

**MINUTES
ORO VALLEY TOWN COUNCIL
REGULAR AND STUDY SESSION
FEBRUARY 4, 2026
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 6:00 p.m.

ROLL CALL

Present: Joseph C. Winfield, Mayor
Melanie Barrett, Vice-Mayor
Harry Greene, Councilmember
Mary Murphy, Councilmember
Josh Nicolson, Councilmember
Elizabeth Robb, Councilmember
Absent: Joyce Jones-Ivey, 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 events.

MAYOR AND COUNCIL REPORTS ON CURRENT EVENTS

Mayor Winfield reported that he and several Council members had attended a ribbon cutting for the Town Court Sally Port on February 3, 2026. Mayor Winfield congratulated all those involved with the project.

Councilmember Murphy reported that she and other Council members had attended the 13th annual Strength and Shield Inc., *Blessings Breakfast*, a local tradition designed to honor police, fire, and military personnel.

Councilmember Greene encouraged citizens to review the RTA Next publicity pamphlet they had received in the mail, for information on the proposed public-driven plan for improving the region's transportation network.

TOWN MANAGER'S REPORT ON CURRENT EVENTS

Town Manager Jeff Wilkins reported the following:

- Thanked Congressional representative Juan Ciscomani for his efforts regarding a seven million dollar application to help Oro Valley with bridges.
- Information on Golder Ranch Fire District's Community Survey

ORDER OF BUSINESS

Mayor Winfield reviewed the order of business and stated that the order would stand as posted.

INFORMATIONAL ITEMS

There were no informational items.

CALL TO AUDIENCE

No comments were received.

PRESENTATIONS

1. Presentation regarding Amphitheater school closure updates

Superintendent of Amphitheater Public Schools Todd Jaeger provided information regarding Amphitheater school closure updates.

Discussion ensued among Council, staff, and Mr. Jaeger regarding presentation item #1.

CONSENT AGENDA

- A. Minutes - January 14 and January 21, 2026

Motion by Mayor Joseph C. Winfield, **seconded by** Councilmember Harry Greene to approve consent item (A)

Vote: 6 - 0 Carried

REGULAR AGENDA

1. PUBLIC HEARING: ORDINANCE NO. (O)26-05, DISCUSSION AND POSSIBLE ACTION REGARDING ZONING CODE AMENDMENTS TO MECHANICAL EQUIPMENT SCREENING STANDARDS AND THE ALLOWED HEIGHTS OF YARD WALLS ON RESIDENTIAL PROPERTIES (OVZC 23.6, CHAPTER 31 AND RELATED SECTIONS)

Mayor Winfield opened the public hearing.

No comments were received.

Mayor Winfield closed the public hearing.

Senior Planning Technician Patty Hayes presented item #1 and included the following:

- Purpose
- Topic 1: Mechanical Equipment Screening
- Topic 2: Yard Wall Height
- Summary

Motion by Vice-Mayor Melanie Barrett, **seconded by** Councilmember Mary Murphy to approve Ordinance No. (O)26-05, the zoning code amendments to mechanical equipment screening standards and the allowed heights of yard on residential properties.

Discussion ensued among Council and staff regarding item #1.

Motion by Vice-Mayor Melanie Barrett, **seconded by** Councilmember Mary Murphy to approve Ordinance No. (O)26-05, the zoning code amendments to mechanical equipment screening standards and the allowed heights of yard on residential properties.

Vote: 6 - 0 Carried

2. RESOLUTION NO. (R)26-06, AUTHORIZING AND APPROVING AN INTERGOVERNMENTAL AGREEMENT (IGA) BETWEEN THE TOWN OF ORO VALLEY AND THE TOWN OF MARANA FOR A CYCLING INITIATIVE

Community and Economic Development Director Paul Melcher presented item #2 and included the following:

- IGA Specifics
- Purpose
- Possible Tourism Collaboration

Motion by Councilmember Elizabeth Robb, **seconded by** Councilmember Mary Murphy to approve Resolution No. (R)26-06, a Resolution of the Mayor and Council of the Town of Oro Valley, Arizona, authorizing and approving an intergovernmental agreement between the Town of Oro Valley and the Town of Marana for a cycling initiative; and directing the Town Manager, 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 this resolution.

Discussion ensued among Council and staff regarding item #2.

Vice Mayor Barrett requested a friendly amendment to make the IGA for a term of 2 years and put some kind of budget constraint, such as not to exceed \$50,000 without further council approval. No second was received.

Discussion continued among Council and staff regarding item #2.

Vice Mayor Barrett said she was fine with moving forward with the main motion as presented.

Motion by Councilmember Elizabeth Robb, **seconded by** Councilmember Mary Murphy to approve Resolution No. (R)26-06, a Resolution of the Mayor and Council of the Town of Oro Valley, Arizona, authorizing and approving an intergovernmental agreement between the Town of Oro Valley and the Town of Marana for a cycling initiative; and directing the Town Manager, 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 this resolution.

