Program to neighborhoods; Community Bridges, to conduct drug awareness training for adults; and West Mesa Community Development Corporation, to host leadership workshops.

Ms. Frabotta further remarked that every BSN has a team component, wherein staff works one on one with the residents. She pointed out that the team members include, but are not limited to, a Crime Prevention Officer, who works directly with residents on public safety issues; a Traffic Analyst, who meets with the neighbors to address traffic problems and speed concerns; and a Code Compliance Officer, who assists residents to increase neighborhood awareness of City Code and enforcement issues.

Ms. Frabotta, in addition, commented that one of staff's goals is to build a more cohesive neighborhood once the initiative is completed. She stated that this occurs through the establishment of Neighborhood Watch groups and annual events, such as potlucks or picnics. She also noted that many of the neighborhoods that are selected to participate in the initiative engaged in little, if any, communication with City staff prior to that time.

Ms. Frabotta pointed out that in conjunction with the BSN initiative, the City's Solid Waste Department distributes Clean Sweep and Green Sweep dumpsters and tire bins to the neighborhoods. She explained that by December 2013, the City had removed 2,399 tons of debris and generated 1,298 Code cases as a result of such efforts. She also noted that a Code Compliance Officer will conduct a sweep of a neighborhood and said that those property owners who are out of compliance with the City Code receive a courtesy letter advising them of that fact. She added that the individuals are also provided a list of the dates and locations when dumpsters will be dropped off in their neighborhood.

Ms. Alvis briefly discussed a variety of programs and activities that are coordinated by the Neighborhood Outreach Department. (See Page 12 of Attachment 1) She also reviewed the Neighborhood Outreach Volunteer Statistics for FY 2012/13. (See Page 13 of Attachment 1) She noted that during that period of time, the City received \$15,568 in in-kind donations and said that individuals volunteered more than 33,147 hours of service.

Ms. Alvis also highlighted Mesa's 2013 Make a Difference Day statistics. (See Page 14 of Attachment 1) She stated, for instance, that there was an increase in volunteer hours and the amount of square footage of graffiti reported and added that 11,142 residents were served at that time.

Ms. Alvis concluded her remarks by stating that at the January 27, 2014 Regular Council meeting, the Council will take action to approve and authorize the City Manager to accept the \$25,000 grant, which was made available through an award from the Cities of Service. She added that staff appreciates the Council's support with respect to the BSN initiative and the various volunteer activities that they coordinate.

Councilmember Kavanaugh congratulated the City for being awarded the \$25,000 grant from Cities of Service. He also thanked staff for helping to coordinate the Day of Service in conjunction with the Martin Luther King holiday.

Responding to a question from Councilmember Kavanaugh, Ms. Alvis clarified that the City's Make a Difference Day will be held annually on the fourth Saturday in October. She stated that although she was unsure of the exact date, she assured the Councilmembers that they would receive invitations to the event.

Councilmember Luna thanked staff for the informative presentation. He also commented that he attended last year's Make a Difference Day and enjoyed participating in the various activities.

In response to a question from Councilmember Luna, Ms. Frabotta clarified that residents who receive black barrel service through the Solid Waste Department are eligible once a year to have a Clean Sweep dumpster brought to their neighborhood.

Vice Mayor Finter expressed appreciation to Neighborhood Outreach staff for their contributions and dedication to the community.

3. Acknowledge receipt of minutes of various boards and committees.

- 3a. Economic Development Advisory Board meeting held December 3, 2013.
- 3b. Parks and Recreation Advisory Board meeting held November 13, 2013.

It was moved by Councilmember Glover, seconded by Councilmember Kavanaugh, that receipt of the above-listed minutes be acknowledged.

Vice Mayor Finter declared the motion carried unanimously by those present.

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

Councilmember Glover – MLK Dinner and Parade

5. Scheduling of meetings and general information.

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

Saturday, January 25, 2014, 2:00 p.m. – Riverview Park/Chicago Cubs' Stadium Grand Opening

6. Convene an Executive Session.

It was moved by Councilmember Luna, seconded by Councilmember Kavanaugh, that the Council adjourn the Study Session at 7:59 a.m. and enter into Executive Session.

Vice Mayor Finter declared the motion carried unanimously by those present.

- 6-a. Discussion or consultation for legal advice with the City Attorney. (A.R.S. §38-431.03A (3)) Discussion or consultation with the City Attorney in order to consider the City's position and instruct the City Attorney regarding the City's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §38-431.03A(4))

- 1. Joe E. Price v. City of Mesa, CV2013-094063

7. Adjournment.

Without objection, the Executive Session adjourned at 8:19 a.m.

ALEX FINTER, VICE MAYOR

ATTEST:

DEE ANN MICKELSEN, 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 23rd day of January, 2014. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

pag
(attachment – 1)



Neighborhood Outreach

Study Session

1-23-14





Great Neighborhoods
Start With Knowing
Your Neighbors...

