



Council Executive Report

Charles P. Potucek, City Manager

January / February 2020

Highlights

- ➔ The City created a Census-awareness building video for Cochise County. The video has received 3,054 views on the City of Sierra Vista Facebook page and has been shared 62 times. The video performed 2.8 times better than the page's historical averages.
- ➔ The Nancy J. Brua Animal Care and Control Center continues to partner with Friends of the SV Animal Shelter to provide vaccination and sterilization clinics for local animals. During two recent clinics, 101 animals were either spayed or neutered.
- ➔ The Cove reopened on February 3rd with fresh updates to the facility.
- ➔ Two new paratransit buses are now out on the road!

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City Manager's Message

Although much is going on to hopefully mitigate the spread of COVID-19 in the community, staff are also attempting to proceed with at least some business as usual. Communication is key right now, and I appreciate those of you who have let me know ways to improve our communication with you during this difficult time. As always, please don't hesitate to continue to reach out if there's a way we can improve.

Staff are doing relatively well adjusting to the current situation. All staff who are able and want to work have work to do. All departments and divisions have implemented work from home plans for staff and have staggered staffing to have less than 10 people in buildings at all times. Part time staff who are able and want to work are working and getting paid, and all staff who may be feeling ill or may be worried about being exposed have been granted 80 hours of special sick leave to protect them and others. Our public safety personnel are well prepared, and every effort has and is being made to ensure their safety and health. SEACOM is doing an incredible job preparing all EMS personnel for calls with potential exposure, and efforts have been in place for weeks already to respond to those calls with the appropriate Personal Protective Gear. I am proud of all our staff for their effort and leadership in these extraordinary times.

City Manager Highlights

- 🏠 SEACOM is continuing to move forward with the implementation of Emergency Medical Dispatching, and I expect to be able to share their budget shortly in the course of our budget discussions.
- 🏠 Staff shared the first draft of potential changes to the Tribute Master Plan with Castle & Cooke staff in early February. A follow-up meeting to discuss the proposed changes was scheduled for late March and will be postponed.

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Mar. 10, 3:00 p.m. – Work Session

- City Manager Update

Mar. 12, 5:00 p.m. – Council Meeting

Mar. 24, 3:00 p.m. – Work Session

- City Manager Update, Council Executive Report, Dev. Fees

Mar. 26, 5:00 p.m. – Council Meeting

Apr. 7, 3:00 p.m. – Work Session

- City Manager Update

Apr. 9, 5:00 p.m. – Council Meeting

Apr. 21, 3:00 p.m. – Work Session

- City Manager Update

Apr. 23, 5:00 p.m. – Council Meeting

Other Meetings and Events

Mar. 19, 3:00 p.m. – Sierra Vista Metropolitan Planning Organization Work Session @ City Hall

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- 🏡 The Mayor, Huachuca 50, and I unfortunately needed to postpone our trip to Washington, D.C., for non-virus related reasons, which may have now been a blessing in disguise. The tentative plan is to reschedule for early May, but we will of course play that by ear.
- 🏡 Staff are working with County budget staff to gather more information on court costs and finalize a new court agreement to bring to you later this year.

Again, please don't hesitate to reach out if you have any questions or concerns. Staff will make every attempt to keep you up to date on information in as timely a manner as possible, and I am always available.

Chuck Potucek, City Manager

Police Department

Animal Control – 2019 Annual Report

The Nancy J. Brua Animal Care and Control Center continues to be an extremely busy city operation. Activity levels were on the rise with impounded animals increasing in 2019. The increase in impounded animals resulted in increased workload including increases in adoptions, transfers, and euthanasia. Euthanizing animals is the most difficult task that animal control members face. As a result, the shelter works hard to ensure that each animal is treated humanely and given every possible chance at finding a home. The total number of animals euthanized

has been broken down to show a more accurate picture of the reasons why many animals were euthanized. More animals are euthanized at the shelter at the request of owners than for any other reason. It is a service the shelter provides to help owners cope with the failing health of a loved pet. Many times, the dog kennels were 100% occupied, yet with help from the media, the community, staff, fosters, volunteers, and rescues, the Nancy J. Brua Animal Care and Control Center did not have to euthanize for lack of space.

	2017	2018	2019
Animals Impounded	1,452	1,482	1,631
Adopted	678	739	852
Released Other Agency/ Transfer/Rescue	77	57	105
Relocated - Natural Habitat	38	48	38
Live Release Total	793	844	995
Adopted Through PetSmart	52	50	16
Redeemed Animals	439	411	387
Euth Non-Adoptable	31	16	25
Euth Owner Request	81	87	94
Euth Sick or Injured	33	16	48
Euth Lack of Space	0	0	0
Euth Other (Rabies Testing)	32	42	31
Euthanized Total	177	161	198
Escaped	1	0	3

Impounded Animal Breakdown	2017	2018	2019
Bats	24	12	12
Birds (chickens, roosters, cockatiels, etc.)	60	15	23
Cats	343	388	486
Dogs	956	958	1011
Ducks	3	2	0
Horses	0	0	2
Lizard	0	1	0
Other (foxes, ringtail cats, raccoon, etc.)	7	8	11
Pigs	2	2	1
Rabbits	9	9	4
Skunks	12	28	24
Small Furry (gerbils, rats, hamsters, etc.)	4	10	17
Snakes	29	46	39
Turtle	3	3	1
Total	1,452	1,482	1,631

cough and parvo virus, yet these outbreaks still occurred. For each one of these outbreaks, the shelter had to close the adoption area for up to two weeks for quarantine and for the prevention of further spread. These closures are the contributors to less visitors, less adoptions and further full capacity.

In 2019, animal control impounded 53 more dogs and 98 more cats than the year before. The shelter was continuously full which has been a contributor to more frequent disease outbreaks. In 2019, the shelter experienced a kennel cough outbreak, a parvo virus outbreak, and a feline upper respiratory outbreak. Any dogs that come into the shelter are vaccinated for the prevention of kennel

As a part of the shelter's efforts to get animals adopted, the shelter participated in several offsite adoption events, hosted two open houses and coordinated the annual Celebrating Animals event at Veterans Memorial Park and the annual Adopt-A-Fest at Broxton's Coffee. Placing animals for adoption at PetSmart decreased due to other organizations participating in the PetSmart program resulting in their kennels being consistently full. In addition to the offsite adoption efforts, the shelter has temporarily decreased its adoption fees to \$25 for dogs or cats. The special fee will continue until the kennels are at a more manageable capacity.

	2017	2018	2019
Call for Service	4,769	4,144	3,813
Visitors	12,543	13,463	12,688
Days Open	240	256	234
Licenses Issued	3,175	2,969	2,684
New Licenses	1,730	1,495	1,425
Renewal	1,445	1,474	1,259
Bites Reported	134	131	141

One Paw at a Time Vaccination Clinics	
Year	Number of Pets Helped
2015	279
2016	170
2017	392
2018	280
2019	387
Total	1,508

The shelter continues to partner with the Friends of the Sierra Vista Animal Shelter to conduct free vaccination clinics to the community. In 2019, the Nancy J. Brua Animal Care and Control Center hosted two vaccination clinics at the shelter, one at the Rothery Educational Center, and one at Veterans Memorial Park. These clinics are funded by the Friends of the Sierra Vista Animal Shelter with the Ryan Miele Grant

and other donations. The shelter provides the microchips, city license tag, staffing, location, and volunteers. By conducting these clinics, the shelter is ensuring that more animals are protected against rabies and have proper identification. It is the shelter's way to give back to the community. In addition to vaccination clinics, two sterilization clinics were hosted at the shelter. ASAVET Charities brought their mobile sterilization clinic to perform the surgeries on-site. This is the first time the shelter has brought an onsite sterilization program for the public. Pet owners only had to pay \$20 for the sterilization. Any other costs were funded by the Friends of the S. V. Animal Shelter. During these two clinics 101 animals were spayed or neutered.



