

## AGENDA

### GALLUP CITY COUNCIL REGULAR MEETING TUESDAY, JULY 13, 2021; 6:00 P.M. CITY COUNCIL CHAMBERS



Louie Bonaguidi, Mayor  
Linda Garcia, Councilor, Dist. 1      Michael Schaaf, Councilor, Dist. 2  
Yogash Kumar, Councilor, Dist. 3      Fran Palochak, Councilor, Dist. 4

Maryann Ustick, City Manager  
Curtis Hayes, City Attorney

**The meeting will be accessible through the City of Gallup's Facebook Page:**

[City of Gallup, New Mexico Government - Home | Facebook](#)

#### **A. Pledge Of Allegiance**

The members of the body and the public are invited to recite the Pledge of Allegiance.

#### **B. Roll Call**

#### **C. Approval Of Minutes**

Regular Meeting of June 22, 2021

Documents:

[DRAFT MINUTES JUNE 22 2021 REG MTG.PDF](#)

#### **D. Presentation And Information Item**

##### **1. Presentation On Visit Gallup Logo/Brand Refresh**

As part of the new tourism website development, the City's Tourism and Marketing Department embarked upon a logo/brand refresh. The contractor, Bandwagon, LLC. has worked with the City for five years for public relations, media pitching, data collection, social media strategy, photography, and group tour recruitment. The vendor spent extensive time in Gallup familiarizing

themselves with the landscape, signage, and most importantly, the stories that make Gallup special. This uniquely positioned them to work with the Tourism and Marketing Manager for a new logo and brand refresh to complement the development of our new tourism website at [www.visitgallup.com](http://www.visitgallup.com) (launching in the fall of 2021).

After conducting research about the existing visitor market and the Gallup landscape, Bandwagon contracted with an artist who grew up within the Navajo Nation for the logo design and will present the context for the logo design, color palette, and how it relates to and expands our tourism brand pillars.

Fiscal Impact: None  
Recommendation: No action required - presentation item.  
Speaker's Name Cory Cart, Bandwagon, LLC

Documents:

[GALLUP-LOGO-PRESENTATION2.PDF](#)

## E. Discussion/Action Topics

### 1. Approval Of Annual Chamber Of Commerce Contract For Tourism Related Services

This agreement allows for the Gallup McKinley County Chamber of Commerce to continue to maintain and staff a year-round Visitor Information Center within their facility at 106 W Highway 66, to print a visitors guide for 2022, and includes funding for the Chamber to provide Advertising and Promotion services with the purpose of attracting visitors and increasing tourism. The contract would take effect at the date of signing and run through June 30, 2022.

The contract has reduced marketing expenses (those are being carried out by the City's Tourism Department) and increased the cost of operations for the Visitors Center (due to increases in the minimum wage). Additionally, the contract stipulates that the funding for the visitor's guide only covers the printing and that in exchange for the service of designing and implementing the guide the Chamber may sell advertisements.

Additionally, Bill Lee will present an update on the Visitors Center operations during the previous fiscal year, including expenditures and the COVID-19 impact.

Fiscal Impact: \$115,000 in services including: a) \$15,000 for advertising and promotional services b) \$75,000 for the operation of the year-round Visitor Information Center c) \$25,000 for the 2022 Visitors Guide production Funds are budgeted within the FY22 budg  
Recommendation: Approval Of Annual Chamber Of Commerce Contract for Tourism related services  
Speaker's Name Jennifer Lazarz with Bill Lee

Documents:

[CHAMBER CONTRACT FY22.PDF](#)

**2. Budget Adjustment & Approval Of COOP Grant Agreement Between New Mexico Tourism Department And City Of Gallup Tourism**

The City of Gallup has been awarded a cooperative grant from the State of New Mexico Tourism Department. The grant is matched at 67%, so the City of Gallup Tourism Department will commit \$42,491 and receive an additional \$84,983 in marketing, for a total value of \$127,474.

