

Minutes of the Regular Meeting of the Mayor and Council of the City of South Tucson, Arizona, held Monday, August 24, 2015, at 6:00 p.m. at the City of South Tucson Council Chambers, 1601 South 6th Avenue, South Tucson, Arizona.

Council Present: Miguel Rojas
Anita Romero
Idelfonso Green
Robert Larribas
Herman Lopez
Oscar Patino

Staff Present: Veronica Moreno, Interim City Manager
Denise Valencia, City Clerk
Lourdes Aguirre, Finance Director
Ed Machett, City Attorney
Michael Ford, Police Chief
Rey Alvarez, Fire Department
Cory Lakasky, Fire Department
Joel Gastelum, Planning and Zoning
Lorenzo Gonzales, Planning and Zoning
Marilyn Chico, Housing Director

Mayor Rojas called the meeting to order and led the Pledge of Allegiance. Councilman Lopez led the Invocation.

ITEM #04 – ROLL CALL – All members of the Council were present, except for Councilwoman Mendoza, who was excused.

ITEM #05 – CALL TO THE AUDIENCE

Mr. Green: Raul Green, my address is 307 West 36th. Mayor, Council, the community wants to know what the next step is going to be on this trash situation. We want to know if there's going to be a meeting for the community or maybe letters sent out or what they need to do. That's one. The other one is I was reading here that we're getting ready for the 75th anniversary of, another festival. I know that last year, now Feria del Sur, we were missing quite a bit of money. There's quite a bit of money still unaccounted for. Are we going to make some sort of arrangements to keep that from happening again this year?

Mayor Rojas: Well, that is the plan, but at this point, I can't discuss it with you 'cause you just make a comment, please.

Mr. Green: Oh, no, ...

Mayor Rojas: (Inaudible) ...

Mr. Green: ... I'm just making a comment.

Mayor Rojas: Okay.

Mr. Green: That's it. You don't have to answer. Thank you.

Mayor Rojas: Yeah. Thank you very much.

ITEM #06 – APPROVAL OF MINUTES: REGULAR MEETING, AUGUST 17, 2015

Councilman Green: The minutes are incomplete. There's, two is missing, four is missing.

Mayor Rojas: What's missing?

Councilman Green: Six is missing. Seven and eight are missing.

Ms. Moreno: Oh, I ...

Councilman Green: Nine and ten are missing. And eleven and twelve are missing.

Mayor Rojas: Okay.

Councilman Green: So can we postpone for the next meeting?

Mayor Rojas: Okay. We'll table approval of the minutes for the following meeting.

Ms. Moreno: Right. And I apologize, Mayor and Council. I just realized that I must have printed these minutes on double-sided so when I went to print, I, ...

Mayor Rojas: The other pages ...

Ms. Moreno: ... oversight, and ...

Mayor Rojas: ... (inaudible) ...

Ms. Moreno: ... I just missed the back side. My apologies.

Councilman Green: Not a problem. Thank you.

Mayor Rojas: So we'll pass it on for the next meeting. We'll discuss the minutes at that time.

ITEM #07 – RESOLUTION NO. 15-41 OF THE MAYOR AND COUNCIL OF THE CITY OF SOUTH TUCSON, ARIZONA, APPROVING THE SOUTH TUCSON HOUSING AUTHORITY'S REVISED ADMISSIONS AND CONTINUED OCCUPANCY POLICY AND AUTHORIZING THE EXECUTION

OF THIS RESOLUTION FOR THE PURPOSE OF AUTHORIZING THE CITY OF SOUTH TUCSON
HOUSING AUTHORITY DIRECTOR TO SUBMIT SAME TO HUD

