

## COUNCIL MINUTES

May 3, 2018

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on May 3, 2018 at 7:30 a.m.

### COUNCIL PRESENT

John Giles  
David Luna  
Mark Freeman  
Christopher Glover  
Francisco Heredia  
Kevin Thompson  
Jeremy Whittaker

### COUNCIL ABSENT

None

### OFFICERS PRESENT

Christopher Brady  
Dee Ann Mickelsen  
Jim Smith

#### 1. Review items on the agenda for the May 7, 2018 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None.

Items removed from the consent agenda: 5-h

Items removed from the agenda: 7-a through 7-j to be continued to the May 10, 2018 Special Council meeting.

In response to a question posed by Councilmember Whittaker, City Attorney Jim Smith clarified the process of modifying City-owned utility terms/rates/fees/charges. He explained the resolution identifies the possible increases and makes them available to the public and also introduces the ordinance. He advised the ordinance will then be presented to Council for possible adoption.

#### 2-a. Hear a presentation, discuss, and provide direction on the following department budgets:

##### 1. Community Services

Community Services Director Ruth Giese introduced Animal Control Supervisor Diane Brady and displayed a PowerPoint presentation. **(See Attachment 1)** She explained Community Services is comprised of the Housing and Community Development Department, Animal Control, the Diversity Office and Neighborhood Outreach.

Ms. Giese highlighted the accomplishments of Community Services. She pointed out the completion of three federally-funded developments contributed to the addition of 127 affordable

housing units for low to moderate income families and households. She added the City utilized \$12 million in federal funding to assist 300 families in finding housing. (See Page 3 of Attachment 1)

Ms. Giese commented on the successes of the Neighborhood Outreach team. She explained the team launched the UConnectMesa Program and held eight events to educate residents on ways to connect with the community and maintain the neighborhoods. She added the team continues to update the GIS mapping system and will be adding online resource guides. (See Page 5 of Attachment 1)

Ms. Giese detailed the Little Libraries Program that is being implemented in the summer of 2018. She advised the program is a nation-wide initiative to build community through neighborhood book exchanges. She explained a small wooden box is placed on a resident's property and books can be taken from the unit or can be donated for neighbors to share. She added there are currently 22 libraries already in place throughout the City and 18 of those libraries are registered with the national organization. She noted the Mesa Public Library will be donating books for the six new libraries being installed through the grant program. (See Page 6 of Attachment 1)

In response to a question posed by Councilmember Whittaker, Ms. Giese advised the cost to build a Little Library is approximately \$250 and the grant enables the City to provide all the materials necessary for the first six boxes.

Ms. Brady detailed the Animal Control Unit and advised the three animal control officers handle animal bites, investigate animal cruelty cases, rescue wildlife and manage animal related requests within the City. She stated the Animal Control Unit intakes and dispatches all animal related calls for service. She remarked the goal of the Animal Control Unit is to reduce the impact on the Mesa Police Department and to educate the public on proper animal care. (See Page 7 of Attachment 1)

Discussion ensued related to the possible closure of the Maricopa County Animal Shelter that services the east valley.

Ms. Giese commented Community Services continues to establish strong relationships with spay and neuter groups and plans on hosting additional spay and neuter free clinics to further reduce the number of feral cats present in the City.

Mayor Giles thanked staff for the presentation.

## 2. Arts & Culture

Arts & Culture Department Director Cindy Ornstein displayed a PowerPoint presentation. (**See Attachment 2**) She provided the mission statement, performance measures, and desired outcomes of the Arts & Culture Department.

Ms. Ornstein presented a chart that outlined the number of patrons that visit the Mesa Arts Center (MAC), i.d.e.a Museum and Arizona Museum of Natural History (AzMNH). She pointed out the variance in visits is due to the different programs, exhibitions, and special grant funded projects that fluctuate from year to year. (See Page 5 of Attachment 2)

In response to a question posed by Councilmember Thompson, Ms. Ornstein advised most of the patrons visiting the MAC, i.d.e.a Museum, and AzMNH live in the east valley and staff's intent is to provide satellite programming to residents living in neighborhoods with lower visitation rates.

Ms. Ornstein highlighted the recent accomplishments of the Arts & Culture Department. She noted in 2017 the engagement programs produced 45,000 visits by school age children and 10,000 services for lifelong education. She added all the organizations in the department are working hard to ensure programs are put in place that reach different kinds of target audiences to maximize the impact on the community. She remarked staff is working on special strategies to build the contributed income base and ultimately grow the programs and services through public donations. (See Pages 8 through 10 of Attachment 2)

Ms. Ornstein detailed the proposed budget summary for each organization. She advised food and beverage was previously handled by a vendor, however for FY 2018/19 the MAC will take on that role, therefore the expense cost and entire gross income are included in the budget. She pointed out the slight decline in revenue for the AzMNH and advised this is due to funds being transferred over to engineering for the façade project and the completion of projects that were funded from grants. (See Page 15 of Attachment 2)

Mayor Giles thanked Ms. Ornstein for the presentation.

### 3. Library Services

Library Director Heather Wolf introduced Management Assistant Dawn Kucerak and displayed a PowerPoint presentation. **(See Attachment 3)** She provided the mission statement of the library and read a letter from a new Mesa resident reflecting on a positive customer service experience at the Mesa Public Library Red Mountain Branch.

Ms. Wolf presented charts showing the number of library visits and program attendance by fiscal year. She advised the decrease in library visits for FY 2016/17 is due to library cardholders now being able to renew library cards online as opposed to doing so at a nearby library. She noted in FY 2016/17 one adult and one children's programming positions were vacant and as a result overall program attendance dropped by 8% when compared to the previous year. She pointed out program attendance went up 52% at the Dobson Ranch Branch and this is due to the addition of 400 children attending programs throughout the year. She commented that the spike in program attendance at Dobson Ranch makes it evident that children's programming is important, therefore additional librarians are being added to the library locations that have seen a reduction in library visits. (See Pages 4 and 5 of Attachment 3)

Ms. Wolf highlighted the recent accomplishments of the library. She advised the library navigator was hired through funds provided by the Mesa Police Department and the navigator helps connect those experiencing homelessness with services. She added in the last three months the navigator has made contact with over 100 individuals and 14 individuals are no longer homeless. She stated THINKspot at the Main Library opened in March and in the last two months there have been approximately 1,500 visitors, 300 individuals attending programs, 87 people trained on the equipment, and the equipment has been used more than 225 hours. (See Page 7 of Attachment 3)

Ms. Wolf detailed the top challenges of the library. She explained a hired consultant finished a facility need assessment and it was found Mesa has the second highest circulation per capita, the fewest staff, the smallest collection, and the least amount of library space per capita when

compared to Chandler, Glendale, and Scottsdale. She stated a library located near Ellsworth Road and Ray Road would help provide better access to library services for residents in southeast Mesa. (See Pages 8 and 9 of Attachment 3)

Ms. Wolf identified the suggested improvements to the Dobson Ranch Library and Main Library. She stated the Dobson Ranch Library has been open for 30 years and the interior was recently updated, however, the community is asking for a THINKspot, additional programming, and meeting space at this branch. She noted at the Main Library staff is working with an architect to find ways to improve the children's area. She explained the goal is to create space for the children to explore and play and to make the entrance to the children's area more visible. (See Page 10 of Attachment 3)

In response to a question posed by Councilmember Whittaker, Ms. Wolf advised the library partners with MARC Community Resources to have two coffee carts; one at the Main Library and one at the Red Mountain Branch. She added several libraries have experimented with coffee shops located within the libraries, however there is not enough of a demand to be a profitable opportunity.