Items included within the grant are:

- o 12-month social media amplification
- o 6 months Digital Display advertising
- o 12 months of Managing Google Search to boost the new tourism website [WWW.VISITGALLUP.COM](http://WWW.VISITGALLUP.COM)
- o 3 months of digital advertising in the Phoenix Market
- o 1 year of advertisements within Route Magazine

Gallup was fortunate to receive its entire grant ask and a 67% match from the State because we were identified as one of the hardest-hit communities within the state.

Fiscal Impact:	\$42,491 from marketing funds available
Recommendation:	Approval of contract and budget adjustment for NMTD Cooperative Grant
Speaker's Name	Jennifer Lazarz

Documents:

[GALLUP AGREEMENT.PDF](#)  
[GALLUP, CITY OF AWARD SUMMARY.PDF](#)  
[AWARDLETTERGALLUPCITYOF.PDF](#)

**3. Resolution No. R2021-20; East Nizhoni Blvd. Reconstruction Project Municipal Arterial Program (MAP) Cooperative Agreement Acceptance And Approval**

Staff is requesting City Council's approval of Resolution No. 2021-20 thereby accepting the Municipal Arterial Program (MAP) Cooperative Agreement to fund Phase I of the Nizhoni Boulevard Reconstruction Project. This project is broken into three phases, Phase I is to reconstruct the intersection of Nizhoni Boulevard and College Drive, Phase II is to reconstruct the intersection of Second Street and Nizhoni Boulevard, Phase III is to reconstruct Nizhoni Boulevard between Second Street and College Drive.

Phase I entails reconstruction of the intersection of Nizhoni Boulevard and College Drive which includes the roadway, pedestrian safety, drainage and underground utilities if necessary. The estimated total cost of the Project is \$944,444.00. The New Mexico Department of Transportation's share shall be

75% or \$708,333.00, the City of Gallup's required proportional share shall be 25% or \$236,111.00 for a total project cost of \$944,444.00.

Fiscal Impact: Revenue and expenditure in the amount of \$944,444 to Fund 218, Expenditure in the amount of \$236,111 from Fund 101 for the City of Gallup's required 25% proportional share.

Recommendation: Staff recommends approval of Resolution No. 2021-20

Speaker's Name C.B. Strain

Documents:

[NIZHONI BOULEVARD RECONSTRUCTION MAP FUNDING RESOLUTION.PDF](#)  
[HW2L600205 CITY OF GALLUP MAP COOPERATIVE AGREEMENT 54334.PDF](#)

#### **4. Budget Adjustment And Approval Of EMS Fund Act Local Systems Improvement FY 22**

The Gallup Fire Department is pleased to announce that we have been selected by the New Mexico Department of Health, Local Systems Improvement FY 2022 Award, for the amount of \$4916.20. This award is approved for the purchase of a Little Family QCPR Set.

This improvement award will allow the fire department to enhance the CPR program with new training manikins. The new manikins will provide feedback to ensure proper delivery of CPR.

The Gallup Fire Department offers CPR training to the community from the American Heart Association on the second and fourth Saturday of each month.

Fiscal Impact: Budget Increase of \$4916.20 in revenue and expenditure. Fire department will coordinate with Finance for the proper budget account.

Recommendation: Staff recommends approval for a budget adjustment of \$4916.20

Speaker's Name Jesus "Chuy" Morales, Fire Chief

Documents:

[2021\\_07\\_07\\_11\\_08\\_57.PDF](#)

#### **5. Budget Adjustment And Approval Of Fire Prevention Grant**

The Gallup Fire Department has been awarded a fire prevention grant from FM Global for the amount of \$2970 to purchase fire prevention education materials.

With a shared philosophy that the majority of property loss is preventable- not inevitable- we can make a difference in preventing the frequency and severity of fire. FM Global has awarded millions to fire departments and related agencies worldwide over the past 40 years.

Fire department will coordinate with Finance to appropriate the award into the proper account.