Sierra Vista Fire and Medical Services (SVFMS)

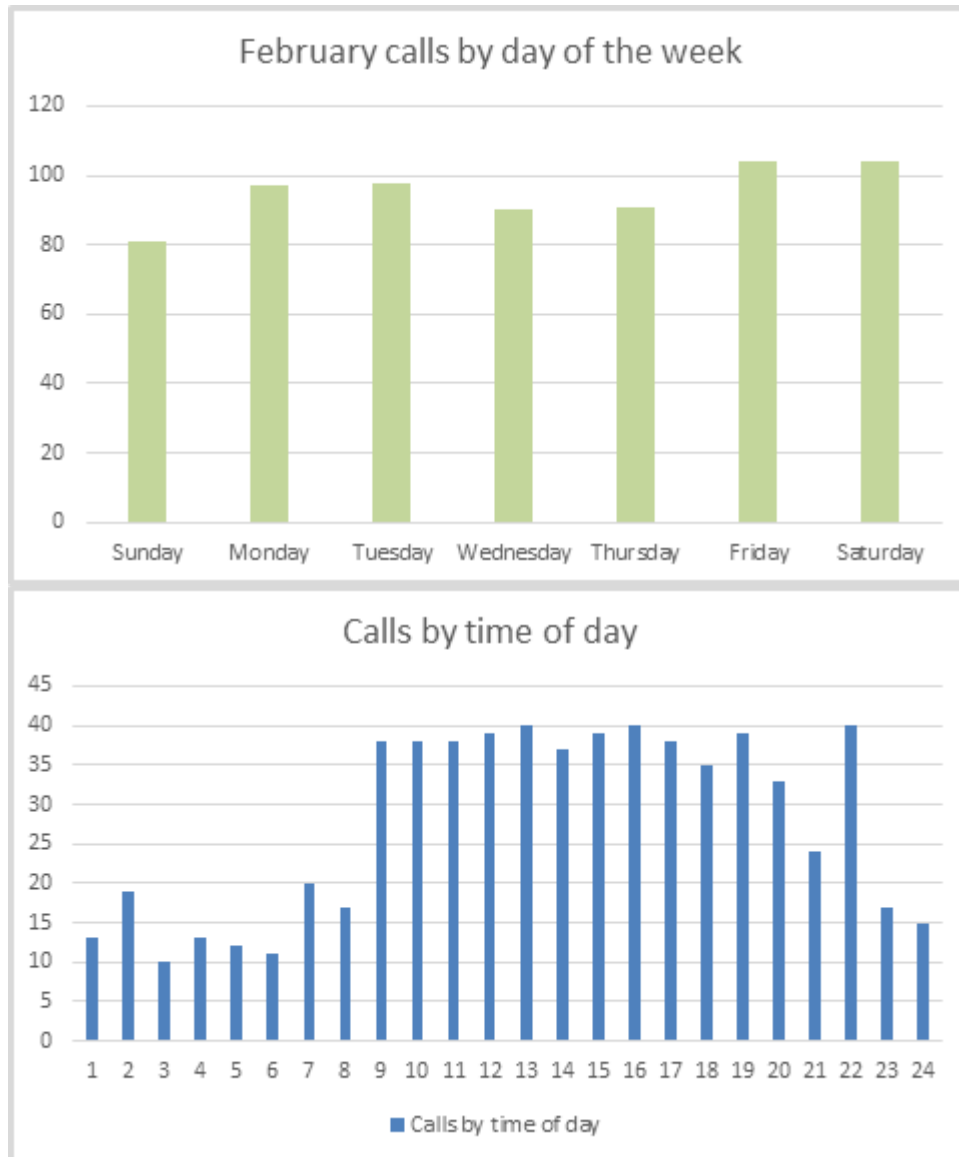
Incident Numbers Totals

February 2020

Sierra Vista Fire and Medical total calls	627
SVFMS calls on Fort Huachuca	46
SVFMS auto aid given	44
SVFMS auto aid received	106

Year to Date totals:

Sierra Vista Fire and Medical total calls	1,256
SVFMS calls on Fort Huachuca	76
SVFMS auto aid given	82
SVFMS auto aid received	182



Initial Response Types

Definitions:

Priority 1 responses = high acuity incidents (chest pain, unconscious) 1 Engine and 1 Ambulance response on the initial dispatch.

Priority 2 responses = low acuity incidents (sick person, injured person) 1 Engine response on the initial dispatch.

Nature Code:

Unconscious Person

The highlighted nature code for January / February is Unconscious Person. An Unconscious Person receives a Priority 1 response (1 Engine and 1 Ambulance). The Unconscious Person nature code is specific to an acute type of illness that potentially requires advanced forms of treatment, to include medication and advanced airway interventions. Having an Engine and Ambulance crew response allows personnel to accomplish these tasks efficiently and effectively. SVFMS personnel responded to 40 Unconscious Person incidents in February. The 70 incidents accounted for 6% of the 627 total responses within city limits.

Community Development

Planning & Administration

- **Community Development Block Grant (CDBG) Program.** Work has begun on the PY 2020 Annual Action Plan, starting with a Notice of Funding Availability published in the Sierra Vista Herald on January 29, 2020, and posted on the City's website and distributed by social media and directly to area non-profits. The application period closed on March 6, 2020, without any outside agency requests being submitted. The U.S. Department of Housing and Urban Development announced the City's formula allocation for the upcoming program year to be \$271,810 which is about the same amount of funding the City received last year. A public hearing will be held on March 12, 2020, to provide Staff with initial feedback and direction on the funding requests for the Annual Action Plan. A second public hearing will be held on the Draft Annual Action Plan on April 9, 2020, followed by a 30-day public comment period.
- **Planning and Zoning Commission FY 19-20 Work Program.** On February 27, 2020, the City Council adopted Ordinance 2020-002, amending use permissions for schools of general education from conditional to permitted in certain zoning districts including single-family residential (on one-acre site or larger). This amendment will equalize private schools with public schools as required by A.R.S. 41-1493.03 (Free Exercise of Religion). This statute prohibits government from imposing or implementing a land use regulation that treats a religious assembly or institution on less than equal terms with a non-religious assembly or institution, regardless of a compelling government interest. On February 13, 2020, the City Council initiated a 30-day public comment period on a general update to the City's subdivision regulations. The proposal will be heard for final adoption consideration on March 26, 2020.
- **Miscellaneous Items.** On January 23, 2020, the City Council approved the following items:
 - ✓ Resolution 2020-003, accepting a Subdivider's Agreement and Improvement Security for Canada Vista, Phase 1, Lots 1-29.
 - ✓ Resolution 2020-005, approving the renaming of a section of Sherbundy Street to Watkins Way.
 - ✓ Resolution 2020-007, authorizing the Mayor to execute a Development Agreement between the City of Sierra Vista and GL Mountain Vista, LLC, concerning property located at 700 South Carmichael Avenue (Mountain Vista Mobile Home Park and RV Community).

Code Enforcement

Code Enforcement assisted Good Neighbor Alliance in carrying out the annual Point-In-Time (PIT) Homeless Count in the Sierra Vista area. This count is part of a national effort to identify the extent of homelessness throughout the county. The count includes a brief survey to identify the needs of those experiencing homelessness. The count took place during the last week of January. Code Enforcement provided mapping support and locations of known encampments.

Building & Inspection Services

During January/February 2020, Staff worked on the following projects:

PLANS UNDER REVIEW/PERMITS ISSUED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
CSV Composting Facility	Tenant Improvement	--
SV Chiropractic	Tenant Improvement	247 S 7th Street, #B
PDS Multipurpose Building	Commercial New	5130 Paseo Las Palmas
Fix Auto	Tenant Improvement	4108 La Linda Way
Beau Tea & The Bites	Tenant Improvement	1634 S Highway 92