In response to a question posed by Councilmember Heredia, Ms. Wolf reported the library utilizes the Boopsie app for library users to store their library card and checkout books.

Councilmember Heredia encouraged library staff to partner with the Mesa School District and non-profit organizations to broaden the Mesa Code program.

In response to a question posed by Councilmember Freeman, Ms. Wolf expanded on the navigator program. She explained the navigator engages with individuals visiting the library and builds relationships with patrons. She added the navigator will also provide services outside of the library and will transport individuals that need help retrieving important documents, such as birth certificates. She expressed her appreciation for the navigator and the vital role the navigator plays in enforcing the new code of conduct policy.

In response to questions posed by Vice Mayor Luna, Ms. Wolf reported a number of homeschooled students and charter students visit the libraries throughout the day. She advised parents use the meeting rooms to collaborate on educating the children. She stated many of the librarians visit assisted living facilities to educate senior citizens on the programs and services offered at the libraries.

Mayor Giles thanked Ms. Wolf for the presentation.

3. Hear reports on meetings and/or conferences attended.

Vice Mayor Luna:	National League of Cities
Councilmember Heredia:	April Spring Blast
Mayor Giles:	Visit to the Eagles Community Center

4. Scheduling of meetings and general information.

Thursday, May 3, 2018, 5:00 p.m. – Mesa Police Officer Memorial Service

Friday, May 4, 2018, 6:00 p.m. – Fantastic Planet exhibit at the Mesa Arts Center

Saturday, May 5, 2018, 7:30 a.m. – Luna Landing at Falcon Field

Monday, May 7, 2018, 4:45 p.m. – Study Session

Monday, May 7, 2018, 5:45 p.m. – Regular Council Meeting

5. Adjournment.

Without objection, the Study Session adjourned at 9:05 a.m.



  
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JOHN GILES, MAYOR

ATTEST:

  
\_\_\_\_\_  
DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 3<sup>rd</sup> day of May 2018. I further certify that the meeting was duly called and held and that a quorum was present.

  
\_\_\_\_\_  
DEE ANN MICKELSEN, CITY CLERK

# Community Services FY 18/19

City Council Meeting  
May 3, 2018

Ruth Giese  
Community Services Director



# Mission

Develop and implement  
community-based strategies  
which provide our diverse  
residents programs that  
enhance their quality of life



# Accomplishments

- Completed La Mesita Phase 3, ArtSpace and El Rancho
- 1.5 CDBG Timeliness deadline achieved
- Housing Authority “High-performing” for 7 consecutive years
- New partnerships and growth of all Diversity Programs
- Hosted free mobile vaccination clinic
- Fostering civic engagement with Carson Jr High





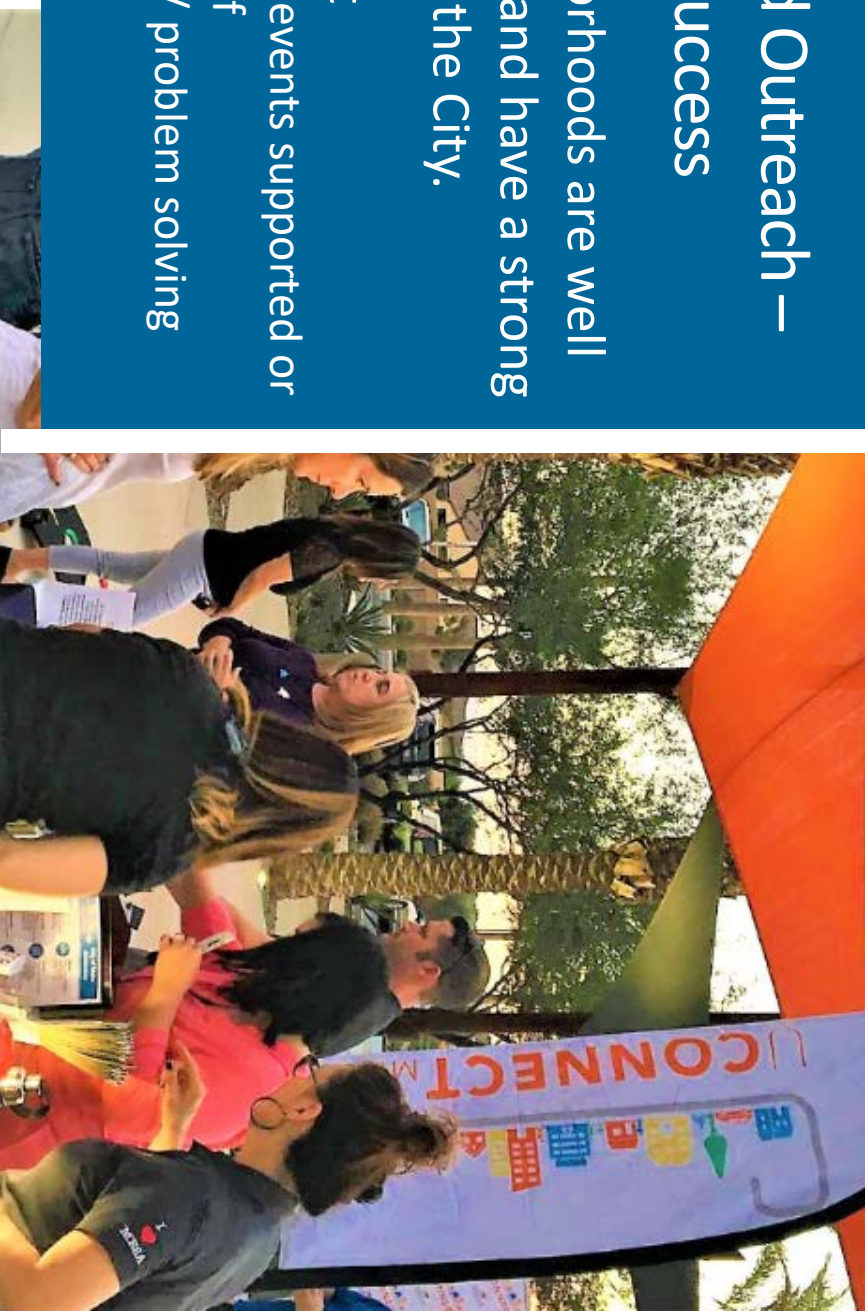


## Neighborhood Outreach – Measures of Success

Ensuring neighborhoods are well informed, active and have a strong partnership with the City.

### Resident Support

- 85 meetings and events supported or facilitated by staff
- 1100 mentoring / problem solving resident contacts



# Little Libraries

- Fostering connections and place making in neighborhoods
- Promote easy access to books
- Existing funding for 6 libraries
- Public map of Mesa's libraries
- Begins summer 2018





## Animal Control – Measures of Success

Ensuring animal welfare through public education about proper animal care and the safe capture and transport of animals.

