

**CITY OF BUCKEYE
COUNCIL WORKSHOP
JANUARY 20, 2015
MINUTES**

**City Council Chambers
530 E. Monroe Ave.
Buckeye, AZ 85326
3:45 p.m.**

1. Call to Order/Roll Call

Mayor Meck called the meeting to order at 3:50 p.m.

Members Present: Councilmember Strauss, Councilmember Hess (arrived at 3:59 p.m.), Councilmember McAchrn (arrived at 3:52 p.m.; excused at 5:02 p.m., returned at 5:05 p.m.), Councilmember Heustis (excused at 5:08 p.m., returned at 5:10 p.m.), Vice Mayor Orsborn (excused at 4:58 p.m., returned at 5:00 p.m.), and Mayor Meck.

Members Absent: Councilmember Garza.

Departments Present: City Manager Stephen Cleveland, Assistant City Manager Roger Klingler, City Attorney Shiela Schmidt, City Clerk Lucinda Aja, Deputy City Clerk Summer Stewart, Assistant to Council Carol Conley, Public Works Director Scott Lowe, Human Resources Director Nancy Love, Finance Director Larry Price, Economic Development Director Len Becker, Community Services Director Cheryl Sedig, Information Technology Director Greg Platacz, Marketing and Communications Manager Jennifer Rogers, and Government Relations Manager George Diaz.

2. Presentation of the Results from a Staff Survey Administered by the Marketing and Communications Department in August 2014

Staff Liaison: Jennifer Rogers, Marketing and Communications Manager

District No. N/A

Ms. Rogers provided an overview of the results from the 2014 employee survey. 251 employees responded and participated in the survey. The City of Buckeye received an overall engagement score of 77.10%. The employee profile was provided, with majority of employees engaged (highly favorable responses) or contributing (moderately favorable responses). The City excels in job satisfaction, trust with coworkers, individual contribution, retention risk and alignment with goals. Areas of needed improvement include trust in senior leaders, feeling valued, benefits, manager effectiveness and individual contribution. An overview of comments from employees was provided and discussed; employees generally enjoy working for the City of Buckeye. A proposed action plan for 2014-2015 was listed and includes the implementation of a New Employee Orientation, coffee with the City Manager on a regular basis, Christmas Eve off, a comp and class survey, regularly scheduled training opportunities, fitness in the park and a step challenge. A chart demonstrating several implemented programs was displayed. General discussion was held regarding results of the employee survey and plan proposals for ensuring employees feel valued. The next survey will be conducted in August of 2015.

3. Discussion of 2015 Communications Plan and Presentation of New City Website
Staff Liaison: Jennifer Rogers, Marketing and Communications Manager
District No. N/A

Ms. Rogers provided an overview of the Marketing and Communications Year in Review. The department was created approximately one year ago and has had several accomplishments including awards, media attention, a new logo and branding, creation of the State of the City event, implementation of updated policies, and the creation of promotional items with new graphic design standards. Examples of graphic design standards are displayed. Additional first year highlights for the department include new communication outlets and the creation of internal video production. The department was successful in obtaining sponsorship dollars in the amount of \$80,000 and over 400 positive "earned media" stories with an approximate advertising value of \$400,000. Social media outreach was reviewed and discussed. Present day department accomplishments include a new website launch; the website is the City's number one tool for communication with residents and public. The website services 50,000 customers monthly with an estimated \$14 million dollars a year in revenue processed. Statistics of the importance of mobile compatible browsers was provided and discussed. A presentation of the new website was provided. The objectives of the website are driven by analytics and include utilizing larger than life imagery to visually tell the City's story, simplifying content, improving functionality and navigation, and implementing a content management system. Based on analytics, primary website users accessed the website to pay bills and search for ways to be active in the community, search for business-related information, and search for visitor information. The new website was displayed and functions of the website presented. The map anything function was demonstrated. Mr. Tolf provided information regarding the website and explained the functions of the main menu button. The mobile site of the new website was presented which allows easier access for mobile users while maintaining functionality. Ms. Rogers displayed and discussed the MarCom master plan; future plans include a TV on demand station, management and implementation of a lodging tax campaign, and the 2015 State of the City event. The importance of a webmaster to maintain the functionality of the website was addressed. Costs related to the creation and implementation of the new website was reviewed. Mr. Platacz provided information regarding the Enterprise Resource Planning system, how the new website interfaces with that system. Potential uses include receipting payments and plan permit submissions. Mr. Becker provided an update of the Grow Buckeye website that will be maintained by the Economic Development department and is expected to move forward over the next couple of months.

4. Discussion Regarding Revenue Generating Tool to Support Tourism
Staff Liaison: Suzanne Boyles, ED Program Coordinator / Jennifer Rogers, Marketing and Communications Manager
District No. All

Ms. Boyles provided an overview of a proposed revenue generating tool that will support tourism and provide the City the revenue and ability to put tourism strategies into action. Staff suggests implementing a City Transient Lodging Tax allowing the City to use the first 2% of the proposed tax for general fund purposes with the remaining revenue used for promotion of tourism. The City currently has four hotels and one RV resort. Buckeye is the only city in Maricopa County without the tax; a comparison chart demonstrating city tax rates was displayed. The total lodging tax proposed is 6%, keeping Buckeye in the median range of taxes compared to other cities within the County. Revenue potential is discussed; staff anticipates additional annual revenue of \$131,107 with the adoption of the lodging tax and the new hotel entering the market. Additional revenue will allow current dollars spent on tourism related items to be allocated to other initiatives. Ms. Rogers discussed the goal of the tourism strategy; bring in overnight guests to stay, eat and shop in Buckeye. Examples of tourism promotion and allowed uses of the money are addressed and include marketing campaigns and local business participation. Ms. Boyles presented the proposed timeline for implementation of this tool, with an estimated effective date of July 1, 2015.

5. Bar and Restaurant Tax Discussion
Staff Liaison: Larry Price, Finance Director
District No. All

Mr. Price provided information related to the implementation of a bar and restaurant tax. The City currently has a 3% tax that has generated 1.2 million dollars in annual revenue. The proposed 3% tax increase will generate an additional 1.2 million dollars annually. A percentage of the additional revenue is required to be utilized for tourism and equals approximately \$400,000. A separate fund for tourism will be created. Many cities in the west valley have adopted an additional restaurant and bar tax rate. A list of cities in Maricopa County that have enacted the additional tax rate is provided; a 3% increase would place Buckeye in the median range compared to other cities. The remaining funds not required to be spent on tourism will be directed as Council approves, however all funds may be applied toward the promotion of tourism. Ms. Rogers provided information regarding the use of the additional money and how it will be spent on tourism; the additional funds will be used as a resource for business owners and facilities to create a strategic marketing plan. Ms. Schmidt clarified the use of the tax for tourism, as identified in State Statute, includes cultural events and sporting events.

6. Adjournment

A motion was made by Vice Mayor Orsborn and seconded by Councilmember Hess to adjourn the meeting at 5:49 p.m. Motion passed unanimously.

Jackie A. Meck, Mayor

ATTEST:

Lucinda J. Aja, City Clerk

I hereby certify that the foregoing minutes are a true and correct copy of the Council Workshop held on the 20th day of January, 2015. I further certify that a quorum was present.

Lucinda J. Aja, City Clerk