MINUTES OF SPECIAL WORK SESSION OF THE COMMON COUNCIL OF YOUNGTOWN, AZ

TUESDAY, JUNE 7, 2011, TOWN CLUBHOUSE – KITCHEN AREA, 12033 CLUBHOUSE SQUARE

1. Call to Order Mayor Michael LeVault called the meeting to order at 6:12 p.m.
2. Roll Call Council present: Mayor Michael LeVault, Vice Mayor Jacob Duran, Councilmembers Margaret Chittenden, Dorena Mello, Shirley Oglesby, Susan MacKay and Judy Johnson.
   Staff present: Town Manager Lloyce Robinson, Programs Projects and Grants Manager Mark Hannah, and Town Clerk/Treasurer Letty Goldberg.
   Also in attendance: Betty Alton, Manager of Youngtown Home Apartments and Chair of Visionaries Subcommittee, and John Romack, Litchfield Park Councilmember and Youngtown commercial property co-owner.
3. Pledge and Invocation Pledge led by Mayor LeVault. Invocation offered by Mayor Duran.
4. Business

A. Presentation and Discussion Re: Follow up report to "Brand the Town of Youngtown" presented by Doug Bruhnke of GrowthNation. (ROBINSON)

Mayor LeVault

- I've just become acquainted with a book by Jim Collins called "Good to Great" where he says that "Good" is the enemy of "Great". He makes three points:
  1. The Chicken and the Egg. You can't see the changes that are taking place inside the egg, but suddenly a chick breaks through the shell. How change doesn't happen – that miracle moment. Change is a process.
  2. How change does happen. It is like a giant flywheel, it takes a lot of push to get it started, moving from a standstill. Then as you continue to push it goes faster and faster. You aren't pushing any harder but it is traveling faster of its own momentum. The question is how to generate momentum.
  3. Who before what? Before the bus driver can start the bus, he needs to know who is going to be on the bus and what direction it is going.
- The Youngtown Visionaries gave us ideas to sustain the Town. GrowthNation is helping us with a branding identity for our future.

Doug Bruhnke of GrowthNation

- Youngtown is a great place to live. Cricket Bo and I have put together some slides of ideas that Council determined describes what Youngtown residents are and what they need. They are predominantly families where both parents work, although singles and seniors are looking for the same attributes – convenience, safety, and quiet.
- Quiet businesses such as solar – What are the properties available for economic development? The Town needs to identify and inventory land and build-outs before they can market them for economic development.
- A Wal-Mart wouldn't fit, but perhaps a Marketplace grocery. Youngtown is a small town, with its own Police. It is homey.
- Youngtown needs a tag line, for example "Youngtown – Gateway to Anywhere".

Cricket Bo

- People are looking to move to smaller homes and not just because of the economy. People are tired of taking care of too much stuff.

Discussion of Possible Tag Lines such as:

- Arizona's Best Small Town
- Small Town, Big Life
- Small Town with Room to Live
- Serenity

- Small and Strong Together We Stand

Mr. Bruhnke

- Everyone here is to work on ideas for Tag Lines and submit them to Town Manager Robinson by 9 a.m. on Monday, June 13. Cricket and I will review them and make recommendations for our next meeting.

No Regular Council Meeting on Thursday, June 16, 2011

Special Council Meeting: Thursday, June 23, 2011 immediately following Agua Fria Ranch Community Facilities District Meeting.

Adjournment.

Motion to adjourn – Councilmember Johnson
Second – Vice Mayor Duran
Meeting adjourned at 8:00 p.m.

Michael LeVault, Mayor

Attest:

Letty Goldberg, Town Clerk

Minutes approved at the June 23, 2011 Special Meeting.

Note: GrowthNation powerpoint attached.