*Empowering, enriching,
and energizing Mesa's
diverse neighborhoods.*

480.644.5700

www.mesaaz.gov/neighbor

Neighborhood Outreach

Overview of Presentation

- Cities of Service/Love Your Block
- Updates:
 - Building Strong Neighborhoods Initiative
 - Neighborhood Outreach Volunteer Programs and Activities
 - Make a Difference Day

Mesa a City of Service



- **What is Cities of Service:**
 - The Cities of Service program model focuses on impact volunteering – volunteer strategies that target community needs, use best practices, and set clear, measurable outcomes to gauge progress.
- **What Cities of Service Means for Mesa**
 - Cities of Service has awarded \$25,000 to Mesa to implement the service initiative, Love Your Block, designed for neighborhood revitalization.
 - Mesa is one of 23 U.S. cities to win a *Cities of Service Impact Volunteering Fund* grant.



*Helping Hands
Build a Better Mesa*



Cities of Service Love Your Block

Summary

- To increase neighborhood revitalization, volunteerism and a sense of community pride through encouraging, engaging and energizing residents in service.

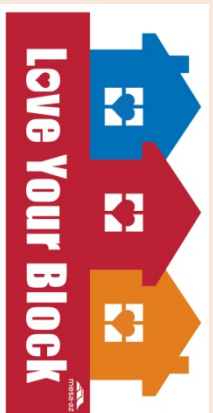
Building on Mesa's Tradition of Volunteerism

- Through Love Your Block we will work with Mesa's residents will contribute to building their community by drawing on the strong tradition of service already present within our community.

Partnerships

- HandsOn Greater Phoenix & Various City Depts.

Cities of Service



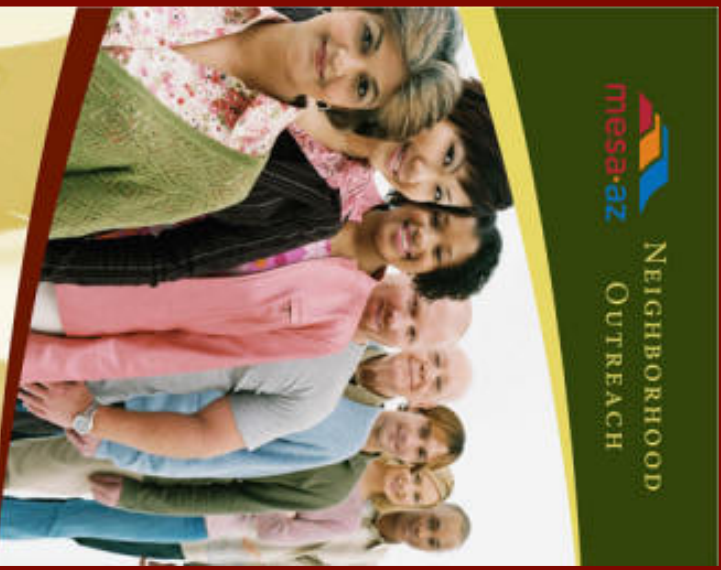
- **Metrics**

- **Increasing volunteer-based graffiti reporting** by at least an additional 5,000 sq. ft.
- **Assisting an additional 12 residents or neighborhoods in need with community revitalization projects** that may include exterior home painting, landscaping clean up or painting/clean up of common areas.
- **Complete the exterior painting of at least an additional 4800 sq. ft.** of homes for residents in need &/or community spaces.
- **Remove an additional 5 tons of debris** from Mesa neighborhoods.





Building Strong Neighborhoods





Building Strong Neighborhoods





Building Strong Neighborhoods





Building Strong Neighborhoods





Building Strong Neighborhoods

Clean Sweep

Green Sweep

Tire Bins

Increased Code Efforts

- 2,399 Tons of Debris
- 1,298 Code Cases



Building Strong Neighborhoods Volunteer Activities





Neighborhood Outreach Volunteer Programs & Activities

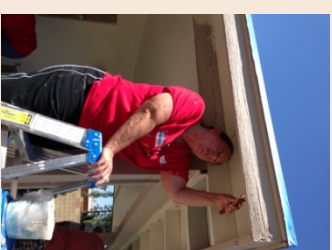
- **Programs**
 - Neighbors Helping Neighbors
 - Tool Lending Program
 - Sign Sweep
- **Activities**
 - National Days of Service
 - Building Strong Neighborhoods
 - Neighborhood Clean Ups & Debris Removal
 - Wall Painting Projects
 - Curb Numbers
 - Graffiti Reporting
 - Etc





Neighborhood Outreach Volunteer Program Stats

- **Neighborhood Outreach Volunteer Stats 2012-2013**



Total: 33,147 Hours

8,351 Volunteers

\$15,568 In-Kind Donations

BSN 1,207 Hours

485 Volunteers

\$990 In-Kind Donations

Events & Service Days 12,208 Hours

3,592 Volunteers

\$11,089 In-Kind Donations



Neighborhood Outreach

Make a Difference Day 2013 Stats

2013 Recap-City Coordinated

Projects & Mini Grants

- 2,752 Volunteers
- 8,310.25 Volunteer Hours
- Value of \$183,988.94 to Mesa
- 46 Projects
- 95.96 Tons of Debris Removed
- 9,454 Sq. Ft. of Graffiti Abated
- \$3,026.22 In-Kind Donations
- 11,142 Residents Served





Building a Better Mesa

Love Your Block

Building Strong Neighborhoods

Neighborhood Outreach Volunteer Programs &
Activities

Questions? Comments? Suggestions?

Love Your Block Contact:

Michelle Alvis, Volunteer Manager

michelle.alvis@mesaaz.gov

480-644-3705