

AMENDED AGENDA #2



**REGULAR SESSION
MAYOR and COMMON COUNCIL
TOWN OF CAMP VERDE
COUNCIL CHAMBERS
473 S. Main Street, Room #106
WEDNESDAY, FEBRUARY 15, 2006
at 6:30 P.M.**

1. **Call to Order**

As a reminder, if you are carrying a cell phone, pager, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption of tonight's meeting.

2. **Roll Call**

3. **Pledge of Allegiance**

4. **Consent Agenda** – All those items listed below may be enacted upon by one motion and approved as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Council requests.

a) **Approval of the Minutes:**

- 1) Executive Session – February 1, 2006
- 2) Special Session – February 7, 2006
- 3) ~~Council/Staff Retreat – January 27, 2006~~

b) **Set Next Meeting, Date and Time:**

- 1) Council Hears P&Z – February 22, 2006 at 6:30 p.m.
- 2) Regular Session – March 1, 2006 at 6:30 p.m.
- 3) Work Session – March 8, 2006 at 6:30 p.m.
- 4) Regular Session – March 15, 2006 at 6:30 p.m.
- 5) Council Hears P&Z – March 22, 2006 at 6:30 p.m.
- 6) Council Special Session – March 30, 2006 at 6:30 p.m.

c) **Possible recommendation of approval of Special Event Liquor Licenses for the purposes of Fund Raising for the American Legion Auxiliary Unit #93 for the following dates: March 11, 2006 and May 5, 2006.**

d) **Possible approval of Proclamation declaring February 19th – 25th as Arizona Adult Literacy Week.**

5. **Call to the Public for Items not on the Agenda.**

Councilor Parry requested Item 5.B:

5.B DISCUSSION, CONSIDERATION, AND POSSIBLE REAFFIRMATION OF RESOLUTION 2003-568, A RESOLUTION OF THE MAYOR AND COMMON COUNCIL ESTABLISHING A POLICY ADOPTING A CODE OF ETHICS.

6. **Discussion, consideration, and possible approval of Resolution 2006-674, a resolution of the Town of Camp Verde, Yavapai County, Arizona authorizing the submission of an application(s) for FY 2006 State Community Development Block Grant Funds, certifying that said application(s) meet the community's previously identified housing and community development needs and the requirements of the state CDBG program, and authorizing all actions necessary to implement and complete the activities outline in said application.**

6.A DISCUSSION, CONSIDERATION, AND POSSIBLE SELECTION OF EXTERIOR COLORS FOR THE NEW MARSHAL'S FACILITY.

- 6.B DISCUSSION, CONSIDERATION, AND POSSIBLE DIRECTION TO STAFF REGARDING THE EXISTING WELL LOCATED AT THE NEW MARSHAL'S FACILITY SITE.**
- 6.C DISCUSSION, CONSIDERATION, AND POSSIBLE APPROVAL OF A CHANGE ORDER IN THE AMOUNT OF \$1,942 TO REPLACE DETERIORATED ROOF SHEATHING AND TO SECURE EXISTING ROOF SHEATHING ON THE NEW MARSHAL'S FACILITY.**
7. **Presentation by Chamber of Commerce Executive Director Roy Gugliotta on the Arizona Office of Tourism (AOT) Teamwork for Effective Arizona Marketing (TEAM) Grant funding. This may be followed by discussion, consideration, and possible approval of MATCHING funds for AOT's TEAM Grant program in the amount of \$30,000 AND AN ADDITIONAL \$36,000 TO FUND THE SALARY OF A MARKETING/TOURISM STAFF MEMBER. \$66,000 IS UNBUDGETED, BUT if approved, this amount will be budgeted in the Fiscal Year 2006/07 budget.**
8. **Discussion, consideration, and possible approval to partner with Camp Verde High School and the Main Street Merchants on the 2006 Main Street Stampede.**
9. **Discussion, consideration, and possible approval to purchase a used one-ton bucket truck at auction. This is a budgeted item to be divided between Parks and Street Departments.**
10. **Discussion, consideration, and possible direction to staff to proceed with the creation of a Housing Authority or a Housing Department.**
11. **Discussion, consideration, and possible approval to purchase advertising space in the Camp Verde Chamber of Commerce Directory from Hulett Publishing, Inc. The amount to be determined is unbudgeted from the General Fund Contingency.**
- 11.A DISCUSSION, CONSIDERATION, AND POSSIBLE DIRECTION TO STAFF TO SIGN A CHANGE ORDER WITH SWCA TO FULFILL THE COCONINO FOREST SERVICE REQUIREMENT TO PROVIDE A HARD COPY OF THE BIOLOGICAL AND ARCHAEOLOGICAL SURVEY REPORT FOR THE CAMP VERDE PARK AND TRAILHEAD PROJECT #7794. The anticipated cost of \$2,500 is unbudgeted and will come from Park Contingency.**
12. **Review, discussion, and consideration of proposed changes to the Town Code, and possible direction to staff prepare an ordinance adopting the changes.**
13. **Counsel briefing on the status of the Millwood Subdivision Final Plat approval. Note: Council may vote to go into executive session pursuant to ARS §38-431.A(3) for discussion or consultation for legal advice with the attorney and §38-431.A(4) for discussion or consultation with the attorney in order to consider its position and instruct its attorney regarding Council's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation.**
14. **Call to the Public for Items not on the Agenda.**
- There will be no Public Input on the following items:**
15. **Advanced Approvals of Town Expenditures**
16. **Manager/Staff Report**

17. **Council Informational Reports** Individual members of the Council may provide brief summaries of current events and activities. These summaries are strictly for informing the public of such events and activities. The Council will have no discussion, consideration, or take action on any such item, except that an individual Council member may request that the item be placed on a future agenda.

18. **Adjournment**

Posted by: _____

Date/Time: _____

Note: Pursuant to A.R.S. §38-431.03.A.2 and A.3, the Council may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.

The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.

