

**PAGE CITY COUNCIL
WORK SESSION MEETING MINUTES
APRIL 6, 2016**

A Work Session Meeting of the Page City Council was held at 6:24 p.m., immediately following the Special Meeting at 5:30 p.m. on April 6, 2016, in the Council Chambers at City Hall in Page, Arizona. Mayor Bill Diak presided. Vice Mayor John Kocjan, Councilors Mike Bryan, Scott Sadler, Levi Tappan, Korey Seyler, and Dennis Warner were present

Mayor Diak called the meeting to order.

Staff members present: City Manager, J. Crystal Dyches; City Attorney, Joshua Smith; Community Development Director, Kim Johnson; and City Clerk, Kim Larson.

Discussion only by the City Council pertaining to Budget Framework, Events Assistance and Agency Funding

City Manager Crystal Dyches began the meeting by going over the subject of event assistance and agency funding. She stated that at the February 24, 2016 Regular City Council Meeting, staff presented an Events Assistance Program and revised Special Event Permit Application at the recommendation of the Community Development Advisory Board. City Council did not adopt the recommendations, and therefore staff is looking for direction on event assistance and agency funding.

She stated that Linda Watson from the Finance Department compiled the figures on what has been spent on programs over the last 5 years. There was \$1.2 million spent on the following: Chamber of Commerce, Coconino Community College – Small Business Development, Community Development – Events, Diamond “G” Rodeos, Inc., Familiarization Tours, Fireworks, Lake Powell Concert Association, Page Alcohol Awareness Program (PAAP), Page Regional Domestic Violence Services, Powell Museum/Visitor Center, and Rural Detox Facility. This is a summary of where the funds were spent. A detailed line item list is attached hereto and by this reference made a part of herein.

Mayor Diak introduced the recent requests for funding that he had received for the new budget. The request were from the following: Coconino Small Business Development Center (SBDC) now know as Northern Arizona Center for Entrepreneurship and Technology (NACET), the Lake Powell Concert Association, Inc., and Albuquerque International Balloon Fiesta, Inc. He stated that these programs had been funded in the past. He then read the names of programs that have not been funded recently.

City Manager Crystal Dyches stated that Council Member Warner prepared an Event and Program Assistance procedure for City Council to review.

Councilor Warner stated that he broke down ways to classify the events into three categories, stating that there is a difference between an event and a program. An event is a short term

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activity, and a program is long-term, annual or seasonal, and provides a service to the community.

Councilor Warner broke the events into 3 categories: Qualifying Events, Non-qualifying Events, and City Sanctioned Events.

A copy of the Event and Program Assistance procedure is attached, and by this referenced made a part of herein.

Councilor Warner reviewed the Event and Program Assistance procedure that he prepared.

There was lengthy discussion.

City Manager Crystal Dyches asked how this policy would affect the purchase of liability insurance.

Councilor Sadler suggested they use the car show as an example, as the car show is at a City Park and insurance is required.

Councilor Warner stated that he was just providing ideas of how things can be handled.

Community Development Director Kim Johnson stated that she had heard that the insurance requirements are prohibitive and she would like the City Council to still consider providing up to a certain amount for insurance, because it is a limiting factor.

There was discussion pertaining to the price of liability insurance, and it was decided to move beyond the insurance subject at this time.

There was further discussion regarding the different types of events and what has been sponsored in the past, along with discussion pertaining to setting guidelines and requirements.

Councilor Bryan stated that the Community Development Board would like clear direction from City Council, as they are tired of approving funding and having it not approved by City Council.

Councilor Bryan stated that the Event and Program Assistance procedure provided was clear, and if this is what City Council wants, he will take it back to the Community Development Board.

Councilor Warner stated that he would like City Council to look at the budget and have Council determine how much money they would like to put into events and programs.

Councilor Sadler asked Larry Clark how things were going at the rodeo grounds, with regards to insurance.

Larry Clark, volunteer at the Vermillion Cliff's Arena and Corrals, stated that they found insurance for vendors that was affordable, approximately \$50.00 for a two or three day event.

