

**THE REGULAR MEETING  
OF THE MAYOR AND CITY COUNCIL OF BENSON, ARIZONA  
HELD AUGUST 11, 2014, AT 7:00 P.M.  
AT CITY HALL, 120 W. 6TH STREET, BENSON, ARIZONA**

**CALL TO ORDER:**

Mayor King called the meeting to order at 7:01 p.m. with the Pledge of the Allegiance. Mayor King then invited Dr. Littrel of the Baha'i Faith to offer the invocation.

**ROLL CALL:**

Present were: Mayor Toney D. King, Sr., Vice Mayor Al Sacco, Councilmembers Pat Boyle, Ron Brooks, Jeff Cook, Chris Moncada and Peter Wangsness (via phone).

**EMPLOYEE RECOGNITION:** None

**PROCLAMATION:** None

**PUBLIC HEARING:** None

**CALL TO THE PUBLIC:**

Samuel Miller, Vice Chair of the Benson Airport Advisory Committee, addressed Council regarding New Business Item #3, stating the Benson Airport Advisory Committee currently consists of 11 members, but he understands the City ordinance allows the committee to have as many as 13 members. Mr. Miller then stated the committee would like to request that the Council leave the membership at the current 11 members and keep any other applications submitted on file in case any member resigns from the committee. Mr. Miller then stated if the Council does want to increase the committee membership, the committee would like to request that the Council table the item so the committee can review the applications and make a recommendation to Council at a future meeting.

**CITY MANAGER REPORT:**

City Manager William Stephens addressed Council, giving the dates of upcoming meetings and events.

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| Tuesday, August 12, 2014  | – Library Advisory Board, 4:00 p.m., City Library             |
| Saturday, August 16, 2014 | – Historic Preservation Commission, 9:00 a.m., City Hall      |
| Monday, August 18, 2014   | – Benson Economic Development Committee, 6:00 p.m., City Hall |
| Thursday, August 21, 2014 | – Planning & Zoning Worksession, 7:00 p.m., City Hall         |
| Monday, August 25, 2014   | – City Council Meeting, 7:00 p.m., City Hall                  |
| Tuesday, August 26, 2014  | – Community Watershed Alliance, 6:30 p.m., City Hall          |
| Tuesday, August 26, 2014  | – Primary Election Day  |

Free Seminar will be provided by the City of Benson's Attorneys, for the citizens of Benson, Topics to be covered are Premises Liability, Nuisance and Trespass, Free refreshments will be available, 5:30 – 7:00 p.m., Benson Community Center

Mr. Stephens also stated the Benson Airport Advisory Committee meeting which was scheduled for August 23 has been cancelled.

## **NEW BUSINESS:**

### **1. Discussion and possible action on the Consent Agenda**

- 1a. Minutes of the June 2, 2014 Special Meeting
- 1b. Minutes of the June 9, 2014 Regular Meeting
- 1c. Reappointment of Bruce Botts to the Benson Board of Adjustment
- 1d. Reappointment of Arron Botts to the Benson Board of Appeals
- 1e. Reappointment of Caleb Malboeuf to the Benson Board of Appeals
- 1f. Appointment of Ken Ryan to the Benson Board of Appeals
- 1g. Reappointment of Joanne Sturgeon to the Benson Historic Preservation Commission \*
- 1h. Appointment of Terrance LaDuke to the Benson Planning & Zoning Commission \*
- 1i. Resolution 21-2014 of the Mayor and Council of the City of Benson, Arizona, approving and authorizing the execution of an Intergovernmental Agreement between the City of Benson and the Benson Unified School District #9 (The "District") to permit reciprocal use of the buildings and grounds of the City of Benson and the District \*
- 1j. Resolution 22-2014 of the Mayor and Council of the City of Benson, Arizona, approving and authorizing the execution of an Intergovernmental Agreement between the City of Benson and the Pomerene Elementary School District #64 (the "District") to permit reciprocal use of the buildings and grounds of the City of Benson and the District \*
- 1k. Resolution 23-2014 of the Mayor and Council of the City of Benson, Arizona, approving and authorizing the execution of an Intergovernmental Agreement between the City of Benson and the St. David Unified School District (the "District") to permit reciprocal use of the buildings and grounds of the City of Benson and the District \*
- 1l. Invoices processed for the period from July 17, 2014 through August 1, 2014 \*
- 1m. Standard independent Contractor Agreement with Greyhound Lines, Inc. \*

Councilmember Moncada moved to approve the Consent Agenda. Seconded by Councilmember Brooks. Motion passed 7-0.

