



COUNCIL MINUTES

September 15, 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 September 15, 2011 at 7:31 a.m.

COUNCIL PRESENT

Alex Finter
Christopher Glover
Dennis Kavanaugh
Dave Richins
Scott Somers

COUNCIL ABSENT

Scott Smith
Dina Higgins

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Linda Crocker

(Vice Mayor Somers excused Mayor Smith and Councilwoman Higgins from the entire meeting. He also excused Councilmember Glover from the beginning of the meeting; he arrived at the meeting at 7:32 a.m.)

1-a. Hear a presentation and discuss Mesa's plans to coordinate volunteer participation in the October 22, 2011 National Make a Difference Day.

Diversity Program Administrator Ruth Giese displayed a PowerPoint presentation (**See Attachment 1**) highlighting Mesa's participation in the 2011 National Make a Difference Day. She introduced Volunteer Coordinator Michelle Alvis who, along with other staff members, is working to make this year's Make a Difference Day a success.

Ms. Giese provided a brief history of National Make a Difference Day which began in 1992. She stated that the event aligns with President Obama's "United We Serve" initiative that was implemented in 2009 in response to the Serve America Act. She said it is anticipated that there will be 3 million people nationwide participating in Make a Difference Day this year. (See Page 2 of Attachment 1)

Ms. Giese stated that in 2009 District 1 participated in the National Make a Difference Day with 690 volunteers completing 16 projects. She said in 2010 Districts, 1, 3 and 5 participated and more than doubled the number of volunteers and projects completed. She reported that this year all districts will be participating and there will be more than 1,800 volunteers working on 54 projects citywide. (See Page 3 & 4 of Attachment 1)

Ms. Giese advised that a toolkit of information has been created for outside organizations and includes tips on choosing the right project, fundraising, recruiting volunteers and sample volunteer forms. Ms. Geise said partners for Mesa's Make a Difference Day include the City Council Assistants, Public Information Team, Solid Waste and other City of Mesa Service Departments. She added that it is anticipated that this year's Make a Difference Day will be a success.

Ms. Alvis stated that Make a Difference Day provides the City with the opportunity to be a part of a National effort that builds community service locally and contributes to "Building a Better Mesa." She advised that on October 22, 2011, National Make a Difference Day will begin at 6:30 a.m. with an energizing kick-off event at Dana Park. She said volunteers will depart the kick-off event and begin working on service projects throughout the City. Ms. Alvis further advised that the Committee is exploring ways to keep volunteers engaged throughout the day once projects are completed. (See Page 7 of Attachment 1)

Ms. Alvis reported that the projects to be completed range from handing out fire safety bags, to landscaping and painting projects. She said since Make a Difference Day has reached its volunteer capacity individuals who are still looking for opportunities to serve will be encouraged to partner with local non-profit groups. (See Page 8 of Attachment 1)

Ms. Alvis displayed a map illustrating the location of the projects to be completed in each district. (See Page 9 of Attachment 1). She said that due to the incredible response from the community a Volunteer Toolkit was created to assist individuals with the implementation of their own service activities. Ms. Alvis explained that the toolkit offers suggestions on how to plan a meaningful service activity, recruit volunteers, fundraise and evaluate the completed project. (See Page 10 of Attachment 1). She advised that volunteers can also apply for a "mini grant" that will support service projects in Mesa and can be used to purchase supplies for the project. She noted that additional information on the "mini grant" will be posted as it becomes available.

Ms. Alvis stated that additional tools provided in the toolkit include waivers, sign-in sheets and checklists to assist volunteers in the planning of their service projects. She said that the toolkit is available on the City's Volunteer Webpage. (See Page 11 of Attachment 1)

Ms. Alvis encouraged the Councilmembers to become involved in Make a Difference Day and invited them to attend the October 22, 2011, kick-off event to celebrate the volunteers' investment in the community. She advised that the Committee will be contacting the Councilmembers to discuss how they would like to be involved in the activities that will be taking place in their districts.

Ms. Alvis said the goal is to continue to expand service opportunities in Mesa. She advised that "For Our City" is the newest partner to the event and was referred to them by Councilwoman Higgins. Ms. Alvis thanked the Make a Difference Day Committee for their time and effort spent in planning the event.

Councilmember Richins commented on the City's long history of volunteerism and said that Mesa has always been a community oriented to giving back. He noted that it takes a considerable amount of resources to use "free labor," supplies cost money and professionals are needed to direct the projects. He expressed his appreciation to staff for their efforts in coordinating the event.

Councilmember Kavanaugh expressed his appreciation for staff's efforts and stated that it is not easy to coordinate this type of event. He added that the types of projects that have been selected are appropriate and can be executed in a short amount of time. He said the fact that the maximum amount of volunteers has been reached well before the date of the event speaks volumes to the community's willingness to volunteer. He added that providing tips for individuals to do their own volunteer projects is also appreciated.

