



Citizens Steering Committee (CSC) October 29, 2008 Meeting Summary

Pima Community College Downtown Campus, Amethyst Community Room, 1255 N. Stone Avenue; 5:30 PM, Conversation & Refreshments; 6:00 – 8:00 PM, Meeting

CSC Members Present: Charlie Wachtel, Chair; Jason Brown, Vice Chair; Dick DeNezza; Bernadette Jilka; Erik Nielsen; Martina O'Brien; Bill Quiroga; Joshua Randell; Ken Scoville; Leon Solomon; Steve Roth; Gloria Townsend; Bob Wright

CSC Members Absent: Tad Denton; Darel Magee; Cathy Rex

Staff Present:

UPD OARP Team – Chris Kaselemis, Administrator; Rebecca Ruopp, Project Manager; María Gayosso, Lead Planner; Jennifer Burdick, Planner

Ward 3 Staff – Tamara Prime, Aide

Technical Advisory Team – Ron Thompson, Tucson Police Department;

Meeting Agenda & Discussions

Actions Taken/ Follow-Up Required

1. Welcome and Introductions

The CSC members introduced themselves by name and affiliation to the project area. Staff members and audience members introduced themselves.

(The following items were taken out of order to accommodate the presenters' schedules.)

2. The Arizona Blue Chip Program

Tina Neil, director of the Arizona Blue Chip Program, and program participant, senior Danielle DeWeese, provided an overview of this undergraduate program. This four-year, extra-curricular program is provided to students at The University of Arizona through the Center for Student Involvement & Leadership. Over 350 students are enrolled in the program this year.

The curriculum involves four phases, with projects undertaken by Phase II and Phase IV students. This school year, both the Phase II and Phase IV projects will focus on the OARP area:

- The Phase II students will undertake a Case Competition during the Spring 2009 semester, guided by a question that will be developed by the OARP Citizens Steering Committee and presented to them on January 24, 2009. Teams of 3-4 students will research the question and propose a solution or approach. The teams' proposals will be presented to a jury on April 24, 2009, and a winner will be chosen.
- Phase IV students undertake the Meridian Project, a project that they define and complete within a school year. This year's focus will be on an oral history of the OARP area and will start off with the students' participation in the OARP studio, which will be part of the Tucson-Pima Arts Council's Open Studio Tours on November 8-9, 2008. In addition to gathering oral and written histories, the students are considering developing a series of posters/banners that will be developed for display in the OARP area. The idea is to represent the people, past and present, who live(d) in the area, the rich history of the area, and what it currently offers. Posters could be displayed in public areas, such as along the streets, at bus stops, and at restaurants. (A similar project is underway in Sonoma County, California and information can be viewed online at



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www.listeningforachange.org/.

A final event to conclude the project might be a 50's style sock hop in the spring, held somewhere in the area.

The following are questions and comments that followed the presentation:

- *CSC Member:* Are there any Blue Chip students that live in the OARP area?
Staff response: One confirmed student and potentially a few others do.
- *CSC Member:* One goal of the CSC is to change the outlook of the area. Can your projects help us do that?
Ms. Neil's response: Yes, this can be an element that the students help with.
- *CSC Member:* CSC members would be willing to sit down one-on-one with the students to provide their perception of the OARP.
- *CSC Member:* The next historical open house, the 2nd Annual Historical Open House and Tour which is being planned for April, 2009, could include information gathered by the Meridian oral history project. If the students would like a crash course on oral histories and the history of the area, Ken Scoville offers his time.
Staff response: We will follow-up with the students after tonight's meeting to discuss these ideas.
- *CSC Member:* Have the students been invited to a meeting with the area businesses?
Staff response: Not yet, but we will provide them with the dates.
- *CSC Member:* Do you have Spanish-speakers in the program? Or people who can help translate Spanish?
Staff response: We will help with that.
- *CSC Member:* If the objective of the posters is to promote the area, perhaps the posters should focus on some of the architecture and places in the area, such as special buildings, streets, the Pima Community College campus or other places?
Ms. Neil's response: Yes, absolutely.
Staff response: That is an approach we are using for the TPAC Open Studio Tour site, 'Art is Everywhere' display, which highlights parts of the OARP area. We can use those images as a starting point for the posters.