Fiscal Impact: Budget increase of \$2790 in revenue and expenditure  
Recommendation: Staff recommends approval for budget adjustment of FM Global Grant Award of \$2970  
Speaker's Name Jesus "Chuy" Morales, Fire Chief

Documents:

[2021\\_07\\_02\\_09\\_50\\_08.PDF](#)

**6. Resolution No. R2021-21; Approval Of The NMTD Clean & Beautiful Grant Agreement And Related Budget Adjustment**

In partnership between the City of Gallup and the New Mexico Tourism Department, the Solid Waste Department seeks acceptance of the FY2022 Keep Gallup Clean & Beautiful Grant award in the amount of \$12,951.84 and implementation of this grant.

Recommendation:

It is staff's recommendation that the Mayor and Council approve Resolution R2021-21 accepting the **FY2022 Keep Gallup Clean & Beautiful** grant award between the City of Gallup and the New Mexico Tourism Department and related budget adjustment of revenue and expenditures.

Fiscal Impact: Budget adjustment of revenue and expenditures in the amount of \$12,951.84 into Fund 218. The grant requires an indirect 25% in-kind match of \$3,237.96, consisting of city staff labor hours and services from Fund 504 or community volunteer cleanup hours.  
Recommendation: Staff recommends approval of Resolution R2021-21 accepting the grant award  
Speaker's Name Elizabeth Barriga

Documents:

[RESOLUTION NO. R2021-21 FY2022 NMCB GRANT.PDF](#)  
[FY22 NMCB-BUDGET PROPOSED LINE ITEMS 4-15-21 COG.PDF](#)  
[FY22 NMCB-BUDGET APPROVED LINE ITEMS 6-29-21.PDF](#)  
[FY22 NMCB GALLUP CONTRACT 6-29-21.PDF](#)

**7. Appointment Of Mike Condrey To The Keep Gallup Clean & Beautiful Board**

Mayor Louie Bonaguidi is recommending the appointment of Mike Condrey to fill a vacancy on the Keep Gallup Clean and Beautiful Board.

Fiscal Impact: None.  
Recommendation: Approve the appointment of Mike Condrey to the Keep Gallup Clean & Beautiful Board.  
Speaker's Name Mayor Louie Bonaguidi

Documents:

[APT MIKE CONDREY TO KGCB BOARD.PDF](#)

**8. Approval Of Northwest New Mexico Council Of Governments Membership Agreement**

Northwest New Mexico Council of Governments (NWNMCOG) has submitted a contract to extend city membership for an additional year at the same cost as fiscal year 2021. In addition, this contract will continue the services provided by the NWNMCOG as outlined in the attached two year Direct Services Work Program.

Recommendation:

Approval of contract to continue membership and continuing level of services provided by NWNMCOG as outlined in the attached work program and approval of the existing city representatives to the COG Board: Mayor Louis Bonaguidi, Councilor Fran Palochak, Councilor Michael Schaaf and Maryann Ustick, City Manager and Jon DeYoung, Assistant City Manager as a Board Alternate.

Fiscal Impact: \$65,000 currently budgeted for FY2022

Recommendation: See recommendation in the summary

Speaker's Name Maryann Ustick

Documents:

[NWNMCOG\\_BOARD\\_APPOINTMENT FORM.PDF](#)

[NWNMCOG\\_2 YR DIRECT SVCS WORK PROGRAM.PDF](#)

[NWNMCOG\\_MEMBERSHIP AGREEMENT\\_FY2022.PDF](#)

**F. Comments By Public On Non-Agenda Items**

Members of the public are invited to comment on matters not appearing on the meeting agenda.

**G. Comments By Mayor And City Councilors**

**H. Comments By City Manager And City Attorney**

**I. Motion To Adjourn**

Pursuant to the "Open Meetings Act", NMSA 1978, Section 10-15-1 through 10-15-4 of the State of New Mexico, this Agenda was posted at a place freely accessible to the public 72 hours in advance of the scheduled meeting.