

Upon notice duly given under Arizona Revised Statutes, Section 38-431, et seq., as amended, the City Council of the City of Bullhead City held a Special Meeting on Tuesday, March 18, 2014, in the Council Chambers, 1255 Marina Blvd., Bullhead City, Arizona.

CALL TO ORDER

Mayor Hakim called the meeting to order at 4:00 p.m.

ROLL CALL

Council Present

Bruck, Clark, Duvall, Hakim, Medrano, Ring, Shutts

Council Absent

None

Staff Present:

CITY MANAGER: Toby Cotter

CITY ATTORNEY: Garnet Emery

CITY CLERK: Susan Stein

Chamber of Commerce Representatives Present:

Chris Barton, Executive Director

Katherine Lopez-Rajaniemi, Board President

Mary Evans, Tourism Specialist

DISCUSSION ITEM

1. Presentation and update on marketing and tourism activities by Chris Barton, Executive Director of the Bullhead Area Chamber of Commerce. (City Manager Cotter)

Bullhead Area Chamber of Commerce Executive Director Chris Barton reviewed the tourism stats for fiscal year July 1, 2012 to June 30, 2013. She said the total number of phone calls was 13,190; walk-in visitors 14,479; relocation/tourism requests 332; leads from the AZ Office of Tourism 5,577; Chamber website hits 82,166; email inquiries 1,121; AZ mobile app 184, and said the total number of inquiries was 117,135. She provided the tourism stats for this fiscal year through February 28, 2014. She said the total number of phone calls was 6,856; walk-in visitors 13,664; relocation/tourism requests 357; leads from the AZ Office of Tourism 3,686; Chamber website hits 45,431; and email inquiries 1,967, for a total number of inquiries year-to-date amounted to 71,761.

Executive Director Barton stated that the Chamber advertises and markets Bullhead City in AAA Home & Away Midwest, Go Arizona.com, AZ Office of Tourism Travel Guide, RV Journal Magazine, Quartzsite RV & Travel Show, AZ Office of Tourism Media Expo, AZ Mobile Banner, and Ride AZ Magazine. She said they were able to track the demographic information received from each ad and brochure to determine the number of leads generated.

Executive Director Barton said the AZ Office of Tourism implemented a new program that offered a 50 percent discount on all cooperative marketing. She said they take full advantage of the travel guides offered and the state's distribution efforts in order to maximize their dollars to promote Bullhead City. She said current projects bringing additional marketing to Bullhead City were the new "Visit Bullhead City AZ" webpage which will allow visitors to plan day trips, lodging, dining, space for meetings, and sports facilities. Mayor Hakim asked if the restaurants listed on the website included those that were not Chamber members. Executive Director Barton stated that all of the

RV parks and restaurants on the Bullhead City side of the river were included, due to the bed tax that would be received. Mayor Hakim asked if the restaurants offered coupons. Mary Evans stated that she always asked them for coupons, and said it depended on their individual budgets. Councilor Ring asked about the website designer that the Chamber selected. Executive Director Barton stated the website designer was a Chamber member and provided the best options in her proposal. She said they were partnering with News West Publications to help design the new 2014 Visitors Guide, and said they would be able to double the number of publications printed to 15,000 this year. She said they would create a 60-page booklet that would provide additional information than prior editions had offered for visitors. Mayor Hakim asked if the guides would also be provided at visitor's centers located at state lines. Executive Director Barton stated they would research that opportunity with the AZ Office of Tourism and the Arizona Department of Transportation.

Executive Director Barton stated the in-house tourism promotions included the Bullhead City AZ phone app which provides a calendar of local events. Ms. Evans stated that she researches and posts calendar and event information from numerous sources and websites throughout the city and county on a daily basis. Executive Director Barton stated they provide a weekly community e-blast, and utilize Facebook, Twitter, and other social media resources.

