

CITY OF WILLIAMS CITY COUNCIL

ANNOTATED MINUTES
AGENDA ITEM

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AUGUST 10, 2023
COUNCIL ACTION

I. PROCEDURES

A. Call to Order 7:00 PM

Mayor Dent called the meeting to order, and Kerry-Lynn Moede provided the invocation.

B. Roll Call

Present: Mayor Don Dent, Vice-Mayor Frank McNelly, Councilmember Michelle Campbell, Councilmember Mike Cowen, Councilmember Ken Edes, and Councilmember Craig Fritsinger, and Councilmember Lee Payne.

Present City Staff: City Manager Tim Pettit, Police Chief Tad Wygal, Public Works Director Aaron Anderson, and City Clerk Pamela Galvan.

C. Approval of Minutes for July 27, 2023 meeting.

Motion: To approve the Minutes for July 27, 2023 meeting.

Action: Approve the minutes for July 27, 2023 meeting.

Moved by Councilmember Edes, ***Seconded by*** Councilmember Cowen.
The motion passed unanimously.

D. Adopt Agenda

Motion: To adopt the agenda as presented.

Action: Adopted

Moved by Councilmember Fritsinger, ***Seconded by*** Councilmember Campbell.

The motion passed unanimously.

PRESENTATIONS – Heather Herman of Front Burner Media is here to provide the City Council with an update on marketing.

Heather went through the August 2023 Marketing Update with the council.
She went over:

Marketing

- Data tracking, credit card data, visitor spending history.
- Noted the international visitation returning.
- Two Hundred and fifty new photographs will be taken for marketing and promotion.

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Public Relations

- There was a French media visit in the spring, including five journalists whose articles reached over 3.8 million readers.
- Freelance British Airways writer was here in the spring; advertising value of \$20,000.00.

Arizona data

- Phoenix Sky Harbor sees 140,000 passengers per day.
- 2023 will surpass all travel numbers in and out of the airport 75% of the traffic is customers coming to AZ, not just a layover.
- International visitation numbers have fully recovered for Sky Harbor. Sky Harbor is American Airlines' 5th largest hub.

Additional

- They continue to do email marketing.
- Continuing the partnership in marketing two Arizona train communities, Clarkdale and Williams.
- They are adding Travel & Adventure shows: LA and Phoenix in February.
- Go West Summit for the travel trade in February; west coast.

II. PUBLIC PARTICIPATION – *Rene, owner of a local hair salon, wants to see Council members out meeting with the businesses.*

III. CONSENT AGENDA ITEMS –

- A. Approval of check register for the month ending July 31, 2023.**
B. Approval of purchase orders.

Motion: *To approve the purchase orders as presented.*

Action: *Approved*

Moved by *Councilmember Payne, **Seconded by** Councilmember Cowen.*

Motion passed unanimously

IV. NON-CONSENT AGENDA ITEMS - None

VI. REPORTS, CURRENT EVENTS, AND INFORMATION ITEMS

Mayor and Council –

- Mayor noted that his meeting with HUD was canceled and rescheduled for next week. He took the fiduciaries course, a 7-hour process consisting of 13 modules.

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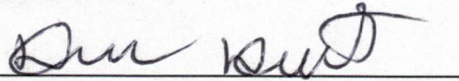
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Staff –

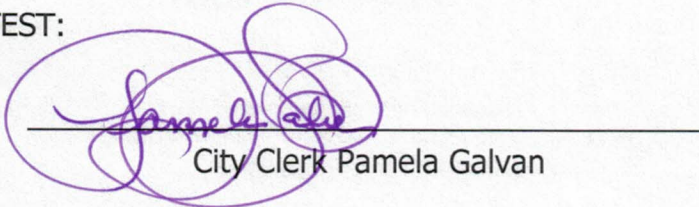
- Tim Pettit noted the Dogtown 3 wells completion by 8/23; Rodeo Well was plugged and now running at 130 psi. The Dogtown water line will have its walk-thorough with WIFA next week, virtually.
- The Senior Center is two weeks ahead of schedule in the completion of the new kitchen.
- PD's A/C is having roof issues that need to be resolved.

VII. ADJOURN 7:30 PM



Mayor Don Dent

ATTEST:



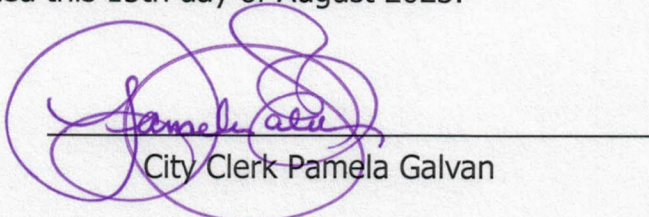
City Clerk Pamela Galvan

CERTIFICATION

State of Arizona,)
) ss.
Coconino County,)

I, PAMELA GALVAN, do hereby certify that I am the City Clerk of the City of Williams, County of Coconino, State of Arizona and that the above Minutes are a true and correct summary of the Meeting of the Council of the City of Williams held on August 10, 2023. I further certify that the Meeting was duly called and held and that a quorum was present.

Dated this 15th day of August 2023.



City Clerk Pamela Galvan