

**MINUTES
ORO VALLEY TOWN COUNCIL
REGULAR SESSION
APRIL 17, 2024
ORO VALLEY COUNCIL CHAMBERS
11000 N. LA CAÑADA DRIVE**

REGULAR SESSION AT OR AFTER 6:00 PM

CALL TO ORDER

Mayor Winfield called the meeting to order at 6:01 p.m.

ROLL CALL

Present: Joseph C. Winfield, Mayor
Melanie Barrett, Vice-Mayor
Tim Bohen, Councilmember
Harry Greene, Councilmember
Joyce Jones-Ivey, Councilmember
Josh Nicolson, Councilmember
Steve Solomon, Councilmember

PLEDGE OF ALLEGIANCE

Mayor Winfield led the audience in the Pledge of Allegiance.

UPCOMING MEETING ANNOUNCEMENTS

Town Clerk Mike Standish announced the upcoming Town Meetings and the Oro Valley Path Forward Community Events.

MAYOR AND COUNCIL REPORTS ON CURRENT EVENTS

Councilmember Jones-Ivey recognized Isabelle Sparlin, a junior at Ironwood Ridge High School, for her academic excellence and community involvement.

Councilmember Greene recognized the Oro Valley Parks and Recreation Department for coordinating the Oro Valley 50th Anniversary Parade and the 50th Anniversary Community Celebration. Councilmember Greene also recognized the Oro Valley Police Department for their participation in the Special Olympics of Arizona 2024 Torch Run.

Councilmember Greene reported that he had attended the ribbon cutting for the Golder Ranch Fire District's Administration Building.

Councilmember Jones-Ivey encouraged citizens to volunteer for Project Graduation and to participate

in their workdays.

Mayor Winfield recognized staff for their efforts in recognizing the 50th anniversary of the Town of Oro Valley. Mayor Winfield reported that the mural at James D. Kreigh park was almost complete, and encouraged citizens to stop by and view it.

Mayor Winfield reported that he had attended the Oro Valley Chamber of Commerce 2024 Economic Outlook Event, where Oro Valley Community and Economic Development Director Paul Melcher, was a guest speaker. Mayor Winfield also reported that Congressional Representative Juan Ciscomani had recognized the 50th Anniversary of the Town of Oro Valley on the House floor.

TOWN MANAGER'S REPORT ON CURRENT EVENTS

Town Manager Jeff Wilkins reported the following:

- Thanked citizens for attending the town's 50th anniversary parade and celebration events, and thanked town staff for organizing the events.
- The 50th anniversary parade video is available on the town's website.
- The Roche Tissue Diagnostics Art in Oro Valley Gallery Exhibition is available through May 3, 2024.
- 50 Trees for 50 Years event update.
- 50 Businesses for 50 Years update.

ORDER OF BUSINESS

Mayor Winfield reorganized the agenda by moving the reading of the blue speaker cards for Regular Agenda items to the first order of business after the Town Clerk reads the items, and before any presentations or discussion.

INFORMATIONAL ITEMS

There were no informational items.

CALL TO AUDIENCE

Oro Valley resident Tim Tarris spoke regarding the history of the sinking of the Titanic.

Golder Ranch Fire District Fire Chief Tom Brandhuber thanked town staff for attending the ribbon cutting and grand opening of their new Administration Building.

Oro Valley resident Dick Augur spoke regarding the importance of implementing Bridge as part of Oro Valley's recreational programs.

PRESENTATIONS

1. Presentation of graduating Youth Advisory Council (YAC) Members

Constituent Services Coordinator Jessica Hynd provided an overview of the Youth Advisory Council (YAC) and recognized the following graduating members:

- Liam DaDeppo
- Jordan Adams
- Kennedy Blanchard
- Estelle Lee
- Patrick Luu
- Valerie Maynard
- Jaden Wu
- Amiya Lotun

2. Proclamation - Education and Sharing Day

Mayor Winfield proclaimed Friday, April 19th, 2024, as Education and Sharing Day in Oro Valley.