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The vendors liability insurance was no long a problem. However, for the rodeos the cheapest you can find is \$400.00, and it is standard in the industry that rodeos at this level do not make money. He said the City used to have Junior Rodeos and that the Junior Rodeos for tourism are as good as any rodeo, but they cannot afford the liability insurance. There are larger rodeos, such as the Monroe's, and they add a rider for the event to their insurance policy. Larry stated that recently an interested party wanted to bring a roping event to Page, but they could not afford the liability insurance.

There was discussion.

City Manager Crystal Dyches said that staff could talk to Traveler's Insurance and get some information, that she does not know how the million dollar liability was set.

Mr. Clark stated that in Arizona there is a law that when there are horses, you cannot be sued. When there are only horses you do not have to have insurance, because the state holds you fault free. However, when you bring in bulls you have to have insurance. Even with roping calves and roping steers you have to pay the same amount for liability insurance as you would for a bull riding event.

Councilor Sadler stated that the rodeo grounds are City property and this property should be handled the same as any other property within the City.

City Manager Crystal Dyches stated that on the application it states that you will provide a one million dollar liability insurance policy.

Discussion pertaining to insurance requirements continued.

Councilor Bryan asked if he could take the Event and Program Assistance procedure back to the Community Development Advisory Board.

City Manager Crystal Dyches stated that staff would put something together for them.

Mayor Diak made reference to programs that he felt were City sanction events: fireworks, John Wesley Powell Museum, Chamber of Commerce, Lake Powell Concert Association, and the Balloon Regatta. He then asked about the Coconino Small Business Development Center (SBDC) NACET being a viable program.

There was discussion about how many clients SBDC worked with. The consensus of City Council was not to support this program.

Mayor Diak then asked about the sponsorship for the Albuquerque Balloon Regatta in the amount of \$1,750.00.

City Manager Crystal Dyches stated that that would fall under City sanctioned events.

Discussion continued.

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City Manager Crystal Dyches stated that she had enough direction to take to the Community Development Advisory Board.

Councilor Warner clarified that he proposed the City not fund money anymore, only in-kind services.

The consensus of the City Council was to have the City Manager direct staff to work with the Events and Program Assistance program provided by Councilor Warner.

City Manager Crystal Dyches stated that staff is starting the budget process and that she was looking for guidance from City Council on their priorities.

She stated that the City was projecting sales tax revenue of \$10.193 million in FY17, and recommended setting the revenue at \$10 million. Ms. Dyches then asked where Council wanted to be, more conservative, or less conservative. The City has seen a 42% increase in sales tax revenue in the last 5 years.

Councilor Warner stated that his preference was to stay conservative. He suggested setting the tax revenue at \$9 million and pretend our budget is at \$8 million.

City Manager Crystal Dyches asked if they wanted to take the \$2 million dollar difference and put it into deferred maintenance, capital improvement, or put it into investment accounts.

There was discussion pertaining to capital projects such as relocating the City central garage, reopening the Teen Center, sidewalk projects, Horseshoe Bend, and park plans.

Ms. Dyches wanted to know if she should budget \$10 or \$9 million. She also stated that she had not seen all of the department budgets as of this time.

There was discussion regarding land sale revenue, and that the revenue cannot be spent unless it is in the budget.

Councilor Warner stated that he would be comfortable with \$9 million and to see how much can be put into capital improvement.

There was discussion pertaining to the inter-fund budget.

Finance Director, Linda Watson explained the inter-fund budget and the purpose for the inter-fund.

City Manager Crystal Dyches stated that she needed a general idea of where City Council wanted her to focus the spending. If they wanted her to focus on parks, then a higher percentage of money will have to go into the Public Works budget. Crystal gave some examples of items that will cost a significant amount of money to achieve.

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Ms. Dyches stated that she will tally the responses from the survey City Council completed and incorporate the results into the City Manager's recommended budget.

Councilor Warner asked when the 3rd quarter report would be out.

Finance Director Linda Watson stated that the 3rd quarter report would be out the first part of May.