City Manager Cotter stated that information was still not connecting with all of the business owners to allow them to prepare in advance for those weekends when tournaments and events take place. He said they needed to determine how to get the message out to more businesses about upcoming events. He asked if the people ordering the food and scheduling additional staff were receiving the information, and said it was a good problem to have, but wanted to make sure that visitors were being served. Ms. Evans stated that information was included in the e-blasts as well as the newspaper. Councilor Shutts said the businesses needed to take on that responsibility and suggested using Facebook or other means of communication. Councilor Medrano agreed that the business owners should be responsible for preparing for these events, and suggested meeting with the businesses to discuss the issue. Executive Director Barton stated they could poll their members to determine the best means of communication. Councilor Ring said that many small businesses do not have time to use social media, and asked if the City and the Chamber could coordinate their efforts. Councilor Medrano stated it was in the community's best effort to solve this problem together.

Executive Director Barton stated the Bullhead City Bike Rally would be held from April 24 to 26. She said the event would include a rally around the city businesses at no charge to the business owners. She said the website was www.bullheadcitybikerally.com. She said participants would travel around the city to different locations, and return to Community Park to pick up their pin. She said the objective of the rally was to introduce participants to the restaurants and activities that the city had to offer.

Executive Director Barton stated that a gallery of photos from the area were needed to include in social media videos and printed ads, and invited the community to submit their personal photos and videos of the region to the Chamber. She said that increased funding could assist them in drawing additional tourism to the area, participating in trade and travel shows in the Midwest, and increasing staff hours to allow the Visitor's Center to be open on Saturdays during the busy season. Councilor Duvall asked Ms. Evans what type of comments and questions the Chamber receives

from visitors about activities they were interested in, and asked if the comments were forwarded to the City Manager. Ms. Evans stated the majority of people asked about the outdoor activities that were offered, but said the Chamber did not currently provide that information to the city. City Manager Cotter stated the city now offers pickle ball, which was implemented based upon the input received during the Winter Visitor's Expo.

ADJOURNMENT

Mayor Hakim declared the special meeting adjourned at 5:03 p.m.

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct record of the minutes of the special meeting of the City Council of the City of Bullhead City held on the 18th day of March 2014. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 1st day of April 2014.



Susan Stein, CMC, CPM
City Clerk

Upon notice duly given under Arizona Revised Statutes, Section 38-431, et seq., as amended, the City Council of the City of Bullhead City held a regularly scheduled meeting on Tuesday, March 18, 2014, in the City Council Chambers, 1255 Marina Boulevard, Bullhead City, Arizona.

CALL TO ORDER, INVOCATION AND PLEDGE OF ALLEGIANCE

Mayor Hakim called the meeting to order at 5:30 p.m. and invited Pastor Josiah Drawhorn of Amazing Grace Fellowship to deliver the invocation. Mayor Hakim led the assembly in the Pledge of Allegiance to the Flag.

ROLL CALL

Council Present

Bruck, Clark, Duvall, Hakim, Medrano, Ring, Shutts

Council Absent

None

Staff Present:

CITY MANAGER: Toby Cotter

HUMAN SERVICES/TRANSIT DIRECTOR: Susan Betts

CITY ATTORNEY: Garnet Emery

CITY CLERK: Susan Stein

POLICE CHIEF: Brian Williamson

FINANCE DIRECTOR: Rudy Vera

PUBLIC WORKS DIRECTOR: Pawan Agrawal

COMMUNITY SERVICES DIRECTOR: Vacant

DEVELOPMENT SERVICES DIRECTOR: Vacant

PUBLIC INFORMATION OFFICER: Vacant

PRESENTATIONS AND PROCLAMATIONS

1. Proclamation declaring the month of March 2014 as “Red Cross Month” in Bullhead City.

Mayor Hakim presented the proclamation to Gwen Powell and Connie Wagner of the American Red Cross. Ms. Powell stated that Bullhead City was in need of volunteers, and requested that any person who was interested in helping the Red Cross to please contact their local representative.

OPEN CALL TO THE PUBLIC

Mayor Hakim opened the call to the public.

Jim Allen stated he represented the Vietnam Veterans of America Chapter #975 in Mohave County. He invited the community to attend the Annual Bullhead City Vietnam Veterans’ Day Celebration on March 29 at 6:00 p.m. at Mohave Community College in Bullhead City. He said they would wish all veterans a welcome home and remember the 58,195 names on the Vietnam Memorial Wall.

Having no one else present wishing to speak, Mayor Hakim closed the call to the public.