### Monthly Service Demands

- Over 2000 calls
- Over 550 dispatches

### Annual Service Demands

- Over 2500 annual animal impounds

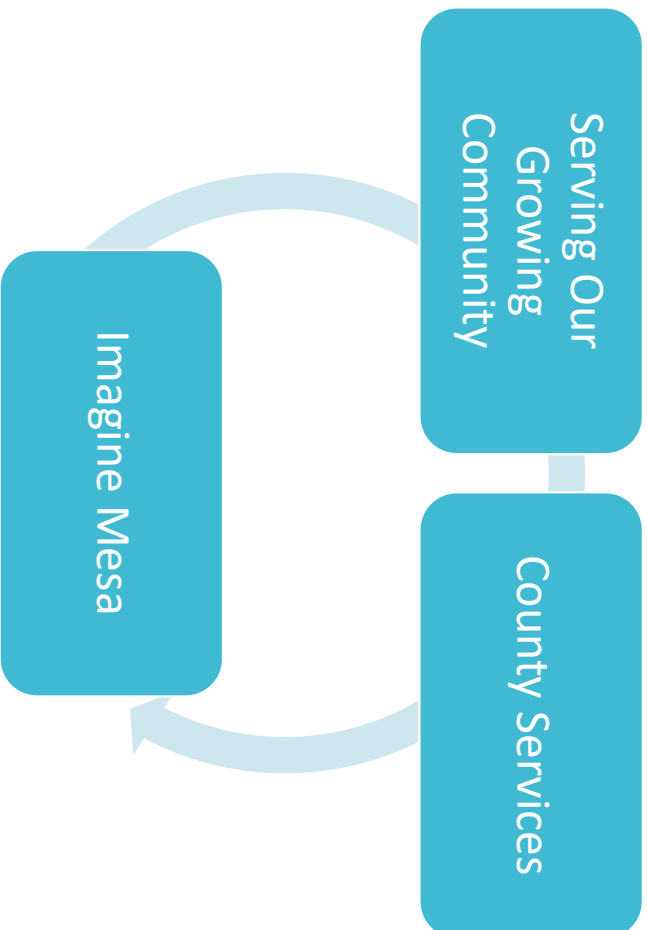


## Challenges

- Uncertainty of funding allocations for FY 18/19 and future years
- Balancing investment in large capital improvement projects with obligation to meet the 1.5 CDBG Timeliness deadline
- Managing projects with limited administrative funds while adhering to the complex and changing federal rules
- Animal Control level of service and staffing