PROJECTS UNDER CONSTRUCTION

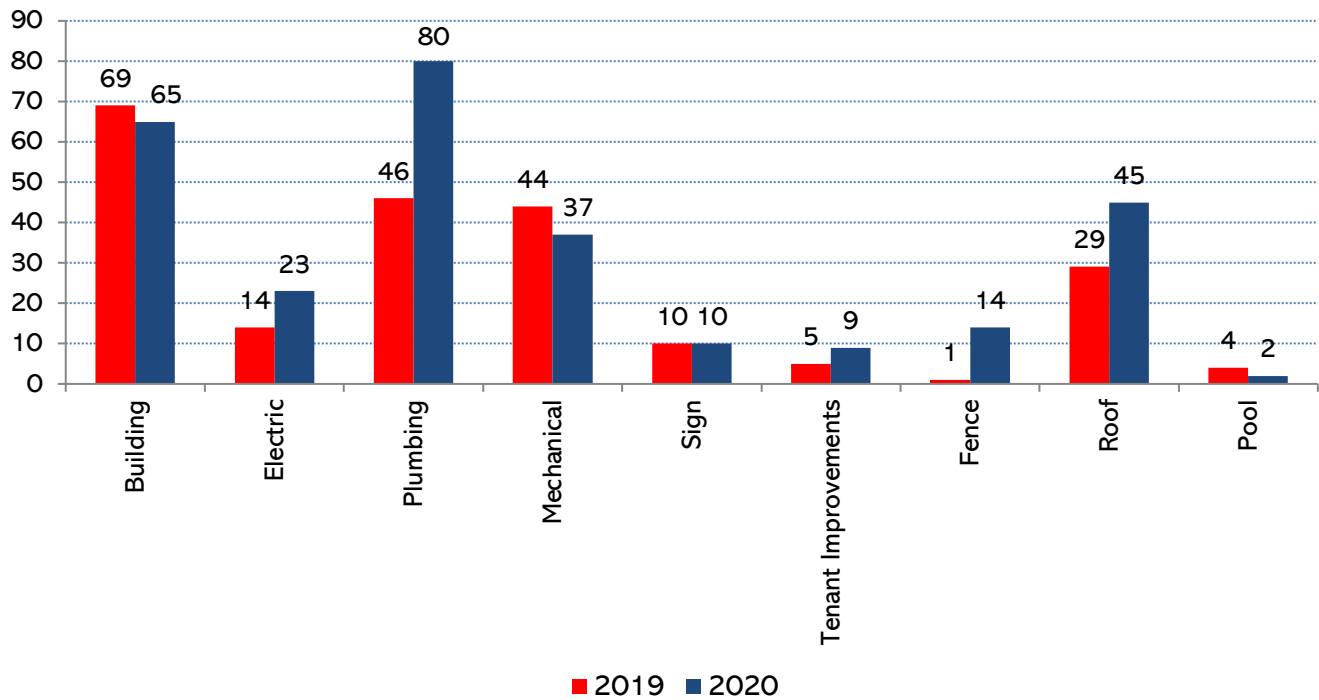
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Buena High School Theater Expansion	Commercial Addition	5225 Buena School Blvd
Community Baptist Church Outreach Center	Tenant Improvement	1763 Paseo San Luis
U-Haul - Interior Renovations	Tenant Improvement	2011 E fry Blvd
KFC	Tenant Improvement	1060 E Fry Blvd
AAA Fort Storage RV Shade	Accessory Commercial	255 W Kayetan Drive
Community Baptist Church Outreach Center	Accessory Commercial	1763 Paseo San Luis
Carmichael Elementary – Remodel/Restroom Bldg.	Addition Commercial	701 N Carmichael Ave
PDS - Restroom Renovations	Tenant Improvement	5130 Paseo Las Palmas
Town and County - Restroom Renovations	Tenant Improvement	1313 S Lenzner Ave
Village Meadows - Restroom Renovations	Tenant Improvement	905 El Camino Real
Church of Christ Freestanding Ramada	Accessory Commercial	4960 E Highway 90
AT&T	Cell Tower Modifications	1045 S Lenzner Ave
AT&T	Cell Tower Modifications	240 N Highway 90
T-Mobile	Cell Tower Modifications	260 N Garden Ave
Verizon	Cell Tower Modifications	4253 Enterprise Way
U-Haul - Outside Storage Units	Accessory Commercial	2011 E Fry Blvd
Schlotzsky's Deli - Patio Covers	Tenant Improvement	3900 E Fry Blvd
Culver's - Flagpole	Accessory Commercial	632 S Highway 92
Via Elegante - Convert to Alzheimer's Facility	Tenant Improvement	4255 Calle Vista
Big Lots	Tenant Improvement	135 S Highway 92, #A
143 Street Tacos	Tenant Improvement	124 W Fry Blvd
American Family Insurance	Tenant Improvement	999 E Fry Blvd, #110
Oasis Apartments	Tenant Improvement	4250 E Busby Drive
PC's Lounge	Tenant Improvement	4700 E Highway 90
Canyon Vista Canopy	Accessory Commercial	5700 E Highway 90
Pioneer Title	Tenant Improvement	2700 E Fry Blvd
CSV - Police Dept Gate replacement	Tenant Improvement	911 N Coronado Drive
CSV - Public Works Gate replacement	Tenant Improvement	401 Giulio Cesare Ave
Northrop Grumman - Ramada for UAV's	Accessory Commercial	4067 Enterprise Way
Sierra Vista Tile	Tenant Improvement	784 E Wilcox Drive

PROJECTS COMPLETED

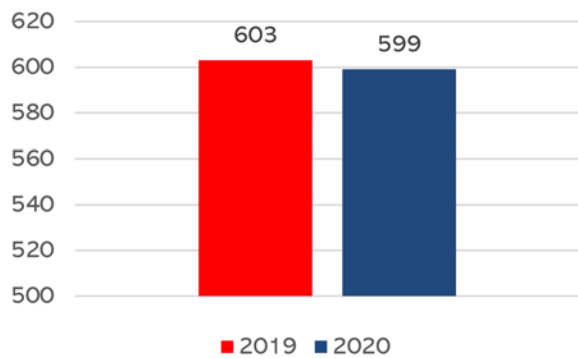
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Buena High School - Bus Enclosure	Tenant Improvement	5225 Buena School Blvd
Chill Factor Hookah Lounge	Tenant Improvement	833 E Fry Blvd, #D
Pepsi Freestanding Cover	Accessory Commercial	175 W Kayetan Drive

Pamper Me	Tenant Improvement	1965 Frontage Road
My Little Playhouse	Change of Use	548 W Fry Blvd

YEAR OVER YEAR PERMIT HISTORY (JAN-FEB)



YEAR OVER YEAR INSPECTIONS (JAN-FEB)

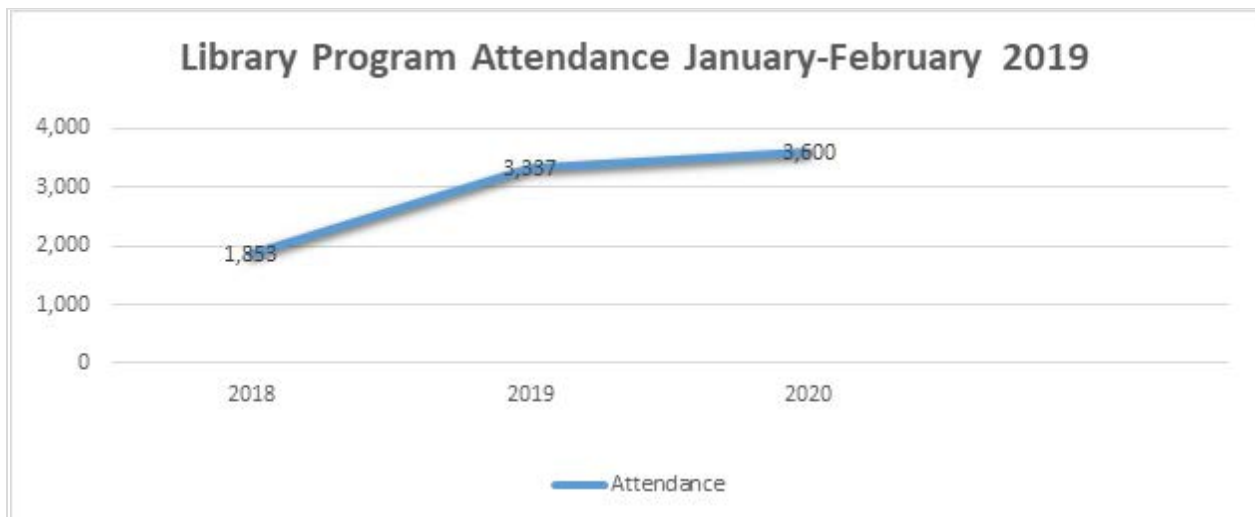
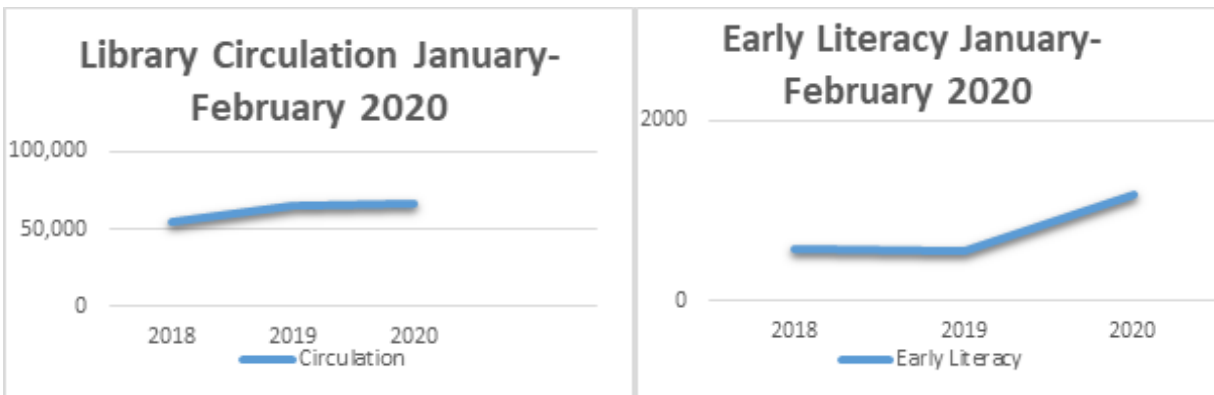


NEW CONSTRUCTION TYPE	ANNUAL YTD COMPARISON (JAN-FEB)	
	2019	2020
SINGLE-FAMILY UNITS	13	15
SINGLE-FAMILY ADDITIONS	0	3
MANUFACTURED HOME UNITS	0	0
MULTI-FAMILY UNITS	0	0
COMMERCIAL (SQ. FT.)	0	0
INDUSTRIAL (SQ. FT.)	0	0
INSTITUTIONAL (SQ. FT.)	750	0
OFFICE (SQ. FT.)	0	0

