

**MINUTES**  
**REGULAR WORKSESSION**  
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA  
YUMA CITY HALL  
ONE CITY PLAZA, YUMA, ARIZONA  
**May 3, 2011**  
**5:00 p.m.**

**CALL TO ORDER**

**Mayor Krieger** called the City Council meeting to order.

Councilmembers Present: Stuart, Mendoza, Beeson, McClendon, Brooks, Johnson and Mayor Krieger  
Councilmembers Absent: none  
Staffmembers Present: City Administrator, Greg Wilkinson  
Executive Director of YCNHA, Charles Flynn  
Various department heads or their representatives  
City Clerk, Lynda Bushong

**I. REGULAR CITY COUNCIL MEETING AGENDA OF MAY 4, 2011**

**Motion Consent Agenda Item B2: Special Event Liquor License: Next Generation Leadership Council**

**McClendon** requested details of the location for the event. **Mayor Krieger** indicated that the location is across from Sam's Club in the area where Jeanie's Party & Costume store is located.

**Introduction of Ordinances Item B: Ordinance O2011-18 Compensation and Benefits for Municipal Judge**

**Mayor Krieger** asked if any changes were made to the process or position. **Wilkinson** replied that the salary was not changed but there will be a freeze on the salary rate and the car allowance was removed in alignment with all the other city positions.

**Motion Consent Agenda Item B5: Emergency Contract: Analysis and Update of the Citywide Impact Fees**

**Brooks** asked if the \$82,000 cost is part of the current budget. **Wilkinson** indicated that funds were budgeted in the Capital Improvement Program Impact Fees to update the study.

**II. YUMA VISITOR'S BUREAU BUDGET REPORT**

**Susan Sternitzke**, Executive Director, Yuma Visitor's Bureau (YVB), presented the following:

- "Go Big or Go Home" was YVB's motto this year, illustrating the competitive tourism industry. Yuma competes for tourism dollars with the rest of Arizona and surrounding major attractions like San Diego, Grand Canyon, and Las Vegas.
- YVB's Board of Directors recently approved a new mission statement "Promote Yuma as a destination site and promote the rich diversity of our area and its history."

- Based on statistics from the Arizona Office of Tourism (AZOT), Yuma experienced a record hotel occupancy rate increase in March 2011.
  - Statistics for United States increased 6.1%, State of Arizona increased 3%, Maricopa County increased 3.4%, Metro Tucson decreased 2.9%, and Yuma County increased 21.7%.
- YVB unveiled a new logo and new website [www.visityuma.com](http://www.visityuma.com). The website has received over 80,000 hits since October 2010.
- A research study completed by AZOT and Northern Arizona University on the Hospitality Tax collected and allocated to YVB's marketing activities indicates an estimated return on investment of \$139.2 million in direct expenditures, an in-direct impact of \$26.5 million and a total economic impact of \$226.9 million for the year.
- A national audience
  - Yuma was featured in over 40 magazines and travel related websites during the past 10 months. These magazines include Arizona Highways, Group Tour Magazine, Phoenix Magazine, Sunset Magazine, Edible Phoenix, and SkyWest Magazine. SkyWest published Yuma's article in the November and December issues which were available on United Express flights across the United States and they have confirmed that new articles will be published this year.
  - Yuma will be featured on the television show Gluten for Punishment on the Food Network highlighting the Territorial Prison and will air in August 2011.
  - The Bus Stops Here was a new campaign to bring tour buses to Yuma, 6 new tour itineraries were created. YVB gathered 100 volunteers at the bus stop in Coronado and stopped 365 buses providing them with a bag and water bottle from Yuma. YVB staff attended the National Tourist Association, the American Bus Association and the Go West Summit travel expos. The campaign helped YVB build positive public relations.
- 2010-2011 Events
  - Yuma Lettuce Days had 30,000 visitors in attendance, many patrons expressed positive feedback of the venue and the culinary experience the event offered.
    - As part of the Yuma Fresh Vegetable Sensation Southwest Agriculture Summit, the Harvest Dinner sold out with 600 in attendance.
  - Christmas Village had 10,000 visitors on opening night and was open for 20 days.
  - In collaboration with the agriculture industry of Yuma, YVB created the Agritourism campaign to highlight Yuma's #1 industry. Yuma received such national publicity due to the campaign's authenticity. The campaign included:
    - Brochures for winter visitors
    - The Field of Feast Tours was a collaborative effort with the University of Arizona Cooperative Extension Yuma, Yuma Safe Produce Council, and Arizona Western College; YVB sold out the tours with approximately 600 people in attendance. The tours were advertised at the Yuma International Airport and various locations around the City.
    - A grant program with the Main Street Café and the Yuma Safe Produce Council
  - YVB turned a negative internet blog about Yuma into a positive billboard ad that was placed in downtown Phoenix for a month naming Yuma the "It City".
- 2011-2012 Program of Work
  - Reach out to visitors of the sand dunes and the Colorado River during the winter months through a mobile Visitors Center.
  - Expand the Agritourism program:
    - Create lighthearted messages to celebrate Yuma's #1 industry
    - Expand cooking classes
    - Create grant programs to encourage cooking classes
    - Expand the farm tours