Ms. Chico: Mr. Mayor, and Council, once a year we're supposed to look at all of our policies. And I started looking and our Admissions and Continued Occupancy for our low income public housing. And I started making some revisions and then I was notified there were more revisions. So I had to pretty much start over. So it's taken a little longer than I had hoped for. But some of the major revisions are in our discrimination complaints. Now, if a person thinks or perceives that they've been discriminated against, it's the same thing as being discriminated against. So, this now lays out the procedures and policy that we've got to go through in order to get the information, investigate, and then either resolve it or if there's a corrective action, or if there is nothing found and no corrective action is needed. We also have other smaller parts in here that were changed. It now defines family versus household. Family is any people that live together who consider themselves as family. A household is anyone that's added to that with the Housing Authority's approval; a live-in aide, foster children, a foster adult. It also has changed, well, they've added that now lump sum payments for delayed start from the VA for disability is now in there. It wasn't before. It talks about, well, we had sexual assault before that the Mayor and Council has approved. But they've expended on the sexual assault and they've put it into the exhibit and they've added some extra wording about that now, which is good. It protects everybody. It also states that the Housing Authority will abide by the Courts decision; if there is domestic violence, who will remain in that house. And, of course, we would always honor whatever our Court would tell us anyway. Criminal background checks, there was a small change in that where anyone 18 and older must sign a Release of Information annually for their annual re-exam, and they will all be checked for their criminal backgrounds. I want you to know we've been doing this for years. And word pretty much got out about what South Tucson was doing. HUD liked the idea because we were keeping track of our residents throughout the year, not just when they first got in and forgetting them. So now they've actually added this to the admissions, to (inaudible) policy for other housing authorities also. A lot of it was just clean-up, rewording, but not changing what the information already was. It was just a clean-up of (inaudible). And then they also, another major thing was the repayment agreements. If somebody doesn't pay when they're supposed to, or pay the amount they're supposed to, the Housing Authority can evict them. Again, we've been doing this for years. And we did have it in a policy, but it's been reworded now because HUD has now come in and put it in their little laws.

Councilman Green: Mr. Mayor, ...

Mayor Rojas: Yeah.

Ms. Chico: And those were the main changes.

Councilman Green: I'm sorry. I have a question on that. When the Housing Authority or the federal government changed the policy on the repayment programs, now doesn't it have to be substantiated or it has to be declared a hardship or prove to be a hardship in order to go on a payment program?

Ms. Chico: Councilman ...

Councilman Green: Not every condition merits the payment program.

Ms. Chico: Councilman Green, that's correct. However, HUD does give that discretion to each Housing Authority. You do not have to be in a hardship case. Sometimes, a funeral comes up or our residents have helped out family members in paying for that, they've spent their rent money. Things come up. And when something like that comes up, it's up to my discretion to sit down, see what has happened. If it's something beyond a resident's control, he or she is trying to help somebody, then we'll go ahead and we'll honor a payback.

Councilman Green: Okay. That would be considered, okay.

Mayor Rojas: Any other questions from the Council?

(No response)

Motion by Councilman Green to pass Resolution No. 15-41. Seconded by Councilman Lopez. Motion passed unanimously.

Mayor Rojas: My apologies, please. At this point, it was my mistake, my oversight, and again, my indulgence to the audience. I'll go back to Item #05. We were so anxious to get into business. A Call to the Audience. I do have one card on the Call to the Audience. And it's from Mr. Raul Green. He's going to talk on the topic of trash.

ITEM #08 – UPDATE AND PRESENTATION – CITY OF SOUTH TUCSON 75TH ANNIVERSARY CELEBRATION, MUSIC AND ARTS FESTIVAL – RAUL AGUIRRE, REA MEDIA AND RENNIE OCHOA, EVENT DIRECTOR

Ms. Ochoa: My name is Rennie Ochoa and I was brought on back in April, May, to help this event take place and to make sure that all the t's are crossed and the i's are dotted and any monies accounted for. I'm kind of the administrative person. This is the, where is he, oh, there he is, Raul takes care of the sponsorship and media and a lot of the community relations. We've had great assistance from Council member Lopez and Council member Patino in going out to the various businesses. The event this year is much more consolidated. We are on 4th Avenue, but we're only between 36th and 40th Streets. The Greyhound Park is allowing us to use their facility. All the businesses along there have graciously said we're all for it. We've got three stages that will be going. One will be a main stage and then there's a second stage, which will have entertainment going consistently from noon until 9:00 p.m. We also have a third stage, which is a kid's stage, which will have more youth orientated entertainment. There's music, there's dancing. We've got a mural going on during it. We've got a kids zone with all sorts of games and activities. We have beer being sold by the Kino Rotary this year, and the Knights of Columbus are going to do the water and the soda sales. We're looking forward to three weeks from Saturday, having a great event. And a lot of that has to go to this gentleman here who's going to, I think, do a power point, and be a little more creative than I am.

Mayor Rojas: Great. Thank you very much, Ms. Lopez, appreciate it.