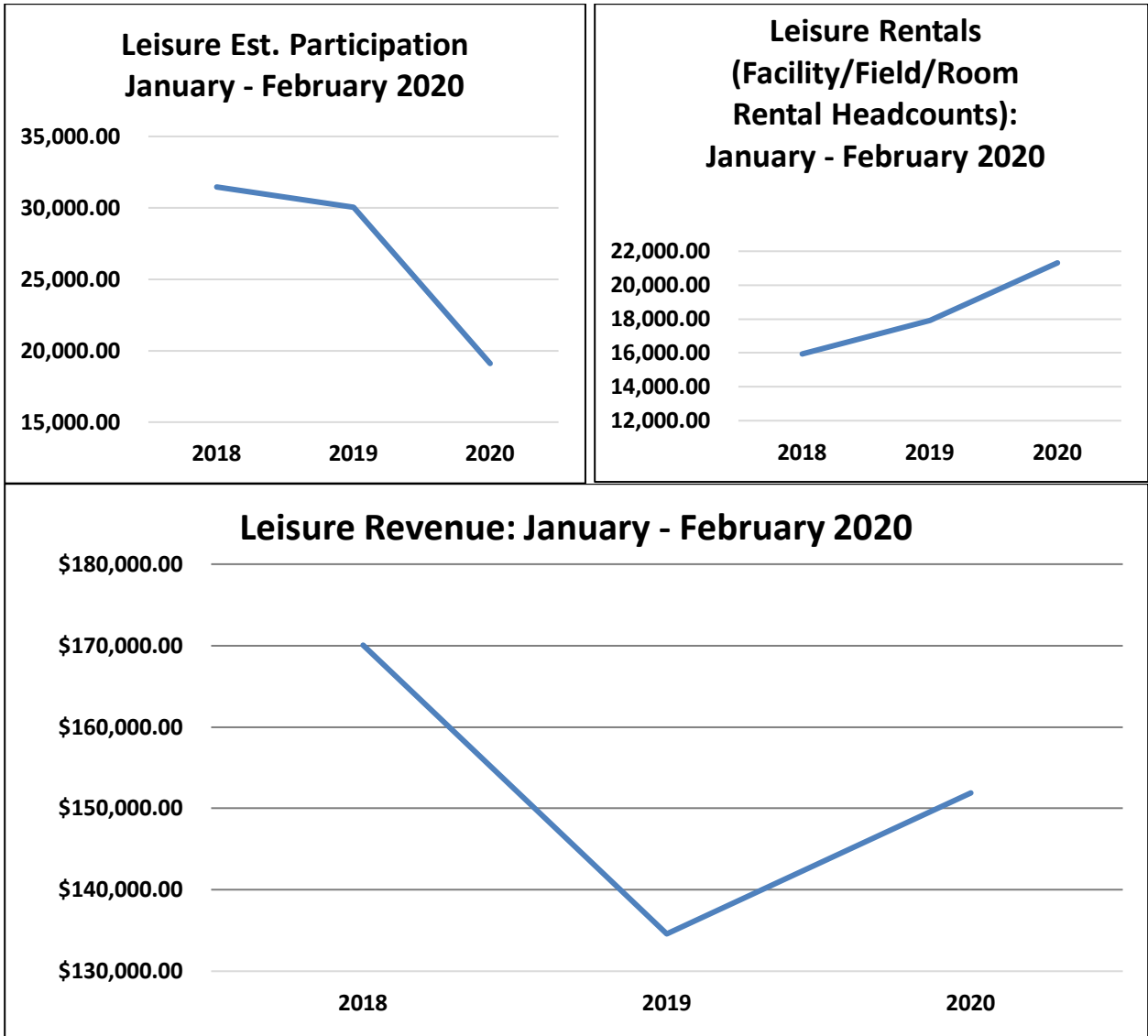
Leisure and Library Services Department

January—February Dashboard (Years: 2018 vs. 2019 vs. 2020)

Library Circulation:	66,242
Library Program Attendance:	3,600
Early Literacy Attendance:	1,165



Leisure Revenue:	\$151,870
Leisure Program Attendance:	19,107
Rentals:	21,315



Valentines Dinner Dance

The Swinging Valentine Dinner Dance was a big success. The crowd ranged from individuals in their 30’s to their 60’s and all had a great time. This event attracted a young couple from Tucson who are relocating to the St David area. Everyone enjoyed the Prime Rib Dinner. The Desert Swing Band played wonderfully and there was lots of dancing throughout the evening.



Flash Park Cleanup

City of Sierra Vista Parks and Recreation Commissioners and local volunteers met up at Veterans Memorial Park on Saturday, February 8th to clean and paint the park's ramadas. Parks staff prepped the surfaces the week prior, removing tape and cleaning the surfaces. The twelve volunteers spruced them up with fresh coats of paint. The restroom building's trim and doors were even completed before noon!

The efforts of our Commissioners and volunteers are greatly appreciated and there is no doubt the community will enjoy the improved look of facilities. Parks and Recreation Commissioner Jessica Kunkel spearheaded the project and says she would like to keep these projects going in the future.



Domingo Paiz Soccer Field Grand Opening

January 22 celebrated the Grand Re-opening of the new artificially turfed Domingo Paiz Soccer Fields. There was a marvelous community turnout to celebrate this fabulous addition to our city field inventory. The event culminated in the unveiling of the City of Sierra Vista Logo proudly displayed in the middle of the field. The unveiling was facilitated by the kids of the local youth soccer organizations and was a fitting and special moment to commemorate this historic event. The event also included several soccer challenges for kids to compete and show off their skills and test out the new field. Winners for each activity received a regulation size soccer ball highlighting the partnership between the City of Sierra Vista and Schneider Electric.



COVE Aquatics Center Reopens

After a slightly longer than expected closure to ensure that The Cove's brand-new boiler system was functioning at its anticipated capacity, patrons eagerly awaited the reopening of the aquatics center on February 3rd. The building not only sported a much needed and extremely energy efficient new boiler system, but a brand new paint job, resurfaced warming pool, and a more family friendly environment - one that supports our entire community and will help usher a new era in the Cove's storied past. A reinvigorated staff is dedicated to making sure the customer comes first and providing a quality experience in all activities offered. Staff encourages you to drop by and see the changes for yourself!



Pump Track

The building of the Sierra Vista Pump track started on February 21st. Collaboration between the Leisure Services Parks and Sports divisions, Public Works Streets division, and Mark LaPaglia of Sun & Spokes bicycle shop saw the first piles of dirt moved into place to create the beginning of a new City attraction. Unfortunately, the community build day that was scheduled for that Saturday was cancelled due to weather. The Sports Division is working to reschedule the build day and work with partners to move more dirt on site to complete the project.

Local League Partnerships

The Department continues to expand its City partnerships with local leagues. Last year staff announced a partnership with Coronado Sports Club to bring a Futsal program to the community. Staff is excited to continue that partnership this year and add Sierra Vista Ponytail, a chartered league of Little League International, to the list of growing co-sponsored leagues. Softball is a very popular sport and over 230 girls are expected to register for the league this season. The League provides youth ages 4-16 opportunities to play in 5 different divisions. Sierra Vista Ponytail also provides a Challenger division, which is Little League's adaptive baseball program for individuals with physical and intellectual challenges. The Challenger division expects over 20 kids on the field this year. Staff is excited for great season of sports and hope to see you on the fields or in the gym.

Henry F Hauser Museum. Moving Forward

Longtime city employee Nancy Krieski retired from the role of Curator at the Henry F Hauser Museum in late January 2020. Staff and volunteers held a luncheon to say goodbye at the Ethel Berger Center—complete with teary goodbyes and words of wisdom as Nancy moves on to new adventures with her grandchildren in California. Taking Nancy’s place will be Elizabeth Wrozek, who spent several years as an intern working with Nancy prior to her hire. Wrozek’s goals are to continue expanding programs to underserved populations, create a role for the museum in local schools, and curate meaningful exhibits that highlight our area, while remaining modern and relevant.

Wrozek will be starting her new role at the end of March, so stop by and introduce yourself! Elizabeth has a Master’s in Museum Studies (and has some incredibly innovative ideas) and will be a real asset to the team of Leisure and Library Services in the years to come. Staff looks forward to having her on board!

From Pottery Studio to Maker Space: The Journey

You may have noticed some changes to the Pottery Studio space in the last few weeks. Leisure and Library Services Director Laura Wilson and Manager Emily Duchon have made “revamping” the space a priority, and plan on engineering the space to create a general artistic area that can accommodate several different programs and instruction sessions. Rachel Gardner, a library assistant, quickly learned the ropes of operating the kiln, and has cleaned and organized the space to create a more modern, light-filled space. While currently the hours for the studio remain the same, efforts to increase staff time in the area and open further studio hours are underway. In addition, the windows, which were once covered with a cloth like material to keep the sun and heat away from users, were replaced with high end window tinting, allowing for a beautiful view of the Huachuca Mountains.



Some additional plans include new supplies such as tables and smocks; television screens so that artists can watch videos while working (how-to’s are popular) and painting the walls.

Messy library programs will be held in the “new” studio, and efforts are underway to begin programming in the space by various artistic instructors including painting, ceramics, sewing, and more! If you have any questions or have suggestions for the space, please contact Emily Duchon (520-439-2252)!

Some Small, But Vital Changes to the Library

The library finally has a new café on board, and customers are loving it already! The “Book Nook” Café makes fresh scones and bagels daily, and offers a variety of lunch specials (ham and cheese panini anyone)? The café operates Monday-Friday from 8am-4pm, so it’s perfect for a quick walk over for a morning coffee or some of their famous quiche for lunch. The Grazianos formerly owned a café in Bisbee called Café Cornucopia, but we think their new location is even better! Please support them by stopping by and trying one of their delicious homemade goods.