- Introduce culinary tourism that promotes locally grown products and celebrate the culture and heritage through Yuma's taco trucks.
- Focus
  - Meeting and Convention Markets
    - Sports, Military, Education, Religion, Fraternal (SMERF) markets
      - Partner with City of Yuma staff to use city resources to attract sport groups to Yuma.
      - Attract military reunions to Yuma through the Military Reunion Network
      - Attend Meeting Planner FAM tours
    - Group Tour Market
      - Promote niche authentic experiences
      - Create Arizona's West Coast tour packages in conjunction with Lake Havasu City as part of the Tourism Advisory Council for the Governor's Office
    - Leisure Travel Market
      - Promote canoeing, kayaking, and water tube float down on the river activities
      - Create an Interstate 8 billboard campaign
        - Use Visitors Information Center to up sell packages and encourage stay-overs
  - Remodel the Visitors Information Center for information to be visibly displayed for the public
  - Create grant programs that encourage groups to continue events YVB starts
  - Renewed focus in supporting existing events
  - Continue the Electric Light Parade, Centennial Christmas Village, Yuma Lettuce Days, and the Yuma Birding & Nature Festival.
  - Marketing and Communications
    - Update Visitors Guide
    - Create advertising/marketing campaigns:
      - Geared directly to identified markets
      - Showcase authentic Yuma experiences and cultural tourism including the Riverfront, Territorial Prison, gaming, outdoor adventure, and border culture
      - Partner with Yuma Palms Mall to reach out to Mexico
      - Attend travel expos
      - Continue building public relations and support the Territorial Prison
      - Create new Yuma brochures
      - Outreach through social media venues
  - Support Centennial Commission projects
    - Represent Yuma at the Best Fest celebrations in Prescott, Tucson and Phoenix
    - Local outreach programs
    - Support the Yuma Community Marketing Group
  - Embrace all partnerships

**Sternitzke** provided copies of the proposed FY 2011-2012 budget

**Johnson** thanked YVB for the tremendous job being done and great enthusiasm and energy. He commended the focus being placed on bus tours and the visitors from surrounding areas.

**McClendon** indicated that updating the location of the Yuma Visitors Bureau Information Center in the Global Position System is crucial and should be corrected as soon as possible. **Sternitzke** agreed.

### III. RIVERFRONT REDEVELOPMENT PROJECT

**Mayor Krieger** welcomed Renee Bahl, Executive Director and Jay Ream, Assistant Director of the Arizona State Parks department.

**Flynn** informed City Council that Arizona State Parks will be providing \$147,000 towards the restoration of the Sally Port. **Flynn** presented the following:

- Riverfront Redevelopment Project History
  - In 1998 a Request for Qualifications was completed and Clark-Lankford was selected as the developer for the development plan.
  - City acquisition of 22 acres of project land occurred from 2002-2011, during this time City Hall was constructed in 2002.
  - As a national historic landmark the site's design had to meet historic design guidelines.
  - In 2003 the General Service Administration (GSA) requested the release of a 3 acre parcel for the Federal Courthouse construction.
  - In 2004 the Yuma Riverfront Redevelopment Plan was adopted and the Yuma Riverfront Master Development Agreement was completed.
  - February 2005 the GSA put a moratorium on the courthouse construction
  - The Madison Avenue shopkeepers were built in 2006.
  - The northern anchor of the Riverfront was developed with the Gateway Park improvements in 2007 and the Hilton Hotel and Conference Center from 2008-2009.
  - Maintaining the commitment with the historic rail alignment of the Yuma Crossing the Pivot Point Plaza was built in 2010.
  - During the National Recession 2008-2010 the following agreements were executed primarily related to the federal courthouse:
    - 2009 Amended and Restated Development Agreement (DDA)
    - 2009 First Amendment to DDA redefines the Courthouse site
    - 2010 Second Amendment to DDA and the First Amendment to Lease Courthouse to be publicly built
      - This amendment changed a private build lease that would have generated some additional revenues for the City, to a direct federal construction project which made \$30 million available immediately to begin construction.
    - 2011 Third Amendment to DDA and Second Amendment to Lease
- Existing Agreement (2007-2008) Assumptions
  - With a strong economy the City would be able to make infrastructure commitments and there would be rapid private investment.
  - The Private Build/Lease Back of Federal Courthouse would financially assist in the construction of a parking garage between Main Street and Madison Avenue.
  - A fixed Master Plan & Performance Schedule with little flexibility to respond to rapidly changing market conditions.
  - Have all land secured by the City of Yuma by early 2009.
    - Last week the City finalized land exchange with the Bureau of Reclamation for the last piece of land needed for the project
- Responding to the Current Recession and Promoting Riverfront Redevelopment
  - Reduce the City's infrastructure commitment
    - Have the Developer be the responsible party for infrastructure within their development.
  - Provide greater flexibility to the developer to invest where and when the market dictates
  - Capitalize on the Federal Courthouse by building offices around it