Councilmember Finter thanked Dana Park Shopping Center for providing the location for the kick-off event. He said as a Councilmember it is an amazing experience to participate in the kick-off event and have an opportunity to thank all those involved.

Vice Mayor Somers said that he was impressed with how much the Make a Difference Day Program has grown and the number of projects that will be completed throughout the City.

Vice Mayor Somers thanked staff for the presentation.

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

Councilmember Richins:	New Board and Committee Members Training
Councilmember Kavanaugh:	National League of Cities and Towns, Starlight Motel "Diving Lady" Sign Fundraiser
Vice Mayor Somers:	Mesa Leadership Training

3. Scheduling of meetings and general information.

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

Thursday, September 15, 2011, 9:00 a.m. – Community and Cultural Development Committee

Thursday, September 15, 2011, 6:30 p.m. – "Building Strong Neighborhoods" District 2

Thursday, September 22, 2011, 7:30 a.m. – Study Session

4. Items from citizens present.

There were no items from citizens present.

5. Convene an Executive Session.

It was moved by Councilmember Kavanaugh., seconded by Councilmember Glover, that the Council adjourn the Study Session at 7:49 a.m. and enter into Executive Session.

Carried unanimously.

- 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)) Discussion or consultation with designated representatives of the City in order to consider the City's position and instruct the City's representatives regarding negotiations for the purchase, sale, or lease of real property. (A.R.S. §38-431.03A (7))
 - 1. Chicago Cubs Spring Training
 - 2. Almaraz v. Mesa et al. CV10-1348-PHX-FJM

8. Adjournment.

Without objection, the Executive Session adjourned at 9:07 a.m.

SCOTT SOMERS, VICE 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 15th day of September, 2011. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

bdw
(Attachments – 1)



Mesa's Participation in National Make a Difference Day 2011

Neighbors Helping Neighbors

Mayor and City Council Study Session

9-15-11



History

- *National Make A Difference Day* began in 1992.
 - Today, estimated participation is 3 million people nationwide.
- Aligns with President Obama’s “United We Serve” initiative, which started in 2009 in response to the “Serve America Act.”



History

MESA's Response:

- 2009– District 1 Top2Bottom.
 - 690+ volunteers, and 16+ projects district-wide; almost \$54k value.
- 2010– Districts 1, 3, 5 Top2Bottom.
 - 1500+ volunteers; 30 projects and \$108k value.
- 2011– Citywide response and action in collaboration with October 22nd *National Make A Difference Day*.



Overview

- **Outstanding Mesa Volunteer response!**
 - 1800 assigned to City-coord. projects (**at capacity**)
 - 54 city-coordinated volunteer projects; est. \$200k value.
 - 2500+ others—Online toolkit, possibility of mini grants to help organizations plan successful and meaningful events.
- **Extraordinary team effort.**
 - Partners include Care, Inc. “For Our City,” area non-profits, and multiple staff departments.



Mesa's Participation in National Make A Difference Day

WHAT DOES IT MEAN TO MESA AND TO OUR VOLUNTEERS?



Action & Outcomes

Memorable

Part of National Effort to Make A Difference.

ENERGY

MEETING NEW PEOPLE

Smiles are contagious

PRIDE

Enthusiasm

Community Spirit

Helping Feels Good!

Service

Watching Transformation

Learning new skills

Building A Better Mesa!

Family



October 22nd at a Glance

- **6:30 a.m.** Dana Park Kick-Off Event (**at capacity**)
 - Snack, assignments by project, seamless coordination, Council welcome.
- **8-Noon.** Neighbors Helping Neighbors
- **After-project celebrations.** Concepts under consideration. Details, as available.