Mr. Aguirre: Mayor, Mr. Mayor and Council, Raul Aguirre, 423 East 9th Street, and we were asked to come in as consultants and we are donating part of our work to the City of South Tucson. The last

time that I was before the City Council was to promote and start the foundation of the Norteno Music Festival, who at that time, went to benefit Pio Decimo Center. My company is REA Media Group. We do a lot of different events in the community, particularly for non-profit groups. And perhaps because of the comment that was made a little earlier by Mr. Green there, they wanted to streamline the venue, the festival, and make sure that everything was with a lot of accountability, a lot of responsibility. So we have a power point, but unfortunately, your machine will not play it. So I'm just going to go ahead and later on, I'd like to send it to you so you can see it. Primarily, I was trying to capitalize on those festivities. I think the City of South Tucson people know the Norteno Music Festival. They ask me what happened to it. Last year, it was going to be done in a certain different way and this year, we decided to rebrand it again, more of an arts and music festival. Part of a vision that I have is that the City of South Tucson should be a destination. You know, we have the restaurants. We have a lot of economic development going on. We have a lot of great creative ideas. You have some of the best muralists in town. You know, you have Luis Gastelum Mena, Tineo, Menlo, Dominguez, who is going to be part of, she's a muralist. She's going to be helping us put together a big kind of mobile mural for, painted by the students and children and people who come to the festival. We want to create awareness of positive change within the City and bring South Tucson brand to local corporations, organizations, and businesses. And again, set that up more for the branding of the City. We have received substantial support from the business community. We're very lucky to have a great team. And I want to congratulate everyone on the team for the City of South Tucson. In terms of reaching out to business community, small business owners, community organizations, we were able to bring in Food City as the presenting sponsor. The co-sponsors at the premium level are Tucson Federal Credit Union, International Mariachi Conference. Our silver sponsors are Cox Communications, Wells Fargo Bank, Tucson Electric Power, Vantage West, Washington Mutual, U of A Health Sciences, Care More Health Care, and FC Tucson, the professional soccer team, which will also be putting on a cage so kids can kick the ball and burn some energy and let the parents enjoy themselves, you know, have a refreshment or two. We also have community-based organizations; the YWCA, the League of Mexican-American Women, and the Mexican Consulate, who will be participating with us. Our media sponsorship for this year, English and Spanish, we have Cox Communications to not only give us cash, but give us up to 400 spots in English in the different channels, which I think will be really good for the City in terms of being able to have people locate the brand, see where we're at and what we're doing, how positive it is. Univision, which is the top Spanish language station, will be the Spanish language sponsor on television. We will have radio; we have the Caliente, which is KCMG and Que Buena radio, which is a new FM station. And also KFMA and KLPX, which if you're a rocker, you know what I'm talking about. KFMA is more of a young people, 'cause we're also trying to get some young people to come, join us, partake. We want to get volunteers 'cause I think we have a real good five-year plan to continue to do this in the best way possible. KXEW Tejano bi-lingual radio is also coming on board, as is La Hora con Leti, which is a Spanish language ABC affiliate for coverage and promotion. So, in addition, we talked to Arizona Daily Star in terms of running some stories. I know the story right now is about garbage, which is okay. You know, everybody has a little bit laying around at home. But the main thing is that we also have all these other positive things so we've been talking to them about doing some stories. Maybe one of the oldest businesses, the oldest person, you know, those kinds of things. And La Estrella, the Spanish language newspaper, is also on board as our print sponsor. Our media value, from different media sponsors that I just mentioned, Cox Cable, for example, it's about a \$5,000 sponsorship of spots alone. Univision Spanish television came in with about \$14,000 worth of media. Spanish language radio, about \$15,000, and print about \$5,000, which is a total media value of almost \$40,000. In other words, that is, it's not money that they're giving us, it's exposure on social

