



Citizens Steering Committee (CSC)

Meeting Summary

May 28, 2008 Meeting

Pima Community College Downtown Campus, Amethyst Community Room, 1255 N. Stone Avenue
 5:30 p.m. Conversation & Refreshments; 6-8 p.m. Meeting

CSC Members Present: Jason Brown, Richard DeNezza, Bernadette Jilka, Darel Magee, Martina O'Brien, Bill Quiroga, Joshua Randell, Cathy Rex, Lois Roth, Leon Solomon, Charlie Wachtel, Robert Wright .

CSC Members Absent: Liz Cerepanya, Tad Denton, Hilary Eshelman, Karen Lamberton, Ken Scoville, Gloria Townsend

Staff Present:

Ward III Office – Tamara Prime, Council Aide.

UPD OARP Team - Chris Kaselemis, Administrator; Rebecca Ruopp, Project Manager; María Gayosso, Lead Planner; Jennifer Burdick, Planner, Barbara Hayes, Public Information Specialist

Technical Advisory Team –Karen Larkin, Parks & Recreation; Ron Thompson, Tucson Police; Pat Quinn, Tucson Fire Department

Meeting Agenda & Discussions	Actions Taken/ Follow-Up Required
<p>1. Welcome and Introductions The CSC members introduced themselves by name and affiliation to the project area. Staff members and all audience members introduced themselves.</p>	
<p>2. Regular Business</p> <ul style="list-style-type: none"> ■ <i>March 26, 2008, CSC Meeting Summary</i> – CSC members approved the summary, with Charlie Wachtel moving to approve, and Jason Brown, seconding the motion. ■ <i>April 30, 2008, CSC Meeting Summary</i> – CSC members approved the summary, with Joshua Randell moving to approve, and Lois Roth seconding the motion. ■ <i>Revised CSC Rules and Regulations</i> – The CSC discussed the issue of using proxies for planned prolonged absences from the regular meeting schedule. CSC member Lois Roth announced that she would be away for five months and inquired how the CSC would like to handle her absence. Members indicated they would like to have Ms. Roth continue as a member upon her return. Members discussed the 75% attendance requirement for OARP CSC as stated in the Rules and Procedures for Conduct of OARP CSC and how that should be addressed in the case of a member who has informed the committee of the need for an extended absence. Jason Brown moved to approve a substitute for Lois Roth over the next five months; that the substitute stand in as a full member; and that a substitute be considered for any member who must be away for an extended period, but would like to continue serving upon their return. Jason Brown moved to approve revised CSC Rules and Regulations, and Leon Solomon seconded to approve. ■ <i>CSC Community Outreach</i> – CSC members shared their methods for encouraging others' involvement in the OARP project, the CSC meetings, and the OARP visioning workshops. Leon Solomon distributed information at Mayor and Council meetings; Richard DeNezza indicated that College Place 	<p>Approved by vote of 12-0</p> <p>Approved by vote of 12-0</p> <p>Approved by vote of 12-0</p>



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 Follow-Up Required**

provided facilities and light breakfast to those attending the Historic Open House and Tour; additionally, College Place invited people involved in CSC activities to an upcoming ribbon cutting and Open House at College Place, on June 3, 2008.

- **Updates and Announcements** – The following were discussed:
 - **CSC Membership:** Staff informed members that Alexandra Etheridge and John Polder have announced their resignations from the CSC. Ms. Etheridge will be moving to Boise, Idaho, and Mr. Polder will be undertaking a two-year internship in Mexico. CSC members acknowledged and complimented both Alex’s and John’s efforts and energies.

 - TAT Membership. Parks and Recreation assigned Karen Larkin, Superintendent and Howard Dutt, Landscape Architect, as the new representatives from Parks and Rec in the Technical Advisory Team (TAT), replacing Benny Young, who accepted a position in Cochise County.

 - Staff announced that due to the resignation of members, there were now vacancies on the CSC and encouraged members share this information with potential candidates. Applications for potential new members can be found online (www.tucsonaz.gov/planning/oarp) or by contacting OARP Project Team staff at 520.791-4505.