The windows in the children’s area were tinted this month by local retailer Cool Dreams Window Tinting. Staff has avoided the area in the high afternoons as the Arizona sun was incredibly hot—but no more! Patrons and staff alike are enjoying the new alteration to the space, which still allows for gorgeous views but now reflects most of the sun’s rays.



A conference phone has been added to the library’s smaller public space. Businesses and city departments can conduct interviews easily and have interested parties “call in” who may want to attend meetings but cannot in person. Inquire at the library for the system’s phone number and for instructions on how to use this user-friendly service.

The conference room table and chairs (the really, really big one) was replaced by a more sleek design and the lobby chairs and sofa were replaced as well, due to a generous donation by the Little Library Bookstore (next to the library). Donations for the LLB are accepted at the library daily during open hours.

KIDS W.O.R.L.D Onboarding and Programs

Even Kids World is not exempt from the many changes the department has been making to enhance and improve its offerings. On March 10, Library and Kid World staff had their first “onboarding” for employees, which consisted of welcoming new staff, going over policies and procedures, and learning new techniques to create meaningful, yet fun programming for children. Library staff helped introduce the concept of “choice based” learning—where children choose the activity they’re most interested in when attending their before or after school program. Staff were educated on the importance of STEAM content and how to introduce those concepts in everyday activities, and fully enjoyed creating a marshmallow catapult to sling food at one another (haha)! These onboarding exercises will be hosted regularly, with new staff learning the ins and outs of the City, finding out how they can enhance their program, as well as learning about future opportunities they may have with the City of Sierra Vista. Employee contentment is of great importance to the department, and employees who are knowledgeable and see opportunities for

advancement are more likely to stay. This was the first step in a new process to bridge the gap between what the community desires and what is offered to the public, as well as a fun exercise in camaraderie between two very different, but educational divisions within Leisure and Library Services.

Can I Have This Dance?

Members of the Therapeutic Recreation Program (TR) enjoyed Valentine’s Day this year with a special dinner and dance hosted just for them. Participants donned their evening wear and looked quite spiffy as they quickly hit the dance floor! After dinner, attendees mingled and enjoyed



catching up with one another and their dates. TR is now working on an online sign up system (so new participants can easily apply from home) and is working on putting together a targeted campaign in the Sierra Vista area so all those who may qualify for the program know about its existence.

The program’s 6-month evaluation by the State passed with flying colors and staff is excited to see what the Spring and Summer time brings—as the T-Rex’s are known to be real terrors on the ball field.

Upcoming Events:

March 14: Willcox Wine Tour: -4:30 PM - EBC

March 20: Spring Break Bash – 7:00pm, Cove

March 21: Spring Bazaar – 9:00 AM, EBC

April 1: Cyr Soccer Fields Grand Re-Opening – 5:30 PM Cyr Soccer Fields

March 12: Dine –A-Night-4:30 PM Manda Le

April 4: Thunderbolt Youth Triathlon – 9:00am – Cove Aquatic Center

April 9: – Dine –A-Night-4:30 PM Landmark Cafe

April 25: Daddy & Daughter Glaze a Piece Tea Party – 11:00am - EBC

Public Works

Engineering

Fry / North Garden. The design process for the Fry and North Garden improvements is continuing, and the final two public meetings were held in early March. Like the November meetings, the ones in March were well attended. Around 100 citizens came out to offer their thoughts and comments on the project. The format of the meetings was largely unstructured, which allowed attendees the opportunity to view display boards at their leisure and ask questions of consulting team members and staff stationed at each set of boards. The consultant also had a traffic simulation set-up to show how the roadway would function with reduced travel lanes. Each attendee who signed in was given plastic tokens to “vote” at the two sets of boards and a feedback form to record any additional comments or concerns. Comments from the meetings are in the process of being consolidated, but it appears voting between the “parkway” and the “boardwalk” concepts was very close. Whereas the boardwalk concept added on-street parking to the corridor, the parkway concept put the greatest emphasis on landscaping and stormwater management. Given the close voting, it is likely that elements from both plans will be incorporated into the final concept. Some of the concerns included funding, maintenance, and traffic delays. Funding for the project is through the Sierra Vista Metropolitan Planning Organization (SVMPO).

Upcoming Projects. Engineering has several projects which are currently bidding or are in the early stages of construction including the Effluent Water Reuse, Security Gate Improvements, Adaptive Signal Control, Annual Street Maintenance, Airport Helipad Erosion Repair, two Community Development Block Grant projects, the Big O Entrance, City Hall Remodel, Transit Parking Lot Resurfacing, and the EOP Bar Screen Replacement. The spring construction season is going to be busy! Additional details will be provided in future reports as the projects move further into construction.

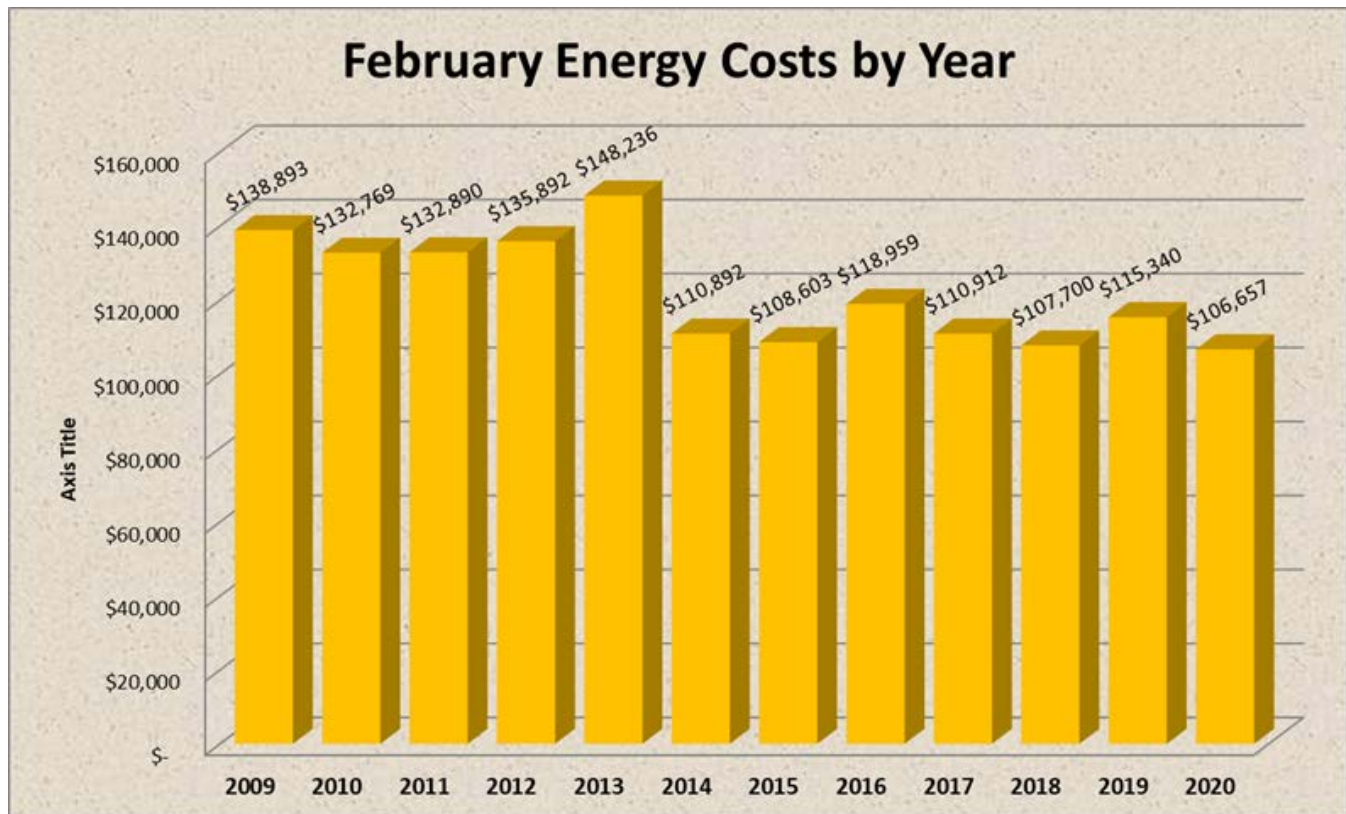
Wastewater

Bar Screen Replacement. A contract was recently awarded to undertake an emergency repair of the bar screen at the Environmental Operations Park. The bar screen is the first step in the treatment process as wastewater enters the facility. Its purpose is to screen out garbage and other debris. Staff will spare everyone the pictures but suffice it to say that the bar screen neither looks nor smells pleasant. Particularly during high flow events, the bar screen can quickly clog, which puts a lot of stress on the bolts which hold it in place. The equipment has now reached the end of its useful life and must be replaced at significant cost. To help prolong the life of the new equipment, residents are reminded to flush only toilet paper. Other items, even products marked “flushable”, do not break down in the sewer lines and end up on the bar screen. Some of the most common items found on the bar screen include “flushable” wipes, baby wipes, and paper towels. Staff appreciates citizens being mindful of what they flush to help keep the City’s maintenance costs low!