media, websites, television spots, radio spots. Veronica and I went and spoke on KLPX and also La Caliente. They gave us a half an hour exclusive program to promote the event, coming up in the next couple of weeks. So we're really trying to cover as much as possible, not only in terms of getting the sponsorship monies but also image, which, I think, is an important part of what we do. And I don't need to tell you the part of, the situation that sometimes happens when it comes to South Tucson. It's an image situation. It's what people think of who we are. I grew up right here on 33rd and 9th, right in front of the House of Neighborly Service. So I know about the crime. I was actually, many times when you say to people, "South Tucson", they go, they get a little scared. And I say, "Don't be scared. It's alright." I got papers. I got a bumper sticker, you know, don't worry about it. This is South Tucson. Live it, love it, and live it. So it's about \$40,000 worth of media, which I think is going to give us some real good positive coverage. I think people are interested. People are thinking that it's a nice mix of art and media. Our Food City sponsorship, and I'd like to also mention that all the monies were handled by the City this year. Everything is being accounted through the City of South Tucson, through it's own financial documents, so we will know exactly where every single penny went. So we, as a consultant, had nothing to do with the money, except bringing it in. So we got Food City, which committed to no less than \$7,500, possibly \$10,000. The Tucson Federal Credit Union came in with \$5,000 through it's sponsorship. The International Mariachi Conference with \$4,000. Tucson Electric Power, they gave us, I think it's about \$1,000 but they're going to give us the electric pedestals, which is a \$2,000 value. Vantage West, \$2,500. The U of A Health Sciences, another \$2,500. Golden Eagle Distributors will be giving us \$2,500 worth of product, which we can turn into over \$5,000 worth of profit. The Rotarians are handling that part as a non-profit organization, and they're going to help us do that. Washington Mutual came in also at the \$2,500 level. Wells Fargo the same. Basis Schools just two days ago came in with \$1,500. The YWCA with \$500 and FC Tucson \$500. The total sponsorship value exceeds \$37,000 and the total hard cash is about \$32,500. And, of course, that is going to be used to finance anything that the festival is doing and we're hoping to have profits, money for the following year as well. Again, I think it's a positive awareness of the City of South Tucson. We're thinking it will increase partnerships with corporations, small businesses and community organizations. The image of the City will continue to be impacted very positively, I'm sure, in terms of (inaudible) for growth and development; increased customer traffic to some of your businesses that are here. We're trying to include, with the 400 spots from Cox, being able to bring people who maybe have never been to South Tucson. And believe me, there's people who have never been to South Tucson, especially after 7:00. So we're trying to create information that will increase businesses looking to do business with the City as well, by looking at the surrounding area. The arts, as an economic development engine, it's an important part of what I think this City can do in the future; five, ten years from now, there's a lot of opportunities to create an arts district that can truly be a destination. Downtown Tucson can no longer go anywhere. They can't go north. They can't go east. They can't go west. They can only come south. And I think if we get ready for that, our community will thrive, there will be more employment, more businesses may want to come in here. We have interests that, I've shared with some of you, from different people who want to settle their businesses in South Tucson as soon as some things get going. So, we're hoping that this festival is not just a festival, it's not just a feria, it's really a branding towards the future in terms of an arts district and I think it can happen in the near future. As always, the musicians come through for us. We have a lot of entertainment. We have Mariachis Unido de Mexico, which is one of the top professional mariachis in the State. We got Grupo Relente, Norteno music by La Picoso. Naughty Dogs, if you like Latin Rock and rock-n-roll. They're really good. Sabor Latino, Mariachi Espiracion, Festival, Mariachi Alegre, (inaudible) Banda, La (inaudible), Still Cruising, and we have Ballet Folklorico also that will be performing throughout the children's stage. We will have 3 stages;

one main stage that's a little bit bigger; then we have a little smaller one, and then the smallest one is for the children. But there will be musicians playing on the different stages. We will also be featuring award-winning Melo Dominguez, who will develop a theme to work with community youngsters and create a mural canvass. Melo specializes in painting murals, serigraphy, fine arts prints and also mixed media and stollations, as well as environmental art and social justice art. He was just selected to be one of the curated artists at Tohono Chul Park over on the north side for installation on Dia de los Muertos which I think is going to bring even more notoriety for her and her award-winning things. We (inaudible) Alex Gaza. As all of you know, Alex Gaza is one of my favorite sculptors and, you know, he established Las Artes here. He's a well-known artist from throughout the country and he's been, you know, feeding us information as to what other artists we can bring into the event to represent different type of art. We also have invited Anthony Lanza, who is a University of Arizona art student. He's a modern artist. He specializes in illustrations and graphic designs. He'll be there. And also from the Pascua Yaqui, Alex Alvarez, who is a Yaqui painter and muralist who specializes in (inaudible) themes, who also will be displaying his art. We're still expecting to bring other artists. We talked to Pancho Medina, who has a great collection of (inaudible) art, which I think that will be really a big hit. But they're big installations, so it's kind of hard to move all the stuff, you know, need to get a U-haul and four workers and all that stuff, but if possible, we'd like to bring him. We're expecting to host over 40 vendors, which will provide a variety of foods and retail items. We have a car show, a children's carnival, and the Food City food truck. If you've never been to any of the events, they will also be there with everything that they bring to the festivals. We have developed an invitation that is going out to City officials and community leaders on behalf of the Mayor and Council, requesting the honor of their presence at the 75th anniversary of the founding of the City of South Tucson. And that's going to be more of a VIP ceremony where there will be a ribbon-cutting ceremony where we'll celebrate the 75th anniversary. And we have secured proclamations from various entities, particularly Congressman Raul Grijalva has written a real nice proclamation. I know the City of Tucson is working on one and Pima County as well. In addition, again, we're getting more volunteers, more vendors, and we're really in the last two weeks of just putting it altogether. And I'm confident it's going to be a great festival. I appreciate a lot of you who will be working with us, giving us advice and recommendations and knowing what the City can do. And we look forward to staging one of the best festivals that we have in the City. If you have any questions, please let me know.

