

**(Corrected) MINUTES  
SPECIAL SESSION  
MAYOR and COMMON COUNCIL  
Of the  
TOWN OF CAMP VERDE  
COUNCIL CHAMBERS  
473 S. Main Street #106  
TUESDAY, JANUARY 13, 2009  
3:00 p.m.**

**Minutes are a summary of the actions taken. They are not verbatim.**

**1. Call to Order**

Mayor Gioia called the meeting to order at 3:00 P.M.

**2. Roll Call**

Mayor Gioia, Vice Mayor Hauser, and Councilors Garrison, German, Kovacovich, and Smith were present.

Mayoral candidates Bob Burnside and Tim Sykes and Council candidate Jackie Baker were present.

**Also Present:**

Town Manager Michael Scannell, Parks & Recreation Director Linda Moore, Community Development Director Nancy Buckel, and Town Clerk Deborah Barber

Councilor Garrison led the Pledge of Allegiance.

**3. Discussion, consideration, and possible direction to staff relative to proceeding or not proceeding with the 2009 Pecan and Wine Festival that is scheduled for February 13, 14, and 15, 2009 due to the poor performance of the economy. (Staff Resource: Lynda Moore)**

Director Moore explained that she was before Council to advise that she anticipated a dramatic loss in the upcoming Pecan and Wine festival, noting that if attendance is down 20%, the Town could lose over \$6,000 and more if she purchased wine glasses. She explained that there were only two wineries and two antique vendors signed up for the show. She cited the downturn in the economy as the primary reason for the lack of vendor participation. She said that several of the antique dealers had explained that people who purchase antiques have discretionary income, and because of the economy, sales have been down over 50%. Moore also expressed her concern that proceeding with the event might damage its reputation if people who come from all over the state and there are no vendors.

After a lengthy discussion from Council members and input from the public, the Council directed staff to proceed with the Pecan and Wine Festival, stating a clear understanding that the event will not likely be self-sustaining, requiring subsidy from the Town, and to increase the door entry fee to \$12.00; to reimburse the wineries for the glasses poured for wine tasting; to waive vendor fees; to order 300 undated wine glasses; to seek out volunteers to reduce employee-related expenses; to utilize the Chamber of Commerce and other organizations to assist with advertising costs; and under no circumstance, would the insurance requirements be waived.

**PUBLIC INPUT:**

**Jackie Baker** volunteered her assistance and noted that she agreed with Councilor Kovacovich that the Town is not in the charity business. She said that if Council should decide to proceed with the event that it should be done in the vein of helping local businesses, noting that the ski slopes up North are having to turn away people. She said that working with some of them might help attract visitors to the Town. She also

noted that it has always been the Town's policy to require insurance and she did not know when this requirement lapsed, but if it had, it was against Council policy. She also advised that cities and Towns throughout the State are canceling events and that if we put on an even without vendors, people would never come back.

**Tom Pitts**, President of the Jerome Chamber of Commerce, assured Council that this event was a keystone event for the Verde Valley and he offered his assistance with event planning and advertising and working with the Verde Valley Wine Consortium.

**Steve Goetting**, Parks Commission, stressed that the Town needs to keep up with the community advisory meetings to get input. He said that the Town should reimburse the wineries because they should not have to bear the expense of giving away their wine, noting that the wineries are not charities either. He asked for more detailed budget information so there could be a true picture of the economic impact that the events actually have on the Town's economy. He said that he encouraged corporate sponsorship and the banner ads on the street.

**Jim Ellington**, Parks & Rec Commission, thanked Moore for bringing this matter to their attention. He said it is better to have a positive event, noting that in the past, the only memory was how much it cost the Town. He said that because of that, the Commission changed their focus from tourism to community events. He suggested that the merchants take over the tourist focused events.

**Dick Tinlin**, pecan grower, said that he was surprised that there were no organizational meetings in December as there were in the past. He said that he travels throughout Arizona and he is always asked about the Pecan and Wine Festival. He said that these people come to our Town and buy 500 tanks of gas that brings \$20,000 into the Town. He said that he buys pecans and hires people, and that is also a shot in the arm of the economy. He said that he would like to see the multiplier because this event has to bring in hundreds of thousands of dollars into the Town.

**Linda Buchanan**, Chamber of Commerce & Housing Commission, said that it was too late to cancel the event, as people had already planned and the Chamber had already advertised. She said that this event was impacted because Council had reduced the participation from Commissions, noting that they had pulled the rug out from under the Mule Show and Corn Festival. She said that the Chamber had a contractual obligation with the Town and it was too late to cancel now. She suggested that staff had already made the decision.

