

MINUTES
REGULAR WORKSESSION
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA
YUMA CITY HALL
ONE CITY PLAZA, YUMA, ARIZONA
November 4, 2014
6:00 p.m.

CALL TO ORDER

Deputy Mayor Beeson called the Regular City Council Worksession to order at 6:02 p.m.

Councilmembers Present: Wright, Knight, Beeson, Thomas, and Craft
Councilmembers Absent: McClendon and Mayor Nicholls
Staffmembers Present: City Administrator, Gregory K. Wilkinson
Neighborhood Services Specialist, Tad Zavodsky
Various department heads or their representatives
City Attorney, Steven W. Moore
City Clerk, Lynda Bushong

I. REGULAR CITY COUNCIL MEETING AGENDA OF NOVEMBER 5, 2014 - NONE

II. CABALLEROS DE YUMA ANNUAL REPORT

Ricky Rinehart, El Presidente of Caballeros de Yuma, presented the following information:

Colorado River Crossing Balloon Festival:

- 3 day event will be held November 21st – 23rd 2014.
- 30-35 hot air balloons and their crews come to Yuma.
 - Creating business at local hotels/restaurants
- Balloon launches are held at various locations within the city.
- Estimated 15,000 spectators will participate in the event.

Ken & Betty Borland Holiday Pageant & Tower Lighting Ceremony:

- Will be held on November 29, 2014 at Friendship Tower.
- Admission is free with a donation of a non-perishable food item.
- All food donations collected at the entrance will be distributed to local food organizations that help the needy in the community.

El Toro Bowl:

- National Junior College Athletic Association sanctioned bowl game.
- Will be held December 6, 2014 at Veterans Memorial Stadium.
- Weeklong event includes a day of community service with both participant teams.
- Sponsored by Sam's Club and Wal-Mart.
- Funds raised are used for athletic and educational scholarships for AWC students.

Yuma Territorial Marathon:

- Will be held on January 31, 2015.
- Runners come from all over the United States

- The marathon is a qualifier for the Boston marathon.
- Course starts at Cocopah and runs through Yuma County to San Luis and back to Cocopah.

Midnight at the Oasis:

- 3-day event will be held March 6th-8th 2015 at Desert Sun Stadium.
- The event has grown from 36 entries (1993) to over 1000 entries.
- The estimated attendance in 2014 was over 45,000.
- 80% of all vehicle entries were from out of town.
- Food concessions are provided by twelve local non-profit clubs/service organizations.
 - Over the past 22 years, approximately \$750,000 has been raised by the clubs/service organizations for the Yuma community.

Territorial River Regatta:

- Annual float down on the Colorado River to be held on June 27, 2015.
- Local businesses and non-profit organizations participate by constructing floats.
 - Floats were judged and trophies awarded in various categories.

Independence Day Flag Raising:

- Held every July 4th at Armed Forces Park.

Community Giving:

- Since the first donation of \$500 in 1962, the Caballeros have donated a total of \$3,057,024.85 to the community.
- In 2014 over \$130,000 was given to the community from the following events:
 - Midnight at the Oasis - \$51,325.
 - Miscellaneous Cash Donation - \$54,825.
 - Scholarships - \$12,150.
 - Yuma Marathon & Half Marathon - \$3,600
 - El Toro Bowl - \$8,000
 - Balloon Festival – 322
 - Holiday Pageant & Tower Lighting - \$303

III. MESA HEIGHTS NEIGHBORHOOD REVITALIZATION STRATEGY AREA

Zavodsky presented the following:

Definition:

- Neighborhood Revitalization Strategy Area (NRSA) is a comprehensive plan that is intended to impact the designated community both economically and socially with improved livability factors such as health, safety and welfare of the residents.

NRSA Requirements:

- Boundaries
 - Contiguous area
- Demographic Criteria
 - Primarily residential
 - High percentage of low/moderate income households
- Consultation with Stakeholders
 - Residents
 - Business owners
 - Financial institutions

- Non-profit organizations
- Community groups
- Assessment of economic conditions and opportunities
 - A detailed report of economic conditions that identifies likely problems to be encountered.
- Economic Empowerment Strategy
 - A realistic development strategy and implementation plan to promote economic progress.
 - Rehabilitated housing
 - Improved infrastructure
 - Anti-Crime programs
- Performance Measures:
 - Number of homes rehabilitated
 - Number of jobs created
 - Number of graduates from a job training program
 - Linear feed of streets that are repaired