Rabbi Zimmerman accepted the proclamation.

3. Commendation from the Governor for the Town of Oro Valley's 50th Anniversary

Director of the Southern Arizona Office of Governor Hobbs, Ms. Flores-Aguirre presented the Commendation to Mayor Winfield.

4. Proclamation - Oro Valley's 50th Anniversary

Mayor Winfield proclaimed the month of April 2024 as the Town of Oro Valley's 50th Anniversary of Incorporation.

Town Manager Jeff Wilkins accepted the proclamation.

CONSENT AGENDA

A. Minutes - April 3, 2024

B. Resolution No. (R)24-09, delegating authority to the Oro Valley Chief of Police to sign and enter a subgrantee agreement between the Town of Oro Valley and the Arizona Department of Homeland Security to fund overtime and mileage under the Operation Stonegarden program

C. Resolution No. (R)24-10, delegating authority to the Oro Valley Chief of Police to sign and enter a subgrantee agreement between the Town of Oro Valley and the Arizona Department of Homeland Security to fund equipment under the Operation Stonegarden program

D. Resolution No. (R)24-11, designating David Gephart as Chief Fiscal Officer, authorized to submit the Town's Annual Expenditure Limitation Report (AELR) to the State Auditor General for FY 24-25

Motion by Mayor Joseph C. Winfield, **seconded by** Councilmember Harry Greene to approve Consent agenda items (A) through (D).

REGULAR AGENDA

1. PRESENTATION, DISCUSSION, AND POSSIBLE ACTION REGARDING THE VISTOSO TRAILS NATURE PRESERVE MASTER PLAN

The following individuals spoke regarding item #1.

Oro Valley resident Elizabeth Robb
Oro Valley resident Marlene Skibbe
Oro Valley resident Matt Wood
Oro Valley resident Dick Surowisc
Oro Valley resident Ken Chaney
Oro Valley resident Rosa Dailey
Oro Valley resident Jan Hammond
Oro Valley resident Phil Zielinski
Oro Valley resident Gayle Mateer
Oro Valley resident Mary Walker
Oro Valley resident Bruce Baier

Parks and Recreation Director Rosalyn Epting presented item #1 and included the following:

- What is a Master Plan?
- Top 3 Priorities from March 20, 2024 Study Session
- Next Steps - If Council Approves Master Plan

Ms. Epting introduced George Radnovich, Consultant with Sites Southwest. Mr. Radnovich continued the presentation and included the following:

- Agenda
- Master Plan Highlights
- Master Plan
- Safety Improvements (cart path, signage...)
- Infrastructure
- Desert Garden
- Revegetation
- Construction Costs: Safety Improvements
- Construction Costs: Infrastructure
- Construction Costs: Desert Garden
- Construction Costs: Driving Range
- Construction Costs: revegetation and reclamation (tees, fairways, greens, sand traps)
- Construction Costs
- Phasing

Motion by Mayor Joseph C. Winfield, **seconded by** Vice-Mayor Melanie Barrett that we express appreciation for the work that has been done by Sites Southwest on the Vistoso Nature Trails Preserve Master Plan and release them from further work on this project. The plan provides valuable public input and information to the Town to begin addressing safety issues and restoring the property back to the Sonoran Desert. We do not adopt the plan in its entirety, but provide further direction as follows:

The Town shall secure the services of a consultant with detailed landscape design and successful landscape restoration experience in an arid / semi-arid environment and a proven track record of identifying and securing grant funds. At the appropriate time, engineering and design work shall also be

performed for the property.

