



**JOINT MARANA / ORO VALLEY TOWN COUNCIL
STUDY SESSION
NOTICE AND AGENDA
11555 W. Civic Center Drive, Marana, Arizona 85653
Council Chambers, February 9, 2011, at or after 6:00 p.m.**



Town of Marana

**Ed Honea, Mayor
Herb Kai, Vice Mayor
Russell Clanagan
Patti Comerford
Carol McGorray
Jon Post
Roxanne Ziegler**

Town of Oro Valley

**Satish Hiremath, Mayor
Mary Snider, Vice Mayor
William Garner
Barry Gillaspie
Joe Hornat
Steve Solomon
Lou Waters**

ACTION MAY BE TAKEN BY THE COUNCIL ON ANY ITEM LISTED ON THIS AGENDA.

Revisions to the agenda can occur up to 24 hours prior to the meeting. Revised agenda items appear in *italics*. The Council Chambers are wheelchair and handicapped accessible. Any person who, by reason of any disability, is in need of special services as a result of their disability, such as assistive listening devices, agenda materials printed in Braille or large print, a signer for the hearing impaired, etc., will be accommodated. Such special services are available upon prior request to the Town Clerk at least 10 working days prior to the Council meeting.

Posted no later than February 8, 2011, 6:00 p.m., at the Marana Municipal Complex, the Marana Operations Center and at www.marana.com under Town Clerk, Minutes and Agendas.

CALL TO ORDER AND ROLL CALL

PLEDGE OF ALLEGIANCE/INVOCATION/MOMENT OF SILENCE

APPROVAL OF AGENDA

DISCUSSION/DIRECTION/POSSIBLE ACTION

D 1: Presentation: Relating to Economic Development; on potential partnerships between the towns of Oro Valley and Marana for tourism development and promotion (Josh Wright/Amanda Jacobs)

D 2: Presentation: Relating to Transportation; regarding the Tangerine Corridor project (Barbara Johnson/Craig Civalier)

D 3: Presentation: Relating to Water Resources; regarding cooperative water resource development opportunities for the towns of Marana and Oro Valley and other area water providers (Dorothy O'Brien/Philip Saletta)

Executive Session pursuant to A.R.S. §38-431.03 (A)(3), Council may ask for discussion or consultation for legal advice with the Town Attorney concerning any matter listed on this agenda.

ADJOURNMENT

POSTED: 01 26 11
4:00 p.m.
tlg



11555 W. CIVIC CENTER DRIVE, MARANA, ARIZONA 85653
Council Chambers, February 9, 2011, 6:00:00 PM

To: Mayor and Council

Item D 1

From: Josh Wright/Amanda Jacobs , Asst. to the Town Manager/Economic Development Mgr

Strategic Plan Focus Area:

Commerce, Recreation

Strategic Plan Focus Area - Additional Information:

The Marana Strategic Plan (2009) identifies "Create and implement marketing and outreach efforts that promote Marana as a recreation and tourism destination" as an initiative under the Recreation focus area. The Marana Economic Roadmap (2010) additionally identifies "Tourism and the Visitor Experience" as both a target industry and a focus area.

The Financial & Economic Sustainability section of the Oro Valley Strategic Plan (2009) contains strategies referring to encouraging the attraction, expansion and retention of tourism/resort/convention facilities as well as collaboration with regional economic development partners.

Subject: Presentation: Relating to Economic Development; on potential partnerships between the towns of Oro Valley and Marana for tourism development and promotion

Discussion:

The towns of Oro Valley and Marana together share some of the most impressive tourism assets in Southern Arizona, including world-class resorts and outstanding outdoor recreational amenities. Currently, however, neither community has a well-defined approach to maximizing use of its assets to attract visitors and their associated revenues.

In 2010, staff from both jurisdictions began meeting to discuss the concept of a united approach to tourism development, leveraging the uniquenesses of Oro Valley and Marana as individual communities and a regional destination.

Staff will make a brief presentation on tourism discussions that have occurred to date as well as suggest some action steps moving forward.