Facilities

Schneider Electric Project. The Schneider Energy Efficiency Project is going well, with most aspects of the project now nearing completion. From a Public Works perspective, some of the most notable changes to date have been to replace existing lighting at all City facilities with more energy efficient LED fixtures. The chart below is a great example of what staff is starting to see on our monthly energy reports. Similar to the chart provided in the last Executive Report, the energy usage for February 2020 was less than any previous year going back to 2009. When the impact of rate increases is considered as part of the annual cost, the savings are even more impressive.



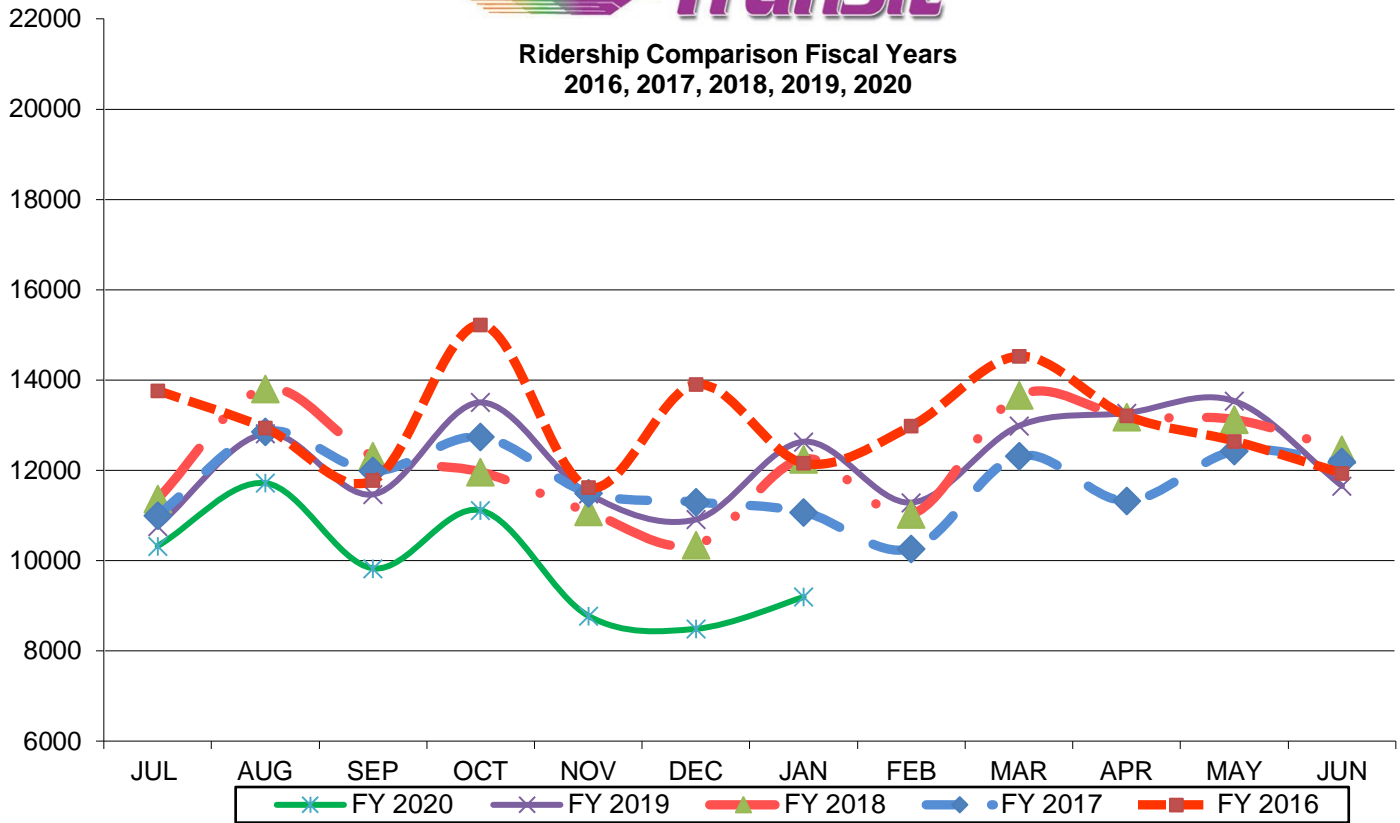
Refuse

Recycling Changes. The City's recycling center is now closed, effective March 1st. Recyclables are still accepted for drop-off at the Cochise County Transfer Station, and at least one private entity is offering curbside recycling. Both the County and private operations are fee based to help cover expenses due to declining commodities prices. Recycling availability is still subject to change, based on market conditions, but the fee-based operations are expected to be more sustainable in the long run. There is some variability in the materials which are accepted, so residents should check with their provider should they have any questions as to whether an item is recyclable.

Refuse Fee Changes. In addition to the recycling changes, several fee increases also took effect on March 1st. In addition to an overall 15% rate increase, fees also increased for the residential dumpster program and bulky waste pick-ups, as well as some aspects of the compost program. All residents should have received a notecard informing them of the rate increase, and information is available on the City's website as well.

Transit

Vista Transit Ridership Data. Statistics for the current and previous two grant years are shown below. As a reminder, the lower numbers shown for FY 2020 are not due to decreased ridership and are instead reflective of reduced transfers from new bus routing implemented in July 2019.



Intergovernmental Agreement with Huachuca City. At its meeting on February 27th, Council approved an Intergovernmental Agreement (IGA) with the Town of Huachuca City. Huachuca City, in cooperation with the City of Tombstone, is looking to restart its transit service through a grant from the Legacy Foundation. The new bus will provide service from both Huachuca City and Tombstone to Sierra Vista twice per day, three days per week. Drop-off points will include Cochise College, Canyon Vista Medical Center, and the Vista Transit Center. From each of those stops, riders will be able to connect to Vista Transit to visit other locations within Sierra Vista.

New Buses. The two new paratransit buses profiled in the last Executive Report are now out on the road. The new buses have reduced seating more appropriate for the City's paratransit services but still provide two wheelchair spaces as well as several standard seats for companions or other passengers.

Economic Development

Economic Framework Strategy Development

Mayor and Council have formally adopted the six objectives and staff continues to work to activate these objectives in the City.

Maximize Economic Impact of the Municipal Airport

Economic Development Staff continues to pursue attracting business at the municipal airport with a focus to prepare the available land for development. The overall purpose is to position the municipal airport as a viable option for business attraction and primary jobs with compatibility to Fort Huachuca's missions.

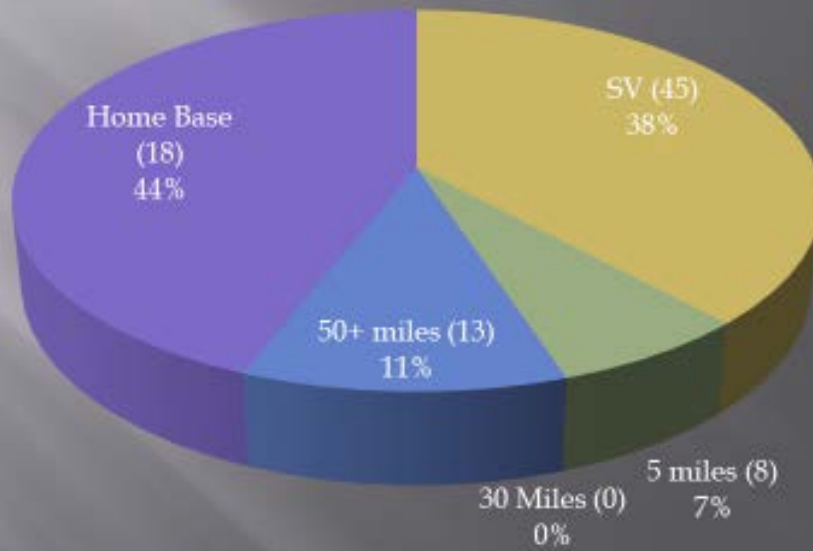
Staff received the initial submittal of the design and construction documents (30% completed) for review on February 18, 2020, before authorizing continued engineering work. All applicable staff will assemble in early March to review the work thus far and provide guidance to the engineering firm. One major element involves the relocation of excess material (dirt and rock) from the site. Ongoing discussion with Fort Huachuca's airfield staff continues to progress on locating excess material vicinity of the airport on the 203 acres of excess federal property. This is a win-win as it supports erosion control on Libby Army Airfield as well as future construction plus significantly reduces the overall City cost to the project. Staff will include the estimated cost to prepare the land in the upcoming budget process as a key initiative.

