



**Minutes**  
**Work Study Session**  
**Queen Creek Town Council**  
Queen Creek Town Hall, 22350 S. Ellsworth Road  
Council Chambers  
February 19, 2014  
**5:30p.m.**

**1. Call to Order**

The meeting was called to order at 5:30p.m.

**2. Roll Call** (one or more members of the Council or Commission may participate by telephone)

Council Members present: Benning; Gad; Wheatley; Vice Mayor Oliphant and Mayor Barney. Council Member Barnes arrived at 6:55p.m.

Council Member Brown was absent.

**3. Motion to adjourn to Executive Session (to be held in the Council Conference Room of the Town Hall Building) for the following purposes:**

A. Discussion and consultation with the Town Attorney for legal advice and to consider the Town's position and instruct the staff regarding acquisition of property in Town Center. (A.R.S. 38-431.03(A)(3) & (7).

B. Discussion and consultation with the Town's attorney for legal advice and with the Town's representatives to consider the Town's position and instruct its representatives regarding a development agreement with Fulton Homes that is the subject of negotiation. A.R.S. § 38-431.03(A)(3) and (4).

**Motion to adjourn to Executive Session at 5:31p.m:**

**1<sup>st</sup>: Benning**

**2<sup>nd</sup>: Gad**

**VOTE: Unanimous**

The Work Study Session reconvened at 6:10p.m.

**ITEMS FOR DISCUSSION** These items are for Council and Commission discussion only and no action will be taken. In general, no public comment will be taken.

**4.** Discussion and presentation on the Service Delivery Optimization Study.

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Town Manager John Kross introduced Patrick Ibarra, Mejorando Group, the Town's consultant. Mr. Ibarra presented and discussed the highlights from the full report provided to Council:

- Staffing, revenue, service demands & expectations, growth issues
- Future demands of public, changing missions, unfunded mandates
- Current staffing model and practices
- Recommendations include strategic planning & initiatives, prioritizing goals & objectives for department work plans; continue some outsourcing but increase staffing in certain departments

Mr. Ibarra also discussed benefits gained from the improvements and strategies.

Mr. Kross said next steps include developing an action plan for implementing the recommendations.

**5. Presentation on MapIt!**

Chief Marketing Officer Marnie Schubert introduced the new app for locating businesses and events in Town in partnership with the Shop Queen Creek program and the Queen Creek Chamber of Commerce.

Digital Media Specialist Jen Schneider provided additional information on the apps' ability to allow businesses and events to promote themselves. She introduced Justin Clegg, who provided a demonstration of the app.

Council's questions and discussion was in regard to controlling inappropriate postings; verification of a Shop Queen Creek or Chamber partner; and outreach to businesses and homeowner's associations.

**6. Update on Roots N' Boots event.**

*None.*

**7. Discussion on false alarm ordinance.**

*None.*

**8. Adjournment**

The meeting adjourned at 7:05p.m.

TOWN OF QUEEN CREEK

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Gail Barney, Mayor

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Attest:

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Jennifer F. Robinson, MMC

I, Jennifer F. Robinson, do hereby certify that, to the best of my knowledge and belief, the foregoing Minutes are a true and correct copy of the Minutes of the February 19, 2014 Work Study Session of the Queen Creek Town Council. I further certify that the meeting was duly called and that a quorum was present.

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Jennifer F. Robinson, MMC

Passed and approved on March 19, 2014.