ATTACHMENTS:

Name:

Description:

Type:

No Attachments Available

Staff Recommendation:

Staff recommend continuation of discussions between the towns of Oro Valley and Marana regarding tourism development as well as pursuit of the suggested action strategies outlined during the presentation.

Suggested Motion:

None.



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To: Mayor and Council

Item D 2

From: Barbara Johnson/Craig Civalier , Public Services General Manager/Town Engineer

Strategic Plan Focus Area:

Commerce

Strategic Plan Focus Area - Additional Information:

The Commerce focus area of the Marana Strategic Plan (2009) contains as a goal "build upon the unique combination of assets to attract and maintain career-oriented commerce."

The Community Infrastructure section of the Oro Valley Strategic Plan (2009) refers to maintaining infrastructure to strengthen economic viability and quality of life.

Subject: Presentation: Relating to Transportation, presentation regarding the Tangerine Corridor project

Discussion:

The Tangerine Corridor project will provide an improved transportation corridor from Interstate 10 to La Cañada Drive. In addition to a new four-lane divided highway, the project incorporates transit amenities, bike lanes, and pedestrian and other multi-use paths. The current project, scheduled for the second and third Regional Transportation Authority (RTA) plan periods, is a joint project among the towns of Oro Valley and Marana and Pima County. The project update will include:

- Tangerine Corridor project definition;
- Joint project operating principles;
- Design Concept Report (DCR) progress and schedule;
- Progress of the wildlife corridor study being conducted by the Arizona Game and Fish Department;
- Funding challenges;
- Transit support status; and
- Corridor project community and economic benefits.

ATTACHMENTS:

Name:

Description:

Type:

No Attachments Available

Staff Recommendation:

Staff recommends continuation of dialogue and partnership between the towns of Oro Valley and Marana for the development of the Tangerine Corridor project.

Suggested Motion:

None



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Item D 3

From: Dorothy O'Brien/Philip Saletta , Utilities Director/Water Utility Director

Strategic Plan Focus Area:

Community Building

Strategic Plan Focus Area - Additional Information:

The Community Building focus area of the Marana Strategic Plan (2009) identifies as an initiative "secure all necessary water resources and infrastructure."

The Oro Valley Strategic Plan (2009) contains as a strategy under the Quality of Life and Environmental Sustainability section "provide a high quality potable water supply, promote water conservation and foster regional cooperation for water development."

Subject: Presentation: Relating to Water Resources; discussion and direction regarding cooperative water resource development opportunities for the towns of Marana and Oro Valley and other area water providers

Discussion:

Provision of safe, efficient water services to customers is a mission of the towns of Marana and Oro Valley. Partnerships are often ways of minimizing costs, therefore the "Northwest Providers" group was developed as a cooperative effort to study the economic delivery of Central Arizona Project (CAP) water. The Northwest Providers is made up of the following: Flowing Wells Irrigation District, Metropolitan Domestic Water Improvement District, and the towns of Marana and Oro Valley.

Dorothy O'Brien, Marana Utilities Director, and Philip Saletta, Oro Valley Water Utility Director, will discuss how the partners have made various accomplishments that have been mutually beneficial. These accomplishments include the following:

- Partnering with The University of Arizona to study treatment technologies.
- The development of future pipeline routing.
- The execution of the Reliability Agreement for the Tucson Active Management Area.

Future considerations for the Northwest Providers include the development of a demonstration study for the recovery of CAP water from the recharge areas within Marana. Outcomes of this study could include partnership in treatment and direct delivery as well as recharge and recovery.

Additional partnership opportunities include the Acquire, Develop, and Delivery (ADD Water)

Process with CAP, the Southern Arizona Water Users Association (SAWUA), and the United States Geological Survey (USGS) seismology study.

ATTACHMENTS:

Name:

Description:

Type:

No Attachments Available

Staff Recommendation:

Continue positive and mutually beneficial partnerships with Oro Valley and the other Northwest Providers.

Suggested Motion:

None