**Howard Parrish**, warned that the event would be lost if it were cancelled and he suggested that Council waive the fees.

**Tracy Schimikowsky**, Chamber of Commerce, advised that they had sent out a general release to 750 media contacts advertising the event and she hoped that it would not be cancelled. She advised that it had been advertised as a Valentine Weekend getaway.

There was no other public input.

Item #5 was heard prior to Item #4 to accommodate the attorney that was present by telephone for an executive session for legal advice. The meeting was recessed at 4:47 p.m. and called to order at 6:14 p.m. Mayor Gioia read the following item aloud.

4. **Possible approval of either Ordinance 2008-A354-A, an ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona amending Section 118 of the Zoning Ordinance to define A-Frame Signs, add exceptions for the projecting signs and A-Frame signs into the Right-of-Way for businesses along Main Street under Prohibited Signs, and define the criteria**

**under which projecting signs may be used under Business/Commercial/Industrial Signs OR Ordinance 2009-A359, an Ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, amending Section 118 of the Zoning Ordinance to define A-Frame Signs, add exceptions for projecting signs into the Right-of-Way for businesses along Main Street under Prohibited Signs, and define the criteria under which projecting signs may be used under Business/Commercial/Industrial signs. (Staff Resource: Nancy Buckel)**

On a motion by Smith, seconded by Kovacovich, the Council voted, 5-1 to reaffirm, Ordinance 2008-A-354.A, an ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona amending Section 118 of the Zoning Ordinance to define A-Frame Signs, add exceptions for the projecting signs and A-Frame signs into the Right-of-Way for businesses along Main Street under Prohibited Signs, and define the criteria under which projecting signs may be used under Business/Commercial/Industrial Signs with Garrison voting no.

Buckle advised that she brought this item before Council because the minutes indicated that Council approved the ordinance based on the Planning & Zoning Commission's recommendation. She advised that the Commission had not recommended approval and she wanted to make sure that Council understood that.

#### **Public Input**

P&Z Commission Member and Mayoral Candidate **Bob Burnside** questioned how many merchants would be helped by the language in the ordinance.

**Jackie Baker** said that reaffirming the ordinance is a start, but more needed to be done.

There was no other public input.

- 5. Review, discussion, consideration, and possible approval of the Development/ Settlement Agreement among the Town of Camp Verde, California Hotwood, Inc., and business entities and affiliates related to the Zellner family.** Note: Council may vote to go into Executive Session pursuant to ARS §38-431.03(A)(3) for discussion or consultation with the attorney for legal advice and §38-431.03(A)(4) for discussion or consultation with the attorney in order to consider Council's position regarding contracts that are the subject of negotiation, in pending or contemplated litigation or in settlement discussions in order to avoid or resolve litigation. (Staff Resource: Town Attorney)

Mayor Gioia read the item aloud. On a motion by German, seconded by Hauser, the Council voted unanimously to hear this item in executive session for legal advice. The meeting was recessed at 4:47 p.m. and reconvened at 6:14 p.m.

- 5a. DISCUSSION, CONSIDERATION, AND POSSIBLE DIRECTION TO STAFF RELATIVE TO THE REAL PROPERTY IDENTIFIED AS A VACANT .36 ACRES PARCEL OF THE NORTHERN BOUNDARY OF THE COMMUNITY PARKLAND.** Note: Council may vote to go into Executive Session pursuant to ARS §38-431.03(A)(3) for discussion or consultation with the attorney for legal advice and §38-431.03(A)(7) for discussion or consultation with designated representative(s) in order to consider Council's position and instruct its representative(s) regarding negotiations for the purchase, sale or lease of real property. (Staff Resource: Michael Scannell))

Councilor German declared a conflict and left the meeting at 6:42 p.m. Mayor Gioia read the agenda item aloud. On a motion by Hauser, seconded by Kovacovich, the Council voted to hear this item in executive session. The meeting was recessed at 6:43 p.m. and reconvened at 7:00 p.m.

Mayor Gioia announced that the Council directed staff to proceed with the auction with no minimum bid requirement, with Council retaining the right to reject any and all bids.

**6. Adjournment**

The meeting was adjourned at 7:03 p.m., following a motion by Hauser and seconded by Smith.

*Deborah Barber*

Deborah Barber, Town Clerk

**CERTIFICATION**

I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Mayor and Common Council of the Town of Camp Verde during the Special Work Session of the Town Council of Camp Verde, Arizona, held on the 13<sup>th</sup> day of January 2009. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 23 day of January, 2009.

*Deborah Barber*

Debbie Barber, Town Clerk