Vote: 6 - 0 Carried

FUTURE AGENDA ITEMS

Councilmember Murphy requested a future agenda item, not date specific, for discussion and possible action to direct staff to work with the Tourism Advisory Commission to update the current draft plan as it relates to the financial feasibility of items in the draft plan, and to continue to work with the Tourism Advisory Commission on the draft plan until which time there is a consensus draft, seconded by Councilmember Nicolson.

ADJOURNMENT OF THE REGULAR SESSION

Motion by Mayor Joseph C. Winfield, **seconded by** Councilmember Harry Greene adjourned the regular session at 6:58 p.m.

Vote: 6 - 0 Carried

STUDY SESSION

CALL TO ORDER

Mayor Winfield called the study session to order at 6:59 p.m.

STUDY SESSION AGENDA

1. DISCUSSION REGARDING THE DRAFT ORO VALLEY LEISURE TRAVEL MANAGEMENT PLAN

Mayor Winfield recessed the meeting at 7:00 p.m.

Mayor Winfield reconvened the meeting at 7:13 p.m.

Community and Economic Development Director Paul Melcher presented study session item #1 and introduced Mr. Rich Cutting-Miller, Vice President of Tourism Strategy CSL International.

Mr. Cutting-Miller provided a brief introduction and included the following:

- The Project's Objective
- Today's Objective
- Today's Workshop
- Crafting the Leisure Travel Destination Management Plan
- Familiarization Tour Report
- Existing Documents Review Report
- Tourism Research Review Report
- Stakeholder Engagement Report
- Resident Survey Report
- Branding and Marketing Report
- Key Target Market Segments
- Strengths, Weaknesses, Opportunities & Threats (SWOT)
- Key Tourism Trends for Oro Valley
- The Visioning Workshop — 20 Recommendations
- Recommendations & Action Plans
- Recommendation #1 - Activate Steam Pump Ranch as a cultural, culinary, and community-first event venue
- Recommendation #2 - Address summer seasonality with shaded, indoor, or evening visitor experiences
- Recommendation #3 - Build and promote themed itineraries and trip-planning tools
- Recommendation #4 - Clarify tourism governance, staffing and stakeholder engagement structure
- Recommendation #5 - Create unified visitor guides and accessible trail/outdoor maps
- Recommendation #6 - Develop a cohesive culinary tourism strategy and local dining enhancement plan
- Recommendation #7 - Develop a regional events and festivals strategy to combat seasonality and celebrate identity
- Recommendation #8 - Develop and activate a distinctive Oro Valley brand identity
- Recommendation #9 - Encourage development of youth/family-friendly venues and experiences
- Recommendation #10 - Enhance regional tourism collaboration and cross-promotion
- Recommendation #11 - Expand KPIs and establish a resident tourism sentiment monitoring program
- Recommendation #12 - Expand lodging options including boutique, eco-luxury, and wellness-focused hotels
- Recommendation #13 - Expand tourism infrastructure and support facilities at parks and venues
- Recommendation #14 - Improve the retail environment with experiential districts and cultural hubs
- Recommendation #15 - Integrate tourism goals into broader economic and capital planning
- Recommendation #16 - Leverage Oro Valley's assets to position it as a wellness and active lifestyle destination
- Recommendation #17 - Position Oro Valley as a premier cycling and active recreation destination
- Recommendation #18 - Promote youth, senior, and multi-generational tourism programming
- Recommendation #19 - Revitalize the Oro Valley Community Center with tourism-serving amenities
- Recommendation #20 - Increase sports tourism development and advocate additional sports and recreation facilities/venues
- 5 Big Ideas
- Oro Valley Performing Arts Venue and/or Amphitheater
- New State-of-the-art indoor recreation center
- Expansion of Tohono Chul
- Steam Pump Ranch Public Market Hall
- Resident-Designed festival or town cultural showcase
- Recommendation & Big Idea Priority Criteria
- Recommendations in priority order
- Big Ideas in priority order
- 10-year Implementation Roadmap

- Explore Oro Valley DMMO
- Potential Advantages of Connecting with Visit Tucson
- Potential Challenges and Trade-offs
- Strategic consideration going forward
- Vision for Oro Valley leisure tourism

Discussion ensued among Council, staff, and Mr. Cutting-Miller regarding the draft Oro Valley Leisure Travel Management Plan.

Council provided guidance and feedback to staff regarding the draft Oro Valley Leisure Travel Management Plan.

ADJOURNMENT

Mayor Winfield adjourned the study session at 9:10 p.m.

Michelle Stine, MMC, CPM
Deputy Town Clerk

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the regular and study session of the Town of Oro Valley, Arizona held on the 4th day of February 2026. I further certify that the meeting was called and held and that a quorum was present.

Michael Standish, MMC
Town Clerk