Mayor Rojas: Thank you. Any questions?

Councilman Larribas: Mr. Mayor, I have one. Why is it only going to go up from 36th up to 40th, instead of coming a little further this way going south?

Mr. Aguirre: I think the committee, and Rennie can address that, felt that it was a little bit more manageable. Part of the feedback that we, we did a little bit of research and people said, "Yeah, it was really good, but it was too extended." People felt that it was too long and there wasn't enough going on. For example, some of the people didn't sell as much as they could've sold if they're in more of a gathered opportunity. I know that even beer, beer sales apparently were not as high as they could've been, and other refreshments. We conferred with Food City. They didn't sell as much as they sell at other comparable festivals. So I think the committee decided that if we compact it a little bit more, this year anyway, then we can expand at a later, maybe next year, but we have to do with more thematic things. You know, so we can get more people in there. I think that was pretty much the ...

Ms. Ochoa: There were concerns about security and it stretching out so far and the control of the venue and the activities. And so we wanted to start very compact and very controlled. The liquor enforcement people love the way we've blocked that particular stretch off and they're very confident that it will be a nice, safe event to put the beer there. And the kids' activity area, we had some comments from vendors that there was one kids' activity on one block and then another kids' activity in another block and so, you know, parents were running around. We've got the kids in one stretch with all their activities and so parents can sit comfortably at a table on the street there while the kids are in the kids area.

Mayor Rojas: Thank you.

Councilman Larribas: I have one more question. Will all this be fenced off or barricades or?

Ms. Ochoa: Yes, the entire area between 36th and 40th, along 4th, will be all blocked off. There will be four entry points that will be manned by the Arizona Rangers are helping out with crowd control and security checkpoints. So the main entrance is actually through the Greyhound Park. We're using their main lot for parking. They can come in that way. They can come in right off of 36th. There will be another manned point there. There will be one down at 40th and 4th, and then there's also one at 38th and 4th, where we figured the main parking might be through some residential areas or vacant lots or just people parking wherever.

Mayor Rojas: Thank you. Any other questions? Comments?

(No response).

Mayor Rojas: Thank you very much. It's always a pleasure. You didn't introduce your other assistant.

Mr. Aguirre: Oh, this is my assistant, my son, Raul Jr. He worked with us. We just came in from Phoenix. I was going to say the governor sends his regards to all of you. I told him we were coming here.

ITEM #09 – EXECUTIVE SESSION PURSUANT TO A.R.S. SECTION 38-431.03(A)(3)(4)

Motion by Councilman Green to adjourn the Regular Meeting and convene into Executive Session. Seconded by Councilman Lopez. Motion passed unanimously.

1. WASTE MANAGEMENT CONTRACT – UPDATE AND CONSULTATION WITH CITY ATTORNEY

Motion by Councilman Patino to adjourn the Executive Session and reconvene into Regular Meeting. Seconded by Councilman Lopez. Motion passed unanimously. Back in session at 7:45 p.m.

Motion by Councilman Green to instruct the acting City Manager to proceed as directed. Seconded by Councilman Lopez. Motion passed unanimously.

ITEM #10 – REPORTS

Acting City Manager reported on emergency aid.

ITEM #11 - ADJOURNMENT

Motion by Councilman Green to adjourn the Regular Meeting. Seconded by Councilman Larribas. Motion passed unanimously. The meeting adjourned at 7:47 p.m.

Mayor

ATTEST:

Veronica Moreno, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Regular Meeting of the City Council of South Tucson, Arizona, held on the 24th day of August, 2015. I further certify the meeting was duly called and a quorum was present.

Dated this _____ day of _____, 2015.

Veronica Moreno, City Clerk