## Opportunities and Challenges

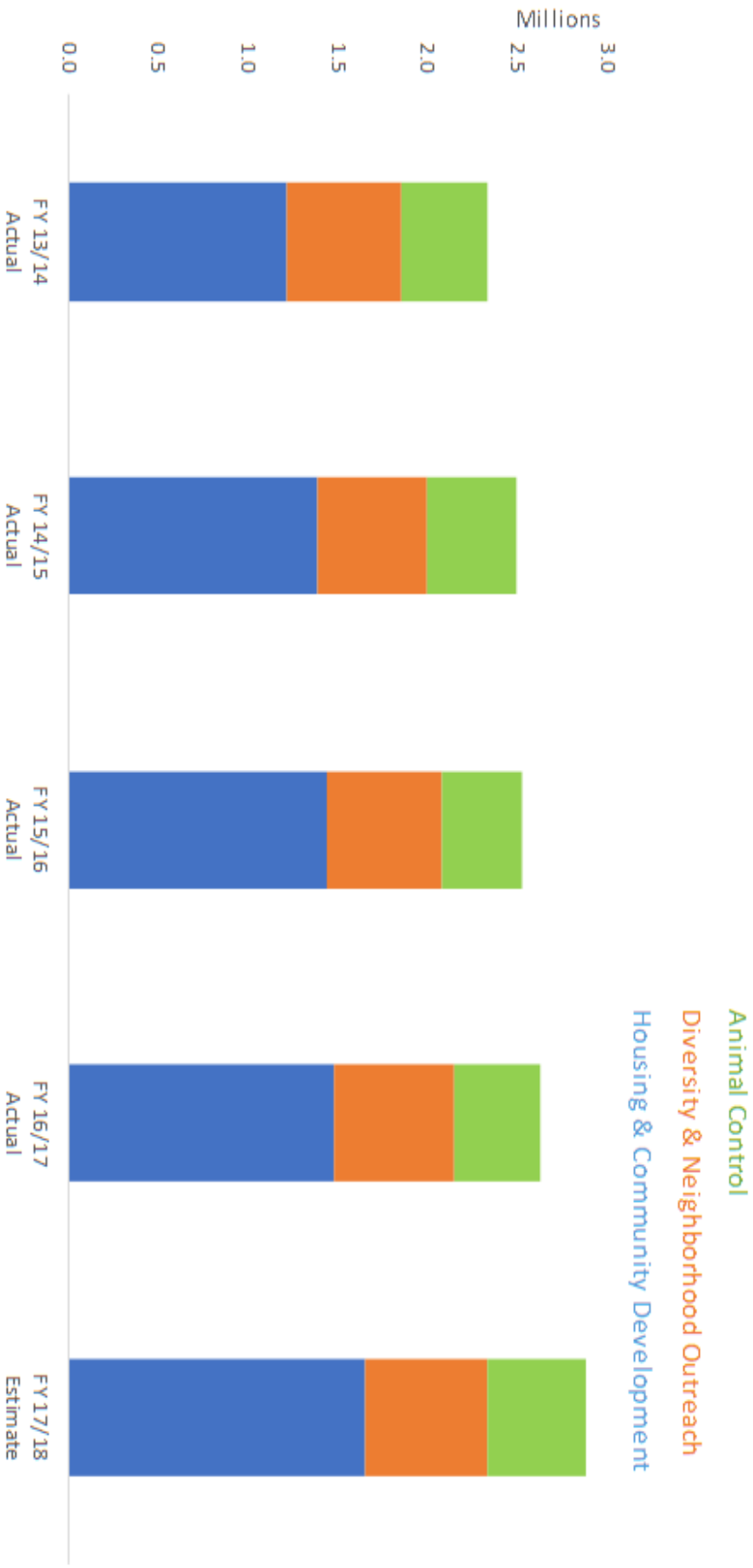


# Changes in Proposed Budget

One additional  
Animal Control Officer

Fully benefitted cost  
\$67,680





# Community Services Dept. 5 –Year Expense Trend by Area for General Funds



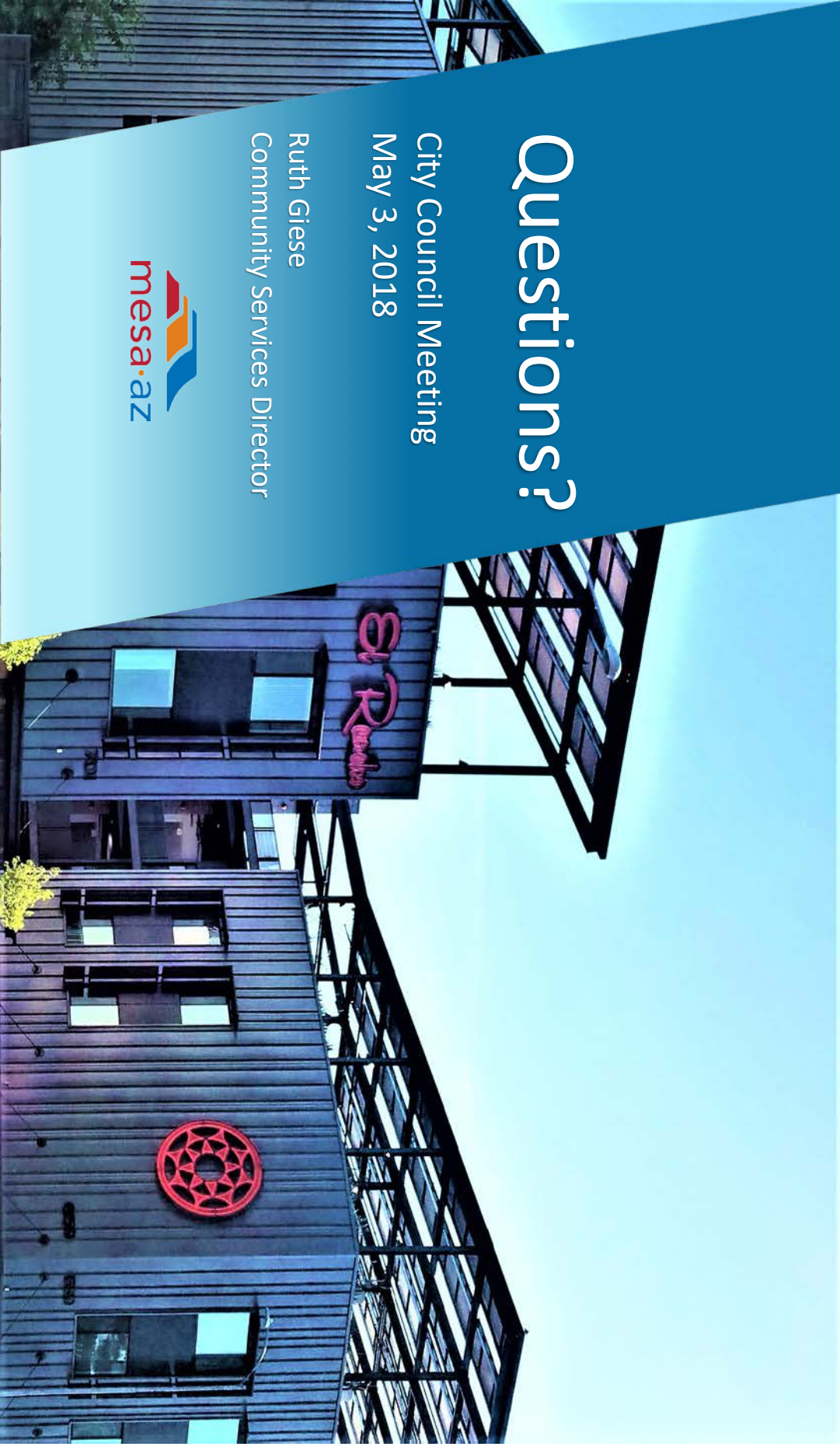
	FY 16/17 Actuals	FY 17/18 Revised Budget	FY 17/18 Year End Estimate	FY 18/19 Proposed Budget
Animal Control	\$481	\$543	\$545	\$543
Diversity and Neighborhood Outreach	\$668	\$682	\$680	\$701
Housing and Community Development	\$1,485	\$1,663	\$1,663	\$1,619
In Thousands	\$2,634	\$2,887	\$2,887	\$2,862
*For General Fund only				

Community Services Department - General Funds

# Questions?

City Council Meeting  
May 3, 2018

Ruth Giese  
Community Services Director





# Arts and Culture Department

Operational Overview and Budget Discussion

Presented by: Cindy Ornstein, Director, Arts &  
Culture Department

May 3, 2018



**Mission:** Strengthen, for all, the creative, social and economic fabric of our community and region through inspiring, relevant, engaging and transformational cultural experiences and cross-sector collaborations.

### **Desired Outcomes**

- Provide extraordinary experiences through learning, discovery & creativity
- Increase public participation, diversity and support
- Provide/create community gathering places
- Build strong partnerships to broaden access, reach and quality





- Programmatic innovation and reputation for quality have created a strong foundation for future growth
- Mesa recently named by Expedia as one of the **Most Artistic Towns in America**