### **2. Discussion and possible action regarding Resolution 24-2014 of the Mayor and Council of the City of Benson, Arizona, authorizing the acceptance of an Assistance to Firefighter's Grant in the amount of \$436,301.00 with a 5% (\$21,815.00) cost share and a 95% (\$414,486.00) Federal share**

Fire Chief Keith Spangler stated in November, the Council gave him permission to apply for this grant and he was notified on July 23 that the grant was approved. Chief Spangler then stated he had applied for a 4-wheel drive truck to have wildland firefighting ability, but the truck approved in the grant did not include 4-wheel drive, which reduced the truck portion of the grant award by \$19,500. Chief Spangler then stated when he talked to someone regarding the grant, they told him to submit an amendment requesting the additional funding for the 4-wheel drive and to get bids on a 4-wheel drive truck, adding he would know in 8-10 weeks if the amendment was approved. Chief Spangler then stated when the grant was reduced, the taxes were not adjusted, adding this means the amendment will only request the \$19,500 since the taxes awarded in the grant were still based on the truck costing \$19,500 more.

Councilmember Brooks asked about the taxes with Chief Spangler stating the sales tax in the original request was \$34,933, and even though the truck was reduced by \$19,500, the taxes for the truck was not reduced, adding if the City gets the additional \$19,500, the only thing the City will have to pay is the 5% match on that amount.

There was discussion on whether or not the truck would be 4-wheel drive and how it would be paid for with Chief Spangler stating the truck would be 4-wheel drive and City Manager William Stephens stating the additional funding to have the 4-wheel drive truck will come from the federal grant, adding there may be a small portion to add for the City's match of that \$19,500 but the City's overall match will still be less than the \$30,000 Council approved with the application.

Councilmember Brooks asked if the truck that would be decommissioned and replaced could be sold to recover some of the required grant match with Chief Spangler stating the truck has to be taken out of fire service permanently, adding if it is sold, it has to be designated as a non-emergency vehicle. Councilmember Brooks stated the truck could be sold for parts, with Chief Spangler stating it would be up to the Council, then noted another option is to donate the truck to the Hall of Flame museum in Phoenix, adding the museum has old fire trucks from different eras and the truck would still have the Benson Fire Department's name on it and would give Benson a little notoriety throughout the State. Chief Spangler then stated the museum uses these trucks that are running in parades and things like that. Chief Spangler then stated the City will continue to use the truck for at least 9 months until the new truck is delivered, adding at that point, Council can decide what they want to do with the truck that is being replaced.

Councilmember Brooks then verified the grant match was in the budget with Finance Director Megan Moreno.

Mr. Stephens questioned the requirement of the City to guarantee that the truck would not be placed back in service with Chief Spangler stating the federal government requires the City to have a contract written up saying the receiving party agrees the truck will not be placed in any type of responding fire service, so the buyer is aware and acknowledges that it can't be placed in service.

Councilmember Moncada moved to approve Resolution 24-2014. Seconded by Vice Mayor Sacco. Motion passed 7-0.

3. **Discussion and possible action regarding the appointment of additional members to the Benson Airport Advisory Committee**

City Manager William Stephens stated the City had received two applications for the Benson Airport Advisory Committee and had received a third application on August 11. Mr. Stephens then stated the Council approved the ordinance creating the committee with the possibility of having 13 members, adding Mr. Miller, the Vice Chair of the committee spoke at the Call to the Public on behalf of the committee requesting that the Council leave the membership at the current 11 members and that the Council retain the applications on file should they need to replace a member who may resign since the committee needs to maintain an odd-number of members. Mr. Stephens then stated the committee's request included tabling the item and allowing the committee the opportunity to review the three submitted applications and make a recommendation to the Council, should the Council decide to expand the committee.

Councilmember Brooks stated he knew one of the applicants, but in the interest of the committee's request to review the applications, he moved to table this item until the next Council meeting. Seconded by Councilmember Boyle. Motion passed 7-0.