 - **New OARP Brochure:** Staff distributed a copy of the finalized brochure providing general information about the OARP project to CSC members. Staff encouraged CSC members to share the brochure with anyone who is interested and let them know if they needed additional copies.

 - **Market Analysis Report:** Rebecca Ruopp stated that the report would remain a “draft” and that it was distributed to CSC members. The executive summary will be posted on the OARP web page.

 - **Brown Bags:** Staff announced they had reviewed the CSC input on the best times for Brown Bags collected at the April CSC meeting, and based on that information had scheduled the first Brown Bag for Tuesday, June 10th at Noon. The location is being finalized and will be forwarded to CSC members within the next week. The purpose of this first informal meeting will be to discuss the Market Analysis Report.

Staff to report to CSC at June 25, 2008 meeting results of June 10, 2008 Brown Bag

3. Oracle/Drachman/Main Art Project

Rebecca Ruopp, Project Manager for the OARP project, provided an update on the art project planned as part of the recently improved intersection of Oracle/Drachman/Main. Originally, \$25,000 was set aside to fund this public art project. An additional \$40,000 has been identified for this project, which requires that a new ‘Call to Artists’ process be undertaken. Tucson-Pima Arts Council (TPAC) administers and manages the selection of artists for public art projects. The tentative timeframe for the selection and construction of the art project as

Staff to follow-up with TPAC re questions



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announced in TPAC's Call to Artists is:

- Call to Artists Issue Date..... Friday, May 30, 2008
- Presubmission Meeting.....Thursday, June 12, 2008, 4 PM
- Application Deadline..... Thursday, July 3, 2008, 4 PM
- Announcement of Finalists.....July 18, 2008
- Finalists present Preliminary Proposals..... August 20, 2008
- Announcement of Selected Artist..... August 26, 2008
- Approval/Contract Process..... September - October 2008
- Art Production – Installation..... November 2008 – August 2009

Questions and answers pertaining to this item were as follows:

- *CSC Member:* Can information about the presubmission meeting be forwarded to CSC members so that we can attend?
 - *Ms. Ruopp:* Yes. We will get that information from Tucson-Pima Arts Council and forward it to all the members.

- *CSC Member:* Do we know if the art piece will be a sculpture?
 - *Ms. Ruopp:* The artists will present their proposals and may use all types of media.

- *CSC Member:* Will a location be defined before the artists submit their proposals?
 - *Ms. Ruopp:* We are working on that issue with TPAC and the Department of Transportation. There may be several places, such as the medians and the southeast corner that are possible locations. The potential locations will be discussed with the finalists.

- *CSC Member:* Will there be a theme?
 - *Ms. Ruopp:* TPAC provides information and background about the area in the "Call to Artists" process. It is expected the artists will draw upon this information to create their proposals. The process is designed to allow the artists to be informed, but not restrict their creativity.

The PowerPoint slide of the area's history presented at the May 24, 2008 Oracle Road Historic Open House and Tour is an example of information that could be useful to artists and we are working on having it made available as part of the "Call to Artists" package.

- *Audience Member:* Is there anything precluding CSC members from being on the TPAC panel that will review the proposals and select the final artist/project?
 - *Ms. Ruopp:* No, there doesn't appear to be any preclusion. At the time the process first started, there was not a CSC member interested in joining the panel.

- *CSC Member:* Are the artists being invited to submit projects local artists?
 - *Ms. Ruopp:* TPAC uses a list that includes local artists and artists from across the nation. They prequalify artists based on different criteria, one of which is monetary amount of the project. Some artists prefer smaller



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projects; others do larger scale, larger budgeted projects. In this case, artists who can work with \$65,000 are invited to submit proposal; this includes local artists.

4. Northeast Corner of Oracle and Drachman Project Update

CSC Member Cathy Rex, the project manager for this project, provided a quick update on the status of the development. The investors are looking for additional funding for the proposed mixed-use, multi-story project. A new broker was recently hired and is making new contacts.