RESOLUTION 2003-568

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA, ESTABLISHING A POLICY ADOPTING A CODE OF ETHICS

WHEREAS, it is critical to the successful operation of any public or private organization and agency that rules, standards or norms be established to define the roles, responsibilities and expectations of the governing board and staff in the operation of the organization, and

WHEREAS, the establishment of rules, standards or norms by Council will promote understanding and trust among members of Council, Boards, Commissions and Committee members concerning their roles, responsibilities and expectations for the operation of the Town, and

WHEREAS, periodic review will assist each new member of Council Boards, Commissions and Committees to better understand his or her responsibility and role,

NOW THEREFORE THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE RESOLVE AS FOLLOWS:

1. To place this Code of Ethics in the Town's pending Policies and Procedures Manual as a public document:

PART I. TOWN COUNCIL, BOARDS, COMMISSIONS AND COMMITTEES RELATIONS

Section 1. Town Council, Boards, Commissions and Committees Relations with Town Staff

- A. There will be mutual respect from staff and Council, Board, Commission and Committee members of their respective roles and responsibilities when and if expressing criticism in public session.
- B. Town staff acknowledges Council's role as policy makers and the Town Council, Boards, Commissions and Committees acknowledges staff's role as responsible for administering the Council's policies.

- C. Requests for information or questions by the Town Council to staff will be directed to the Town Manager, Town Attorney, Town Clerk or Department Managers.
- D. Requests for information or questions by Boards, Commissions and Committees to staff will be directed to the appropriate affiliated Department Head.

Section 2. Town Council Relations with Town Commissions, Boards and Committees and Council Member Representation to Other Agencies and Organizations

- A. Members of the Town Council, will not use their power of office to attempt to influence or publicly criticize commission, board or committee recommendations or influence or lobby individual commission, board or committee members on any item while under their consideration. It is important for commissions, boards and committees to be able to make objective recommendations to the Town Council on items before them.
- B. Individual Council members will have the right to attend commission, board, committee or Town staff meetings but not to speak or become involved in meeting discussions unless the Council member is the liaison to that commission, board or committee or has been invited to attend a Town staff meeting because of the Council member's expertise. Council members are allowed to address the board as a citizen during the public comment portion of the agenda.
- C. If a Council member appears before another government agency or organization to give a statement on an issue affecting the Town, the Council member should first indicate the majority position and opinion of the Council, if known or previously discussed. Personal opinions and comments may be expressed only if the Council member clarifies that these statements do not represent the position of the Town Council.

PART II. CODE OF ETHICS

The Camp Verde Town Council believes that citizens and businesses are entitled to fair, ethical and accountable local government. To this end, the Camp Verde Town Council has established a Code of Ethics for its members. Members include the Town Council and the Town's commissions, boards and committees. This Code assures public

confidence in the integrity of local government and its effective and fair operations, and therefore the members will:

- A. Act in the Public Interest. Recognizing that stewardship of the public interest must be their primary concern, members will work for the common good of the people of the Town of Camp Verde and not for any private or personal interest, and they will assure fair and equal treatment of all persons, claims and transactions coming before the Town Council, commissions, boards and committees
- B. Comply with the Law. Members will comply with the laws of the nation, the State of Arizona and the Town of Camp Verde in the performance of their public duties. These laws include, but are not limited to, the United States and Arizona Constitutions, the Camp Verde Town Code and Policies, laws pertaining to conflicts of interest, election campaigns, financial disclosure and the public open meeting law.
- C. Conduct of Members. The professional and personal conduct of members must be above reproach and avoid even the appearance of impropriety. Members will refrain from abusive conduct, personal charges or verbal attacks upon the character or motives of other members of the Council, commissions, boards, committees, staff and the public.
- D. Respect for Process. Members will perform their duties in accordance with the processes and rules of order established by the Town Council and commissions, boards and committees governing the deliberation of public policy issues, meaningful involvement of the public in public hearings, and implementation of policy decisions of the Town Council by Town staff.
- E. Conduct of Public Meetings. Members will prepare themselves for public issues, listen courteously and attentively to all public discussions before the body, and focus on the business at hand. They will refrain from interrupting other speakers, making personal comments not germane to the business of the body, or otherwise interfering with the orderly conduct of business.
- F. Decisions Based on Merit. Members will base their decisions on the merits and substance of the matter at hand, rather than on unrelated considerations.
- G. Communication. Members will publicly share substantive information that is relevant to a matter under consideration by the

Council, commissions, boards or committees, which they may have received from sources outside of the public decision-making body.

H. Conflict of Interest. In order to assure their independence and impartiality on behalf of the common good, members will not use their official positions to influence government decisions in which they have a material financial interest or a relationship that may give the appearance of a conflict of interest.

Members will abstain from participating in deliberations and decision-making where conflicts may exist as defined under Arizona statutes. Members should discuss any issues of conflict of interest with the Town Attorney.

I. Gifts and Favors. Members will not take any special advantage of services or opportunities for personal gain, by virtue of their public office, which is not available to the public in general. They will refrain from accepting any gifts, favors or promises of future benefits that might compromise their independence of judgment or action or give the appearance of being compromised.

J. Confidential Information. Members will respect the confidentiality of information concerning the property, personnel or affairs of the Town. They will not disclose confidential information without proper legal authorization or Council majority approval. They will not use such information to advance their personal, financial or other private interests.

K. Use of Public Resources. Members will not use public resources unavailable to the public in general, such as Town staff time, equipment, supplies or facilities for private gain or personal purposes.

L. Representation of Private Interests. In keeping with their role as stewards of the public interest, Council members will not appear on behalf of private interests of third parties before the Council or any commission, board or committee or proceeding of the Town, nor will members of commissions, boards and committees appear before their own bodies or before the Council on behalf of the private interests of third parties on matters related to the areas of service of their bodies.

M. Advocacy. Members will represent the official policies or positions of the Town Council, commissions, boards or committees to the best of their ability when designated as delegates for this purpose. When presenting their individual opinions and positions, members will explicitly

state they do not represent the Town of Camp Verde, nor will they infer that they do.

N. Policy Role of Members. Members will respect and adhere to the Council-Manager structure of government as outlined in the Camp Verde Town Code. In this structure, the Town Council determines the policies of the Town with the advice, information and analysis provided by the public, commissions, boards, committees and staff.

Except as provided by the Camp Verde Town Code, members therefore will not interfere with the administrative functions of the Town or the professional duties of Town staff, nor will they impair the ability of staff to implement Council policy decisions.

O. Independence of Commission, Boards and Committees. Because of the value of the independent advice of commissions, boards, and committees to the public decision-making process, Council members will refrain from using their position to unduly influence the deliberations or outcomes of commission, board and committee proceedings.