- Encourage waterfront residential apartment development; developers have the flexibility to lease property to allow for apartment construction
- Improve attractiveness of surrounding sites and linkage to Main Street
- Revised DDA & Lease Provisions
  - Reduces the City's infrastructure commitment from \$2.5 million to \$1.1 million of previous expenditures
  - The Main Street and Madison Avenue site is reserved for intensive development at a later time, but the City will provide \$300,000 for public parking and landscape improvements
    - The parking garage will serve both Main Street and the Riverfront. Due to a lack of funding ability from the private or public sector, the project is being proposed in the Capital Improvement Program which is 2% eligible funding.
  - Promote flexibility for certain sites depending on market conditions without "fixed" phases
  - Allow lease or market rate sale of residential land to improve market and finance flexibility
  - Performance Schedule will include specific private investment thresholds over time, but is not site specific with a 2019 end date

**Mayor Krieger** stated that the site between Main Street and Madison Avenue is an under-utilized parcel and might work well for festivals and community events rather than just the proposed parking garage. This might be the solution to ensure that all Main Street store owners, the Yuma Quartermaster Depot, and the Riverfront have the ability to benefit from these activities. **Flynn** replied that adding features to location for the ability to hold events can be explored during the design phase. The ideal design will allow for the site to serve as a festival/event area and parking within the designated budget. **Mayor Krieger** agreed.

**Renee Bahl**, Executive Director, Arizona State Parks, commended the City on behalf of the State Parks Board for the demonstrated leadership in assisting with the operations of the Yuma Quartermaster Depot. The City's agreement with the State has served as a model for 18 other state park agreements in Arizona and is now a model being used nationally by other state park departments.

#### IV. ADDITIONAL ITEMS FOR POSSIBLE DISCUSSION

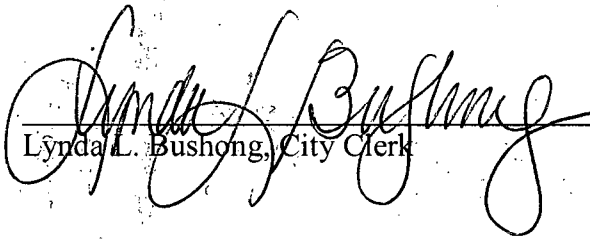
**Stuart** requested an update on Councilmember Beeson's previous request for a meet and confer ordinance to be placed on the agenda for discussion. **Wilkinson** indicated that he will meet individually with each Councilmember to receive direction of how to proceed with this agenda item.

**Johnson** noted he would be attending the Rural Transportation Council meeting in Phoenix, on May 19, 2011 and the State Transportation Board meeting in Flagstaff, on May 20, 2011 advocating for Arizona Department of Transportation to abstain from removing \$20 million from Yuma County.

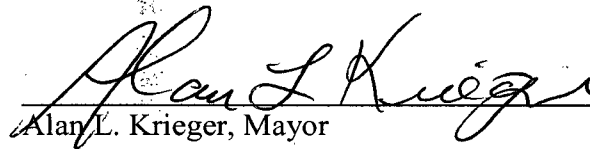
**McClendon** praised Fire Chief McArthur for the remarkable job done by Fire Stations 1, 5, and 6 in responding to a fire at a trailer park yesterday. Firefighters were on scene within minutes and the family was taken care of immediately.

**V. ADJOURNMENT/EXECUTIVE SESSION**

The meeting adjourned at 5:40 p.m. No Executive Session was held.

  
Lynda L. Bushong, City Clerk

APPROVED:

  
Alan L. Krieger, Mayor

Approved at the City Council Meeting of:  
July 20, 2011  
City Clerk: 