Levi stated that he would like to look at the debt service fee for sewer and water.

There was discussion regarding water, the water treatment and storage capacity, and about extending affluent lines and providing affluent water to other facilities.

The meeting was adjourned at 7:38 p.m.



Kim Larson
City Clerk



William R. Diak
Mayor

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the City Council Work Session Meeting, held on the 6th day of April, 2016. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 27th day of April, 2016



Kim Larson, City Clerk

OUTSIDE FUNDING SOURCES FOR THE CITY OF PAGE

Chamber of Commerce	\$	196,239
Coconino Community College- Small Business Development	\$	39,000
Community Development - Events (<i>Not inclusive of all charges</i>)	\$	81,167
Diamond "G" Rodeos, Inc	\$	2,500
Familiarization Tours (Detail can be provided, if needed)	\$	2,007
Fireworks	\$	96,121
Lake Powell Concert Assn.	\$	54,000
Page Alcohol Awareness Program (PAAP)	\$	70,680
Page Regional Domestic Violence Services	\$	42,500
Powell Museum/Visitor Center	\$	373,673
Rural Detox Facility (RDF)	\$	275,000
Total	\$	1,232,887

OUTSIDE FUNDING SOURCES FOR THE CITY OF PAGE

Chamber of Commerce					
FY 2008	Page Lake Powell Chamber of Commerce	\$	25,000	Annual Funding	
FY 2009	Page Lake Powell Chamber of Commerce	\$	25,000	Annual Funding	
FY 2010	Page Lake Powell Chamber of Commerce	\$	25,000	Annual Funding	
FY 2011	Page Lake Powell Chamber of Commerce	\$	25,000	Annual Funding	
FY 2012	Page Lake Powell Chamber of Commerce	\$	20,000	Annual Funding	
FY 2013	Page Lake Powell Chamber of Commerce	\$	20,000	Annual Funding	
FY 2014	Page Lake Powell Chamber of Commerce	\$	20,000	Annual Funding	
FY 2015	Page Lake Powell Chamber of Commerce	\$	15,000	Annual Funding	
FY 2016	Page Lake Powell Chamber of Commerce	\$	15,000	Annual Funding	
2/14/2011	Page Lake Powell Chamber of Commerce	\$	3,200	Marketing Grant/Car Show	
8/23/2011	Page Lake Powell Chamber of Commerce	\$	2,400	Marketing Grant/Car Show	
7/11/2013	Page Lake Powell Chamber of Commerce	\$	639	Reimburse 4th of July Expenses	
TOTAL		\$	196,239		
Coconino Community College- Small Business Development					
FY 2009	Coconino Community College	\$	6,500	Small Business Development Program	
FY 2010	Coconino Community College	\$	6,500	Small Business Development Program	
FY 2011	Coconino Community College	\$	6,500	Small Business Development Program	
FY 2012	Coconino Community College	\$	6,500	Small Business Development Program	
FY 2013	Coconino Community College	\$	6,500	Small Business Development Program	
FY 2014	Coconino Community College	\$	6,500	Small Business Development Program	
TOTAL		\$	39,000		
Community Development - Events (Not inclusive of all charges)					
10/2/2010	Ford Tri Motor N414H	\$	2,500	Page Airport Event	
1/25/2011	Friday, Merlinda	\$	1,000	Live Music Entertainment 11/5/2010	
3/9/2011	Antelope Point Holdings	\$	1,500	Tip-A-Cop Event	
4/22/2011	Page Antique Tractor & Machinery	\$	7,500	Marketing Grant - 2011	
6/3/2011	Jo Bjorholm	\$	1,658	Relay for Life Road Rally	
8/3/2011	MMA of Northern Az	\$	2,500	Marketing Grant - Lake Bike Rally	
8/22/2011	Page Elks Lodge	\$	500	Veteran's Day Grant	