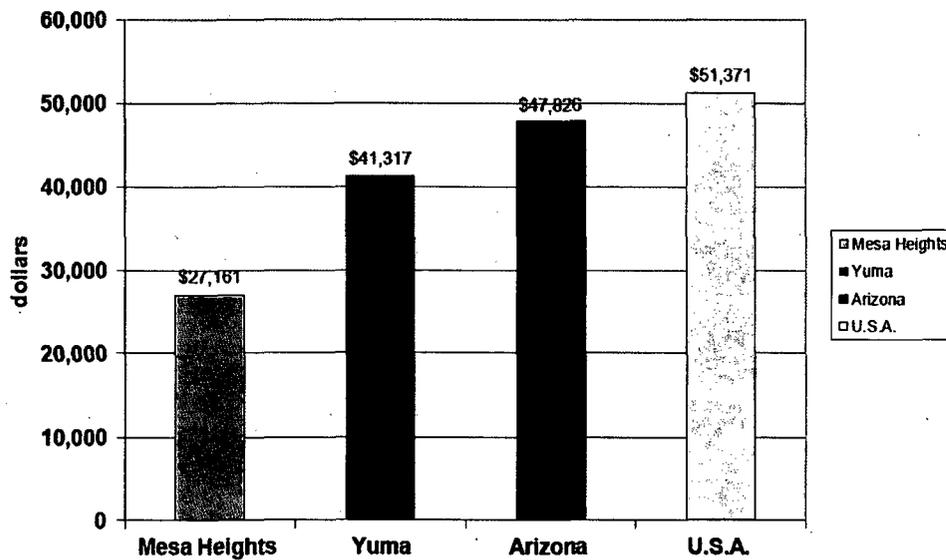
Carver Park NRSA:

- Constructed single family homes for low income families
- Constructed multi-family housing
 - Over 100 apartments built
- Rehabilitated existing substandard housing
 - CDBG funds used to assist in rehabilitation
- Developed Rental Inspection Program
 - Landlords required to have mandatory inspections every 3 years
- Implemented Pro-active Code Enforcement Program
 - Code Enforcement Specialist patrols neighborhood and cites property owners on code violations.
- Constructed Dr. Martin Luther King Jr Neighborhood Center
 - Facility is used as a youth center, computer lab, multipurpose room and by non-profit organizations
- Improved Carver Park
 - Installed water feature, fencing and landscaping
 - Reconditioned track
 - Rebuilt basketball courts
- Reduced Crime
 - Youth activities, programs and community awareness
 - Department of Justice Weed and Seed Grant
 - Deny for Youth – an anti-drug program
 - Teen Center; after school activities and computer lab.
- Small business start-ups
- Job Training Programs
 - AWS Building Trades Program
 - Youth Build

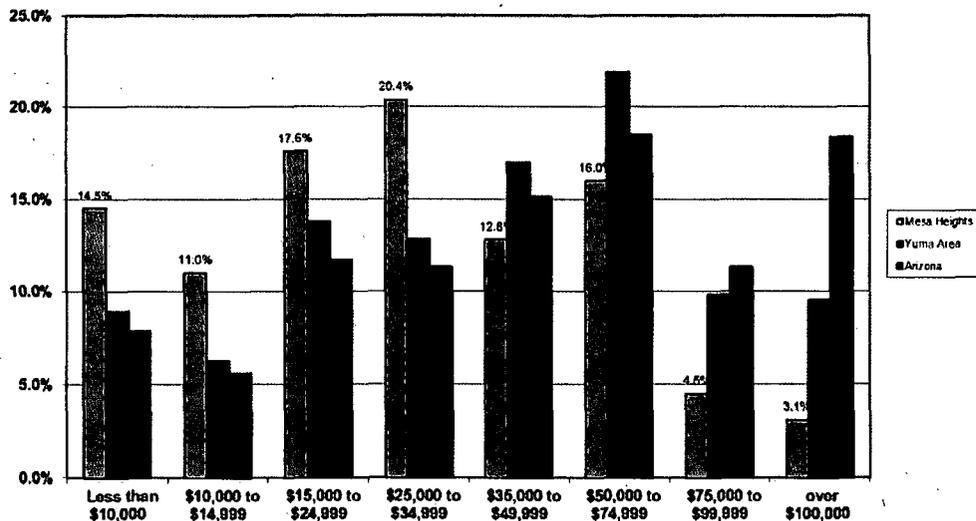
Mesa Heights Neighborhood

- Labeled Central Yuma, commonly known as “Okie Town”
- Predominately residential neighborhood
 - 70% are deteriorated single family homes
 - 20% are non-conforming multifamily housing
 - 10% are trailer parks
- Identified as eligible for CDBG activities in the 2012 General Plan
- Meets HUD requirements for revitalization strategy area
 - 70% low/moderate income level households
 - 38.5% Poverty rate (2012 ACS) is double of Yuma’s overall all poverty rate
- Income