4. **Discussion and possible action to designate up to \$2,500.00 to advertise the Butterfield Stage Days**

City Manager William Stephens stated the Butterfield Overland Stage Days celebration is an annual event, happening on October 11-12 this year, adding this item is the traditional request to support that event. Mayor King confirmed this was in the approved budget.

Councilmember Brooks stated he would like to do more, but couldn't due to the budget, then stated events are critical to the City and they need to be successful. Councilmember Brooks then asked if the some of the advertising would be done locally, adding he didn't think the Council could overemphasize the importance of advertising these events to make sure they were successful.

Councilmember Cook stated when it comes to activities in Benson, he knows there is pressure for the City to fund and put on activities that a few individuals think are a good idea. Councilmember Cook then stated this event has been going on for a while, and noted that from 2012 to 2013, there was a \$50,000 increase in tax revenue to the City, between adding an additional day to the Butterfield Rodeo and the Biker Rodeo coming back to town. Councilmember Cook then stated this event is put on by volunteers, which include the Benson

Junior Women's Club, the Benson Museum, the Butterfield Rodeo Committee and the San Pedro Valley Chamber of Commerce, adding this event is the kind of event he is completely in favor of, adding these volunteers care about the event and are the ones involved in it. Mayor King stated he was also in favor of it, adding he has been a participant as far as being a judge in the car show. Mayor King then stated this event has something for everyone, adults and kids alike and is an event that can be enjoyed by families.

Councilmember Brooks then asked Recreation Coordinator Laura Parkin where the advertising would be done with Ms. Parkin stating she most of the advertising would be done the same way it was last year, however, she was going to add KOLD and use their website as a source of advertising because they have the ability with meta-tagging to have the ads "stalk" users, with the ads popping up in social media, facebook, shopping sites and news outlet, adding the ads will continuously follow people on the internet.

Councilmember Brooks then asked if there would be radio ads in Tucson with Ms. Parkin stating Tucson is too expensive, but she will be using Cox Communications because they will give the City a \$1200 in-kind ad match, then she will split the rest locally in the newspaper and radio. Councilmember Brooks stated it was good to use Cox, adding he sees those ads and then asked what areas were covered with Ms. Parkin stating the ads mostly cover Cochise County, and she uses the Public Service Announcements from Cox to try and target Tucson with those.

Councilmember Cook stated he spoke to someone earlier this afternoon and found out it's some sort of ProAm rodeo, then asked where it will be drawing people from. Ms. Parkin then stated the event will draw people from not only Tucson, Sonoita, Sunsites and other local areas, but draws people from around the state, New Mexico and Colorado because it's the Grand Canyon Pro Rodeo Association and a lot of participants have to compete in these events in order to qualify for the finals. Mayor King stated the participants get points for competing in this event with Ms. Parkin confirming this.

Councilmember Brooks then moved to approve \$2,500.00 to advertise the Butterfield Stage Days. Seconded by Vice Mayor Sacco. Motion passed 7-0.

5. **Discussion and possible action to contract with an event coordinator/counselor for yearly events citywide**

Mayor King invited Mike Berryhill, the Vice Chairperson of the Benson Economic Development Committee (BEDC) to address Council. Mr. Berryhill brought Stephen Insalaco, the Secretary of the Committee forward with him. Mr. Berryhill then stated he knows that events are important to the City and to local business owners, adding the committee has identified local events as the single most quick return on investments. Mr. Berryhill then stated aside from bringing the community value and entertainment, events also bring much needed sales revenue. Mr. Berryhill then stated the committee also identified the importance of winter residents and with all this in mind, the BEDC recommends hiring an outside contract event coordinator on an as-needed basis as soon as possible. Mr. Berryhill then stated Mr. Abernathy is an associate of the Southeastern Economic Development Group (SAEDG) and he would like to address Council on 3 of their proposed RV events for the fall of 2014 and spring of 2015. Mr. Berryhill then stated the BEDC has been presented with one of SAEDG's preliminary reports, but the committee feels they need more specific information before they can make any kind of recommendation to the Council concerning their proposals.