Funding priorities to move forward on this project in the following order:

1. Cart path repairs and rebuilding not to exceed \$43,470 without Council approval.
2. Safety Signage not to exceed \$2,700 without Council approval.
3. A desert garden in the former pond area including design, contingency, and permitting not to exceed \$950,000 without council approval. The phase one scope of work shall include bulkhead removal, Bermuda grass treatment, grading, reseeding, and planting. Designs shall be reviewed by Council.
4. Restoration work on tees, greens, fairways, and the driving range to include design, contingency, and permitting. The scope of work for this shall be limited to Bermuda grass treatment and reseeding based on remaining funds from the Council allocated \$2 million dollar budget. Prioritization of areas receiving treatment will be recommended by the consultant and approved by the Council.

Deadlines for the above work shall be as follows, except as allowed by Town Council:

1. Advertise for an RFP by May 17, 2024
2. Close RFP advertisement by June 14.
3. Award Contract by July 1.
4. Begin design work by August 1.
5. Complete design and construction documents by November 1.
6. Begin restoration work by January 15, 2025.

Discussion ensued amongst Council, staff and Mr. Radnovich.

Councilmember Solomon requested the following friendly amendment; to include an investigation of the cost of a potential pond wetland feature at that location. Mayor Winfield did not accept the friendly amendment.

Discussion continued amongst Council, staff and Mr. Radnovich.

Motion by Mayor Joseph C. Winfield, **seconded by** Vice-Mayor Melanie Barrett that we express appreciation for the work that has been done by Sites Southwest on the Vistoso Nature Trails Preserve Master Plan and release them from further work on this project. The plan provides valuable public input and information to the Town to begin addressing safety issues and restoring the property back to the Sonoran Desert. We do not adopt the plan in its entirety, but provide further direction as follows:

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4. Restoration work on tees, greens, fairways, and the driving range to include design, contingency, and permitting. The scope of work for this shall be limited to Bermuda grass treatment and reseeding based on remaining funds from the Council allocated \$2 million dollar budget. Prioritization of areas receiving treatment will be recommended by the consultant and approved by the Council.

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Vote: 7 - 0 Carried

Mayor Winfield recessed the meeting at 8:24 p.m.

Mayor Winfield reconvened the meeting at 8:38 p.m.

2. RESOLUTION NO. (R)24-12, PRESENTATION, DISCUSSION, AND POSSIBLE ACTION REGARDING FUNDING A REPLACEMENT SHADE STRUCTURE PROJECT AT STEAM PUMP RANCH

The following individuals spoke regarding item #2.

Oro Valley resident Elizabeth Robb
Oro Valley resident Nick Szumowski

Oro Valley Parks and Recreation Director Rosalyn Epting presented item #2 and included the following:

- History of the Shade Structure
- Incident Causing Damages
- After the Damages
- Research Completed
- Design Selected
- Funding Request

Motion by Mayor Joseph C. Winfield, **seconded by** Councilmember Harry Greene to approve Resolution No. (R)24-12, authorizing and approving funding for the shade structure project in the amount of \$289,705 from the General Fund Contingency Account.

Discussion ensued amongst Council and staff regarding item #2.

Councilmember Bohen requested an amendment to the motion, to approve the larger 26' x 180' structure. Mayor Winfield accepted the amendment, seconded by Councilmember Greene.

Discussion continued amongst Council and staff regarding item #2.

Motion by Mayor Joseph C. Winfield, **seconded by** Councilmember Harry Greene **FINAL MOTION AS AMENDED**, to approve Resolution No. (R)24-12, authorizing and approving funding for the shade structure project in the amount of \$489,705 from the General Fund Contingency Account.

Vote: 7 - 0 Carried

3. DISCUSSION AND POSSIBLE ACTION REGARDING THE TOWN OF ORO VALLEY'S ROLE IN DESTINATION MARKETING

ITEM A: DISCUSSION AND POSSIBLE ACTION REGARDING ORO VALLEY'S PARTICIPATION WITH VISIT TUCSON AND THE TOWN'S PLAN IN MARKETING THE TOWN AS A DESTINATION

ITEM B: RESOLUTION NO. (R)24-13, A RESOLUTION OF THE MAYOR AND COUNCIL OF THE TOWN OF ORO VALLEY, ARIZONA, DESIGNATING THE TOWN OF ORO VALLEY AS THE OFFICIAL DESTINATION MARKETING ORGANIZATION FOR THE TOWN OF ORO VALLEY AND AUTHORIZING THE TOWN COMMUNITY AND ECONOMIC DEVELOPMENT DIRECTOR TO SIGN THE REQUIRED DESTINATION MARKETING ORGANIZATION AFFIDAVIT

The following individuals spoke regarding item #3.