AGENDA MODIFICATIONS

Mayor Hakim requested that discussions on Agenda Items No. 7 and 8 be withdrawn from the agenda until the City Council and the Parks and Recreation Commission held a joint meeting to discuss those items in depth.

WAIVER MOTION

MOTION: Vice Mayor Bruck made a motion to waive the reading in full of all ordinances and resolutions presented for adoption at this meeting. Councilor Medrano seconded the motion.

VOTE: AYES: Bruck, Clark, Duvall, Hakim, Medrano, Ring, Shutts NAYS: None
ABSENT: None

MOTION CARRIED

MANAGER'S REPORT

1. Review of 2014 Blue Grass Festival

City Events Coordinator Ed Catalfamo stated the 11th Annual Blue Grass Festival was held at Rotary Park in February, and said the weather was beautiful that weekend. He said the economic impact to the area this year was \$490,000, and said approximately two-thirds of that amount was spent in Bullhead City. He said their direct expense was \$29,512 and their income was \$32,203, for a net profit of \$2,691. He thanked all of the local sponsors that supported this event.

2. Update on 2014 River Regatta

City Events Coordinator Catalfamo stated the 8th Annual River Regatta would be held on August 9. He said more than 50,000 persons have participated in past two regatta events, which translated into \$28 million pumped into the local economy. He said the February issue of *Phoenix Magazine* selected the Regatta as one of the "52 Weekend Adventures in Arizona," and said it was the featured cover story. He said this magazine approached the city for the story, as opposed to the other way around; and said the estimated monthly readership of that magazine was more than 200,000. He said the *Nevada Travel Network* selected the Regatta as one of their "Must See, Must Do" events. He said the city was always looking to improve this event, and said they were excited about the improvements that will take place this year. He said to address problems encountered during last year's Regatta, the city planned to hire a bus management company which has experience with large concerts and sporting events. He said they would upgrade the air stations to handle more floats which would greatly reduce the time required to inflate them. He said they have also streamlined the registration process and added a bar code scanning system for check-in. He said online registration would begin on May 1. He said this year; they would have their 100,000 registered participant, and said they were were planning a unique prize package for the lucky person. He said "Miss Arizona" would also be participating in the Regatta this year.

3. Unisource Franchise Election

City Manager Cotter stated that Unisource provides electricity to a small area in the northeast Punte de Vista neighborhood. He said the 25-year franchise agreement was coming to an end, and said Unisource was required to seek voter approval under state law. He said this item would be coming back to the City Council and the Franchise License Commission to set an election date of November 2014.

MAYOR'S COMMENTS

Mayor Hakim stated he was informed that Glenn Roehl, Vice Chairman of the Planning and Zoning Commission, passed away over the weekend. He said Mr. Roehl did a wonderful job in serving the city and he would be greatly missed by everyone who knew him.

CURRENT EVENTS

None

ITEMS WITHDRAWN FROM CONSENT AGENDA

None

CONSENT AGENDA

MOTION: Councilor Clark made a motion that items 1 through 5 on the consent agenda be approved in accordance with the reports, certifications, and recommendations furnished each Councilor and without further discussion. Vice Mayor Bruck seconded the motion.

VOTE: AYES: Bruck, Clark, Duvall, Hakim, Medrano, Ring, Shutts NAYS: None
ABSENT: None

MOTION CARRIED

Items on the consent agenda were approved as follows:

1. Approval of the minutes of the Work Session and Regular Council meeting held on March 4, 2014. (City Clerk Stein)
2. Acceptance of the dedication of additional land to create a 40-foot half street for Grandview and Newberry Drive within Colorado Estates, Section 26, portions of Lots 164, 165, 166, and 167. (Public Works Director Agrawal)
3. Approval of ORDINANCE NO. 2014-3 authorizing an amendment to Ordinance No. 2010-26, Stipulation No. 8 and Stipulation No. 9 of the preliminary plat approval to allow the applicant an additional four (4) years to record the final plat for the first phase of a project known as Viewpoint, described as a portion of Sections 11 and 12, T19N, R22W. (Public Works Director Agrawal)