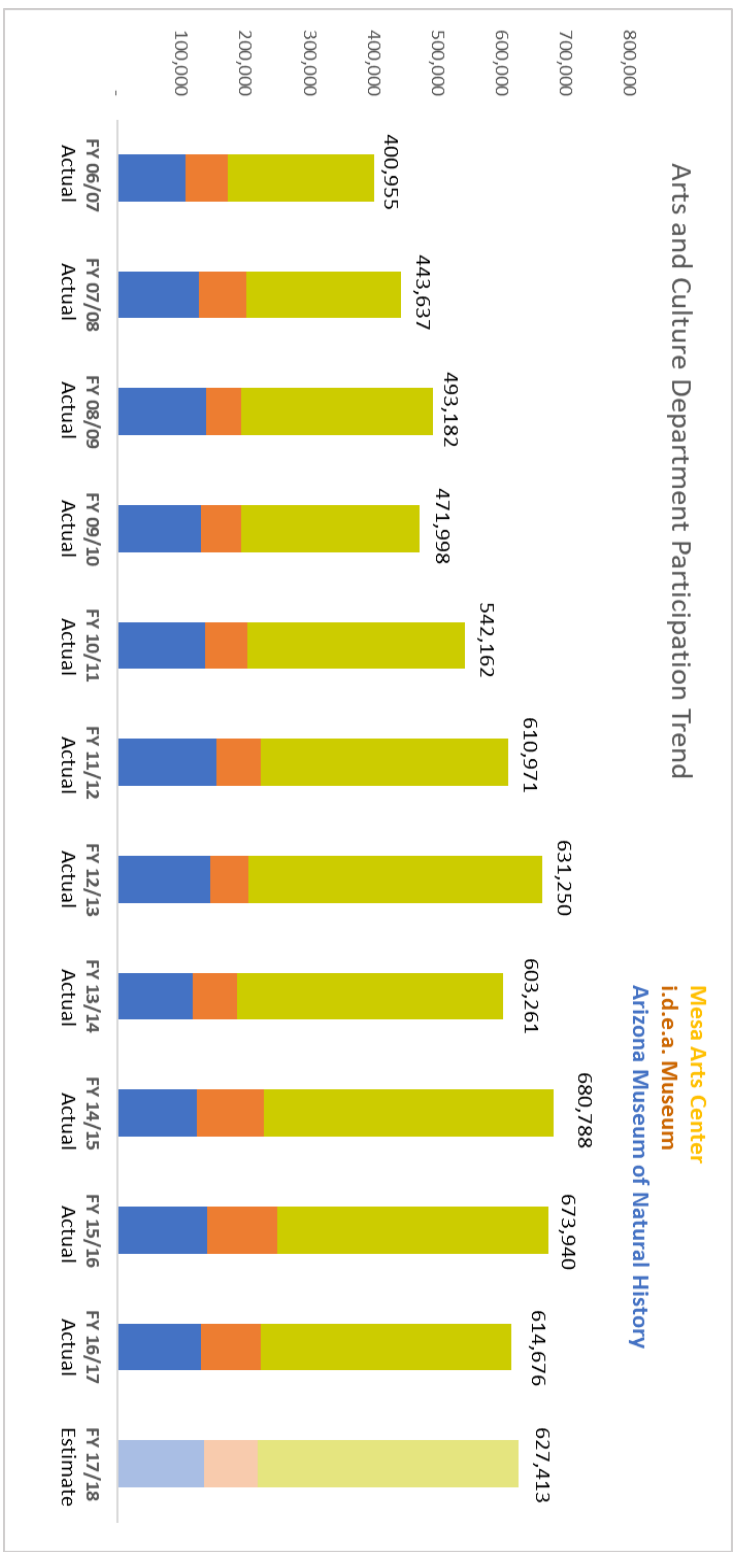
## Performance Measures

- Participation
- Revenues
- Customer Satisfaction



# PARTICIPATION TRENDLINE

Number of Patrons that visit our Department

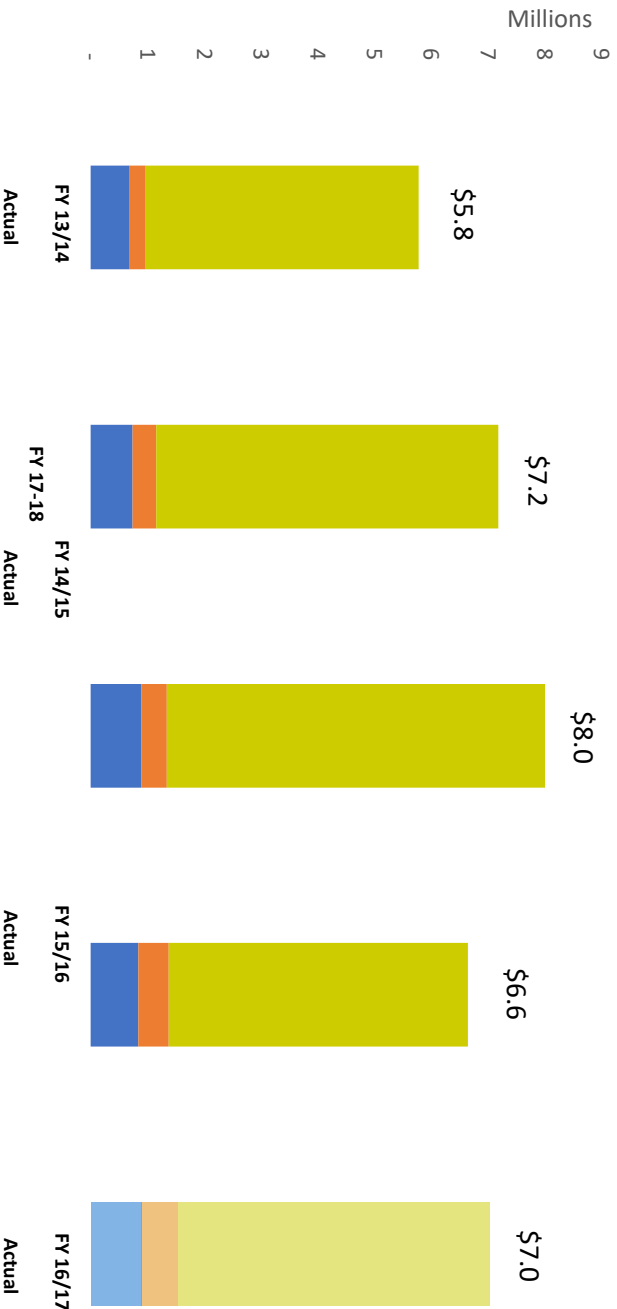




# REVENUES TRENDLINE

Arts and Culture Department Five-Year  
Revenue Trend by Department Funds  
Without Restoration Fund

Mesa Arts Center  
i.d.e.a. Museum  
Arizona Museum of Natural History







## CUSTOMER SATISFACTION

94% of patrons gave Arts & Culture venues ratings of excellent, very good or good on the quality of our programs

(87% gave top two ratings)

93% of visitors were extremely satisfied, very satisfied or satisfied with customer service

(87% gave top two ratings)





# Recent Accomplishments

## PLACEMAKING:

- AZMNH exceeded its Dino Façade fundraising goal; unveiled May 1st
- i.d.e.a. Museum completed Master Site Plan
- All three orgs hosting major AAM party during national conference; featuring U.S. Premier of *Fantastic Planet*
- MAC held successful Main Street Prototyping Festival (MSPF), other innovative programs e.g. Hello Lamp Post





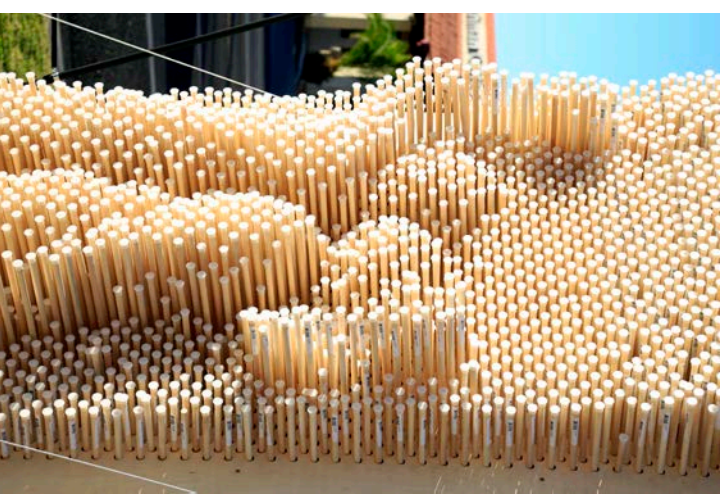
# Recent Accomplishments

## TRANSFORM NEIGHBORHOODS:

- Two Artist Residencies served south of Broadway Neighborhoods; engagement programs served many neighborhoods

## SKILLED & TALENTED WORKFORCE:

- MAC's exemplary Engagement Programs received competitive grant from Pulliam Trust and Passey/Silva Challenge grant (Project Lit); Boeing (for Arts in Service); and Flinn Foundation (Creative Catalysts)
- All orgs have broad array of partnerships: inter-departmental, local orgs, ASU, artists/collectives





# Recent Accomplishments

## SUSTAINABLE ECONOMY:

- AzMNH received \$75,000 gift from Grubb Family
- i.d.e.a. Museum conducted operational improvements through Piper Trust Agile Program
- MAC and i.d.e.a. Museum conducting strategic planning thanks to Piper Trust

