

**THE WORKSESSION
OF THE MAYOR AND CITY COUNCIL OF BENSON, ARIZONA
HELD MAY 13, 2013, AT 6:00 P.M.
AT CITY HALL, 120 W. 6TH STREET, BENSON, ARIZONA**

CALL TO ORDER:

Mayor King called the meeting to order at 6:00 p.m. with the pledge of allegiance.

ROLL CALL:

Present were: Mayor Toney D. King, Sr., Vice Mayor Lori McGoffin (arriving at 6:03 p.m.), Councilmembers Ron Brooks, David Lambert, Nick Maldonado, Chris Moncada and Al Sacco. Mayor King then stated Interim City Manager Jim Cox is on vacation and City Clerk Vicki Vivian will be the Acting Interim City Manager for the week.

NEW BUSINESS:

1. Budget Worksession for the City of Benson, Fiscal Year 2013-2014; all revenues and expenditures of the City may be discussed

Mayor King stated he had requested a letter from the Cowboy Poets and had given the letter to Finance Director Megan Moreno, adding he requested \$1,000 be added to the budget for their event. Ms. Moreno stated if the Council concurs, she would add \$1,000 to its own line item, adding it would be her recommendation to reduce the City Promotions line item by \$1,000 to offset the addition. Council concurred.

Finance Director Megan Moreno then addressed Council reviewing the requests and changes made by Council this far to the proposed budget. This included the addition of a CIP project for land purchase in the amount of \$30,000 for the explosives museum, possibly increasing the 4th of July revenue/donations to \$14,000, adding it would be discussed further tonight, the addition of a CIP project for video equipment in the Council chambers in the amount of \$15,000 under the Council's budget, moving sponsorship monies out of department budgets and into the Administration budget, renaming the Human Resource Analyst to Human Resource Coordinator, removing \$1,500 from City Promotions and adding it to the Cancer Awareness Trek and renaming it the Relay for Life, as well as discussing the Cowboy Poet event, which Council just addressed. Ms. Moreno then stated the Council had also wanted further discussion on funding for the Southeastern Arizona Economic Development Group (SAEDG), adding an increase was requested by Councilmember Brooks and Council was to give their opinions in writing to the City Manager which would then be discussed at a later worksession. Ms. Moreno then went over the remaining scheduled worksession, stating tonight would continue with the General Fund Expenditures and could continue on May 15, if needed. Ms. Moreno then stated we would begin with the City Clerk.

City Clerk Vicki Vivian then addressed Council stating the City Clerk's budget was very similar to the previous year with only a few changes. Ms. Vivian stated she had discussed increasing the IT Services line item to \$600 with Ms. Moreno and asked for Council consensus, which they gave. Ms. Vivian then reviewed the remaining budget, noting Education and Training covered the annual election training required to maintain election certification, as well as the institute and academy which was required to maintain the CMC designation. Ms. Vivian stated Public Notices and Advertising was decreased to \$1,500 adding many of the legal publishing requirements are now being charged to the applicable department. Ms. Vivian then stated the election line item was budgeted at \$20,000 to include the possibility of holding 4 elections throughout the year and the operating supplies was increased to include the Westlaw subscription, which is now in the correct line item.

Tourism Director Bob Nilson then addressed Council with the Tourism budget beginning with advertising.

Mr. Nilson then listed the advertising in his budget, including a monthly advertisement in RV Life, a quarterly advertisement twice a year in RV Journal, which lead to a discount in a third advertisement used for the golf course in addition to an editorial on the City's 4th of July celebration in their publication, the Land of Legends, the Traveler magazine, which is well distributed in Pima, Cochise and Maricopa Counties, and Forever Frontier Magazine, which also included an editorial being done on Benson. Mr. Nilson then stated he negotiates with publications to get editorials done which are more believable than paid-for advertisements. Mr. Nilson then stated the Official Visitors Guide (our map) is updated each year and 50,000 are distributed, noting 15,000 are distributed to the local area in hotels/motels, RV parks and restaurants, with 35,000 being distributed in racks in hotels/motels, parks and restaurants along the I-10 corridor in Pinal, Pima, Maricopa and Cochise Counties. Mr. Nilson then stated another advertisement is done in the Tucson Ferns Visitors Guide, stating Old Tucson, Tombstone, the biosphere and Bisbee all advertise in this publication with 150,000 copies being distributed along I-10 from New Mexico to Phoenix, with 921 visitor locations. Mr. Nilson then stated all the ads placed have a tag line, such as "come in to get your free bat magnet" to allow tracking of the advertisement results, which assists with future advertising decisions. Vice Mayor McGoffin noted the advertising budget had decreased by almost \$12,000 with Mr. Nilson and Ms. Moreno stating this was due to the City billboards being removed from the Tourism budget and being placed in the Community Enrichment budget. Councilmember Moncada asked about the increase in Education and Training line item with Mr. Nilson stating with the recently hired part-time employee, Ms. Kathleen Castillo is now able to attend the Governor's Conference on Tourism, adding this conference provides a lot of training on tourism with experts on subjects such as social media, computer advertising and statistics. Mr Brooks asked about the \$10,000 item for County Tourism with Mr. Nilson explaining this was for the Cochise County Tourism Council membership, adding this council is a regional marketing association that was put into place with an Intergovernmental Agreement with Cochise County, noting the council consists of 2 members from each community that belongs to the council. Mayor King had a medical emergency with Vice Mayor McGoffin calling for a 10 minute recess at 6:27 p.m.

ADJOURNMENT:

Sometime after Vice Mayor McGoffin called for a ten minute recess at 6:27 p.m., Councilmember Lambert moved to adjourn the meeting. Seconded by Councilmember Brooks. Motion passed 6-0.

Toney D. King, Sr., Mayor

ATTEST:

Vicki L. Vivian, CMC, City Clerk