P. Positive Work Place Environment. Members will support the maintenance of a positive and constructive work place environment for Town employees and for citizens and businesses dealing with the Town. Members will recognize their special role in dealing with Town employees to in no way create the perception of inappropriate direction to staff.

Q. Implementation. As an expression of the standards of conduct for members expected by the Town, the Camp Verde Code of Ethics is intended to be self-enforcing. It therefore becomes most effective when members are thoroughly familiar with it and embrace its provisions.

For this reason, ethical standards will be included in the regular orientations for candidates for Town Council, applicants to boards, commissions and committees, and newly elected and appointed officials.

PART III. COMPLIANCE AND ENFORCEMENT

Compliance and Enforcement. This resolution expresses standards of conduct expected for members of the Camp Verde Town Council, commissions, boards, and committees. Members themselves have the primary responsibility to assure that standards are understood and met,

and that the public can continue to have full confidence in the integrity of government.

The chairs of commissions, boards, and committees and the Mayor have the additional responsibility to intervene when actions of members that appear to be in violation of this resolution are brought to their attention. They will find out more details about the alleged conduct and present the Town Council with a memo detailing the findings. Any Town council member may then ask that the item be placed on the Council agenda.

The Town Council may impose sanctions on members whose conduct does not comply with the Town's standards, such as reprimand, formal censure, loss of seniority or committee assignment, or budget restrictions.

A violation of this resolution will not be considered a basis for challenging the validity of Council, commission, board, or committee decisions.

PASSED AND APPROVED by a majority vote of the Town Council of Camp Verde, Arizona, this 16 day of July 2003.

Approved as to Form:

Julie M. Kriegh v.h.
Julie M. Kriegh, Town Attorney

Date: July 16, 2003

Mitch Dickinson
Mitch Dickinson, Mayor

Attest:

Deborah Barber
Deborah Barber, Town Clerk

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18. **Adjournment**

Posted by: *O Jones*

Date/Time: *2-14-06 10:45 a.m.*

Note: Pursuant to A.R.S. §38-431.03.A.2 and A.3, the Council may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.

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STAFF REPORT

Council Meeting of: February 15, 2006

TITLE: Discussion, consideration, and possible selection of the exterior colors of the new Marshal's Office.

Description of item;

The project manager has advised that all building materials are in short supply. Because of this, a decision needs to be made as soon as possible so materials can be ordered. The current concern in question is the specific colors for the window trim, exterior stucco walls, and block walls.

Staff Recommendations: Councils preference

Comments: None

Attachments: Yes No

Prepared by: David R. Smith

STAFF REPORT

Council Meeting of: February 15, 2006

TITLE: Discussion, consideration, and possible decision relating to the well at the new Marshal's Office.

Description of item;

The property at the new marshal's office facility has an existing well site. The well can be capped for approximately \$500

or

for approximately \$3000 we can repair the well and use it to provide water for landscaping.

Staff Recommendations: Councils preference

Comments: None

Attachments: Yes No

Prepared by: David R. Smith

STAFF REPORT

Council meeting of: February 15, 2006

Title: Discussion, consideration, and possible direction to staff to sign a change order with SWCA's in the amount of \$2,500.00 to fulfill Coconino Forest Service's requirement to provide a hard copy of the biological and archeological survey report for the Camp Verde Park and Trailhead Project #7794. The amount is unbudgeted funds and will come from park contingency.

Budgeted item: NO

Description of Item: The Coconino Forest Service requested that SWCA include biological and archeological survey report referenced citations in hard copy.

Staff Recommendation: Direct staff to sign change order.

Comments: This change order is necessary to complete the archeological study.

Attachments: Yes – Attached is an explanation from Bill Leibfried why the hard copy of subject biological and archaeological survey report was not a part of the original agreement.

Prepared by: Bill Lee

Bill Lee

From: "Bill Leibfried" <bleibfried@swca.com>
To: "Bill Lee (E-mail)" <blee@cvaz.org>
Sent: Tuesday, February 07, 2006 9:15 AM
Subject: admin record info

Bill

Judy Adams at Coconino NF is requiring SWCA to add copies of all references included in the Biological Assessment and cultural resource reports. This will require an out of scope level of effort to complete. The level of compliance for Admin records for NEPA compliance has increased recently (after our contract with CV). Many Feds are pushing for this level of effort due to increased public scrutiny and law suits. Our original scope was for a simple index of the admin record, which was what they had done on all our past EAs with the forest. This level of effort was what we based our cost estimate to CV on.

What she wants is SWCA to make copies of all documents not publicly available that were used to support conclusions in these documents. There are about 50 such documents. SWCA will have to get the docs (file search, library search), then copy them all, then add them to the Admin record.

I hope this helps. Let me know if you need more info.

thanks

Bill

Bill Leibfried
Senior Consultant/Scientist
SWCA Environmental Consultants, Inc.
114 North San Francisco St. Suite 100
Flagstaff, Arizona 86001

Sound Science Creative Solutions

928-774-5500 voice
928-779-2709 fax
928-853-1758 mobile

www.swca.com



Flagstaff Office
 114 N. San Francisco St. Suite 100
 Flagstaff, AZ 86001
 Tel 928-774-5500 Fax 928-779-2709
 www.swca.com

24 January 2005

Mr. Bill Lee
 Town of Camp Verde
 P.O. Box 710
 Camp Verde, Arizona 86322
 Via e-mail: blee@campverde-az.gov (no hard copy to follow)

Re: Change Order #4/ SWCA Project No. 7794-Camp Verde Park and Trailhead NEPA

Mr. Lee:

Per our discussion yesterday I am requesting this change order for additional out-of-scope services to finalize the administrative record for the Camp Verde Park EA. The Coconino Forest has requested that SWCA include all referenced citations in hard copy that were included in the biological and archaeological survey report. This will require labor and photocopy costs to locate, copy, and append to the project record.

The cost for this additional work as required by the Coconino Forest is \$2,500.00. If you find this scope of work and cost acceptable, please indicate by printing out and signing this letter below and returning it to our Flagstaff office. For your convenience, a fax copy of this letter signed by you will be accepted as an original. This approved cost and change in scope will be added to and billed under our existing contract.

If you have any questions, please do not hesitate to give me a call at (928) 774-5500.