Mayor King asked how much this would cost the City with Mr. Berryhill stated the committee doesn't know, adding this is why the committee wants to put out a Request for Proposals (RFP) and advertise for an event coordinator. Mr. Berryhill then stated when the proposals are submitted, the committee will select what they want to do, bring it to Council and go from there.

Councilmember Boyle stated what the committee wants to do is have a contracted coordinator on as-needed basis, with the coordinator's percentage or fee being taken strictly from the proceeds for the event, adding there wouldn't be any upfront cost to the City unless some other extraneous things would need to be done for the event.

Vice Mayor Sacco asked if that was understood or if it would be in the RFP with Mr. Berryhill stating once Council says the committee is allowed to do this, they will write up an RFP and bring it to Council for their approval. Vice Mayor Sacco asked how this would affect the present coordinator with Mr. Berryhill asking if the City had one. Mayor King and Vice Mayor Sacco both stated the City has one with Mayor King stating the Recreation Coordinator does a lot with City events.

Mr. Insalaco stated he thought the committee was thinking of new events the City doesn't have right now, adding if Recreation Coordinator Laura Parkin believes she can champion new events, the committee is all for that. Mr. Insalaco then stated the vision of the committee was more in terms of the number of events that are taking place in the community right now. Mr. Insalaco then stated if the Council agrees, the committee is recommending finding someone who does that work professionally and can provide that contracted service on an as-needed basis as more and more events are hosted. Mr. Insalaco then stated if the Council feels they have that talent in the City right now, that is good and they could go with it, adding the committee doesn't want to step on anyone's toes, but the committee is thinking of holding more events and the possibility of bringing in professional assistance.

Vice Mayor Sacco asked if anyone had defined the scope of work so advertising can be done to get some bids in with Mr. Insalaco stating he thought the committee needed to come back to the Council with a job description.

Councilmember Moncada asked if the BEDC was working with George Scott and the SAEDG with Mr. Berryhill stating SAEDG gave the committee a presentation to the committee on the 3 events they have planned, but the committee is not working with them at this time and would need more information before making any recommendations to the Council. Councilmember Moncada then stated Mr. Scott has brought up the proposed events multiple times and in the latest conversations with Mr. Scott, Councilmember Moncada was told SAEDG was working with someone like an events coordinator for those events. Mr. Insalaco stated he understood SAEDG's charter included conducting those kinds of events, which he feels are needed in the community, adding SAEDG will be at the helm of the three proposed events. Mr. Insalaco then stated SAEDG gave the BEDC a presentation on the events, but the committee is looking at hosting some of their own events and in the type and number of events the committee is considering, they think they need professional assistance with an event coordinator for the events to be successful and profit bearing for both the community and the City. Mr. Insalaco then stated again, the BEDC is focusing on events the City, through the BEDC, would want to host and the committee would like to present Council a draft of an RFP for an events coordinator.

Vice Mayor Sacco then asked if the BEDC was asking for Council's advice on what to do, and asked if the City was going to issue an RFP with Mr. Insalaco stating the BEDC was asking Council to consider hiring or outsourcing a professional events coordinator for future events the City would host, on a contracted as-needed basis, adding the cost would be considered on a case by case basis with each event. Vice Mayor Sacco stated the City should have done that a long time ago.

City Manager William Stephens verified the cost and payment to any events coordinator would only come from the profits made from the event and would not come from the current City budget with the Council concurring.

City Attorney Gary Cohen then addressed Council stating if they were inclined to take some sort of action in directing that an RFP go out, that direction needed to be made to the City Manager and not the committee.

Councilmember Cook asked who the target market was for the 3 proposed events with Mr. Berryhill stating Mr. Abernathy was present to give Council a presentation and answer any questions they may have on the 3 events, adding their target market is the winter visitors and RVers.

Mr. Stephens then addressed Council stating he would like to clarify that the Council is discussion two separate issues; an event coordinator to be hired by contract and paid out of profits for events the City will host and the 3 proposed events being put on by SAEDG with a coordinator of their own to run those events, adding those are two separate issues. Mr. Insalaco stated the BEDC was trying to introduce SAEDG's proposal for their events and wanted the Council to know the BEDC would like to see more of these types of events.