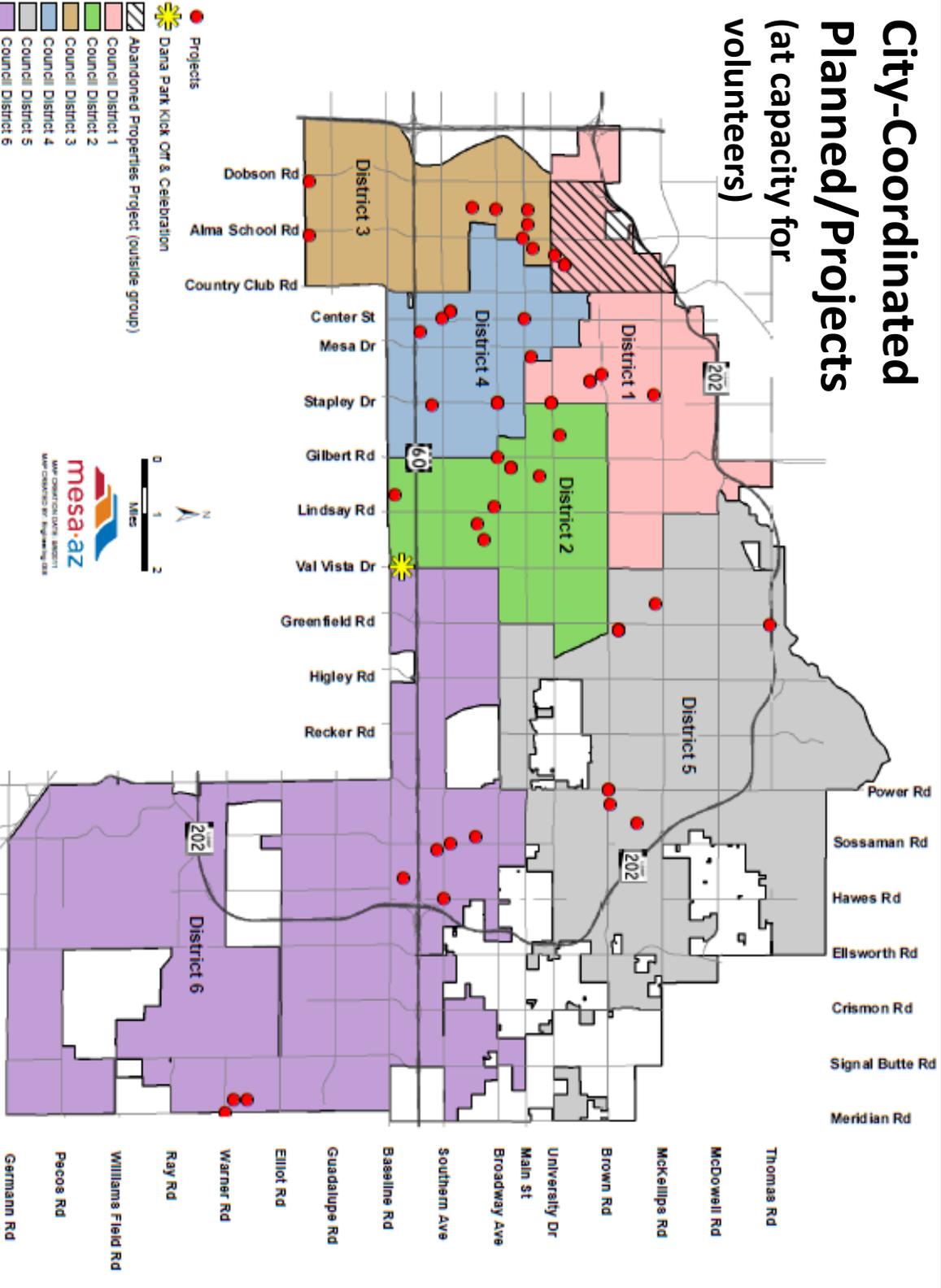
Types of Projects

- Fire Safety Bags
- Residential Assistance
- Recycling Door Hangers,
- Alley/Canal Clean ups
- Painting Curbs
- US World Maps
- Tire Round Up
- Wall paintings
- Park Clean ups
- Graffiti removal
- Vacant lot clean ups

Also, encouraging self-managed groups to reach out to local non-profits, other agencies to offer assistance.



City-Coordinated Planned/Projects (at capacity for volunteers)



The City of Mesa reserves the right to change the content of this map at any time without notice. This map is for informational purposes only. Copyright 2011 City of Mesa, Arizona.



ToolKit

Helping Everyone Be Successful!

- Possible 'mini grants' for supplies (details pending)
- Needs Assessment
- Potential projects identification
- Tips on deciding the right project and creating a plan
- How to recruit volunteers and raise funds
- Volunteer communication, safety
- Contingency planning, time management
- Recognition and reflections

Additional Tools

- Form letters
- Helpful websites
- Checklists
- Waivers
- Planning worksheets
- Supplies list
- Sign-in sheet
- Incident report form
- Evaluation survey





Council's Role

- **It's Your Choice!**
 - Kick-off and Celebration at Dana Park
 - Participation in District Project
 - Driving your District
 - Cheerleader
 - Motivator
 - Role Model
 - Photographer
 - More details a few weeks prior to event.



The Beat Goes On...

- Goal – that Mesa’s volunteer program will continue to grow and expand.
- Volunteerism = value, real value!
- New Mesa partners, such as ***For Our City***.
- Focus on youth engagement.
- Ideas are welcome and encouraged.
- Contact: Michelle Alvis,
michelle.alvis@mesaaz.gov or
480-644-3705



Mesa's Participation in National Make a Difference Day 2011

Neighbors Helping Neighbors

Questions? Suggestions?