



Minutes
Regular Session
Queen Creek Town Council
Queen Creek Town Hall, 22350 S. Ellsworth Road
Council Chambers
October 19, 2011
6:00 p.m.

1. Call to Order

The meeting was called to order at 6:00pm.

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

Council Members present: Alston; Barnes; Benning; Oliphant; Wheatley; Vice Mayor Brown and Mayor Barney.

3. Pledge of Allegiance: Led by Mayor Barney

FINAL ACTION: If you wish to speak to the Council on an item listed under Final Action, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

4. Discussion and possible action on the Corporate Strategic Plan.

Town Manager Kross provided an overview of the draft Corporate Strategic Plan (attached) that incorporates new goals resulting from the recent Council Retreat and organizational and budgetary changes. He explained the format of the document includes: a) Key Result Area/Goals; b) responsible staff/department; c) Narrative Description/Action Steps to Accomplish; and completion date & status. Mr. Kross pointed out that the Transportation Improvement Program has been removed and included in the Capital Improvement Program. Key Result Area mission statements have also been added to the document providing additional explanation of goals.

Each Key Result Area was reviewed as follows:

KRA 1 – Capital Improvement Program:

- Goal 1: Mr. Kross explained that this is mostly a debt service program except for small projects.
- Goal 2: Review the Parks, Trails and Open Space Master Plan as a result of recent legislation on impact fees; review location of parks and trails and completion timing (New Goal)

KRA 2 – Community Involvement:

- Goal 1: Volunteer Program and non-profit partnerships

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Council requested that opportunities for volunteering at Town sponsored events be included.

- Goal 2: Enhance resident participation and decision making: Doreen Cott, Economic Development Director highlighted the changes that include deleting Arbor Day and Community Service Day programs and adding Citizen Leadership Institute and Town Hall events. She provided information on crowd sourcing and types of surveys to be used to gather resident opinions.

There was discussion on anonymous surveys and not being able to identify responses from Town residents vs. area respondents.

- Goal 3: HOA, property management companies and neighborhood communication. This goal has been updated and clarified.

Council asked how neighborhoods without HOA's can be included. Community Services Director Tom Condit responded that individual outreach to those neighborhoods is usually based on specific issues and explained that neighborhood clean-up activities can address junk or trash. Mr. Kross stated that additional language will be added to the Goal specific to neighborhoods without HOA's.

KRA 3 – Council Professional Development (no changes)

KRA 4 – Environment

- Goal1: water re-use for Town's benefit

There was discussion on the timeframe for implementation and possible acceleration by the City of Mesa. Utilities Director Paul Gardner said partnership opportunities/options will be looked at while considering effective cost benefits

- Goal 2: Ensure safe and sustainable water supply: includes an infrastructure plan; water supply master plan; redundant water supply and 10-year CIP with identified funding.
- Goal 3: Manage Wastewater: includes adopting a corrosion/odor control program and indentifying options for future expansion of Greenfield Water Reclamation Plant
- Goal 4: Air Quality Program: focus on meeting commitments made to Air Quality mandates.

Council discussed banning the use of all blowers in the Town's maintenance programs.

- Goal 5: Energy Use: includes recycling, hybrid vehicles and green building policy

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Mr. Kross explained the updated goal broadens the applicability to energy use and the Town is currently looking at a fuel facility partnership with the Queen Creek School District. There was discussion on hybrid vehicle use.

- Goal 6: Welcoming environment in parks & trails (new goal from Council Retreat)

Mr. Condit reviewed the proposed action steps. Council discussed the status of trail maintenance; safety provisions on the trails and uses for grass clippings.

KRA 5 – Financial Management/Internal Services

- Goal 1: Maintain long term financial sustainability
- Goal 2: Update the Roads & Streets Maintenance Plan: Mr. Condit stated that that annual updates will be provided to Council.
- Goal 3: Attract and retain high-performing staff: Workforce & Technology Director Bruce Gardner discussed the new on-line application process; electronic evaluation program; Wellness Committee and Program; benefits programs and recent reorganization.

Council requested that a focus on employee morale be added.