4. Approval of ORDINANCE NO. 2014-4 authorizing an amendment to Z05-026, Ordinance No. 2010-8, Stipulation No. 5 and S05-026, Stipulation No. 5 to allow an additional four (4) years to record the final plat for the first phase of a project known as Marble Canyon, described as a portion of Section 23, T20N, R22W, and Alta Vista, Tract 1135, Lots 16 and 17. (Public Works Director Agrawal)
5. Approval of the submittal of the Homeland Security Grant Program grant applications in the amount of \$46,026.00 to the Arizona Department of Homeland Security for communications equipment; and authorize the City Manager, or his designee, to execute all documents pertaining to the grant applications and awards on behalf of the city. (Acting Police Chief Williamson)

PUBLIC HEARINGS ON ITEMS PULLED FROM CONSENT AGENDA

None

BOARD/COMMISSION/COMMITTEE APPOINTMENTS

None

PUBLIC HEARINGS ON LIQUOR LICENSE APPLICATIONS

None

ACTION ITEMS

Building, Planning and Zoning Items

See Consent Agenda

Bid Awards, Contracts, Intergovernmental Agreement, and Purchases

6. Discussion and possible action to approve the contract with Sunland Asphalt of Phoenix, Arizona, for the Neighborhood Street Improvement Project 25, Parts 1 through 4, in an amount not to exceed \$617,427.55; and to authorize the City Manager to execute all appropriate documents, appropriation adjustments, and approve resultant payments. (Public Works Director Agrawal)

Public Works Director Agrawal stated the Council reviewed the slurry seal treatment program at a recent work session. He said they requested the addition of a few more streets in Holiday Shores, and said they added those streets and received good bids. He said the total bid price was approximately \$30,000 below the amount of funding available, and recommended approval of the contract with Sunland Asphalt of Phoenix, Arizona.

Mayor Hakim stated he was satisfied with the bid, and asked Public Works Director Agrawal about the streets that would be worked on. Public Works Director Agrawal said East Shore Villas Drive, Park Lane, Marina Parkway Drive, Clubhouse Drive, Riverfront Drive, Trane Road, Adobe Road, Canyon Road Corbin Road, Desert Sky, Desert Trail, Desert Vista, Hancock Road, Marina Boulevard, Rivera Blvd., Clearwater Drive, Landon Drive, Rio Grande, and Arroyo Vista Drive were on the list for NSIP 25.

Mayor Hakim asked if the one percent sales tax passed, when would those streets listed be viewed again for maintenance. Public Works Director Agrawal stated this type of surface treatment has a five to seven-year lifespan, and said the sales tax proposal was for seven years. He said towards the fifth or sixth year, these streets would need additional repairs. Councilor Clark asked if the streets being repaired would be re-striped. Public Works Director Agrawal confirmed.

MOTION: Vice Mayor Bruck made a motion approve the contract with Sunland Asphalt of Phoenix, Arizona, for the Neighborhood Street Improvement Project 25, Parts 1 through 4, in an amount not to exceed \$617,427.55; and to authorize the City Manager to execute all appropriate documents, appropriation adjustments, and approve resultant payments. Councilor Clark seconded the motion.

VOTE: AYES: Bruck, Clark, Duvall, Hakim, Medrano, Ring, Shutts NAYS: None
ABSENT: None

MOTION CARRIED

Other Business

7. Discussion and possible action regarding the Gary Keith Park Master Plan. (Recreation Manager Heath)
8. Discussion and possible action to approve an amendment to the Rotary Park Plan to include the addition of new volleyball courts to be located between Balboa Drive and the skate park. (Recreation Manager Heath)

Agenda Items No. 6 and 7 were withdrawn from discussion until after the City Council and the Parks and Recreation Commission held a joint meeting. Please refer to “agenda modifications” above.

COUNCIL REQUESTED ITEMS

None

ADJOURNMENT

MOTION: Councilor Medrano made a motion to adjourn. Vice Mayor Bruck seconded the motion.

VOTE: AYES: Bruck, Clark, Duvall, Hakim, Medrano, Ring, Shutts NAYS: None
ABSENT: None

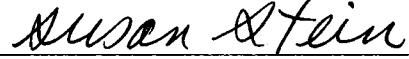
MOTION CARRIED

There being no further business to come before the Council, the Mayor declared the meeting adjourned at 6:09 p.m.

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City Clerk