## Efforts to grow contributed income and partnerships:

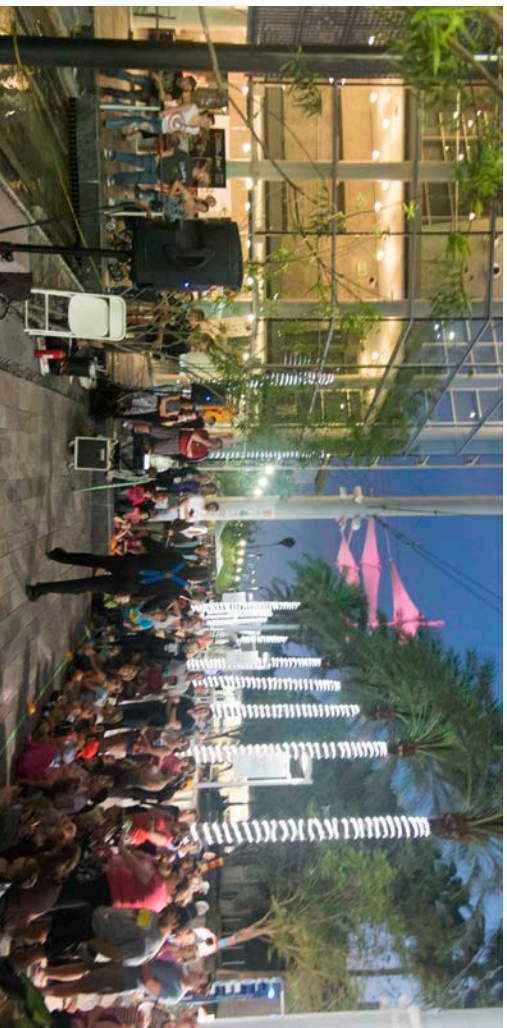
- i.d.e.a. Museum using best practice fundraising model; Board committed to sustain grant-funded staff
- AzMNH success with grants & façade campaign
- MAC repurposed vacant admin position to add another professional fundraiser





# Top Challenges

- Keeping staffing levels in balance with growth of programs, services, opportunities
- Budget pressures from increasing costs
- Expansion of Valley-wide competition for patrons' disposable time and money (more organizations, programs, experiences)





# Highlights of Proposed Budget

## **SUSTAINABLE ECONOMY:**

- Two museums transitioning point of sale & membership software from ActiveNet (Parks system) to AudienceView (MAC Ticketing system); will have dept.-wide CRM system

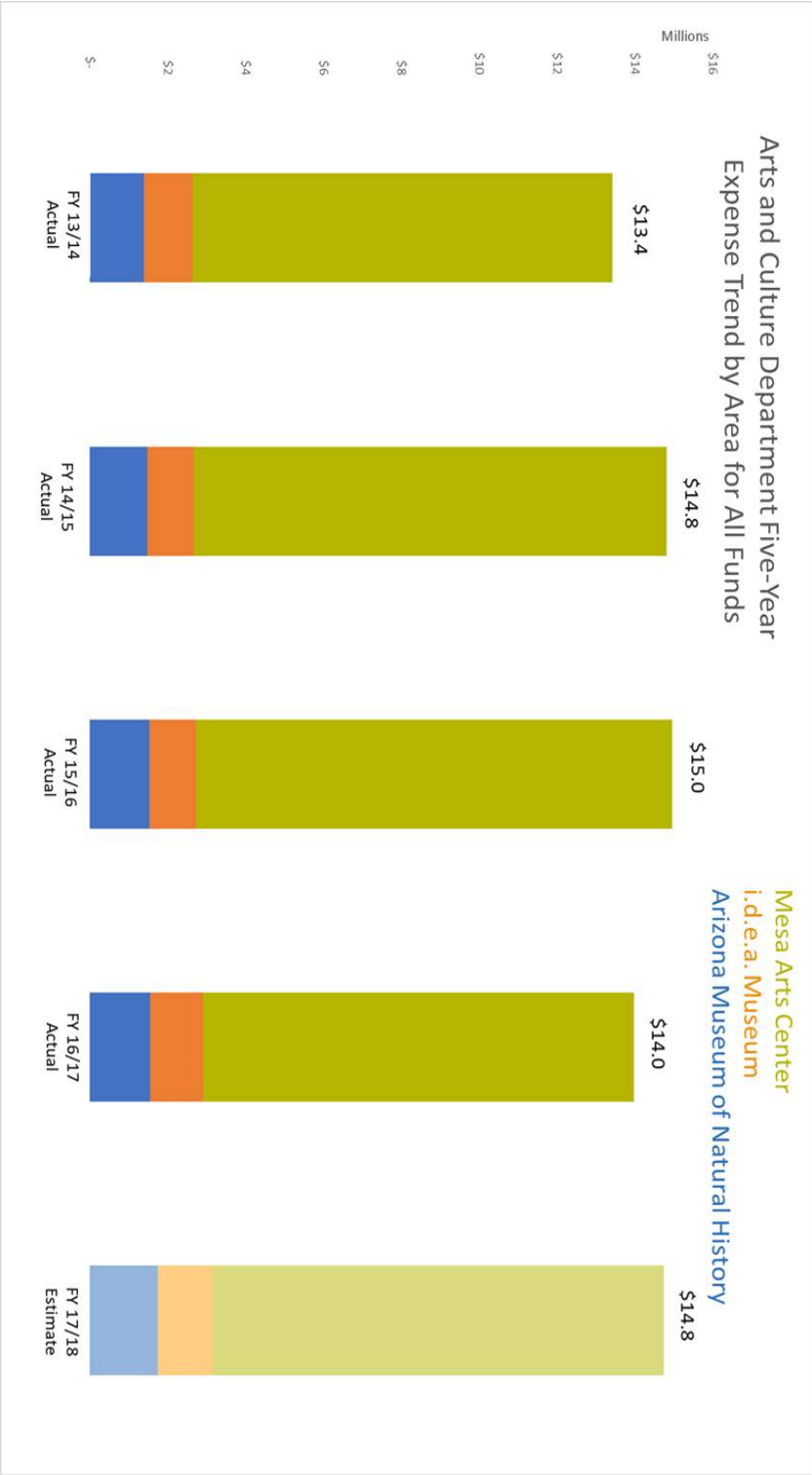
## **PLACEMAKING:**

- Dept.-wide effort to increase accessibility, sense of welcome; Mesa K-Ready Engagement; Museums for All at i.d.e.a. & AzMNH provides \$2 admission to low-income families
- Opening of Artspace providing many opportunities
- MAC Food & Beverage Program/Concessions in-house





# Five-year Historical Expenses





# Proposed A&C Department Budget

FY 16/17 Actuals	FY 17/18 Budgeted	FY 17/18 Year End Estimate	FY 18/19 Proposed Budget
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## Expense

### Arts and Culture

Expenses from Contribution in Aid	580,226	628,594	1,104,000	1,146,795
Expenses from Grant Funds	196,956	259,921	300,361	183,000
Arts and Culture Fund	13,195,926	13,919,482	13,350,639	15,205,549
<b>Arts and Culture Total</b>	<b>13,973,108</b>	<b>14,807,997</b>	<b>14,755,000</b>	<b>16,535,344</b>

## Revenue

### Arts and Culture

Contribution in Aid	706,112	726,814	840,386	1,241,000
Grants - Gen. Gov.	204,767	147,924	47,000	183,000
Arts and Culture Fund	5,571,332	6,095,806	6,100,000	7,417,053
<b>Arts and Culture Total</b>	<b>6,482,211</b>	<b>\$6,970,544</b>	<b>\$6,987,386</b>	<b>\$8,841,053</b>

Note: Does not include Restoration Fund (capital improvement/maintenance fund)





# Proposed Budget Summary by Organization

	FY 16/17 Actuals	FY 17/18 Revised Budgeted	FY 17/18 Year End Estimate	FY 18/19 Proposed Budget
<b>Expense</b>				
<b>Arts and Culture</b>				
Mesa Arts Center	\$11,069,000	12,165,000	11,595,000	13,509,582
Arizona Museum of Natural History	\$1,556,000	1,710,000	1,744,361	1,581,752
i.d.e.a. Museum	\$1,348,108	1,531,000	1,416,000	1,444,010
<b>Arts and Culture Total</b>	<b>\$13,973,108</b>	<b>15,406,000</b>	<b>14,755,361</b>	<b>16,535,344</b>
<b>Revenue</b>				
<b>Arts and Culture</b>				
Mesa Arts Center	5,101,717	5,478,124	5,495,000	7,475,153
Arizona Museum of Natural History	840,371	832,924	850,000	755,000
i.d.e.a. Museum	540,123	659,496	642,386	610,900
<b>Arts and Culture Total</b>	<b>\$6,482,211</b>	<b>\$6,970,544</b>	<b>\$6,987,386</b>	<b>\$8,841,053</b>

Note: Does not include Restoration Fund (capital improvement/maintenance fund)



QUESTIONS?