Sincerely,

Bill Leibfried
 Project Manager

My signature below indicates agreement to increase the amount of our current Not-to Exceed (NTE) contract with SWCA by \$2,500.00 for the services specified in this change order.

Printed Name

Signature

Date

STAFF REPORT

Council meeting of: February 15, 2006

Title: Discussion, consideration, and possible direction to staff to sign a change order in the amount of \$1,942.00 to replace deteriorated roof sheathing and to nail existing roof sheathing more securely on the new Marshal's facility roof so the building meets current International Building Codes.

Budgeted item: No

Description of Item: To meet building safety codes the roof in this facility needs to be repaired.

Staff Recommendation: None

Comments: None

Attachments: Yes

Prepared by: Bill Lee/cjb



Amon Builders, Inc
General Building Contractor

Eagle Springs Professional Plaza
903 E. Hwy. 260, Suite 6
Payson, Arizona 85541

Office (928) 474-0689
FAX (928) 474-8818
www.amonbuilders.com

FIELD CHANGE ORDER

SEND COPIES TO:

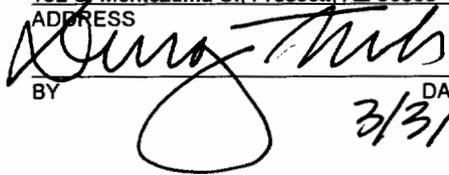
OWNER	ARCHITECT	CONTRACTOR	PROJECT MANAGER
PROJECT: (name, address)	Camp Verde Marshal's Facility 646 S. 1 st Street Camp Verde, AZ 86322	FIELD CHANGE ORDER NO: 2524-FCO 2	DATE: Feb. 1, 2006
TO ARCHITECT: (name, address)	Stroh Rogers Architects, Inc. 132 S. Montezuma St. Prescott, AZ 86303	ARCHITECTS PROJECT NO: 04137	CONTRACT DATE: July 11, 2005
		CONTRACT FOR: Prime Contract	

DATE WORK COMPLETED:

Request For Change As Follows:

Amon Builders is informing the Architect and Owner of the following: Since we started removing the existing asphalt shingles from the roof of the building we have found numerous sheets of the roof sheathing that will need to be replaced due to deterioration. Amon Builders had also noticed that the existing roof sheathing that is down has never been nailed down properly. The entire roof will need to be gone over thoroughly and be re-nailed to pass local codes. The replacement costs will be done on a time and material basis. Please sign on the appropriate lines below for your approval.

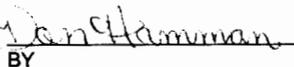
Stroh Rogers Architects, Inc.
ARCHITECT
132 S. Montezuma St. Prescott, AZ 86303
ADDRESS

BY  DATE 3/3/06

Town of Camp Verde
OWNER
473 S. Main St. Camp Verde, AZ 86322
ADDRESS

BY _____ DATE _____

Amon Builders, Inc.
CONTRACTOR
903 E HWY 260, Ste. 6, Payson, AZ 85541
ADDRESS

BY  DATE Feb. 12, 2006

Progressive Roofing
SUBCONTRACTOR
23 N. 35th Ave. Phoenix, Ariz. 85009
ADDRESS

BY _____ DATE _____

Cc: Mike Huesman Project Superintendent
Amon Builders Inc.



Amon Builders, Inc
General Building Contractor

Eagle Springs Professional Plaza
903 E. Hwy. 260, Suite 6
Payson, Arizona 85541

Office (928) 474-0689
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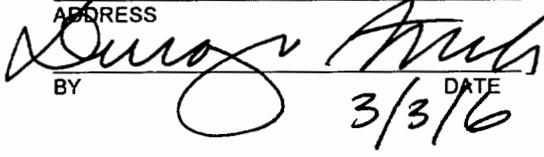
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Request For Change As Follows:

Amon Builders is informing the Architect and Owner of the following: Since we started removing the existing asphalt shingles from the roof of the building we have found numerous sheets of the roof sheathing that will need to be replaced due to deterioration. Amon Builders had also noticed that the existing roof sheathing that is down has never been nailed down properly. The entire roof will need to be gone over thoroughly and be re-nailed to pass local codes. The replacement costs will be done on a time and material basis. Please sign on the appropriate lines below for your approval.

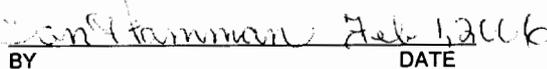
Stroh Rogers Architects, Inc.
ARCHITECT
132 S. Montezuma St. Prescott, AZ 86303
ADDRESS

BY  DATE 3/3/06

Town of Camp Verde
OWNER
473 S. Main St. Camp Verde, AZ 86322
ADDRESS

BY _____ DATE _____

Amon Builders, Inc.
CONTRACTOR
903 E HWY 260, Ste. 6, Payson, AZ 85541
ADDRESS

BY  DATE Feb 12 2006

Progressive Roofing
SUBCONTRACTOR
23 N. 35th Ave. Phoenix, Ariz. 85009
ADDRESS

BY _____ DATE _____

Cc: Mike Huesman Project Superintendent
Amon Builders Inc.



Amon Builders, Inc
General Building Contractor

Office (928) 474-0689
FAX (928) 474-8818
www.amonbuilders.com

Eagle Springs Professional Plaza
903 E. Hwy. 260, Suite 6
Payson, Arizona 85541

CHANGE ORDER

PROJECT: Camp Verde Marshal's Facility
(name, address) 646 S. 1st Street
Camp Verde, Ariz. 86322

CHANGE ORDER NO: 2524-CO#2

DATE: Feb. 1, 2006

TO CONTRACTOR: Amon Builders, Inc.
(name, address) 903 E. Hwy. 260, Suite 6
Payson, AZ 85541

ARCHITECTS PROJECT NO:

CONTRACT DATE: July 11, 2005

CONTRACT FOR: Prime Contract

The Contract is changed as follows:

For additional costs related to supplying and installing (3) exterior freeze proof hose bibs. There were no exterior hose bibs called out for on the original bid documents.

