

MINUTES
REGULAR WORKSESSION
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA
YUMA CITY HALL
ONE CITY PLAZA, YUMA, ARIZONA
August 16, 2011
5:00 p.m.

CALL TO ORDER

Deputy Mayor Mendoza called the City Council meeting to order.

Councilmembers Present: Stuart, Beeson, McClendon, Brooks, Johnson, and Deputy Mayor Mendoza
Councilmembers Absent: Mayor Krieger
Staffmembers Present: City Administrator, Greg Wilkinson
Various department heads or their representatives
City Clerk, Lynda Bushong

I. REGULAR CITY COUNCIL MEETING AGENDA OF AUGUST 17, 2011

Motion Consent Agenda Item B3: Request for Proposal (RFP): Professional Economic Development & Redevelopment Consultation

Beeson requested clarification as to why a local economic development firm was not selected. **Wilkinson** indicated that the firm selected has been utilized through the entire economic development process for the Riverfront development and the contract being presented is an extension of the current contract. There is not local firm that can provide the services required. **Beeson** stated that it is important to look for any opportunity to maintain funds locally and if possible explore the possibility of Greater Yuma Economic Development Corporation (GYEDC) to assist with this contract. **Wilkinson** informed City Council that GYEDC deals mainly with economic development as it relates to attracting new businesses to Yuma. This contract will assist with the actual redeveloping of an area and identifying the resources available to the City such as the Government Property Lease Excise Tax (GPLET). GYEDC will be involved with this project to an extent, however, GYEDC's focus is primarily towards the new incentives the Governor has put in place and creating jobs; this contract is geared more towards infrastructure.

Appointments, Announcements and Scheduling Item 1: Appointments to boards, commissions, committees and offices: Yuma Metropolitan Planning Organization: Alternate member for the City of Yuma

Beeson asked for clarification as to why it is necessary to have an alternate member for the City of Yuma for YMPO. **Wilkinson** explained that this is a stipulation within the Yuma Metropolitan Planning Organization (YMPO) agreement. The requirement is to have an alternate person, nominated and accepted by City Council. **Beeson** stated that it seems redundant since the City has three members on the YMPO Board and the YMPO bylaws require members to have a proxy.

Johnson noted that he has been on the YMPO board for about seven years and has not attended an YMPO Executive Board meeting where at least two of the City's representatives were not present. It is routine practice that if a member is going to be out of town to leave their proxy with one of the other member that will be present. The alternate provision was added specifically for entities such as San Luis, Somerton and Wellton that have only one representative and are unable to give their proxy

without having a designated alternate. It takes years to learn how YMPO operates and the complexity of the grants. To have someone that is not well informed and has no experience might have a negative impact on vital issues.

Wilkinson stated staff was asked to add this item to the agenda, but it is a Mayor and Council decision of how to move forward. **Beeson:** Who asked to put this on the agenda? **Wilkinson** replied Mayor Krieger recently had Deputy Mayor Mendoza attend an YMPO meeting on his behalf and there was some concern about the language in the YMPO bylaws.

Johnson stated that to avoid having an alternate that only votes as they are directed, the alternate will have to start attending meetings regularly for about six or seven months before they have a clear understanding of YMPO. If four City Councilmember's attend the YMPO Executive Board meetings it will result in a quorum and then require official notice to the public prior to these meetings.

Wilkinson indicated that many of these meetings are posted.

Deputy Mayor Mendoza stated as a member of the Western Arizona Council of Governments and the Regional Council and Aging it is the member's responsibility to keep the alternate informed. **Deputy Mayor Mendoza** suggested having this appointment tabled for another meeting when the Mayor and City Council are all present.

