

**DOUGLAS CITY COUNCIL
WORK SESSION MINUTES
MAY 2, 2019**

The City of Douglas Mayor and Council met in a Work Session Meeting on Thursday, May 2, 2019, at 5:30 p.m., at City Hall Council Chamber, 425 10th Street. The Honorable Mayor Uribe called the meeting to order at 5:30 p.m.

2. ROLL CALL.

| | PRESENT | ABSENT |
|--|---------|-------------|
| MAYOR - ROBERT URIBE | X | |
| MAYOR PRO TEMPORE - DONALD HUISH | X | |
| COUNCIL MEMBER MARGARET MORALES – WARD ONE | | X (excused) |
| COUNCIL MEMBER MITCH LINDEMANN – WARD TWO | X | |
| COUNCIL MEMBER RAY SHELTON - WARD FOUR | | X (excused) |
| COUNCIL MEMBER CESAR SOTO – WARD FIVE | X | |
| COUNCIL MEMBER JOSE GRIJALVA – WARD SIX | X | |
| INTERIM CITY MANAGER – JERENE WATSON | X | |
| CITY ATTORNEY - JUAN PABLO FLORES | X | |
| CITY TREASURER - LUIS PEDROZA | X | |
| CITY CLERK - BRENDA AGUILAR | | X (excused) |
| DEPUTY CITY CLERK – ALMA ANDRADE | X | |

3. PRESENTATION/DISCUSSION by Ginny Jordan regarding Tourism in the City of Douglas.

Jerene Watson provided introduction of Ms. Jordan.

Ms. Jordan mentioned that she is known in Douglas as the oldest cheerleader. Ms. Jordan introduced her presentation partners as follows: Bob Nielson, Benson Tourism Office, Mr. Keoki Skinner, Mr. Hunter Mann, and Mr. David Clark, concerning the following:

- 3 Major Industries in Arizona
- \$43.9 Million People Visited Arizona in 2017
- Travel Industry Generates Tax Benefits for Arizona Residents
- Lodging Sales of the Phoenix and Central Arizona Region are greater than the four other regions combined.
- Does Tourism Exist in Douglas?
- “Wall of Faces” Honoring all Who Served! Over 760 Douglas Men and Women Vietnam War Era Veterans Identified. We are expanding to include all Douglas Veterans.
- “Wall of Faces” a Vietnam Veterans Commemoration Exhibit Housed Inside the Historic Gadsden Hotel.
- Understanding Who the Tourist is.
- Priority Goals to Develop Tourism in Douglas.
- Douglas Assets.
- Our Crown Jewel.
- Look at your business through your customers eyes...you may be in for a big surprise!
- Discover Douglas
- Hearing from those involved in tourism today.

Mayor thanked Ms. Jordan for her passion, leadership and enthusiastic towards the Douglas community.

Councilmember Lindemann thanked Ms. Jordan and stated that Douglas needed to do more in maximizing what Douglas already has.

Mayor Uribe inquired about “Come for a Day, Stay for a Lifetime” photo. Ms. Jordan stated that by walking in the visitor center.

4. **PRESENTATION BY Deb Sydenham and Leslie Dornfeld from the ARIZONA URBAN LAND INSTITUTE on Economics of Place and City Planning.**

Deb Sydenham and Leslie Dornfeld provided a PowerPoint presentation on the following:

- Communities should have a plan...
- General Plan
- Area Plan
- Development Plan
- Business Plan
- Neighborhood Plan
- Is the Plan a Vision or a Hallucination?
- Density – It’s Difficult to have energy without density
 - Density means different things to different people/communities
 - Density of use rather than area
- Housing
- Trends
- Retail Issues and Influences
- How can communities position themselves to ensure they are creating place in a way that embraces their heritage and culture?
- Arts & Culture: Harnessing the power of the arts to drive rural prosperity.
- Getting to YES, having a plan, strong local government leadership, and public and private sectors are in for the long haul

Councilmember Lindemann stated that he likes the community, that is quiet and its family oriented.

Councilmember Huish is a place to call home that really means home.

Mayor Uribe added that people and culture

Councilmember Soto that the community is family oriented

Councilmember Grijalva likes the food in the community

Councilmember Grijalva improved or enhance in Douglas, stepping out of comfort zone to try to succeed.