Roper Plumbing Mat. Costs:	\$523.00
Roper Plumbing Labor Costs:	\$998.00
Roper Plumbing Overhead & Profit:	<u>\$228.00</u>
SUBTOTAL	\$1,749.00
Amon Builders Inc. 5% Overhead & Profit:	\$88.00
Tax & Bond	<u>\$105.00</u>
TOTAL COST OF THIS CHANGE ORDER	\$1,942.00

The Original (Contract Sum) (Guaranteed Maximum Price) was	\$1,210,798.00
Net change by previously authorized Change Orders	\$183,168.00
The (Contract Sum) (Guaranteed Maximum Price) prior to this Change Order was	\$1,393,966.00
The (Contract Sum) (Guaranteed Maximum Price) will be (increased) (decreased) (unchanged) by this Change Order in the amount of	\$1,942.00
The new (Contract Sum) (Guaranteed Maximum Price) including this Change Order will be	\$1,395,908.00

The Contract Time will be (increased) (decreased) (unchanged) by.
The date of Substantial Completion as of the date of the Change Order therefore is

Amon Builders, Inc.
CONTRACTOR
903 E. Hwy. 260, Suite 6, Payson, AZ 85541
ADDRESS
BY Don S. Hamman DATE 2/1/06
TITLE Project Manager

Town of Camp Verde
OWNER
P.O. Box 710, Camp Verde, AZ 86322
ADDRESS
BY _____ DATE _____
TITLE _____

Stroh Rogers Architects, Inc.
ARCHITECT
132 S. Montezuma Street, Prescott, Arizona 86303
ADDRESS
BY [Signature] DATE 2/4/06
TITLE _____



Amon Builders, Inc
General Building Contractor

Office (928) 474-0689
FAX (928) 474-8818
www.amonbuilders.com

Eagle Springs Professional Plaza
903 E. Hwy. 260, Suite 6
Payson, Arizona 85541

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(name, address) 903 E. Hwy. 260, Suite 6
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The new (<u>Contract Sum</u>) (Guaranteed Maximum Price) including this Change Order will be	\$1,395,908.00

The Contract Time will be (increased) (decreased) (unchanged) by.
The date of Substantial Completion as of the date of the Change Order therefore is

Amon Builders, Inc.
CONTRACTOR
903 E. Hwy. 260, Suite 6, Payson, AZ 85541
ADDRESS
BY *Dan Hammann* DATE 2/1/06
TITLE Project Manager

Town of Camp Verde
OWNER
P.O. Box 710, Camp Verde, AZ 86322
ADDRESS
BY _____ DATE _____
TITLE _____

Stroh Rogers Architects, Inc.
ARCHITECT
132 S. Montezuma Street, Prescott, Arizona 86303
ADDRESS
BY *Steve Smith* DATE 2/4/06
TITLE _____

AGENDA



**REGULAR SESSION
MAYOR and COMMON COUNCIL
TOWN OF CAMP VERDE
COUNCIL CHAMBERS
473 S. Main Street, Room #106
WEDNESDAY, FEBRUARY 15, 2006
at 6:30 P.M.**

1. **Call to Order**

As a reminder, if you are carrying a cell phone, pager, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption of tonight's meeting.

2. **Roll Call**

3. **Pledge of Allegiance**

4. **Consent Agenda** – All those items listed below may be enacted upon by one motion and approved as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Council requests.

a) **Approval of the Minutes:**

- 1) Executive Session – February 1, 2006
- 2) Special Session – February 7, 2006
- 3) Council/Staff Retreat – January 27, 2006

b) **Set Next Meeting, Date and Time:**

- 1) Council Hears P&Z – February 22, 2006 at 6:30 p.m.
- 2) Regular Session – March 1, 2006 at 6:30 p.m.
- 3) Work Session – March 8, 2006 at 6:30 p.m.
- 4) Regular Session – March 15, 2006 at 6:30 p.m.
- 5) Council Hears P&Z – March 22, 2006 at 6:30 p.m.
- 6) Council Special Session – March 30, 2006 at 6:30 p.m.

c) **Possible recommendation of approval of Special Event Liquor Licenses for the purposes of Fund Raising for the American Legion Auxiliary Unit #93 for the following dates: March 11, 2006 and May 5, 2006.**

d) **Possible approval of Proclamation declaring February 19th – 25th as Arizona Adult Literacy Week.**

5. **Call to the Public for Items not on the Agenda.**

6. **Discussion, consideration, and possible approval of Resolution 2006-674, a resolution of the Town of Camp Verde, Yavapai County, Arizona authorizing the submission of an application(s) for FY 2006 State Community Development Block Grant Funds, certifying that said application(s) meet the community's previously identified housing and community development needs and the requirements of the state CDBG program, and authorizing all actions necessary to implement and complete the activities outline in said application.**

7. **Presentation by Chamber of Commerce Executive Director Roy Gugliotta on the Arizona Office of Tourism (AOT) Teamwork for Effective Arizona Marketing (TEAM) Grant funding. This may be followed by discussion, consideration, and possible approval of funding for AOT's TEAM Grant program in the amount of \$66,000 in the 2006/07 budget. If approved, this amount will be budgeted in the Fiscal Year 2006/07 budget.**

8. **Discussion, consideration, and possible approval to partner with Camp Verde High School and the Main Street Merchants on the 2006 Main Street Stampede.**
9. **Discussion, consideration, and possible approval to purchase a used one-ton bucket truck at auction.** This is a budgeted item to be divided between Parks and Street Departments.
10. **Discussion, consideration, and possible direction to staff to proceed with the creation of a Housing Authority or a Housing Department.**
11. **Discussion, consideration, and possible approval to purchase advertising space in the Camp Verde Chamber of Commerce Directory from Hulett Publishing, Inc.** This amount to be determined is unbudgeted from the General Fund Contingency.
12. **Review, discussion, and consideration of proposed changes to the Town Code, and possible direction to staff prepare an ordinance adopting the changes.**
13. **Counsel briefing on the status of the Millwood Subdivision Final Plat approval.** Note: Council may vote to go into executive session pursuant to ARS §38-431.A(3) for discussion or consultation for legal advice with the attorney and §38-431.A(4) for discussion or consultation with the attorney in order to consider its position and instruct its attorney regarding Council's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation.
14. **Call to the Public for Items not on the Agenda.**

There will be no Public Input on the following items:

15. **Advanced Approvals of Town Expenditures**
16. **Manager/Staff Report**
17. **Council Informational Reports** Individual members of the Council may provide brief summaries of current events and activities. These summaries are strictly for informing the public of such events and activities. The Council will have no discussion, consideration, or take action on any such item, except that an individual Council member may request that the item be placed on a future agenda.
18. **Adjournment**

Posted by: 

Date/Time: 2-10-06 8:45 a.m.