Councilmember Cook then stated he would like to bring Recreation Coordinator Laura Parkin forward to address the Council since she does events for the City. Councilmember Cook then stated he talked to Ms. Parkin in the past before he was on the Council about events and how each event took months of planning and how much was involved, such as advertising and travel and then asked Ms. Parkin what other sort of costs an event coordinator is going to have to face. Ms. Parkin stating some issues are advertising, manpower, whether paid or volunteers and miscellaneous supplies, depending on the event and budget. Ms. Parkin then stated a lot of people like to depend on sponsorships, which is fine, but the community only has so much money to put toward sponsorships, adding the number of events in the community can be increased, but at some point, local businesses are going to say they can't continue to sponsor them. Vice Mayor Sacco then asked Ms. Parking whether or not she was thinking of having an outside coordinator with Ms. Parkin stating she was not, adding this agenda item was not brought forward by her. Councilmember Cook stated he just brought Ms. Parkin forward to see what costs an event coordinator would face that may not be obvious to the Council, adding costs include advertising, travel, manpower, miscellaneous supplies and insurance as well as others they may not be thinking of. Councilmember Cook then stated it almost looks like a bucket with a hole in the bottom and Council is not considering how much is going to get out of the bottom of the bucket that the City will have to pay for.

Councilmember Brooks then stated he didn't think committee wanted the City to put forward any funds, adding he thinks they want someone to come in and put an event on for the City, adding the City will benefit from it. Councilmember Brooks then stated he knew that for the 4th of July, the City gives a contractor \$5,000 before he even sets up. Councilmember Brooks then stated he is not saying they all need that and that the Council needs to be careful putting money out when they don't know what the results will be, but he didn't want to take this item off the table. Councilmember Brooks then stated he thinks a lot of this has to do with negotiations, adding an event coordinator will tell the Council what they will do and what the City needs to do or how much they will charge to do everything. Councilmember Brooks then stated an event coordinator will tell the Council everything they need to know because event coordinators do events and will know every facet that needs to be considered in signing contract with them. Councilmember Brooks then stated he admired what has been done in the past with events, adding the Chamber of Commerce has done events in the past and they did pretty good with a lot of them, but unfortunately, they backed away from events. Councilmember Brooks then stated the City recognized how important events were and basically assigned them to the Parks & Recreation Department and the Tourism Department, adding those departments have done pretty well with them, but a real event coordinator can take the events to a much higher level. Councilmember Brooks then stated he thinks that is what is needed, adding he has been involved in events and he knows a lot more can be done with them, but noted both the Parks & Recreation Staff and the Tourism Staff have other jobs they are doing. Councilmember Brooks then stated outside professionals have been around, they see what can be done and they will think outside the box. Councilmember Brooks then stated events are one of the City's biggest incomes besides the winter visitors and events will bring them to the City, or at least will be part of why they come. Councilmember Brooks then stated it's hard to forecast what an event is going to bring in and it's hard to measure an event by sales tax, adding for a certain amount of money spent on the event, a certain amount of taxable sales have to be made, otherwise, the Council is considered gifting that money out. Councilmember Brooks then stated he wouldn't want to propose any coordinator without seeing their experience and proof of what they've done. Councilmember Brooks then stated he thinks as far as the RFP goes, there are just some basic things the Council needs to include; what their experience is, what they are looking for as far as commissions and what kind of items they can bring to the Council so the Council will have a menu of items they can choose from. Councilmember Brooks then stated he didn't know how many events the Council wanted to expand to, adding he looked at a list and saw the City used to have over 20 events, but a lot have fallen away because people retired, died or moved on. Councilmember Brooks then stated he thought some of the events are great the City could make money with them, adding they are a way to get the people of Benson

to see what our town looks like with flavor. Councilmember Brooks then stated there are a lot of ups to it and he thinks the Council should entertain looking at someone who does events professionally, their experience to see what they have done for their towns and cities and what kind of revenues they came with after the event was done. Councilmember Brooks then stated he thought the Council was going to see that it's positive. Councilmember Brooks then stated he didn't want to get into negotiations on how much the City might put forward with them, adding he would prefer the event coordinator bring their own money, but he wasn't sure all of them have that kind of money. Councilmember Brooks then stated an event coordinator obviously could go out and get their own sponsors and come up with money, but he thinks that each event coordinator can let the Council know what they've done, if it was successful and if they needed any money, adding the Council could decide on each situation.