Councilmember Soto that Douglas needs to improve its economy

Mayor Uribe that Douglas needs to highlight the beauty of a border community

Councilmember Huish concerned about kids leaving the community

Councilmember Lindemann maximizing what Douglas has in the community, visibility.

Councilmember Huish inquired on how important it was for the city’s plan mash to a regional plan. Additionally Councilmember Huish mentioned that the city seem to be

moving in the county on trying to balance everything out.

Leslie Dornfeld mentioned that the county is the city's friend. Therefore, the city would like to have the county as a partner involve and work together on projects.

Councilmember Huish asked on how many plans a community like the city's would need with limited resources.

Leslie Dornfeld responded that the City of Douglas does need a general plan and increment to a master plan, then focus on what's needed. Ei. Douglas is known for.

Councilmember Grijalva stated that if the city does not have a city planner, how much far behind the city would be.

Leslie Dornfeld commented that when planning you have options. Therefore, the plan is needed in order to find out what direction to move first.

Mayor Uribe thanked both presenters for getting the ball ready and one of the things he added was that while waiting for the port of entry project, that planning was key in order to move forward and would like locals to have an opportunity for investing before somebody with money comes into the city to start purchasing buildings.

5. **PRESENTATION/DISCUSSION BY Tom Belshe, Arizona League of Cities and Towns Deputy Director regarding the Legislative Process and how a Bill becomes law.**

Tom Belshe stated that he was to talk to council about the Legislative Process, however, talked about how council and the League can work together and bring things together. Mr. Belshe provided background information on his professional work.

Mr. Belshe provided background information on the council/manager form of government. Mr. Belshe provided information about Jerene Watson and the type of manager she is. Highly respected and has worked everywhere within the state. Because Jerene cares and she's a city manager professional. The way things change is the way to have people care. People do not hire you to decide what is going to happen, people hire you to facilitate planning.

Additionally, Mr. Belshe mentioned that in the town of Gilbert a restaurant by the name of Joe's BBQ was a huge success in the middle of town. People talked about making Gilbert more modern and Joe's BBQ restaurant was the jewel of the town.

Gilbert was a train and farm community in which families raise their kids. Try to make Gilbert how it used to be when they came to town. Joe's BBQ have four or five restaurants and they have attracted several restaurants to the area. The water tank in the town of Gilbert has public lights and has become a "thing" for the town. An abandoned building was converted into a community theater in which great performances sell out.

Why is what Jerene does important? Jerene has experience, she has professional relationships, trainings, and she attends the International City County Manager Association and the Arizona City County Manager Association meetings. Additionally, Mr. Belshe mentioned that a community needs an individual that cares about the town in order to have a plan and move projects forward.

When you empower your staff to help you, you are very blessed with long time experience people at work, like Finance Director, City Clerk, City Attorney and now you have an experience Manager.

Council sets policy and somebody else is carrying out. Council lets them know what priorities are and manager manages policies. When council hires experience people and let them do their job, then council is free and avoids the negativity out.

The league has really importance services that offers to cities. Legislation would be one of them, but main abilities to maintain local decisions and preserve charter authority and preserve revenue. However, there is more legislative people that work on that, when they are not in session, they work on projects on things that start the next year and trying to work things out. Non legislative solutions are better than trying to pass a law. 1200 bills are consider a year, therefore a lobbyist comes in.

Lastly, Mr. Belshe mentioned all the services the League of Cities has available for all cities and towns and the League is available to help when needed. Now you have an experience manager to run the city. Show excitement about planning, great sense of urgency with things. Do not wait too long to make things in the community.

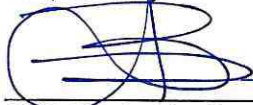
Councilmember Grijalva mentioned he did not know that the League offers legal advice, and that the League opens opportunities for council. Additionally, extended an invitation to Mr. Belshe to come back to Douglas whenever he like.

Mayor Uribe thanked Mr. Belshe for his visit and leadership. Additionally, Mayor Uribe thanked Ms. Watson for the work she does and leadership as well.

6. ADJOURNMENT.

Motion by Councilmember Lindemann, second by Councilmember Soto to adjourn the meeting at 7:51 p.m.

Prepared by:

A handwritten signature in blue ink, appearing to be 'Alma Andrade', written over a horizontal line.

Alma Andrade, Deputy City Clerk