Mesa Heights Median Income Comparison



Mesa Heights Income Range



- Encompasses Census track seven.
- Currently there are 85 businesses within the revitalization area
- High Crime rate
- Gang-related issues
 - Graffiti
 - Drug activity
 - High Meth usage

- Results of 2009 Mesa Heights Neighborhood Survey with highest level of concern (information gathered for Weed & Seed Grant)
 1. Gangs
 2. Neighborhood not safe at night
 3. Drug abuse/Dealers
 4. Weeds, Litter, Junk Cars
 5. Robbery/Burglary
 6. Affordable Housing

- Proposal
 - Initiate Mesa Heights Neighborhood Revitalization Strategy Area
 - Community participation
 - Residents
 - Businesses
 - Other organizations
 - Collaboration of City Departments
 - Police
 - Fire
 - Public Works
 - Parks and Recreation
 - Public Affairs
 - Economic & Community Development
 - Assessment/analysis of conditions
 - Planning and documentation necessary to submit to HUD
 - Plan will be the catalyst for a five-year strategy focusing CDBG and additional private/government funding and efforts to bring dramatic improvement to the area.

- Timeline

○ Establish interdepartmental working group	Nov 2014
○ Invite core partners/stakeholders to participate	Nov 2014
○ Create Neighborhood Advisory Committee <ul style="list-style-type: none">▪ Formed from stakeholders	Nov 2014
○ Mail out resident surveys (required by HUD)	Nov 2014
○ Incorporate new VISTA worker	Nov 2014
○ Conduct neighborhood meetings	Dec 2014 thru Jan 2015
○ Survey housing and commercial conditions	Dec 2014
○ Analyze resident surveys	Dec 2014
○ Develop 1 st draft of plan	Feb 2015
○ Present draft plan at neighborhood meeting	Feb 2015

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| ○ Present draft plan to City Council | March 2015 |
| ○ 45-day public comment period for draft plan | April 2015 |
| ○ City Council resolution | April 2015 |
| ○ Submit plan to HUD | April 2015 |

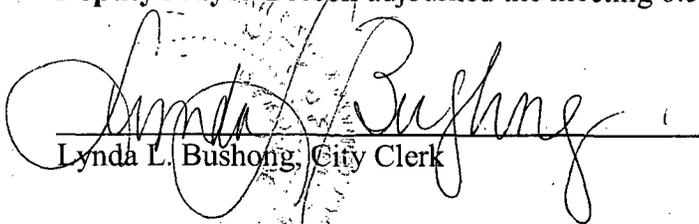
Discussion

- Any type of educational opportunities will be dependent on community involvement, as it is not a required component of NRSA.
- For the Carver Park NRSA, Yuma Neighborhood Development Organization administered a microenterprise program which helped create six small businesses in the area.
- Having a NRSA in place will aid in obtaining grants for the betterment of the community.
- The NRSA does not require a designated amount of community meetings, but does call for meaningful opportunity for the residents in the neighborhood to have input.
- The Housing Authority has indicated they want to be involved in the Mesa Heights NRSA.
- YPD will utilize the help of a VISTA employee to get surveys, education, setting up work groups, getting social organizations and churches involved when they kick off the States Anti-Meth Campaign, and are in the process of developing Crime Free Multi-Housing Groups within the Mesa Heights neighborhood.
- Under the NRSA, improvements on current infrastructures will be completed, but it is not known what type or if any community centers or facilities will be developed.
- Special street signs are designated for historic districts or special commemorative streets that were re-named.

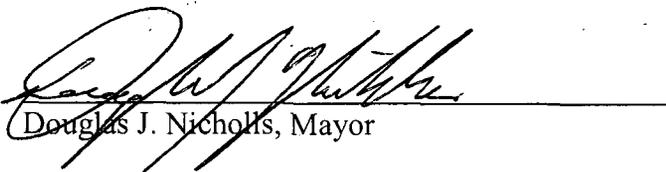
IV. ADDITIONAL ITEMS FOR POSSIBLE DISCUSSION - NONE

V. ADJOURNMENT/EXECUTIVE SESSION

Deputy Mayor Beeson adjourned the meeting 6:50 p.m. No Executive Session was held.


Lynda L. Bushong, City Clerk

APPROVED:


Douglas J. Nicholls, Mayor

Approved at the City Council Meeting of:
January 7, 2015
City Clerk: 