Note: Pursuant to A.R.S. §38-431.03.A.2 and A.3, the Council may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.

The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.

**MINUTES
SPECIAL SESSION
MAYOR and COMMON COUNCIL
Of the
TOWN OF CAMP VERDE
COUNCIL CHAMBERS
Tuesday, February 7, 2006
6:30 p.m.**

Minutes are a summary of the actions taken. They are not verbatim.
Public input is placed after Council motions to facilitate future research.
Public input, where appropriate, is heard prior to the motion.

1. **Call to Order**
The meeting was called to order at 6:30 p.m.

2. **Roll Call**
Mayor Gioia, Vice Mayor Baker, Councilors Hauser, Smith, Kovacovich, Parrish and Parry were present.

Also Present: Town Manager Bill Lee, Town Attorney Bill Sims, Deputy Town Clerk Virginia Jones, and Recording Secretary Margaret Harper.

3. **Pledge of Allegiance**
The Pledge was led by Kovacovich.

4. **Discussion, review and possible action regarding 90 day probationary period for the Town Manager.**
On a motion by Baker, seconded by Smith, the Council voted unanimously to continue this item until March 30, 2006, in order to have time to do the reevaluation.

When it was moved that the subject item be continued to a date late in March, after a brief discussion the date of March 30th was agreed upon. Attorney Sims confirmed that further discussion of the item could continue at this time; there was none, and the public was then invited to speak.

PUBLIC INPUT

Jerry Tobish, owner of the two Ancient Bear Galleries in Camp Verde, said that the only reason he has those stores in town is because of Bill Lee; Mr. Tobish described how Lee persuaded him to locate in the town. Mr. Tobish also mentioned other businesses that he personally persuaded to come to the town, based on promises from Lee, and said that those promises have been kept.

Tap Parsons requested that the Council take a good look at Bill Lee's ability and accomplishments before considering termination of employment.

Mitch Dickinson credited Bill Lee with major accomplishments since he took over as Manager for the town. In summary, those accomplishments included successfully handling problems with the Main Street Beautification project that had existed, contributing to the increase in tax revenues, the Coury annexation that created much-needed manna for the Town, helped envision and implement financial plans through his guidance and direction, and helped promote economic development with vision and energy, developing relationships with people who have brought the town what was needed. Dickinson challenged the Council to find any other manager anywhere who could have accomplished what Lee did for economic development in such an easy-going manner and at no expense to the Town of Camp Verde. The economic development through special events, especially the two that have earned statewide acclaim, are directly due to Mr. Lee and his ability to motivate his staff. Dickinson feels that what is happening is a personal vendetta,

and he outlined actions and phone calls that he believes were for the purpose of trying to find some criminal damage, or criminal intent, at an expense of approximately \$2500. Since the report from the Attorney General's office has not been made public, Dickinson suggested that Gioia is still sitting on the results, and obviously there has been no ruling of criminal intent. Dickinson defended the Ramada project as a good one. Dickinson requested that the Council do its hiring or firing in a straightforward, honest manner with maturity and honor, without the backbiting, mudslinging campaign that has gone on too far. Dickinson also commented on the petition and what he felt may have been Gioia's participation in it. Dickinson took exception to a comment from Parrish during a conversation with Dickinson's mother, that he (Parrish) "never liked Bill Lee since the day he come to Town." As for the portion of the Wischmeyer proceeding coming up in two weeks, it is absolutely vital that Bill Lee be available to testify as the Town star witness and to defend the Town. Dickinson summarized Lee's fine qualities, saying that his track record speaks for itself and that there is no valid reason based on job performance to let the man go.

Councilor Parry, as "the new guy." then held a brief conversation with Dickinson asking when the Ramada started and why it took so long.

Danny Parker said that Bill Lee brought the crowdads event to Camp Verde, put the Town on the map, and has done a lot. Parker commented on Parrish saying that he is all for getting rid of Lee based on the problems with the building purchased for the Marshal's Office. Parker said that Lee has done nothing but good for the Town, letting him go would be letting a lot of Camp Verde go. Parker insisted that since Parry is so new he is not qualified to make a judgment regarding the Town Manager who has been doing a good job.

Teresa Tobish, the wife of Jerry Tobish, said that in her experience and profession a person who makes mistakes is a person who is doing his job; someone who puts his head, foot and heart out to do something to make it better will make a mistake. In this world nobody is perfect. She urged the Council to look at what the man has done, not what he has not done; he is trying to make Camp Verde better and helping merchants to succeed.

Lynda Moore said that Bill Lee has accomplished more for the Town in his eight years than she has seen in the 30 years she has lived here. As a department head, she assured the Council that the dedication of the staff in the Parks & Recreation Department is not to them, but to Bill Lee, adding that she believes he has more integrity than any man in this room.

Robert Foreman agreed that no one, including Bill Lee, is perfect, and that anyone who walks into a new job will make mistakes; the only person who never makes mistakes is one who never tries to do anything. Lee is genuinely concerned about the people and interested in the future of Camp Verde. There is a learning curve on any job; Foreman suggested that whichever one of the members sitting on Council feels that he or she has never made a mistake in trying to do their job should be the one who makes the motion to terminate Mr. Lee.

Jim Bullard urged the Council to listen to what the people have to say.

Jeremy Bach commented on Bill Lee doing a great job for the town and bringing economy to the town, and referred to an article in the newspaper that Witt wrote that fits the situation nicely. Lee is good for the town; try to work things out and judge a person on merit, not on a couple of mistakes.

Wally Dickinson said he has been working for the town almost 17 years, and has never known a Town Manager who worked harder or who had a better heart; nobody is perfect.

Beck Hubbell said he wanted to address Councilor Parry's question about why the Ramada took so long; Perry interrupted, denying that was his question. Hubbell described how salvage

material had been used to help construct the Ramada, with the help of many volunteers. Hubbell also commented that neither Parrish nor Gioia had participated in the project.