A sign-up sheet was passed around to the CSC members for those interested in reserving time to be interviewed at the TPAC Open Studio Tour site, located at La Siesta Motel (1601 N. Oracle Rd.), from 12-5 p.m., November 8-9.

A copy of the UA Blue Chip powerpoint presentation is available online at the OARP web site, www.tucsonaz.gov/planning/oarp, with the CSC meeting materials.

3. Tucson-Pima Arts Council Open Studio Tour, Nov. 8 & 9

Tucson-Pima Arts Council is sponsoring a special Open Studio Tour, which has over 150 artists exhibiting at over 80 spots throughout Pima County. A special exhibit, entitled 'Art is Everywhere', will focus on the art that can be found in everyday things – along streets, on buildings, in parks, on walls, and as stories – and will use examples from the OARP area as inspiration. Ward III staff, Urban Planning & Design staff, students from the Blue Chip Program Meridian Project team, and any available OARP CSC members will help staff the exhibit and record stories by those that attend.



**Actions Taken/
 Follow-Up Required**

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Hours will be from Noon-5 p.m. on both Saturday, Nov. 8 and Sunday, Nov. 9.

A copy of this powerpoint presentation is available online at the OARP web site, www.tucsonaz.gov/planning/oarp, with the CSC meeting materials.

Regular Business

4. September 24, 2008, CSC Meeting Summary

CSC members approved the summary, with Jason Brown moving to approve, and Leon Solomon seconding the motion.

5. Updates and Announcements

■ CSC Announcements

- **2009 Weed & Seed Grant (Bernadette Jilka)** – The award has not yet been announced, but is expected soon. This grant includes the soon-to-be official Coronado Heights Neighborhood Association and Balboa Heights Neighborhood Association.
- **Coronado Heights Neighborhood Association (Bernadette Jilka)** - The neighborhood is continuing to meet and is almost officially registered as a neighborhood association with the City of Tucson.
- **Soccer Support (Bernadette Jilka)** – There is a special program supporting kids’ participation in soccer leagues. Coronado Heights has helped get Ward III to award monetary support to pay for registration fees. There is still need for shoes and private sponsors.
- **New Commercial Development at Oracle/Sahuaro (Bob Wright)** – This space will house a new 4,000 square foot building which will be primarily used for Bob Wright’s business, Living Interiors Professional Plant Care. The space will include office space, green house space and a community garden. Mid-march is the targeted completion date.
- **Oracle/Main/Drachman Public Art Project (Leon Solomon)** – The final selection of the artist and art piece for this project will be held on October 30, 2008. A report will be given back to the group next month.

Many members of the CSC expressed concern that there wasn’t more input gathered from the CSC members about the artist selection, and a feeling that the process has not been transparent.

6. Update on the Business Networking Event and Follow-up Meetings

OARP Team member Jennifer Burdick gave a quick powerpoint presentation to share highlights from the September 25, 2008 Business Networking Event for the 500+ businesses in and around the OARP project area. Ward III, the CSC, and Urban Planning & Design hosted the event. The event was comprised of one hour of presentations focusing on the importance of business associations and local businesses, and two hours of networking. College Place donated the venue and a variety of area businesses donated food and raffle prizes. About 35 businesses were represented at the event.

To open the networking event, Vice Mayor Karin Uhlich (Ward III) and Albert Elias, director of the City of Tucson’s Urban Planning & Design Department, welcomed attendees. Jennifer Burdick provided a brief overview of the OARP project, then the presenters provided information to the group about their particular programs and abilities to help the businesses. Britton Dornquist, program director for the RTA

Approved by vote of 13-0



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Main Street Business Assistance Program, provided guidance on steps the businesses could take to begin a business association/network and gave examples of how his program could support such efforts. Lisette DeMars, Tucson chapter membership coordinator for Local First Arizona, provided information about the membership-based association, the importance of locally-owned and operated businesses in the economy, including statistics and details about how local businesses can support one another.

