



**CITY OF BUCKEYE
COUNCIL WORKSHOP
MARCH 15, 2016
MINUTES**

**City Council Chambers
530 E. Monroe Ave.
Buckeye, AZ 85326
5:00 p.m.**

1. Call to Order/Roll Call

Mayor Meck called the meeting to order at 5:00 p.m.

Members Present: Councilmember Strauss (arrived at 5:05 p.m.), Councilmember Orsborn, Councilmember McAchran, Councilmember Heustis, Vice Mayor Hess (arrived at 5:03 p.m.), and Mayor Meck.

Members Absent: Councilmember Garza.

Departments Present: City Manager Stephen Cleveland, City Attorney Scott Ruby, City Clerk Lucinda Aja, Deputy City Clerk Summer Stewart, Assistant to Council Carol Conley, Public Works Director Scott Lowe, and Chief Communications Officer Jennifer Rogers.

2. Website Performance Update and Discussion Regarding the MapIt Tool

Ms. Rogers opened the presentation and provided an overview of a new MapIt tool now available on the City website (www.buckeyeaz.gov/mapit). The tool can be utilized by the City to promote events and job openings. Other local businesses may also use this cost-effective tool for advertising. A third-party manages the MapIt tool and the City collects 30 percent of the revenue. Ms. Rogers presented an overview of the first year of the updated website. Analytics of the website were presented and include the most viewed and searched portions of the website. There are approximately 1,800 visitors per day to the website with many users accessing the site to search current City of Buckeye job opportunities and upcoming City events. Overall performance was summarized. Monthly traffic to the updated website increased to approximately 34,449 users compared to 18,612 users at the former website. Advertising, tourism, and use of the transient lodging tax were discussed. Ms. Rogers presented a video exhibiting activity tourists may engage in when visiting the City, including hiking at Skyline Regional Park. Aspects of the tourism campaign that will be introduced on the website were discussed. General discussion was held regarding the website and local business engagement.

3. Adjournment

A motion was made by Councilmember Strauss and seconded by Vice Mayor Hess to adjourn the meeting at 5:27 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 15th day of March, 2016. I further certify that a quorum was present.

Lucinda J. Aja, City Clerk