# LIBRARY SERVICES

Operational Overview and Budget Discussion

May 3, 2018





# MISSION STATEMENT

## Mission:

- To provide access and guidance to information through library services and resources.

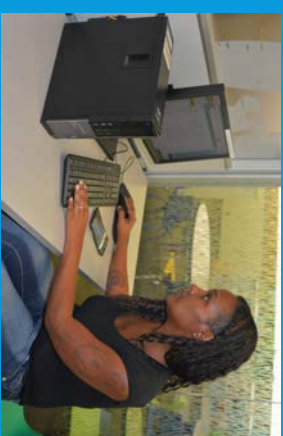
## Desired Outcome:

- The community is provided with services and resources for lifelong learning.

# SERVICES AND RESOURCES

## Services

- Reference
- Children's, Teen, and Adult Programs
- THINKspot
- Stuff-brary
- Seed Library
- Homebound



## Resources

4 locations  
76.9 FTE staff  
450,000 items on shelf  
15.8 million digital resources  
149 internet computers  
65 resource computers

# KEY PERFORMANCE MEASURES

3,500 visitors daily



# KEY PERFORMANCE MEASURES

153 people attend  
programs daily

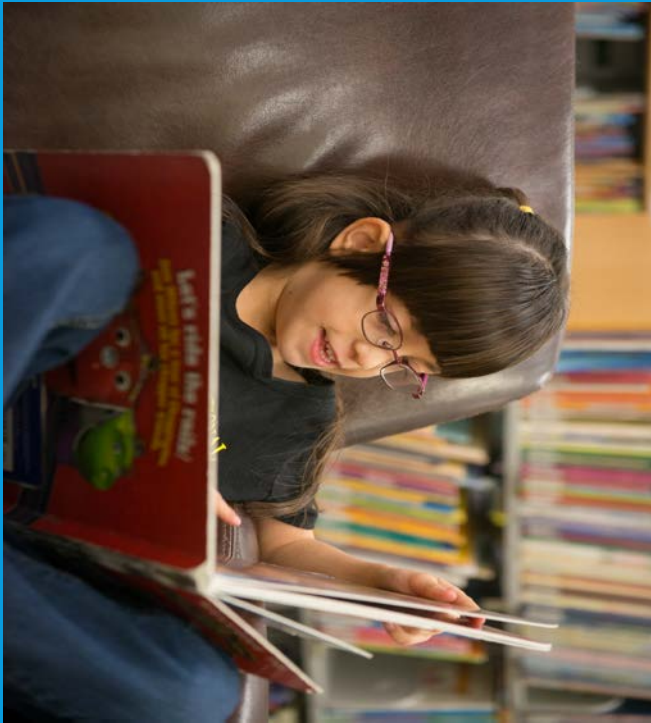
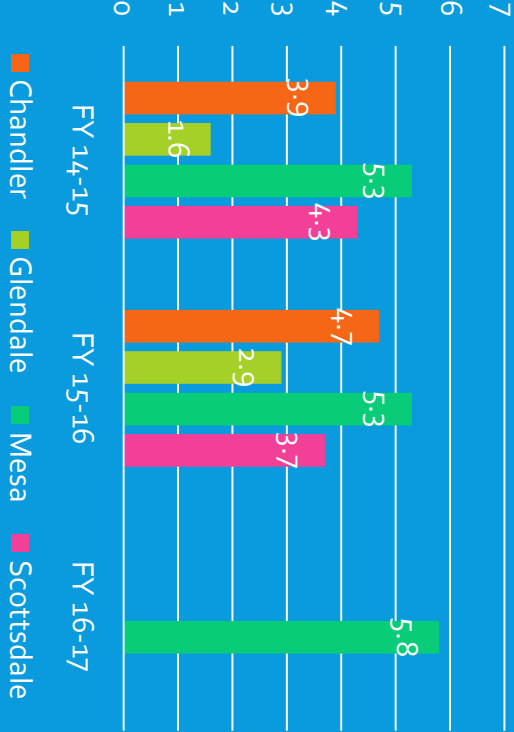




# KEY PERFORMANCE MEASURES

10,000 items checked out daily

Collection Turnover





# RECENT ACCOMPLISHMENTS

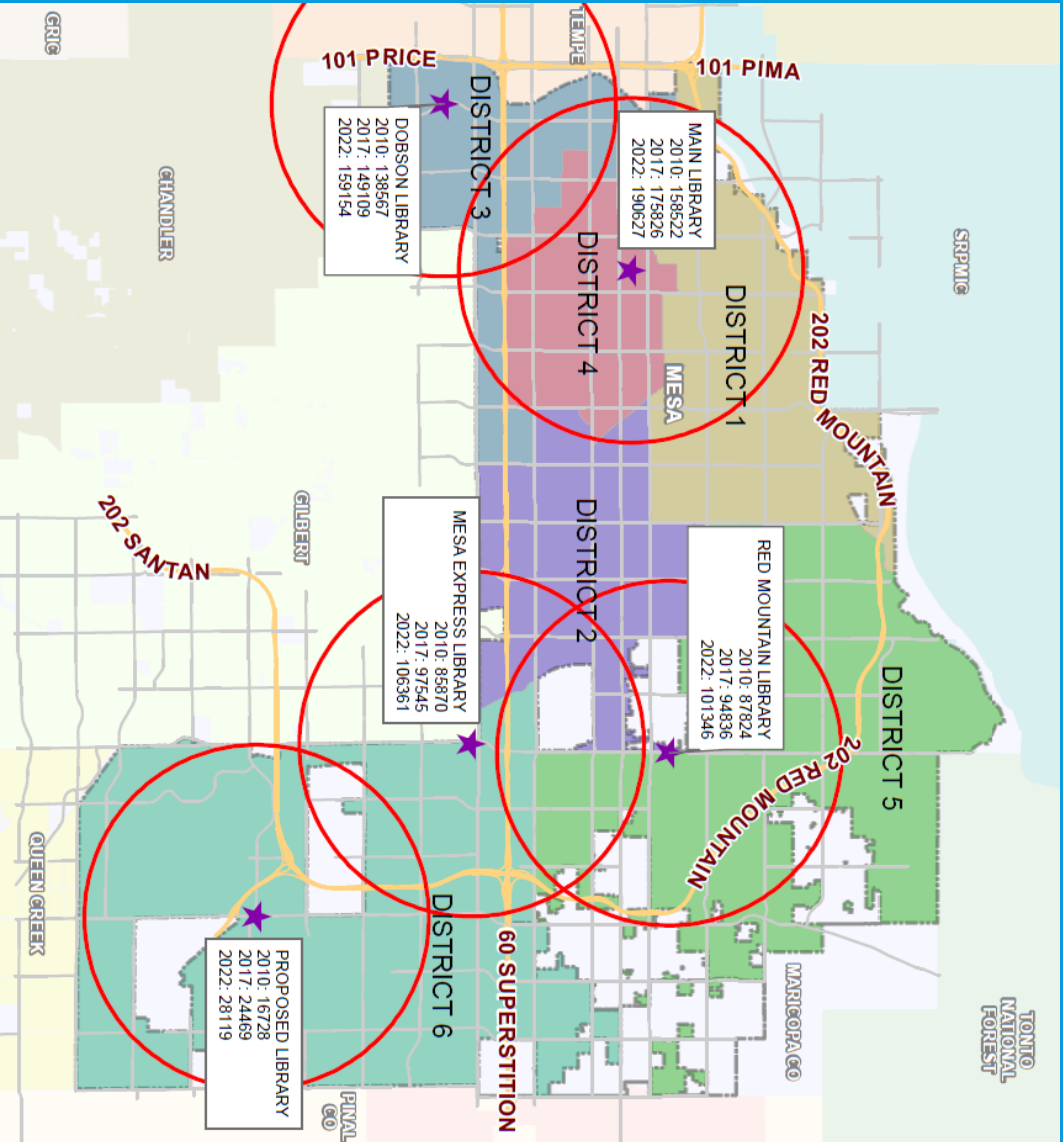
- Partnerships
  - Library Cards for Kindergarten
  - Mesa K Ready
  - Library Navigator
- Grants
  - State Grants in Aid
  - Library Services and Technology Act
  - Google Ads
- 2017 Awards
  - AZLA Emerging Leader – Cherise Mead
  - Sharon G. Womack Outstanding Library Technician – Chris McGinley
- Main Library improvements
  - Teen Zone
  - THINKspot