In follow-up to this event, a meeting was held on October 20 and invitations were sent to the same 500+ businesses as were invited to the networking event. The intent of the meeting was to discuss forming a business association. Executive Inn & Suites donated meeting space and the meeting started at 6 p.m. and ended at 7:15 p.m., with time for networking and mingling. Jan Alberts, a facilitator made available through the Main Street Program, led the participants through a discussion about what a business association could be and do. The overall consensus of the group was that a business association is wanted and would be a positive move. A subcommittee was subsequently formed that will draft Mission and Vision statements for the next meeting, scheduled for Nov. 20, 6-7:30 p.m., at Executive Inn & Suites. Ward III and UPD will provide assistance in the early stages of the Business Association's formation.

A third meeting is scheduled for Jan. 15, 2009, 6-7:30 p.m., at Executive Inn & Suites.

CSC Member: Are the meetings just for businesses?

Staff response: Yes, but CSC members are welcome to attend.

A copy of this powerpoint presentation is available online at the OARP web site, www.tucsonaz.gov/planning/oarp, with the CSC meeting materials.

7. Call to the Audience

The following were comments received from CSC members and the audience during the Call to the Audience:

- *Audience Member:* The bus stops near Main St. and Speedway Blvd. are not lit enough at night. It looks bad, too – there are no benches, no garbage cans. There are 3 stops there and only 2 are really needed.
- *CSC Member:* We have had several questions for Sun Tran. Can someone from Sun Tran come to a future CSC meeting?
Staff response: We will have them come. Transit planners are aware of the OARP. In fact, our project staff have talked to Transit planners about the bus stop on Oracle Rd. north of Tucson House.
- *CSC Member:* With the work that will be done at Speedway Blvd/Main St., can someone look at the bus stops? Two of the three there are not really functional.
Staff response: Sun Tran just completed an inventory of bus stops. Ward III is working with Transit planners to have them input.
- *CSC Member:* Will this information be available to read?
Staff response: Yes.
- *CSC Member:* What is the official start date for the intersection and when will it be finished?
- *CSC Member:* Is the pawnshop now owned by the City? When will it be torn down?



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- *Audience Member:* Need some street lights on side streets – lights help with crime. Have a drug problem here – lights help cops and residents
- *CSC Member:* Bus stops are an opportunity to make things look better. Better aesthetics and more shade needed.
- *CSC Member:* Sun Tran should look not only at bus stops, but routes and times, too.

Ken Scoville made a motion to have someone from Sun Tran attend the next meeting; Gloria Townsend seconded the motion. The motion passed.

- *CSC Member:* There is more graffiti by the Tucson House. Should that be called in?
- *CSC Member:* There is more graffiti – it is becoming a bad problem.
Staff response: Keep reporting the graffiti. TPD does make arrests. It is a city-wide epidemic.
- *CSC Member:* What about using video cameras as a deterrent?
Staff response: Research shows that cameras are not effective as a deterrent.
- A lot of gang members here. If you call the cops, the gang bangers will retaliate. Can TPD stop kids during the day when school is in session to see why they're not in school?

8. Next CSC Meeting (Wednesday, October 29, 2008) – Preliminary Agenda Items

- *Regular Business*
- *Revitalization Goals & Strategies*
- *Oracle/Drachman/Main Public Art Project*

9. Closure of Formal Meeting (7:20 PM)

Jason Brown made a motion to adjourn the meeting. Joshua Randell seconded the motion, and CSC members voted unanimously to adjourn.

7:20 – 7:30 PM Break

10. CSC Working Session – Discussion of Plan Development Process: Upcoming Steps & Products

OARP Team Member Rebecca Ruopp presented a proposed schedule and approach to follow to begin putting together the Oracle Area Revitalization Plan. Further discussion will be held at the next meeting on November 19, 2008.