II. EL TORO BOWL GAME

Dave McDowell, El Toro Bowl Chairman and past Caballero de Yuma President, presented the following:

- Early in 2010 Arizona Western College (AWC) and the Matador Athletic Association (MAA) approached the Caballeros de Yuma to explore the possibility of creating a partnership to hold a Junior College football bowl game in the City of Yuma in December 2011.
 - The Caballeros de Yuma, the MAA, and AWC entered an agreement to form a partnership to hold the El Toro Bowl.
 - The committees focus is on linking the past to the present
 - AWC hosted and sponsored the El Toro Bowl in Yuma in 1970.
- The El Toro Bowl game will be held at Veterans Memorial Stadium on the campus of Gila Ridge High School on December 3, 2011 at 2:30 p.m.
 - The two participating teams are unknown at this time.
- The El Toro Bowl will be marketed to showcase the entire Yuma community in order to draw positive attention to Yuma's economic development, cultural diversity, and historical attractions.
 - There will be a week of events starting with the AWC Hall of Fame Banquet on November 30, 2011. This banquet will recognize and induct the 1972 National Championship Football Team into the newly established AWC Hall of Fame as well as recognize their 2011 induction into the National Junior College Athletic Association Hall of Fame.
- The El Toro Bowl Business and Industry Committee was developed to be an advisory and advocate element of the El Toro Bowl. Member of this committee are Greg Wilkinson from the City of Yuma, Robert Pickels from Yuma County, Ralph Ogden from Yuma County Sheriff, Joni Worsheim from the Sun, Tim Dunn from the Agriculture Industry, Julie Engel from GYEDC, Ken Rosevear from the Chamber of Commerce, Susan Sternitzske from the Yuma Visitors Bureau and representatives from both Marine Corps Air Station - Yuma and Yuma Proving Grounds.
- The City of Yuma has been instrumental in providing support and ideas for the events.

McDowell stated that there were several El Toro Bowl games that were held at Kofa High School. The events were a huge success and attracted a big audience. A video regarding the history of the El Toro Bowl and expectations of the event was displayed.

- AWC, MAA, and Caballeros de Yuma have agreed to a three year commitment to host the El Toro Bowl.
- The proceeds of the event will go to:
 - The MAA to build their program
 - The Caballeros de Yuma to reinvest back into the community.
 - Since 1962 the Caballeros de Yuma has donated close to \$5 million back to the community.
 - Sponsors of the event will have the ability to designate up to 10% of their cash sponsorship to scholarships at AWC.
- Since Jerry Smith has been at AWC he has developed and brought leadership to the athletic program at AWC through quality improvements.
- The AWC football program has reached national prominence with Coach Tom Minnick assistance. The football team has been part of two bowls in the last two years.
 - It is hopeful the AWC football team will make the roster and play in the 2011 El Toro Bowl.

Jerry Smith, Athletic Director, AWC, detailed the following:

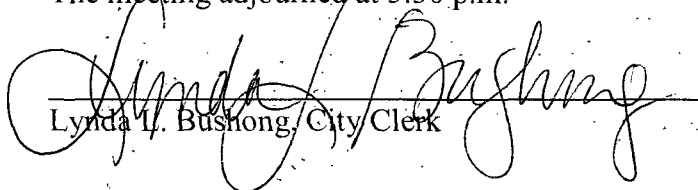
- The right people and organizations were selected in terms of their ability to host this event and the professionalism that has been demonstrated.
- The 1972 football team has been contacted and they are showing great excitement of coming back to Yuma for the induction.
- The participating teams will be selected in early November based on established criteria.
- The committee appreciates City Council allowing the opportunity to share this information and will continue to provide updates through Wilkinson.
- Time Warner Cable is the corporate and lead sponsor for the El Toro Bowl game.
- Several other businesses and entities have joined in to help sponsor the event.

McClendon expressed her excitement to have this event return to Yuma. **Deputy Mayor Mendoza** stated that it is great to have local football come back to Yuma.

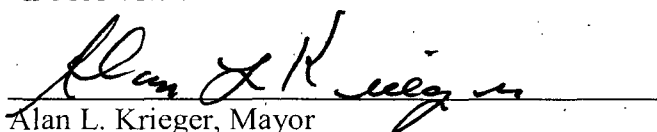
III. ADDITIONAL ITEMS FOR POSSIBLE DISCUSSION – NO DISCUSSION

IV. ADJOURNMENT/EXECUTIVE SESSION

Motion (McClendon/Beeson): To adjourn the meeting to Executive Session. Voice vote: **adopted 6-0**.
The meeting adjourned at 5:30 p.m.


Lynda L. Bushong, City Clerk

APPROVED:


Alan L. Krieger, Mayor

Approved at the City Council Meeting of: <i>November 16, 2011</i>
City Clerk: 