## TOP CHALLENGES

- Hours
- Population growth
- Distance to library services





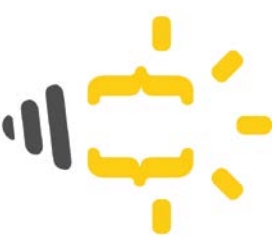
# INVESTMENTS IN THE FUTURE

## Proposed Capital Projects

- New Library
  - SE Mesa
  - 30,000 square feet
- Improvements
  - Dobson Ranch Library
  - Main Library

# INVESTMENTS IN THE FUTURE

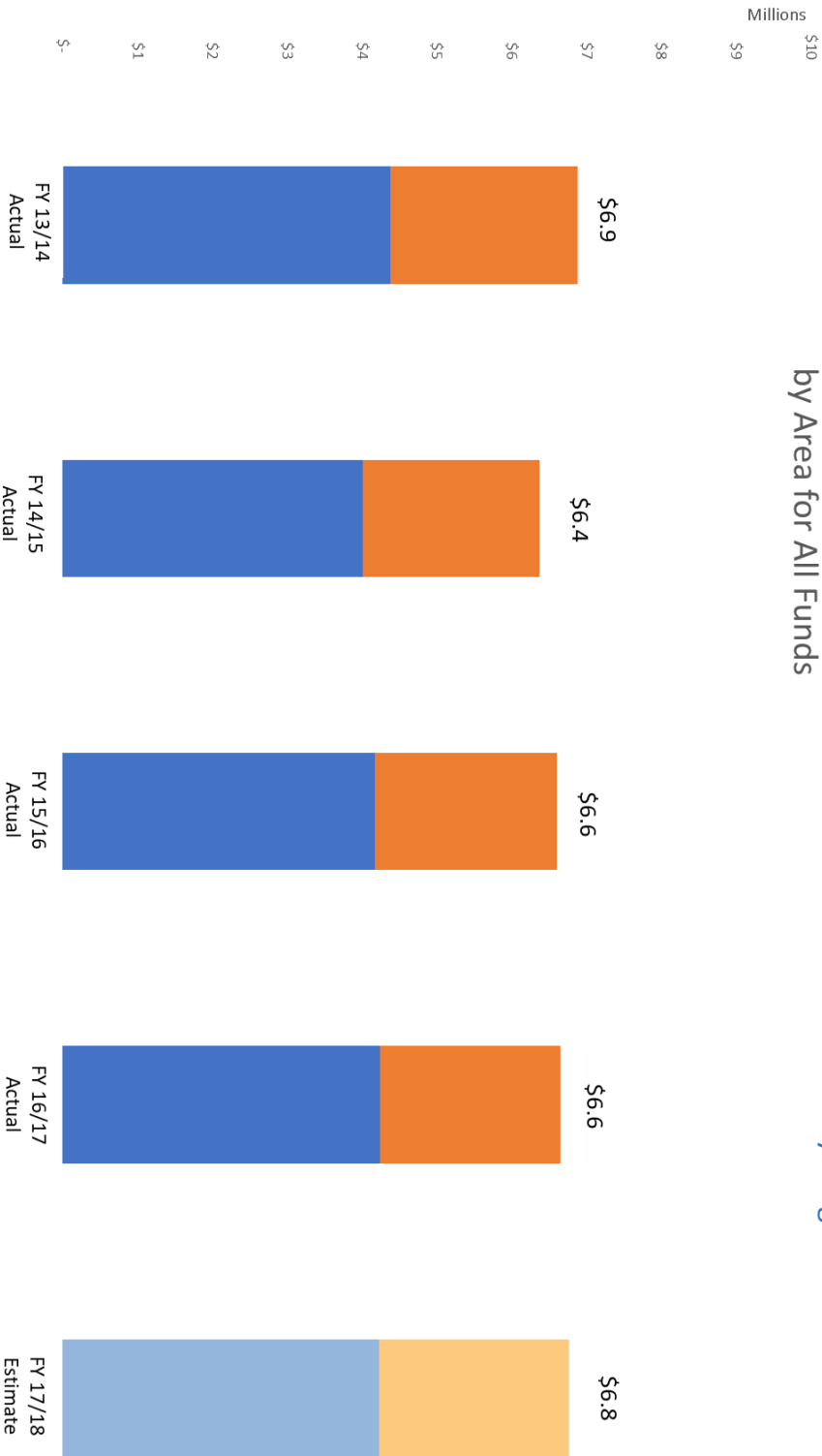
- MesaCodes
  - Branding across system
- Programs for K-8<sup>th</sup> grade
  - K-Code – ages 4-6
  - Coding Around – ages 6-8
  - Code Commanders – ages 8 and up
- Investigating options for older teens and adults
- \$45,000 for equipment



# MESACODES

## Library Services Department Five-Year Expense Trend by Area for All Funds

Library Resources  
Library Programs and Services





# BUDGET SUMMARY BY CORE BUSINESS PROCESS

	FY 16/17 Actuals	FY 17/18 Revised Budget	FY 17/18 Year End Estimate	FY 18/19 Proposed Budget
Library Programs and Services	\$4.2	\$4.6	\$4.3	\$4.5
Library Resources	\$2.4	\$2.9	\$2.5	\$3.0
In Millions *For all funds	\$6.6	\$7.5	\$6.8	\$7.5

# QUESTIONS?