Oro Valley resident Jon Ault
President and CEO of Visit Tucson Felipe Garcia
General Manager of the Hilton El Conquistador Shelby Francom

Councilmember Solomon introduced item #3A and explained that Town Manager Jeff Wilkins would present item #3A.

Town Manager Jeff Wilkins presented item #3A and included the following:

- Why is the TOV Discussing this?
- Return on Investment
- Contract Performance Metrics
- Contract Performance: Expanding OV Tourism
- New Agreement Highlights - Initial thoughts

Discussion ensued amongst Council and staff regarding item #3A.

Community and Economic Development Director Paul Melcher presented item #3B and included the following:

- Oro Valley Group Destination Marketing Organization Strategy
- Key Concepts and Terms

Discussion ensued amongst Council and staff regarding item #3B.

Mr. Melcher continued the presentation and included the following:

- Key Concepts and Terms
- TOV Proposed DMO Scope: First Year
- Group Bookings: Visitation HUB Strategy
- Town's Group Prospecting Cycle
- 30-Day Goals (April 1-30)
- 60-Day Goals (May 1 - June 30)
- Local Visitation Collaboration: Enhanced Value Proposition for OV
- Group Booking Strategies Tentative Budget

Motion by Vice-Mayor Melanie Barrett, **seconded by** Councilmember Tim Bohen to approve Resolution No. (R)24-13, a resolution of the Mayor and Council of the Town of Oro Valley, Arizona, designating the Town of Oro Valley as the Official Destination Marketing Organization for the Town of Oro Valley and authorizing the Town Community and Economic Development Director to sign the required Destination Marketing Organization Affidavit; and directing the Town Manager, Town Community and Economic Development Director, Town Clerk, Town Legal Services Director, or their Duly Authorized Officers and Agents, to take all steps necessary to carry out the purposes and intent

of the Resolution.

Discussion continued amongst Council and staff regarding item #3.

Councilmember Solomon requested a friendly amendment to the main motion, that the Town of Oro Valley extend the contract for a year, with Visit Tucson. During that time period, staff can work with Visit Tucson to see if a hybrid or integrated model can work better for the community. Vice Mayor Barrett did not accept the friendly amendment.

Discussion continued amongst Council and staff regarding item #3.

Motion by Vice-Mayor Melanie Barrett, **seconded by** Councilmember Tim Bohen to approve Resolution No. (R)24-13, a resolution of the Mayor and Council of the Town of Oro Valley, Arizona, designating the Town of Oro Valley as the Official Destination Marketing Organization for the Town of Oro Valley and authorizing the Town Community and Economic Development Director to sign the required Destination Marketing Organization Affidavit; and directing the Town Manager, Town Community and Economic Development Director, Town Clerk, Town Legal Services Director, or their Duly Authorized Officers and Agents, to take all steps necessary to carry out the purposes and intent of the Resolution.

Vote: 6 - 1 Carried

OPPOSED: Councilmember Steve Solomon

FUTURE AGENDA ITEMS

No future agenda items were requested.

ADJOURNMENT

Motion by Mayor Joseph C. Winfield, **seconded by** Councilmember Josh Nicolson to adjourn the meeting at 10:40 p.m.

Vote: 7 - 0 Carried

Michelle Stine, MMC
Deputy Town Clerk

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the regular session of the Town of Oro Valley Council of Oro Valley, Arizona held on the 17th day of April 2024. I further certify that the meeting was duly called and held and that a quorum was present.

Mike Standish, CMC
Town Clerk