Alex Wilson, of the Edward Jones Investment Office, described how Lee had persuaded him to get into volunteering for the Town, first as a Parks & Recreation Commissioner, and now also with the Chamber of Commerce, none of which would have happened if it were not for Bill Lee. The Chamber is trying to get business owners pulling together; Wilson would like to see the whole Town pull together. Bill is the kind of guy that is needed for that; it would be a mistake to get rid of him.

There was no further public input.

5. **Discussion, review and possible action regarding Town policies concerning the implementation of the open meeting laws.**

Staff was directed to itemize what may be discussed, leaving it open for further points that may come up in that discussion, yet giving the public an idea of what Council and staff may be working on in the retreats.

There was comment that the Council had received recommendations from past Town Attorneys to not prepare agendas. In light of recent input, however, it was requested that the Clerk, Manager and Attorney address any items that may be discussed in retreats by the Town Council and/or the staff, so that the public is aware of what the Town Council is doing in a retreat, and that Minutes be kept as a summary of discussions that that retreat. It was also confirmed that the handling of retreats by other communities seemed to be split half and half. There was input from the Town Attorney assuring the Council that there have been many violations by other communities of the Open Meeting Law, mistakenly. Mr. Sims complimented the press for their diplomatic approach to questioning a possible violation of the Open Meeting Law, and said that the Council fully intended to comply with that Law. He suggested that the important wide-ranging free discussions that take place during retreats be followed up with directions to staff to come back with agendized action items at a subsequent meeting. The Council also commended the Press for their input and being "a watchdog" in a positive way, to help the Town.

6. **Adjournment**

On a motion by Hauser, seconded by Baker, the meeting was adjourned at 7:04 p.m.

Tony Gioia, Mayor

Margaret Harper, Recording Secretary

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 Session of the Town Council of Camp Verde, Arizona, held on the 7th day of February, 2006. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2006.

Virginia Jones, Deputy Town Clerk

**MINUTES
COUNCIL – STAFF RETREAT
DAYS INN
1640 Highway 260
FRIDAY, JANUARY 27, 2006
at 8:00 A.M.**

Minutes are a summary of the actions taken. They are not verbatim.
Input is placed after Council motion to facilitate future research.
Public input, where appropriate, is heard prior to the motion

Present: Present at the retreat were Mayor Gioia, Vice-Mayor Baker, Councilors Hauser, Smith, Parry, Kovacovich, and Parrish.

Also Present: Town Manager Bill Lee, Finance Director Dane Bullard, Community Development Director Will Wright, Planner Nancy Buckel, Judge Michael Bluff, Parks & Recreation Supervisor Lynda Moore, Marshal Dave Smith, Librarian Gerard Laurito, Deputy Clerk Virginia Jones, Grants Administrator Michael Casebier, Special Projects Coordinator Wendy Escoffier, Street Superintendent Wally Dickinson and Steve Ayres from the Bugle Newspaper.

Manager Bill Lee thanked Council and Department Heads for coming to the retreat and asked Marshal David Smith to give an update from the Marshal's Office. Dave had samples of river rock and limestone that could be used on the façade of the new facility. With a show of hands, it was agreed the majority liked the look of the limestone. Mike Parry stated he would like to work with the contractor to oversee the grouting.

Wendy Escoffier gave a PowerPoint presentation on Camp Verde Housing Needs.

Gerry Laurito showed Council and staff a conceptual of the New Library Facility. Gerry stated the facility would cost approximately \$150 a square foot.

Bill Lee gave a PowerPoint presentation regarding the proposed Community Park. The PowerPoint included what the Town would spend, depending on the cost per acre and how the Heritage Grant will help finance the park.

Quality of Life Tax was briefly discussed, Councilor Hauser gave an update of several small farms that have dissolved in the past few years.

Judge Michael Bluff gave a presentation regarding the caseload his clerk's have in comparison to other cities and Towns in the Verde Valley.

Manager Lee advised everyone the first Development Impact Fee Committee Meeting would be on Tuesday, January 31, 2006 at 6:30 in Council Chambers.

Community Development Director, Will Wright gave an update on the Buxton Report. The retail match list came up with 87 prospective businesses and has been decreased to a list of 20.

Discussion regarding State Route 260. Mayor Gioia gave an update regarding meetings he has had with other Community Mayors.

Tourism was discussed and included the Rock Building behind the Chamber of Commerce, Fort Verde State Park. It was stated the Fort has approximately 17,000 visitors a year and that number included the visitors on General Crook Days.

Manager Lee stated the Mayor had received a letter from Fred Ruskin regarding different options the Town would have in acquiring land. Lee stated Ruskin would like an answer from Council by February 10th.

Street Superintendent Wally Dickinson gave an update on the Street Department, describing all the duties they perform and reported they have 6 employees.

Deputy Clerk, Virginia Jones stated the Clerk was out of the office due to surgery and asked Council to consider web-based council meetings in the next budget year.

Grants Administrator Mike Casebier gave an update on the Grants he is currently working on.

Parks & Recreation Supervisor Lynda Moore stated the maintenance department has been working on putting the floor in the Ramada. The Parks Department has been getting ready for the upcoming Pecan and Wine Festival.

General Projects Coordinator, Wendy Escoffier stated she has been working on Storm Water Pollution Prevention, The Transit Voucher System and the Town Site Redevelopment Plan.

Tony Gioia, Mayor

Virginia Jones, Recording Secretary

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 Council-Staff Retreat, held on 27th day of January 2006. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2006.

Virginia Jones, Deputy Clerk

ARIZONA DEPARTMENT OF LIQUOR LICENSES & CONTROL

800 W Washington 5th Floor
Phoenix AZ 85007-2934
(602) 542-5141



400 W Congress #521
Tucson AZ 85701-1352
(520) 628-6595

APPLICATION FOR SPECIAL EVENT LICENSE

Fee = \$25.00 per day, for 1-10 day events only
A service fee of \$25.00 will be charged for all dishonored checks (A.R.S. § 44-6852)

PLEASE NOTE: THIS DOCUMENT MUST BE FULLY COMPLETED OR IT WILL BE RETURNED.