Ms. Rex also informed the CSC that a high school just submitted an application to occupy the Chicanos por la Causa building, next to College Place.

5. Outcome of 5/24/08 Historic Open House and Tour

Rebecca Ruopp provided a pictorial presentation of the open house and tour on behalf of CSC Member Ken Scoville, who was unable to be present. Mr. Scoville spearheaded the open house and tour, working with a small group of area businesses and representatives (including three from the CSC) and staff. The idea for the open house and tour came out of earlier CSC conversations about trying to complement the OARP planning process with real projects and activities that demonstrate progress.

The tour was held on Saturday, May 24, 2008 at College Place (1601 N Oracle Rd.), starting at 9:00 a.m. until Noon. The event shed a positive light on the area. Ms. Henry's article published on May 15, 2008, was thought to be largely responsible for the good attendance.

Over 160 people attended the event, which included:

- a brief orientation by Demion Clinco, historic consultant to OARP
- guided shuttle tours of Frontier Motel, historic Roosevelt School at Pima Community College, and La Siesta Motel
- indoor 'armchair' tour (i.e., a PowerPoint pictorial presentation of the history and evolution of the area)
- display boards with additional historical information
- memory sheets on which people were asked to provide memories of the area and then pin their sheets to large memory boards where others could read them
- self tours of the recently renovated College Place
- raffles of unique 'Signs of Tucson' magnets of signs particular to the Oracle Road area
- bagels and beverages provided by Einstein Bros. Bagels and College Place.

More information will be made available online at the OARP web site, <www.tucsonaz.gov/planning/oarp> in the near future. Channel 12 will air a piece on the event between June 2 and June 9.

CSC asked what the next steps would be and Rebecca replied that she thought given the success of this event, the CSC might want to consider another event. She threw out a couple of suggestions such as a tour of the Pascua Yaqui village or open houses



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of Oracle area businesses, and then encouraged CSC members to share their ideas regarding this type of outreach.

7:00 – 7:15 PM Break

6. OARP Visioning Workshops

Jennifer Burdick, OARP Project Team staff, provided an update regarding the visioning workshops conducted in recent months as part of the OARP project. The final report will be available at the end of the week.

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Comments and questions were as follows:

- Audience member *commented that the business visioning session brought up a very good suggestion to create a merchant’s association soon (working with Britton Dornquast).*
- *Charlie commented that the visioning sessions produced positive comments and people were genuinely interested.*
- *Audience member suggested the use various venues within the area for activities and events.*
- *Audience member inquired what types of incentives the businesses asked for during the visioning session*
- *Jennifer responded that primarily businesses wanted tools (similar to the façade program) to start renovations, but that ideas for incentives ranged from providing financial assistance to clarifying benefits of programs, like the Empowerment Zone.*
- *Rebecca also responded that businesses seemed to have less information than neighborhood associations when it came to basic resources like graffiti abatement. Rebecca said UPD would create a one-page, easy-to-use resource guide.*
- *Charlie asked what businesses could do to get through City’s processes.*
- *Rebecca responded that it’s a common comment that the (City) needs to streamline the development process. She said staff is working with DSD to make sure it is aware of the OARP project and will share concerns re the development process with DSD.*
- *Bill Quiroga commented on the social services visioning workshop and said he thought that an easy-to-use resource guide would be helpful to clients and also would help with networking between social service agencies.*
- *Marcelino said that TREO is intended to help business and we shouldn’t re-invent the wheel. Staff responded that they have met with TREO about what role they might play in the OARP area.*
- *Charlie indicated that there seems to be a “gap between information needed and people”.*
- *Rebecca responded that we would explore business interests. Chamber of Commerce attended the business workshop and UPD has been talking to TREO.*
- *Leon asked in response to some comments related to safety: If the TPD helicopter could increase flyovers to 3 times a night. Ron Thompson (TPD) said he would make the recommendation.*

A copy of the PowerPoint presentation will be available online at the OARP web site and upon request.