- Goal 4: Complete a comprehensive review of the Compensation and Classification System (New Goal)

Mr. Gardner said the goal for completion would be 2013 and provide information on the current compensation and classification system that was implemented in 2006 and tied to an anticipated 500 employees. There was discussion on completing the study in-house vs. consultant.

- Goal 5: Analyze/review options for use/re-use of Town buildings, land and other assets (New Goal)

The meeting recessed from 7:25 – 7:35pm.

KRA 6 – Image/Identity (revised based on Council Retreat)

- Goal 1: Maintain community events and identify opportunities to facilitate special events/festivals by private organizations: Ms. Cott discussed identifying opportunities and considering recommendations from Urban Land Institute.

Council discussed surveys and including smaller events.

- Goal 2: Community Marketing plan

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Ms. Cott said focus would be on advertising events and tourism. Council asked for quarterly updates at Council meetings.

- Goal 3: Awareness and knowledge of community schools (New Goal)

Mr. Kross explained this was a new goal as a result of the ULI study. There was discussion clarifying the language; adding more information on the Town's website and providing updates between the Town & school districts periodically.

KRA 7 – Intergovernmental Relations

- Goal 1: Regional partnerships
- Goal 2: Statewide partnerships
- Goal 3: Support legislation on fair taxation policies applicable to on-line retailers and brick & mortar businesses (New)

There was discussion on Queen Creek's role as supportive to the State level.

- Goal 4: Collaboration with partner cities, towns, counties and schools

Council discussed meeting with like sized communities within and outside of Queen Creek's region; interaction on regional committees and adding reference to charter schools in the narrative.

- Goal 5: Encourage Maricopa County to use bond financing for improving the regions road system.

There was discussion on how Maricopa County funds improvements.

- Goal 6: Encourage development of San Tan Regional Park
- Goal 7: Collaboration on future freeway studies and planning

KRA 8 – Land Use/Economic Development

- Goal 1: Maintain balanced community and economically diverse employment base

Ms. Cott reviewed the goals under the narrative description. Council discussed concern with credit given to the ULI study when suggestions and goals were presented by residents and committees in the past.

- Goal 2: Strategic amendments to the Zoning Ordinance providing for business retention/creation and upholding design preferences.
- Goal 3: Continue to attract higher education opportunities for community/region.

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The narrative description was updated and references the current status of the community.

- Goal 4: Infrastructure in key employment areas

Ms. Cott provided information from the wastewater master plan and S.W.O.T. analysis and additional issues will be discussed with the Budget Committee and Council during the FY12-13 budget cycle.

- Goal 5: Update the Redevelopment Area Plan

Mr. Kross discussed completing an analysis on options prior to an update and strict state rules governing redevelopment areas as well as CDBG goals and funding.

- Goal 6: Update the Town's annexation policy
- Goal 7: Enhance opportunities for Town businesses to succeed

Ms. Cott discussed continuing evaluation of the QC Inc. (business incubator); Shop Queen Creek program and researching a kitchen incubator program. Council discussed changing "succeed" to "be successful".

- Goal 8: Business recruitment
- Goal 9: Horseshoe Park & Equestrian Centre cost-recovery policies

Ms. Cott reviewed the narrative description. Council discussed the purpose of Horseshoe Park as an economic driver or community uses and costs to operate.

- Goal 10: Continue partnership with Chamber of Commerce
- Goal 11: Continue to promote resort/hotel development opportunities and options for accelerating resort & master planning in San Tan Mountains.

There was discussion on the length of time for development and adding Department of Tourism.

Council discussed continuing review of the remaining Key Result Areas of the Corporate Strategic Plan at the next regular meeting on November 2, 2011.

5. Adjournment

Motion to adjourn at 9:33pm (Brown/Benning/Unanimous)

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TOWN OF QUEEN CREEK

Gail Barney, Mayor

Attest:

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 October 19, 2011 Regular Session of the Queen Creek Town Council. I further certify that the meeting was duly called and that a quorum was present.

Jennifer F. Robinson, MMC

Passed and approved on November 16, 2011.