

Minutes of the Special Meeting of the Gallup City Council, City of Gallup, New Mexico, held at the El Morro Events Center, 210 South Second Street, at 2:00 p.m. on Tuesday, May 4, 2016.

At such meeting, the following were present, constituting a quorum:

Mayor: Jackie McKinney

Councilors: Linda Garcia  
Allan Landavazo  
Yogash Kumar  
Fran Palochak

Also present: Maryann Ustick, City Manager

The Mayor and Councilors conducted a Work Session to review and discuss the following topics:

1. Marketing and Branding Strategy Update – Jim Glover, Idea Group and Catherine Sebold, Tourism and Marketing Manager

By conference telephone, Mr. Glover provided a power point presentation on the results of the online survey that was conducted for Gallup's marketing and branding research. The survey participants (Gallup residents) identified Gallup's brand assets (the positive things about Gallup) and the brand liabilities (the negative things about Gallup) in order to determine the brand equity for Gallup. The research showed that the brand liabilities outweighed the brand assets which resulted in low brand equity for Gallup. Although Gallup's brand equity is low, the timing is perfect for developing a new identity by enhancing the brand in the future through community involvement. Mr. Glover presented six potential brand positions on how Gallup may want to be perceived in the future. Discussion followed concerning the selection of a brand position for Gallup, the potential exodus of residents planning to leave Gallup in the next five years as indicated in the survey, the ability for the community to deliver on its brand position to visitors, and the problems that exist in the community which results in an unfavorable environment for residents and visitors.

2. Fiscal Year (FY) 2017 Proposed Budget Review

Ms. Ustick provided a power point presentation on the proposed changes to the budget since the last work session. She also presented options for funding four proposed full-time positions as well as a 2% cost of living adjustment for all employees. A copy of the power point presentation is attached hereto and made a part of these official Minutes.

The Mayor and Councilors conducted a review and discussion of the proposed budget recommendations for FY 2017. Ms. Ustick, Patty Holland, Chief Financial Officer, and Marla Chavez, Executive Assistant, answered questions posed by the Mayor and Councilors.

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In additional business, Councilor Kumar presented an overview of a report from STR, Inc. which contains data pertaining to the hotels in Gallup, such as average daily rates, census of properties and rooms, percentage of rooms occupied, total room revenue, supply and demand for rooms, etc.

There was no official action taken by the Mayor and Councilors during the Work Session.

The Work Session adjourned at 4:40 p.m.



Jackie McKinney, Mayor

ATTEST:



Alfred Abeita II, City Clerk

Approved 5/24/2016

# FY 2017 Budget Changes



<b>FY17 Budget</b>		<b>Justification</b>	
<b>GENERAL FUND</b>	<b>Line Item</b>	<b>Increase</b>	<b>Decrease</b>
Legal	101-0103-412.47-15		\$ 2,500.00 Centralize telephone expense
GIS	101-1013-414.41-50		\$ 1,000.00 OT listed for unfilled position - now frozen
Finance	101-1015-411.45-30		\$ 20,000.00 admin support eval for transfer from utilities
IT	101-1017-414.48-20		\$ 21,000.00 Voice n Data not budgeted for this year
City Clerk	101-1020-414.47-22	\$ 32,500.00	Bond election expense
Spec. Activities	101-1025-411.47-05		\$ 85,000.00 YCC budgeted in error
Police	101-2009-421.41-60		\$ 800.00 allowances budgeted in error
Police	101-2011-421.41-60	\$ 800.00	allowances budgeted in error
	101-3549-432.44-10		\$ 70,000.00 pool coating
	101-3550-432.48-10		\$ 50,000.00 Hydraulic stage lift replacement
REVENUE	101-0000-315.10-00	\$302,250.00	
Utilities Total allocated	\$ 1,537,529.00		Based on projection for 2016 +8% increase
Fuel Purchases total allocated	\$ 709,644.00		Based on projection for 2016 +20% increase
General Fund Budget Total after adjustments			<b>\$332,424</b>

### Other Fund Corrections

	<u>Line Item</u>	<u>Increase</u>	<u>Decrease</u>	<u>Justification</u>
Environmental Surcharge Tax Fund	202	\$ 7,300.00		Grandview tank expenses corrected
			\$ 100,000.00	CC Capital removed, (duplicated)
EMS Fund	206			zeroed out expenses, this is a grant and income was not budgeted
Fire Protection Fund	209			zeroed out expenses, this is a grant and income was not budgeted
Streets	216-1534-454.48-20	\$ 95,400.00		formula error on CIP worksheet
1/4% GRT Infrastructure Tax Fund	312-1027-496.48-50	\$ 55,000.00		W. Jefferson Ave Reconstruction added to ICIP
Water	506-6063-444.48-46		\$ 282,500.00	Downtown Coal Alley ICIP moved to 48-99
	506-6063-444.48-99	\$ 282,500.00		
	506-6063-444.50-10		\$ 1,000,000.00	transfer to WW to cover deficit
	508-0000-395.10-00	\$ 1,000,000.00		transferred from Water to cover deficit
Risk Mgmt	603-1016-414.44-30		\$ 65,000.00	Library entrance removed, duplicated
	603-1016-414.44-10	\$ 70,000.00		Pool Coating - Aquatic
	603-1016-414.48-10	\$ 50,000.00		Hydraulic lift - RRP
<b>Net Change</b>		<b>\$ 112,700.00</b>		



<b>Options</b>		
<b>Department</b>	<b>Full Time Postions Requested</b>	
<b>Department</b>	<b>Position</b>	<b>Approx. \$\$w/benefits</b>
Parks	Park Supervisor	1 \$ 53,600.00
Construction	Carpenter	1 \$ 46,400.00
Recreation	Coordinator	1 \$ 33,000.00
Fitness Center	Coordinator	1 \$ 33,000.00
	Total All	\$ 166,000.00
<b>COLA</b>		
	General Fund	\$ 114,466.00
	All Other Funds	\$ 52,782.00
	Total all funds	\$ 167,248.00
<b>Council Special Projects</b>		
		\$100,000