

I. PROCEDURES**A. Call to Order 7:00 PM**

Mayor Moore called the meeting to order.

B. Pledge of Allegiance and Invocation

The pledge of allegiance was recited, and Kerry-Lynn Moede provided the invocation.

C. Roll Call

Present: Mayor Moore, Vice-Mayor Don Dent, Councilmember Mike Cowen, Councilmember Craig Fritsinger, Councilmember Bernie Hiemenz, Councilmember Frank McNelly, and Councilmember Lee Payne. Present City Staff, City Manager Tim Pettit, Finance Director Barbara Bell, and City Clerk/HR Director Pamela Galvan.

D. Approval of Minutes for July 14, 2022.

Motion: *To approve the Minutes for July 14, 2022.*

Action: *Approved*

Moved by *Councilmember Fritsinger, Seconded by Councilmember Cowen*

Motion passed unanimously.

E. Adopt Agenda

Motion: *To approve the agenda as presented.*

Action: *Adopted*

Moved by *Councilmember Cowen, Seconded by Councilmember Fritsinger*

Motion passed unanimously.

II. PRESENTATIONS – Updates from Heather Herman of Front Burner Media.

Heather began by explaining that this is the last year that AOT will be matching the \$75,000.00. Next year it will go back to \$50,000.00.

- She announced that the Experience Williams website has been redone effective July 5th this year.
- 2022-2023 they are now doing digital marketing, email marketing, content creation, and strategic targeting of visitors. She went on

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to explain the process and how valuable it is to have this information to be able to target individual travelers.

- New brochure creation for 22/23 with content, images, and the ability to download from the website; this will help with shipping costs.
- International visitation is picking up, and their focus will shift to targeting international visitors in a way that is affordable and manageable.
- International visitation is expected to recover to pre-pandemic numbers by 2025.
- She went over the Arizona Office of Tourism's goals for 2022/23: Outdoor recreation in a smart way, partnerships with forests, state parks, and communities. Destination stewardship across the state, Support group sales, and youth sports events across AZ
- Also, looking into partnership in marketing two Arizona train communities: Clarkdale & Williams.

There was additional discussion about international travelers and marketing.

Vice Mayor Dent inquired about focusing on weekday travel taking the pressure off the weekend for the locals.

Mayor spoke of comments he is receiving from the public on long lines, crowding, restrooms, etc. He noted that we can't find workers to take care of the crowds because there are no living accommodations for them.

III. PUBLIC PARTICIPATION – None

IV. CONSENT AGENDA ITEMS –

- A. Approval of check register for the month ending July 31, 2022.**
- B. Approval of Purchase Orders.**
- C. IGA for ADOA-GFR Arizona 911 Grant Program between Flagstaff and the City of Williams.**

Motion: *To approve the consent agenda items as presented.*

Moved by *Vice Mayor Dent, Seconded by Councilmember Hiemenz.*

Motion passed unanimously

V. NON-CONSENT AGENDA ITEMS

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- D. Council will hear its first reading of Ordinance No 993 regarding the amending of Chapter 32, §32.08 Parks and Recreation Commission.**

The City Clerk read Ordinance No 993 by number and title only.

CONVENE TO PUBLIC HEARING – 7:32 PM

Pursuant to A.R. S. #38-431.02, a Public Hearing will be held on the Tentative Fiscal Year 2022-2023 Budget so the public will be informed and has an opportunity to ask questions and offer input.

RECONVENE TO REGULAR MEETING – 7:32 PM

- E. Consideration and take action regarding the adoption of Resolution No 1426, the Fiscal Year 2022/2023 Budget.**

Motion: *To adopt Resolution No. 1426, the Fiscal Year 2022/2023 budget.*

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

Roll Call Vote:

Councilmember McNelly	Yes	Councilmember Cowen	Yes
Councilmember Fritsinger	Yes	Councilmember Hiemenz	Yes
Councilmember Payne	Yes	Vice Mayor Dent	Yes

Motion passed unanimously

RECESS TO EXECUTIVE SESSION – 7:34 PM

Pursuant to A.R.S. §38-431.03 (A) (2), Council will discuss a potential Finance Director.

RECONVENE TO REGULAR SESSION- 7:44 PM

- F. Council may direct staff upon the results of the executive session.**

Motion: *To direct staff to hire Michael Prins as the city's new Finance Director.*

Moved by *Vice Mayor Dent, Seconded by Councilmember Cowen.*

Motion passed unanimously

VI. REPORTS, CURRENT EVENTS, AND INFORMATION ITEMS

Mayor and Council-

- Mayor Moore mentioned that Head Start's new building is coming.

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- Mayor Moore spoke of the need to repair Sherman St.

Amended with comment added from Councilmember McNelly

- Councilmember McNelly noted that the letter sent to Drake read that it was a unanimous decision made by the City Council that they do not want Drake to mine, no question. He thanked Tim Pettit for the letter sent to Drake Cement. Mayor also noted that there should not be any negotiations with Drake Cement or any news media, simply eye-to-eye.

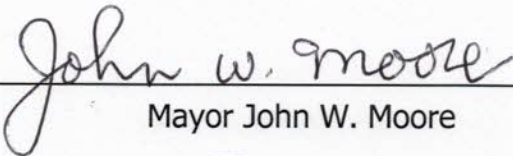
Earlier on:

- Mayor Moore introduced Debra Mollet. She is the Williams and Tusayan Ranger District of the Kaibab Forest Service; she is located at Clover Rd. Station. Mayor expressed his thankfulness as she kept him abreast of all things going on that affected the city.

Staff –


- Aaron Anderson noted that B4's job should be done in early January 2023.
- Police Chief Wygal noted they had a busy week with school back in session.
- Mayor Moore asked, 'How are they handling the amount of tourism on the weekends, to which Chief replied, "It's nearly out of control."

VII. ADJOURN 7:48 PM



Mayor John W. Moore

ATTEST:



City Clerk Pamela Galvan

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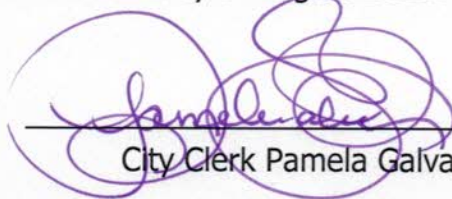
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CERTIFICATION

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 11, 2022. I further certify that the Meeting was duly called and held and that a quorum was present.

Dated this 15th day of August 2022.



City Clerk Pamela Galvan