FY 2011	Fireworks Productions of Arizona		\$	10,000	Fireworks Display
FY 2012	Fireworks Productions of Arizona		\$	10,000	Fireworks Display
FY 2013	Fireworks Productions of Arizona		\$	10,000	Fireworks Display
FY 2014	Fireworks Productions of Arizona		\$	10,000	Fireworks Display
FY 2015	Fireworks Productions of Arizona		\$	10,000	Fireworks Display
FY 2016	Fireworks Productions of Arizona		\$	10,000	Fireworks Display
7/11/2013	Mike Kriedel		\$	599	Fireworks Display Fee
7/18/2013	Days Inn & Suites		\$	205	Lodging for Fireworks Crew
7/18/2013	Days Inn & Suites		\$	205	Lodging for Fireworks Crew
7/31/2013	Lake Powell Chronicle		\$	93	Fireworks Thank You Ad
7/5/2014	Days Inn & Suites		\$	205	Lodging for Fireworks Crew
7/5/2014	Days Inn & Suites		\$	205	Lodging for Fireworks Crew
7/11/2014	Mike Kriedel		\$	599	Fireworks Display Fee
7/3/2015	Days Inn & Suites		\$	205	Lodging for Fireworks Crew
7/3/2015	Days Inn & Suites		\$	205	Lodging for Fireworks Crew
7/16/2015	Mike Kriedel		\$	599	Fireworks Display Fee
TOTAL				96,121	

Lake Powell Concert Assn.

FY 2005	Lake Powell Concert Assn.		\$	3,000	Annual Funding
FY 2006	Lake Powell Concert Assn.		\$	3,000	Annual Funding
FY 2007	Lake Powell Concert Assn.		\$	3,000	Annual Funding
FY 2008	Lake Powell Concert Assn.		\$	5,000	Annual Funding
FY 2009	Lake Powell Concert Assn.		\$	5,000	Annual Funding
FY 2010	Lake Powell Concert Assn.		\$	5,000	Annual Funding
FY 2011	Lake Powell Concert Assn.		\$	5,000	Annual Funding
FY 2012	Lake Powell Concert Assn.		\$	4,000	Annual Funding
FY 2013	Lake Powell Concert Assn.		\$	4,000	Annual Funding
FY 2014	Lake Powell Concert Assn.		\$	4,000	Annual Funding
FY 2015	Lake Powell Concert Assn.		\$	4,000	Annual Funding
FY 2016	Lake Powell Concert Assn.		\$	4,000	Annual Funding
7/1/2011	Lake Powell Concert Assn.		\$	5,000	Event Marketing Grant
TOTAL				54,000	

8/23/2011	Antelope Point Holdings	900	Wakeboard Competition Grant	\$
8/24/2011	Yazzie, Elmer & Walker, Terry	2,000	Lake Powell Bull Riders	\$
10/4/2011	Cuddle Outreach	800	Tourism Grant Street Banner	\$
11/18/2011	Ken's Old West	763	Balloon Regatta Appetizers 2011	\$
11/18/2011	Ken's Old West	1,008	Balloon Regatta Appetizers 2010	\$
FY 2012	Powell-A-Palooza Expenses	22,339		\$
4/25/2012	Jo Bjorholm	1,500	Relay for Life Road Rally	\$
5/26/2012	Page Antique Tractor & Machinery	1,500	Marketing Grant - 2012	\$
1/31/2013	Strong, Shawn	850	Epic Moto Sponsorship 2013	\$
9/6/2013	Craig, Evans	600	Fireball Run/Social Media	\$
9/24/2013	Ken's Old West	7,590	Fireball Run Event Dinner	\$
9/30/2013	Johnston, Cory V.	1,320	Fireball Run/Staging & Sound	\$
1/23/2014	Marketing Spot On	889	Grant Lake Powell Playhouse	\$
1/30/2014	Derek Pohlad Services	5,000	Grant/Dam Jam Concert	\$
6/13/2014	Marketing Spot On	1,500	Grant Lake Powell Playhouse	\$
6/30/2014	Vacation Races	5,000	Facebook Marketing/Marathon	\$
7/30/2015	Albuquerque International	1,750	Sponsorship Fee	\$
	Unity Pow Wow	3,700		\$
	Sounds of Summer	5,000		\$
	TOTAL	81,167		\$