Vice Mayor Sacco stated he agreed with everything Councilmember Brooks was saying, but that the Council needed to define the scope of work and what they expected out of an event coordinator, adding once that is done, they could issue an RFP and get bids and decide. Councilmember Brooks stated he felt the Council needed to talk to people to find out what they can and can't do so the Council could put out a correct RFP, adding someone who does this can put a whole package together. Councilmember Brooks then stated there are a lot of components to events and the City is going to be part of it with Police control, park cleanup and other things, unless the coordinator pays the City to clean up, that or they choose to bring in their own people, adding he thinks the City is going to be involved one way or another. Councilmember Brooks then stated the Council needs to put out an RFP for an event coordinator and then have them sit down and talk with the Council about what they can do, adding they can start with the 4th of July and Butterfield Stage Days because he doesn't think the City needs to be involved in putting those events on. Councilmember Brooks then asked if it was even in Ms. Parkin's job description with Ms. Parkin stating in most cities, the Parks & Recreation Department is responsible for putting on 4 or 5 annual community events, which are funded by the City. Ms. Parkin then stated most cities have a larger Parks & Recreation Staff than we have and at this point, she couldn't take on any more work. Councilmember Brooks then stated the event coordinator could even be a combination and consult with the City to make an event bigger and what to do to bring in extra help needed to do that, adding the event coordinator could just be a consultant and make these events much bigger and better and if the City has to bring in hired help, maybe temporary help could be used.

Mayor King stated he felt the Council should not take anything from Ms. Parkin, adding she has done a very good job over the last few years and he felt the Council shouldn't interrupt what she is doing. Mayor King then stated the Council could look at the events SAEDG is proposing and if the money is coming from SAEDG, the Council could possibly look at putting out an RFP to see what the City can do to help out with those proposed events, however, he did not want to put any more pressure on Ms. Parkin, adding she has done a wonderful job and she needs to continue what she is doing.

Ms. Parkin then stated her suggestion was for the Council to determine how many events they want to provide solely for the community and taxpayers and for any new or additional events, to looking toward other organizations, such as SAEDG and their proposal. Ms. Parkin then stated she would like to strongly caution the Council regarding sponsorships, noting at some point the sponsorships will start dwindling and will hurt either the City's events or other events because businesses can only give so much money each year, adding there just isn't enough money in the community to sponsor everything and then some.

Vice Mayor Sacco then stated he was under the impression that the function just described is what the Chamber of Commerce needs to be doing, adding it's in their charter. Vice Mayor Sacco then asked why the City needs to hire someone else when it's the Chamber of Commerce's responsibility. Ms. Parkin stated she has been working with the Chamber and assisting them because they are going to get back into events, adding they are putting on the Car show this year. Ms. Parkin then stated she left the Butterfield event designed the way it is so the Chamber of Commerce could participate if they were ever in the position to put on events again. Ms. Parkin then stated what the Chamber does is none of her business, however, if they would like her assistance and advice, she would be happy to help them, adding she would also be happy to help SAEDG. Vice Mayor Sacco then stated he appreciates Ms. Parkin helping the Chamber, but they are the ones who should be doing this, adding it has always been in their charter.

Councilmember Brooks stated the Chamber had some problems in the past, but the current Director explained to that he wants to get a grassroots level in the Chamber before doing events in the future. Councilmember Brooks then stated the Chamber may or may not go that direction, adding the Council can't tell the Chamber what to do because they are an entirely separate entity. Councilmember Brooks then stated he agreed that the Chamber should be doing events, but right now, they aren't and he feels the City needs to do something. Vice Mayor Sacco stated the Council should cut off funding to the Chamber since they weren't doing their job with Councilmember Brooks stating the Chamber doesn't receive any funding from the City. Councilmember Brooks then stated he knew Ms. Parkin is busy during these events, adding events are a lot of work with having to watch out for people getting hurt, bathroom issues, ball fields and everything else, including her job, and if the Council wants to take these events to a higher level and bring more people into the City, they can't put that on her shoulders. Vice Mayor Sacco stated the Council should hire a professional company to do the event if the Chamber of Commerce doesn't want to step up and do it. Councilmember Brooks stated the Council could have an event coordinator do new events, but could also consult or bring in extra help and coordinate with Ms. Parkin and Tourism Director Bob Nilson on the 4th of July celebration and Butterfield Stage Days, adding he thinks Butterfield could be a huge event.

