



Minutes Tempe Aviation Commission January 12, 2010

Minutes of the Tempe Aviation Commission meeting held on January 12, 2010, 6:30 p.m., at the Public Works Conference Room, Garden Level, City Hall Complex, 31 E. Fifth Street, Tempe, Arizona.

(MEMBERS) Present:

Dick Collins
Tara Ellman
Karyn Gitlis
Curtis Ritland
Alyson Star
Barbara Sherman
David Swanson (Vice Chair)

(MEMBERS) Absent:

Sally Clements (Excused)

City Staff Present:

Nicole Ripley, Communication &
Media Relations Director
Oddvar Tveit, Environmental Quality
Specialist

Meeting convened at 6:43 p.m.
David called the meeting to order.

Agenda Item 1 – Public Appearances

There were no public appearances.

Agenda Item 2 – Election of Officers

Curt moved to elect David as chair with reference to nominations made at the meeting in December of one candidate each for the Chair and Vice-Chair positions. With Karyn seconding the motion, the members by a unanimous vote, elected David as the Aviation Commission's chair for 2010. Dick made a motion to elect Barbara as vice chair, which was seconded by Curt. Barbara cautioned the members about her not being able to chair meetings in David's absence during the months she did not keep her residence in Tempe, and thus limited her ability to move up and succeed David as chair. After some discussions, the members voted unanimously to elect Barbara as vice chair for 2010.

Agenda Item 3 – City Communication Efforts

Orientation by City of Tempe Communication & Media Relations Director:

Nicole Ripley explained about staff resources and the tools Tempe Communication & Media Relations currently have to its disposal. The Tempe Today publication, which goes with the water bill to 44,000 households, is highly rated in the annual residents satisfaction surveys and the publication will increasingly be distributed via e-mail due to a transfer to more paperless

billing. Tempe 11 programming is available on line at www.tempe.gov/Tempe11. An addition, on demand videos of City meetings, press conferences and other events are available on the site. The video content is also distributed through YouTube. The City web site will be subject to change in the future both to the way it appears and how easy it will be for staff to make changes to it. The City posts advertisements in Wrangler News (<http://www.wranglernews.com>), which primarily reaches citizens in the south Tempe area, in the Republic, the Business Journal and other publications. The City also produces brochures, posters, signs, banners and promotional items. Media Relations tries to be as proactive as possible. Press releases, direct messaging, invitations to reporters to get briefed on upcoming events, and organization of media opportunities, e.g. morning television are examples of proactive media relations. Reactive media relations are efforts made to answer questions from media and the public. Social media tools have been on www.tempe.gov/newsroom since May 2009. To promote or talk about an issue the City might put on an event or share e-mails with neighborhood and homeowner associations. The most direct way to communicate with residents besides Tempe Today, is e-mail distribution groups (LISTSERVs) that cover topics ranging from Tempe basketball games to Tempe traffic restrictions. There are altogether 35,000 subscribers to 90 City LISTSERVs. Because of reductions in news paper coverage of local events, electronic media has become more important, and messages can be targeted to a group in ways they want to receive them.

Questions were asked about the satisfaction survey conducted by the City; who suggests and approves the content of what is goes to the media, and how the division interacts with neighborhood services. Members expressed the need to get Communication & Media Relations input on objectives for the Commission on taking on the issue of communication with residents about airport noise, perhaps through a survey of noise perceptions in Tempe as was done in 1999 and 2000.

Discussion of Neighborhood Airport Noise Awareness:

Upon a request from the chair, Karyn moved that the Commission develop questions about the impact of aviation noise on quality of life, if appropriate for the residents' satisfaction survey conducted for the City. Dick seconded the motion and suggested it be amended to come up with a sample of questions and get reactions from Communication & Media Relation before going forward. Karyn agreed, and during the discussion that followed questions and arguments were made about;

- the purpose of the residents satisfaction survey,
- the standard for survey questions to be simple to answer and not open ended,
- the role of the survey consultant, and
- the correct procedure to go about recommending that a couple of questions about aviation impacts be included in the satisfaction survey.

The members agreed that another and more swift way to gather information about how residents perceive aviation noise, is for the City to include a question in periodic communications with Tempe residents about aviation noise concerns and provide information about how to let the City know about them. Perhaps on a quarterly basis.

The members voted unanimously to accept Karyn's motion.

Agenda Item 6 – Commissioners’ Business (topics for future discussion)

Staff was asked to add to the next meeting’s agenda a discussion of recommending a Tempe LISTSERV for aviation noise in addition to discussing potential questions about aviation noise to be recommended for the satisfaction survey. Staff was also asked to investigate the announcement in media about the reported bird strikes having gone up in 2009 even though number of operations were down, and to distribute an historic report made for ANACOM, the predecessor to the Aviation Commission.

Agenda Item 4 – Consideration of Meeting Minutes (December 8th, 2009)

With Curt making a motion to approve the December minutes, and with Karyn seconding the motion, the minutes were approved with 6 votes for the motion and one abstention.

Agenda Item 5 – Updates From Staff

Upcoming Council Transportation Committee Meeting:

The recommendation to expand the duties of the Commission and reduce its membership would be presented to the Committee on January 26, 2010.

Agenda Item 7 – Schedule Next TAVCO Meeting

Because of a meeting conflict for one of the members, the next meeting date was set for Wednesday February 10, 2010.

Agenda Item 8 – Adjournment

The meeting was adjourned at 8:20 p.m.

Prepared by: Oddvar Tveit

Reviewed by: Don Hawkes

Authorized Signature
Water Utilities Department Manager