Diamond "G" Rodeos, Inc 1/15/2004 Diamond "G" Rodeos, Inc \$ 2,500 Rodeo Sponsor

Familiarization Tours (Detail can be provided, if needed)

FY 2015	Various Expenses	894	T	\$
FY 2016	Various Expenses	1,113	T	\$
TOTAL		2,007		\$

Fireworks

FY 2005	Fireworks Productions of Arizona	3,000	Fireworks Display	\$
FY 2006	Fireworks Productions of Arizona	5,000	Fireworks Display	\$
FY 2007	Fireworks Productions of Arizona	5,000	Fireworks Display	\$
FY 2008	Fireworks Productions of Arizona	5,000	Fireworks Display	\$
FY 2009	Fireworks Productions of Arizona	5,000	Fireworks Display	\$
FY 2010	Fireworks Productions of Arizona	10,000	Fireworks Display	\$

Page Alcohol Awareness Program (PAAP)

Funding has occurred since the late 1970's used through the Court system

FY 2003	Community Behavioral Health Services	\$	7,440	Annual Funding-Alcohol Abuse Program
FY 2004	Community Behavioral Health Services	\$	7,440	Annual Funding-Alcohol Abuse Program
FY 2005	Community Behavioral Health Services	\$	7,440	Annual Funding-Alcohol Abuse Program
FY 2006	Community Behavioral Health Services	\$	7,440	Annual Funding-Alcohol Abuse Program
FY 2007	Community Behavioral Health Services	\$	7,440	Annual Funding-Alcohol Abuse Program
FY 2008	Community Behavioral Health Services	\$	7,440	Annual Funding-Alcohol Abuse Program
FY 2009	Community Behavioral Health Services	\$	7,440	Annual Funding-Alcohol Abuse Program
FY 2010	Community Behavioral Health Services	\$	7,440	Annual Funding-Alcohol Abuse Program
FY 2011	Encompass Health Services	\$	7,440	Annual Funding-Alcohol Abuse Program
FY 2012	Encompass Health Services	\$	3,720	Annual Funding-Alcohol Abuse Program
TOTAL		\$	70,680	

Page Regional Domestic Violence Services

FY 2008	Page Regional Domestic Violence Services	\$	10,000	Annual Funding
FY 2009	Page Regional Domestic Violence Services	\$	5,000	Annual Funding
FY 2010	Page Regional Domestic Violence Services	\$	5,000	Annual Funding
FY 2011	Page Regional Domestic Violence Services	\$	5,000	Annual Funding
FY 2012	Page Regional Domestic Violence Services	\$	4,000	Annual Funding
9/22/2005	Page Regional Domestic Violence Services	\$	6,000	Victim Advocacy Services
2/23/2011	Page Regional Domestic Violence Services	\$	5,000	Marketing Grant / Jazz for Peace
9/17/2014	Page Regional Domestic Violence Services	\$	2,500	Substance Abuse Grant Funding
TOTAL		\$	42,500	

Powell Museum/Visitor Center

FY 2008	Powell Museum	\$	30,000	Annual Funding
FY 2009	Powell Museum	\$	35,000	Annual Funding
FY 2010	Powell Museum	\$	35,000	Annual Funding
FY 2011	Powell Museum	\$	35,000	Annual Funding
FY 2012	Powell Museum	\$	30,000	Annual Funding
FY 2013	Powell Museum	\$	30,000	Annual Funding
FY 2014	Powell Museum	\$	30,000	Annual Funding
FY 2015	Powell Museum	\$	45,000	Annual Funding
FY 2016	Powell Museum	\$	45,000	Annual Funding