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7. *Draft Overarching Principles*

UPD OARP Team Member, María Gayosso provided CSC members a document titled “Challenges and Opportunities Identified to Date, May 28, 2008”, which consists of a series of tables that compile challenges and opportunities identified through the seven outreach and research efforts that have been undertaken in the first stage of the OARP project. These identified challenges and opportunities are useful to the development of the overarching principles, and eventually of plan goals, objectives, and even perhaps priorities.

María Gayosso gave a PowerPoint presentation on the draft overarching principles that OARP staff have drafted based on CSC and visioning session input, and provided CSC members with a document called “Preliminary Overarching Principles, May 28, 2008”, which included a work sheet for CSC members. CSC members were asked to review the draft principles and send María Gayosso any comments, revisions, replacements, and additions no later than Friday, June 13th.

CSC feedback will be compiled and be part of the basis for a Working Session during the second hour of the June 25, 2008, CSC meeting. The purpose of that Working Session will be to finalize the overarching principles.

Comments and questions were as follows:

- *Charlie asked if the Challenges and Opportunities would be available to the general public*
- *Maria responded that it will be posted on the internet, including the draft principles via the City internet and the web address was available on the OARP brochure.*
- *Leon asked if an article could be written to update the media and other interested parties about the OARP or about the overarching principles.*
- *Rebecca replied that we could share the principles, goals, objectives after the CSC had provided their input.*
- *Jason asked that we encourage Fox 11 and KVOA to participate in the OARP since they are neighbors within the project area.*
- *Rebecca proposed a future Brown Bag with the media.*
- *Darel asked where UPD offices were located*
- *Rebecca responded that we’re currently in the MacArthur Building but will re-locate to 149 N. Stone in a few weeks and that Library parking would be more convenient to the new location.*

A copy of the PowerPoint presentation is available online at the OARP web site and upon request.

8. **Call to the Audience**

Charlie asked that audience comments be kept to a few minutes in length.

Mrs. Magee suggested that the public art projects be offered to Tucsonans first. Rebecca replied that she will check into this but currently there is no method to restrict.

Member of the audience complimented Maria on her presentation regarding Principles. He stated that public relations hasn’t been addressed and that we must

Comments will be added to the Input & Response Journal

Staff to talk to TPAC



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have a deliberate approach, acknowledge achievements, change the perception of the Oracle area through public relations (PR).

Charlie emphasized the need for PR and responded by saying that we need a “press release for every time we sneeze. Rebecca indicated that TV uses newspaper articles as a resource.

Audience member stated she had complaints. The first was regarding graffiti on Oracle (alleys) and the second was regarding grocery carts that are abandoned and not retrieved. Audience member added that a recycling station should not be in her neighborhood. Also, she referred to drugs, marijuana at the Ronstadt Transit Center and drug-related problems with the #10 and #16 Sun Tran bus routes.

Bill Quiroga commented that other artists who are not on TPAC’s list of public art notifications be added.

Rebecca said she would follow up with TPAC.

Leon asked that we encourage newspapers to print business list – what’s available in the Oracle area. Rebecca indicated that we had received the same comment from neighborhoods at the visioning workshops.

Dick DeNezza is concerned about the City’s signage restrictions. It’s difficult to share with the neighborhood about the other businesses at College Place.

Rebecca replied that signage issues are tough and it’s good to call this to the attention of other decision makers. We will be working on alternatives.

Martina commented that the sign regulations are ironic with all the billboards along Oracle.

9. Closure of Meeting (8:05 p.m.)

Charlie Wachtel requested a motion to adjourn the meeting. Jason Brown seconded the motion, and CSC members voted unanimously to adjourn.

10. Next CSC Meeting (Wednesday, June 25, 2008) – Preliminary Agenda Items

- *Regular Business*
- *Report on Brown Bags*
- *Finalizing Overarching Principles*
- *Preliminary Goals and Objectives*
- *Examples of Revitalization Projects*