January / February 2020 Business License Analysis

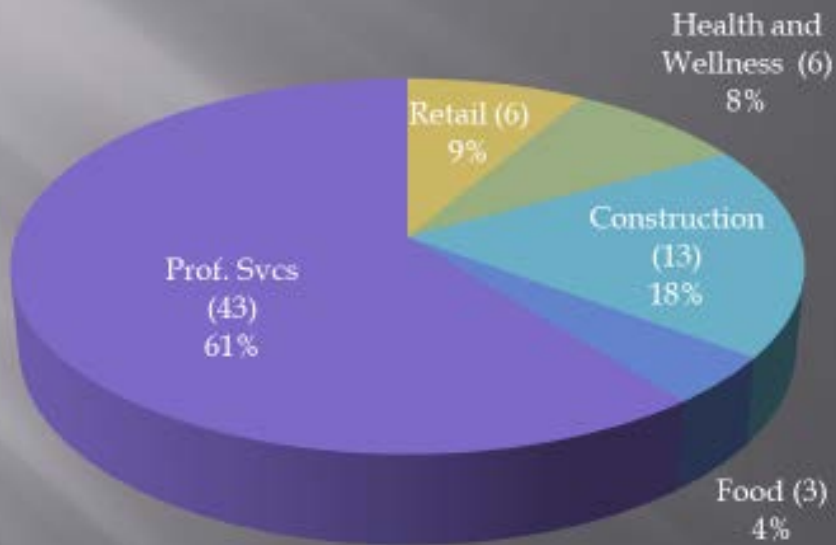
There was a total of 66 new business licenses issued between January – February 2020. Of the new licenses, 18 were home based businesses. 21 of the licenses were out of town businesses. 8 were within five miles of the City, none were within 30 miles and 13 were greater than 50 miles from Sierra Vista. The remaining licenses were for a variety of services based on the following categories.

- 6 – Retail
- 6 – Health and Wellness
- 0 – Govt. Contracting
- 13 – Construction
- 3 – Food
- 43 – Professional Services

66 Business Licenses Jan - Feb 2020
Location



66 Business Licenses Jan - Feb 2020
Category



Economic Development Activities and key engagements

- 1/10 Sonoran Plaza discussion with SBDC
- 1/14 Good Morning Sierra Vista
- 1/16 Meeting with Hispanic Chamber on potential Sonoran Plaza business owners and also Business at twilight
- 1/21 Supported AAED's Policy Impact Celebration with the Legislature
- 1/22 West end engineer mtg and population estimate discussion with Fort Huachuca & SEAGO
- 1/23 Flight school meeting
- 1/23 Briefed at the VBOC's Soldier for Life Entrepreneurship class on Fort Huachuca
- 1/27 Meeting to discuss maximizing the available Opportunity Zone
- 1/28-30 Attended the ACMA Conference
- 1/29 Meeting with a potential new business owner on Garden Ave.
- 2/4 & 10 BDI discussion
- 2/9-12 Represented the City at the Association of Defense Communities Innovation Conference
- 2/12 Cochise County Brownfield Advisory Committee in Bisbee
- 2/13 Mtg with a potential new business owner on Garden Ave.
- 2/21 Supported the CCTSC Familiarization Tour of Sierra Vista
- 2/25 Coordinated with Libby Army Airfield Manager to discuss the municipal airport project
- 2/26 Business walk w/contract team in support of Fry and Garden Project
- 2/28 Meet with potential business owner exploring potential options

Housing report

In the Sierra Vista area, February 2020 active inventory was 326. This is a 22% decrease from the same period in 2019. There were 124 closings in February 2020, a 10% increase from February 2019.

Months of Inventory was 2.6, down from 3.7 in February 2019. Median price of sold homes was \$175,450 for the month of February 2020, up 4% from February 2019.

Year-to-date 2020 there were 244 closings, a 9% increase from year-to-date 2019.

This information is based on sales across the defined community to include all realtors. The entire report can be viewed at the following address.

www.longrealtyonline.com/HousingReportSelect.asp?Agent=2013654&Area=SV&SubArea=&Report=hr-sv&Source=CRM

Marketing & Communications

Coronavirus communications. The Marketing & Communications Division's communications strategy around this viral outbreak is twofold. First, the Division is aiming to reassure the public that City services will continue to be offered to the extent possible. Second, the Division is aiming to communicate accurate information to help mitigate unnecessary panic while promoting public health and safety. To that end, a webpage specifically for COVID-19 information was created, linked from the home page, and includes information about how the City is preparing for the worst, what people can do to help prevent contracting and/or spreading the disease, and vetted information about the virus. The page also includes an embedded feed from the Center for Disease Control (CDC), which streams live and is updated regularly via the CDC. The Division's goal is to establish this page as the authoritative place to visit for current, accurate, and true information about COVID-19. The page is being promoted in the weekly eNewsletter and is referred to when responding to public inquiries. Additional page promotion may be pursued if needed.

2020 Census efforts. As a member of the Cochise County Census 2020 Complete Count Committee, the City of Sierra Vista has led Census outreach efforts within Sierra Vista and supported outreach efforts countywide.

The online portal, My2020Census.gov, is now open. To assist those without computer access, the City set up Census kiosks at the Vista Transit Center and Ethel H. Berger Center. A Census icon is being added to the desktops on library computers, and marketing materials letting patrons know they can fill out their surveys on the public computers has been placed nearby. The City has placed Census ads on several Vista Transit buses.

Additional marketing efforts include:

- City staff distributed Census flyers and posters to about 50 churches, social service organizations, apartment complexes, and schools throughout Sierra Vista.
- A social media campaign of the above video to target local renters was conducted. Additional targeted advertising will be launched using the video in the future.
- The City also supported county-wide efforts by designing billboard and print advertisements on behalf of the county. County and City staff have also conducted various speaker engagements in Sierra Vista.
- City created a Census-awareness building video for Cochise County. The County had difficulty finding a video production

Combating Coronavirus



Find out what the City is doing to keep the public informed about the coronavirus outbreak, how we'll continue operations, and our plan to keep the the public and staff healthy in City buildings. You'll also find information about COVID-19 and links to other information sources.

This non-threatening image is used on the City's website home page to direct readers to the City's COVID-19 information page.



Census 2020 retractable banner.

company to create a video, so the City stepped in. The video features 25 people from throughout Cochise County and was shot using a green screen so engaging graphics and imagery from throughout Cochise County could be dropped in in post-production. The video has received 3,054 video views on the City of Sierra Vista Facebook page and has been shared 62 times. The video performed 2.8 times better than the page's historical averages.

- The City has applied for a rapid response grant through the National League of Cities to launch a social media campaign and contest. The grant award should be announced very soon. The grant would allow the local campaign to continue into May and June. The ability to run this campaign has evolved into a key priority due to impact of the CDC and White House directive to "Slow the Spread" of the novel coronavirus, which keeps people from gathering in larger groups and from attending public events. Regardless of the outcome of the rapid-response grant, the City is prioritizing additional social media advertising encouraging residents to complete their Census surveys from home during the COVID-19 pandemic.



Spring 2020 issue of Vistas.

Spring edition of Vistas. The spring issue of *Vistas* hit mailboxes and newsstands in early February, highlighting the new sports fields, sports tourism efforts, and Schneider Electric projects. The magazine was also used to increase awareness of the Census efforts, notify the public about changes to the City's recycling program, and to celebrate the mobile animal rescue unit, which was provided to the Nancy J. Brua Animal Care Center through a monumental effort by the Friends of the Sierra Vista Animal Shelter.

Public engagement efforts for Fry Boulevard Redevelopment Project.

As we move the Fry Boulevard Redevelopment Project forward, the Marketing & Communications Division has been striving to keep the public informed and engaged. To that end, with the help of the EPS Group, the design consulting firm, the City hosted its second Open House to gather public

input on the two basic design concepts. To help continue the momentum, the webpage for the project was updated with the two concepts and additional public input was collected for two weeks following the public event. Between March 5, the day after the Open House, and March 18, the day the extended public comment was open, the page received 421 visits, with 94 visits to the Parkway concept page and 77 visits to the Boardwalk concept page. Additionally, 55 people visited the traffic simulation page. We received 13 comments submitted through the online form, which will be included in a future presentation to Council.

One of the top-performing digital ads.



Bright and colorful, the booth arrangement for the New York Times Travel Show drew attendees in for a short conversation about Sierra Vista as a visitor and retirement destination.

Travel shows. In late January, staff attended the **New York Times Travel Show** in Manhattan, in cooperation with the Arizona Office of Tourism. The state tourism office, along with other Arizona destinations, filled up “Arizona Row” at the Javitz Center in New York City. There, the City met with several hundred potential visitors and media, and distributed several cases of literature. The evening before the Show opened, Sierra Vista, the State Tourism office, and representatives from other Arizona destinations, hosted a mixer for local media, enabling Sierra Vista to meet with travel journalists and spark interest in future trips and articles.

Staff had planned to attend the **Dallas Travel & Adventure Show** in late March. Due to travel limitations and concerns over the spread of COVID-19, this event has been postponed, with the event dates to be announced.

Visitor Data

The table to the right totals the visitor source for individuals contacting the Visitor Center for information. For tax revenue changes in the Extended Stay and Restaurant & Bar categories, please see the Finance Department report.