7/26/2006	Powell Museum				2,400	Glen Canyon Lecture Series
11/1/2006	Powell Museum				4,000	Powell Symposium-River Crossing
11/6/2007	Powell Museum				2,000	Glen Canyon Lecture Series
9/1/2008	Powell Museum				1,500	Powell Symposium
5/12/2009	Powell Museum				578	Glen Canyon Lecture Series
8/12/2009	Powell Museum				578	Glen Canyon Lecture Series
8/12/2009	Powell Museum				3,500	Powell Symposium
9/18/2009	Powell Museum				2,500	Powell Symposium
10/6/2009	Powell Museum				500	Powell Symposium
4/7/2010	Powell Museum				2,834	Lost Tracks Exhibit
4/7/2010	Powell Museum				2,850	Lost Tracks Exhibit
9/17/2010	Powell Museum				1,000	Symposium 2010 Feeding the Grid
9/17/2010	Powell Museum				3,750	Symposium 2010 Feeding the Grid
10/1/2010	Powell Museum				1,023	Glen Canyon Lecture Series
7/13/2011	Powell Museum				3,000	LSTA Grant Funding
7/28/2011	Powell Museum				1,200	Oral History Project Equipment
7/29/2011	Powell Museum				3,000	LSTA Grant Funding
4/6/2012	Powell Museum				1,500	Marketing Grant
4/10/2014	Powell Museum				20,000	Visitor Center Re-Model
4/23/2014	Powell Museum				960	Lake Powell Visitor's Guide
	TOTAL				373,673	

Rural Detox Facility (RDF)

FY 2004	Community Behavioral Health Services				26,250	Annual Funding for the Rural Detox Facility
FY 2005	Community Behavioral Health Services				26,250	Annual Funding for the Rural Detox Facility
FY 2006	Community Behavioral Health Services				35,000	Annual Funding for the Rural Detox Facility
FY 2007	Community Behavioral Health Services				35,000	Annual Funding for the Rural Detox Facility
FY 2008	Community Behavioral Health Services				35,000	Annual Funding for the Rural Detox Facility
FY 2009	Community Behavioral Health Services				35,000	Annual Funding for the Rural Detox Facility
FY 2010	Community Behavioral Health Services				35,000	Annual Funding for the Rural Detox Facility
FY 2011	Community Behavioral Health Services				35,000	Annual Funding for the Rural Detox Facility
FY 2012	Community Behavioral Health Services				12,500	Annual Funding for the Rural Detox Facility
	TOTAL				275,000	

Thoughts on Event & Program Assistance
Dugan Warner, 4-6-16

Events: A short-term activity or happening.

- **Qualifying Events** are events promoted and managed by a non-profit agency, group, individual or club that meets City's criteria for support, ie. Car shows, Pow Wow's, Festivals, Races, Concerts, Parades. etc.
 - Qualifying Events would be supported through in-kind service contributions only, such as street closures; use of City facilities, public safety, public works, insurance, etc.
 - Funding for these activities, once approved by Council, would be through an inter-agency reimbursement of expense from the Community Development Fund to the affected department.
 - No direct or indirect funding would be provided other than departmental reimbursement of City-provided services.
 - At the City's discretion, and with the approval of the event organizer, the City may choose to promote the event through its own marketing efforts.
 - Application for assistance would be through the standard event application process.
- **Non-qualifying Events** are for-profit events that utilize City land or facilities, but do not receive any support from the City, ie. Carnivals, soft ball tournaments, concerts, etc.
 - Application for use of City-owned facilities through the Special Event Application.
 - Charges would apply for City services and/or facilities use.
- **City Sanctioned Events** are events that are promoted, and possibly managed and organized by the City of Page, ie. Fourth of July Fireworks display, Balloon Regatta.
 - Sanctioned Events could be supported both monetarily and through City services and marketing.
 - Events may be supported, coordinated and marketed through a City/Private partnership.

Programs: Long-term, seasonal, or annual activity that provides a service or benefit to the community, ie. Lake Powell Concert Association, JWP Museum, Chamber of Commerce.

- Programs may be supported monetarily by the City through a grant application and service agreement with City Council approval.
 - Grant funding is on an annual basis and may be paid out incrementally.
 - Ideally, funding level would be no more than 10-20% of recipient's annual budget.
 - City should receive financial disclosure from applicant to prove financial stability and justify appropriation.

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