Vice Mayor Sacco asked what a higher level of an event would mean with Councilmember Brooks stating higher levels mean more sales revenues in the City of Benson, which fills our coffers and gives the City the money to get them to do more things. Councilmember Brooks then stated events aren't just for community enrichment, although he thinks that is important, but the City doesn't have the money to do that right now. Councilmember Brooks then stated if the City has successful events, then other community enrichment events can be done and the City can still make money, which is why he is proposing this. Vice Mayor Sacco stated the events haven't made money so far, adding the City lost money on the Bluegrass Festival. Councilmember Brooks stated that was a different event, adding the idea is to bring sales revenues and winter visitors. Vice Mayor Sacco stated he had no objection to hiring a professional firm, but the Council needed to pick out the right firm and develop a scope of work and give them the reins, adding the Council needs to put them on an incentive program, and if they bring businesses and companies to the City, the Council could talk about incentives.

Councilmember Brooks stated right now, it's too late in the game to try and do anything for the fall schedule, even with an event coordinator. Councilmember Brooks then stated Mr. Scott of SAEDG will bring a proposal to the Council probably at the next meeting, adding if the Council decides they like it, they can give the go ahead on that, but in the meantime the Council can be looking for someone next year to do events that maybe can turn some of the events into something huge, adding cities have them all the time and the events bring in all kinds of revenue and people. Councilmember Brooks then stated his thoughts are for the Council to talk to event coordinators and see what they have to offer.

Councilmember Moncada stated he was hesitant to support this, because a lot of things are unknown, then added if the Council is going to put out an RFP, he can only support it if the City doesn't put any money out upfront, adding the event coordinator's fee has to come out of profits the event makes, which gives the coordinator an incentive to work harder and make it more successful. Councilmember Moncada then stated he would also want the RFP to include a clear definition on the City's responsibilities, adding he didn't want to find out later that the coordinator expects the City to have Police closing off roads and Parks staff putting up barricades, adding that is money out of the City's pocket the Council may not be expecting, adding he is not saying the City can't do those types of things, but he wants a clear definition of what the City's responsibilities will be with manpower, facilities, water and such. Mayor King agreed with Councilmember Moncada. Councilmember Brooks also agreed, stating the event coordinator would do that anyway, adding who will do what, who will clean up, who will carry liability insurance and everything else all has to be worked out in a contract.

Vice Mayor Sacco stated this has been tried for years and hasn't been very successful and the solution is to hire an outside professional firm, adding in the long run, it would cost less money and get faster results. Councilmember Brooks then apologized to the Council, stating he probably should have brought this forward

in a worksession, adding a worksession could still be done if the Council wants and then they can define more of what they are looking for in an RFP. Councilmember Moncada stated he would think the Council would first direct the City Manager to prepare an RFP and then have the draft RFP brought to Council for discussion in a worksession.

Mr. Berryhill stated the BEDC wanted permission for an RFP, adding the committee already has written down 11 bullet points they want for an outside event coordinator. Mr. Berryhill then stated the BEDC has specifics and ideas for achievability, but wants to hear from a coordinator to know what they would recommend for successful events for both the City of Benson and the people of Benson and in the surrounding areas. Mr. Berryhill then stated the BEDC has to get Council permission before they do the RFP and if the Council gives them permission, the committee is ready to write out the requirements they would like to advertise. Councilmember Moncada stated he would encourage the committee to give those to the City Manager and the City Attorney so they can be incorporated into the RFP. Councilmember Brooks agreed with Councilmember Moncada.