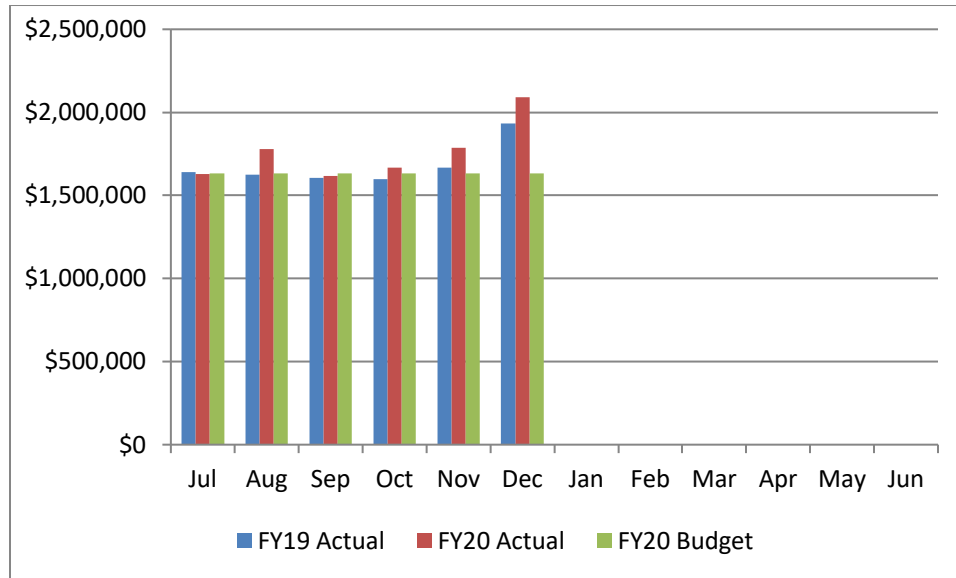
Visitor Source	January		February		March		April		May		June	
	2019	2020	2019	2020	2018	2019	2018	2019	2018	2019	2018	2019
Local-Not Identified	298	240	385	415	338	335	263	335	298	280	225	250
In-State	99	63	98	115	58	115	88	78	85	85	35	63
Out-of-State	528	493	660	700	688	680	488	550	228	233	138	213
Foreign	78	98	90	163	103	73	58	53	60	43	28	-
Phone Calls	300	268	230	325	270	240	240	230	260	245	228	178
Total Other Fulfillment	1303	1,266	1109	1,303	1724	935	1,417	897	1830	1,363	903	959
Fulfill Wpress/VC	436	361	354	338	388	310	403	202	323	253	310	281
Literature Racks	470	110	345	570	871	165	438	240	657	850	453	63
Groups, Mtgs, etc.	562	795	410	395	465	460	576	455	850	260	140	615
TOTAL	2,771	2,428	2,572	3,021	3,569	2,378	2,554	2,143	2,761	2,249	1,557	1,663

Visitor Source	July		August		September		October		November		December	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Local-Not Identified	275	285	298	250	255	223	258	288	253	195	250	173
In-State	50	118	65	88	20	80	63	140	33	43	35	85
Out-of-State	183	218	160	190	188	193	235	240	240	225	140	230
Foreign	45	5	38	0	13	20	18	20	40	43	90	35
Phone Calls	228	255	260	238	193	198	574	248	178	248	205	228
Total Other Fulfillment	1120	686	1724	890	955	673	1582	1,403	760	1,043	681	1,142
Fulfill Wpress/VC	319	286	297	250	265	238	271	233	240	193	241	192
Literature Racks	328	200	690	100	670	50	301	620	275	260	70	860
Groups, Mtgs, etc.	473	200	737	540	690	385	1010	550	245	590	370	90
TOTAL	1,901	1,567	2,545	1,656	3,249	1387	2,730	2,339	1,504	1,797	1,401	1,893

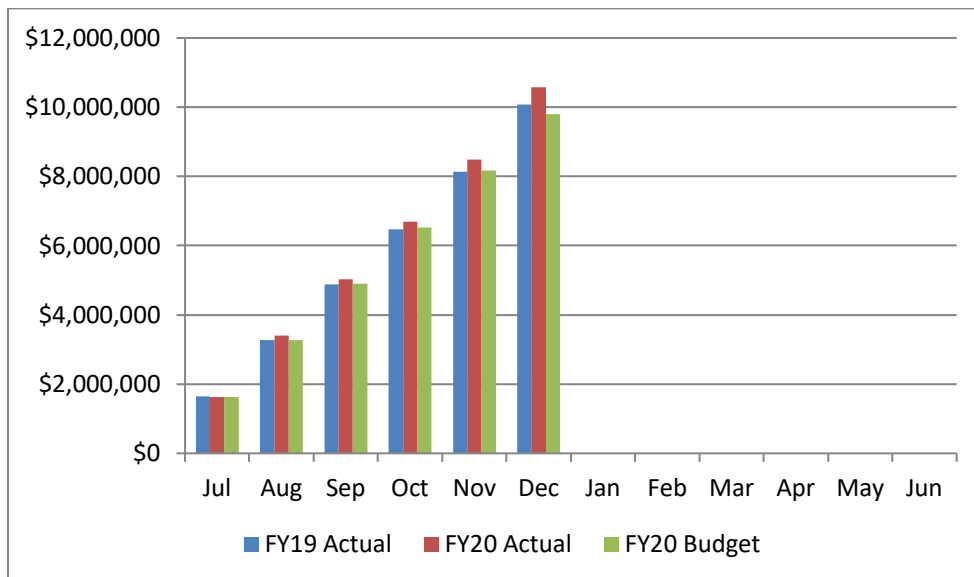
Administration

Sales Tax Collection. Gross privilege tax collections for November were up \$117,901, or 7.1%, from last November, and for December were up \$157,259, or 8.1% from last October. For October, November and December combined, the City has collected \$162,864 in Privilege Taxes from online sales.

The chart below provides a monthly comparison of FY20 actual, FY20 budget, and FY19 actual.



Through the end of December Privilege Taxes are 7.9% ahead of budget and 5.0% above last Fiscal Year. The chart below provides a monthly comparison of FY20 actual, FY20 budget, and FY19 for the complete Fiscal Year.



Description	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
Utilities	82,377.68	94,966.76	108,468.99	92,296.70	101,402.73	82,829.63	86,762.75	88,249.27	23,926.77	187,370.65	103,067.90	87,268.57	79,950.93	88,942.27
Communications	18,361.51	18,763.06	19,587.86	20,152.78	21,345.50	20,869.86	21,194.04	20,179.29	20,392.32	20,258.24	20,609.07	20,427.16	19,993.57	20,352.03
Publication	108.84	5,956.99	63.01	6,939.99	2,783.30	2,441.00	3,135.80	2,721.41	2,867.66	2,291.44	3,837.74	3,281.19	2,872.34	2,697.11
Restaurant & Bar	177,010.90	194,846.19	179,706.84	188,749.87	230,881.44	215,375.98	220,230.13	214,270.26	207,715.16	205,262.40	197,415.00	189,395.23	208,004.65	212,733.55
Contracting - Prime	60,235.09	59,186.41	43,861.77	83,049.61	58,163.04	64,261.67	36,477.16	82,395.97	40,832.04	52,160.62	61,968.03	72,726.18	89,430.56	71,000.41
Retail Sales	877,541.53	1,055,079.08	724,796.65	756,807.90	913,556.94	864,912.82	841,040.53	844,565.20	861,120.18	866,499.67	801,748.59	825,142.63	883,768.22	1,069,108.59
Use Tax Purchases	100,784.30	63,809.44	63,007.53	55,468.32	64,278.41	68,490.98	50,042.36	63,700.78	75,668.81	60,909.14	58,101.37	61,061.36	60,140.92	63,728.10
Use Tax from inventory	447.47	934.45	252.66	573.48	1,139.88	(242.09)	357.13	1,371.46	842.70	523.60	1,276.30	(2,044.16)	912.32	486.63
Residential Rental	36,493.19	49,979.30	38,110.28	35,731.35	35,350.43	35,678.35	31,140.57	38,201.48	29,962.27	30,905.62	39,417.59	32,755.47	34,923.08	58,683.69
Retail Food for home consumption	192,075.18	277,420.21	198,620.93	192,578.63	204,064.23	199,897.86	213,827.50	194,974.51	208,471.22	201,153.54	198,627.20	197,856.92	213,082.26	293,643.80
Commercial Rental	30,390.81	33,917.16	27,969.22	31,967.96	32,336.58	33,368.66	31,452.70	31,613.39	30,004.35	25,380.53	27,777.78	30,920.86	32,540.80	35,062.53
Tangible Property Rental	18,598.24	17,709.39	21,432.01	47,426.15	13,846.63	21,274.61	20,106.66	22,059.78	21,197.63	20,393.41	19,716.15	21,474.10	19,677.82	20,167.95
Extended Stay	63,781.82	52,357.21	69,326.34	82,130.35	95,717.27	92,997.31	94,905.40	79,698.76	96,156.46	96,787.24	71,430.05	90,286.22	75,624.43	67,100.88
Online sales														
Other	8,916.75	8,389.67	4,232.45	15,285.04	14,604.17	8,591.89	9,903.86	18,694.66	10,890.87	8,562.47	13,327.04	378.41	7,977.04	16,893.96