Councilmember Cook asked why the BEDC didn't go to SAEDG or do the same thing as SAEDG, since they are putting on their own events and have an events coordinator with Mr. Berryhill stating the BEDC was just put together in the last 3 months and SAEDG has been working on their events for much longer. Mr. Insalaco stated SAEDG is going to champion their own events, adding it's great for the community and we need their assistance in that way, but the BEDC wanted to champion some other new events. Mr. Insalaco then stated the idea the BEDC is suggesting is that the City needs a regular event coordinator for all the events that would be championed by the City. Mr. Insalaco then stated SAEDG is going to champion their 3 events, and the BEDC will work with SAEDG in any capacity they can, adding the community is blessed to have so many organizations and so many entities such as SAEDG, the City's internal events coordinator, the BEDC, the BAAC and the Chamber of Commerce, that want to host events for the purpose of championing better economic growth and financial prosperity for the community and businesses in the City. Mr. Insalaco then stated he thinks they all need to look for a way to work together, adding if they do, they can really achieve something.

Councilmember Cook stated his second comment was that he didn't see how these 3 events proposed by SAEDG would increase sales revenue since they are for the RVers and winter visitors who are already here. Mr. Insalaco stated they are not here yet. Councilmember Cook then stated the events are scheduled for the winter, when those winter visitors and RVers are already here, asking what says these events will bring in more people. Councilmember Wangsness stated he lives in an RV park and one thing to remember is the park is not full during the winter. Councilmember Wangsness then stated if someone puts on events that attract RVers, it will also bring traveling RVers and could possibly double the number of RVers during an event. Mr. Berryhill then clarified that the BEDC is not putting on the events Councilmember Cook was asking about, adding those are being put on by SAEDG and Mr. Abernathy. Councilmember Brooks stated those events aren't on the agenda with Councilmember Cook asking why those events are being discussed.

Mr. Stephens stated there are two separate issues, one regarding an events coordinator to be used by the City through a contract process and the other issue is SAEDG putting on 3 winter visitor events, adding these are not being put on by the City. Mr. Stephens then stated the 3 proposed events could be presented by SAEDG in the future, but they were not on the agenda tonight. Mayor King agreed and asked the Council to stay on topic.

Councilmember Cook then stated his third comment is that the BEDC could have piggybacked on SAEDG, adding he sees a minimal amount of sales revenues in going after a target audience who is already here. Councilmember Cook then stated if the City is going to put out an RFP and contract with an events coordinator, the City is on the hook for that and from all appearances, he doesn't see it making a surplus, in fact, he sees it going in the hole by the time it's over, because they are going after the audience that is already here at the time these events will be put on.

Councilmember Brooks stated the item for discussion was not the events SAEDG is doing, adding the Council should be discussing an events coordinator for other events. Councilmember Cook disagreed stating the information on the 3 proposed events was in the Council packet.

Mr. Cohen stated there was only one item on the agenda, which was regarding contracting with an events coordinator, adding the Council could decide if they wanted Staff to draft an RFP. Mr. Cohen then stated the information in the Council packet Councilmember Cook was referring to was simply to show examples of events that could be done. Mr. Cohen then stated to discuss in detail, what events the Council wants to have, how much money they may make and so forth is many steps down the road, adding all the Council is here to discuss is whether or not they want to direct the City Manager, after doing research and having discussions with BEDC, to prepare an RFP.

Councilmember Brooks stated Mr. Scott did mention to him that SAEDG might entertain doing all the events for the City, as an event coordinator, but Councilmember Brooks thought it only fair to put out an RFP, adding he has no problem with SAEDG doing it if they have the capability to do so. Councilmember Brooks then stated he isn't in a hurry and would like to have a worksession on this subject and the RFP process, adding it could be even more defined by the BEDC putting together what they think should be done and the then item to put out an RFP could be brought forward on a Council agenda. Mr. Stephens then clarified that the Council was taking no action at this time, but would like to schedule a worksession to discuss in detail what it is they would like to direct him as the City Manager to do in working with Staff and the BEDC to put together some kind of a proposal. Vice Mayor Sacco agreed there was no particular rush on this item since the winter visitors were preparing to leave at this time.

Councilmember Brooks then moved to table this item and schedule a worksession prior to the next regular Council meeting. Seconded by Vice Mayor Sacco. Motion passed 6-1 with Councilmember Cook voting nay.

**DEPARTMENT REPORTS:** No comments from Council.

**ADJOURNMENT:**

Vice Mayor Sacco moved to adjourn at 8:07 p.m. Seconded by Councilmember Brooks. Motion passed 7-0.

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Toney D. King, Sr., Mayor

ATTEST:

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Vicki L. Vivian, CMC, City Clerk