****APPLICATION MUST BE APPROVED BY LOCAL GOVERNMENT**

DEPT USE ONLY
LIC#

1. Name of Organization: AMERICAN LEGION AUXILIARY UNIT 93

2. Non-Profit/I.R.S. Tax Exempt Number: 86-0457211

3. The organization is a: (check one box only)

- Charitable Fraternal (must have regular membership and in existence for over 5 years)
- Civic Political Party, Ballot Measure, or Campaign Committee
- Religious

4. What is the purpose of this event? FUND RAISING

5. Location of the event: 286 S. THIRD ST. CAMP VERDE YAVAPAI 86322
Address of physical location (Not P.O. Box) City County Zip

Applicant must be a member of the qualifying organization and authorized by an Officer, Director or Chairperson of the Organization named in Question #1. (Signature required in section #18)

6. Applicant: EMBL Y K. MORGAN 4-24-42
Last First Middle Date of Birth

7. Applicant's Mailing Address: P.O. BOX 4374 CAMP VERDE AZ 86322-4374
Street City State Zip

8. Phone Numbers: (928) 567-6154 (928) 282-3737 (928) 567-9131
Site Owner # Applicant's Business # Applicant's Home #

9. Date(s) & Hours of Event: (Remember: you cannot sell alcohol before 10:00 a.m. on Sunday)

	Date	Day of Week	Hours from A.M./P.M.	To A.M./P.M.
Day 1:	<u>3-11-06</u>	<u>SATURDAY</u>	<u>6pm -</u>	<u>MIDNIGHT</u>
Day 2:	_____	_____	_____	_____
Day 3:	_____	_____	_____	_____
Day 4:	_____	_____	_____	_____
Day 5:	_____	_____	_____	_____
Day 6:	_____	_____	_____	_____
Day 7:	_____	_____	_____	_____
Day 8:	_____	_____	_____	_____
Day 9:	_____	_____	_____	_____
Day 10:	_____	_____	_____	_____

10. Has the applicant been convicted of a felony in the past five years, or had a liquor license revoked?
 YES NO (attach explanation if yes)
11. This organization has been issued a special event license for 1 days this year, including this event
(not to exceed 10 days per year).
12. Is the organization using the services of a promoter or other person to manage the event? YES NO
If yes, attach a copy of the agreement.
13. List all people and organizations who will receive the proceeds. Account for 100% of the proceeds.
THE ORGANIZATION APPLYING MUST RECEIVE 25% of the gross revenues of Alcoholic Beverage Sales.

<u>Name</u>	<u>Address</u>	<u>Percentage</u>
<u>Am. Legion Auxiliary Unit 93</u>	<u>P.O. Box 1614 Camp Verde, AZ</u>	<u>100%</u>
<u>(PROCEEDS TO BE APPLIED TO SCHOLARSHIP FUND)</u>		
<small>(Attach additional sheet if necessary)</small>		

14. Knowledge of Arizona State Liquor Laws Title 4 is important to prevent liquor law violations. If you have any questions regarding the law or this application, please contact the Arizona State Department of Liquor Licenses and Control for assistance.

NOTE: ALL ALCOHOLIC BEVERAGE SALES MUST BE FOR CONSUMPTION AT THE EVENT SITE ONLY.
"NO ALCOHOLIC BEVERAGES SHALL LEAVE SPECIAL EVENT PREMISES."

15. What security and control measures will you take to prevent violations of state liquor laws at this event?
(List type and number of security/police personnel and type of fencing or control barriers if applicable)

 # Police Fencing
2 # Security personnel Barriers

16. Is there an existing liquor license at the location where the special event is being held? YES NO
If yes, does the existing business agree to suspend their liquor license during the time period, and in the area in which the special event license will be in use? YES NO
(ATTACH COPY OF AGREEMENT)

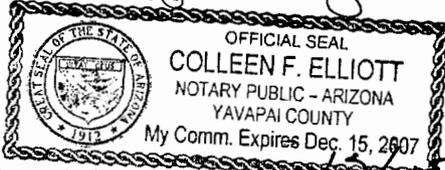
AMERICAN LEGION #93 (928) 567-6154
Name of Business Phone Number

17. Your licensed premises is that area in which you are authorized to sell, dispense, or serve spirituous liquors under the provisions of your license. The following page is to be used to prepare a diagram of your special event licensed premises. Please show dimensions, serving areas, fencing, barricades or other control measures and security positions.

THIS SECTION TO BE COMPLETED ONLY BY AN OFFICER, DIRECTOR OR CHAIRPERSON OF THE ORGANIZATION NAMED IN QUESTION #1

18. I, K. MORGAN EMBLY, declare that I am an Officer/Director/Chairperson appointing the applicant listed in Question 6, to apply on behalf of the foregoing organization for a Special Event Liquor License.

X K. Morgan Embly (Signature) PRESIDENT (Title/Position) _____ (Date) (928) 567-9131 (Phone #)



State of AZ County of Yavapai
The foregoing instrument was acknowledged before me this

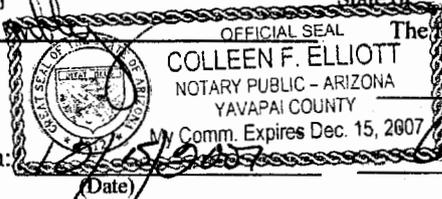
31 Day Jan Month 2006 Year

My Commission expires on: 12/15/2007 (Date) Colleen F Elliott (Signature of NOTARY PUBLIC)

THIS SECTION TO BE COMPLETED ONLY BY THE APPLICANT NAMED IN QUESTION #6

19. I, K. MORGAN EMBLY, declare that I am the APPLICANT filing this application as listed in Question 6. I have read the application and the contents and all statements are true, correct and complete.

X K. Morgan Embly (Signature) _____ (Date) _____ (Date) _____ (Date) _____ (Date)
State of AZ County of Yavapai
The foregoing instrument was acknowledged before me this



31 Day Jan Month 2006 Year

My commission expires on: 12/15/2007 (Date) Colleen F Elliott (Signature of NOTARY PUBLIC)

You must obtain local government approval. City or County MUST recommend event & complete item #20. The local city or county jurisdiction may require additional applications to be completed and additional licensing fees before approval may be granted.

LOCAL GOVERNING BODY APPROVAL SECTION

20. I, _____ (Government Official) _____ (Title) hereby recommend this special event application on behalf of _____ (City, Town or County) _____ (Signature of OFFICIAL) _____ (Date)

FOR DLLC DEPARTMENT USE ONLY

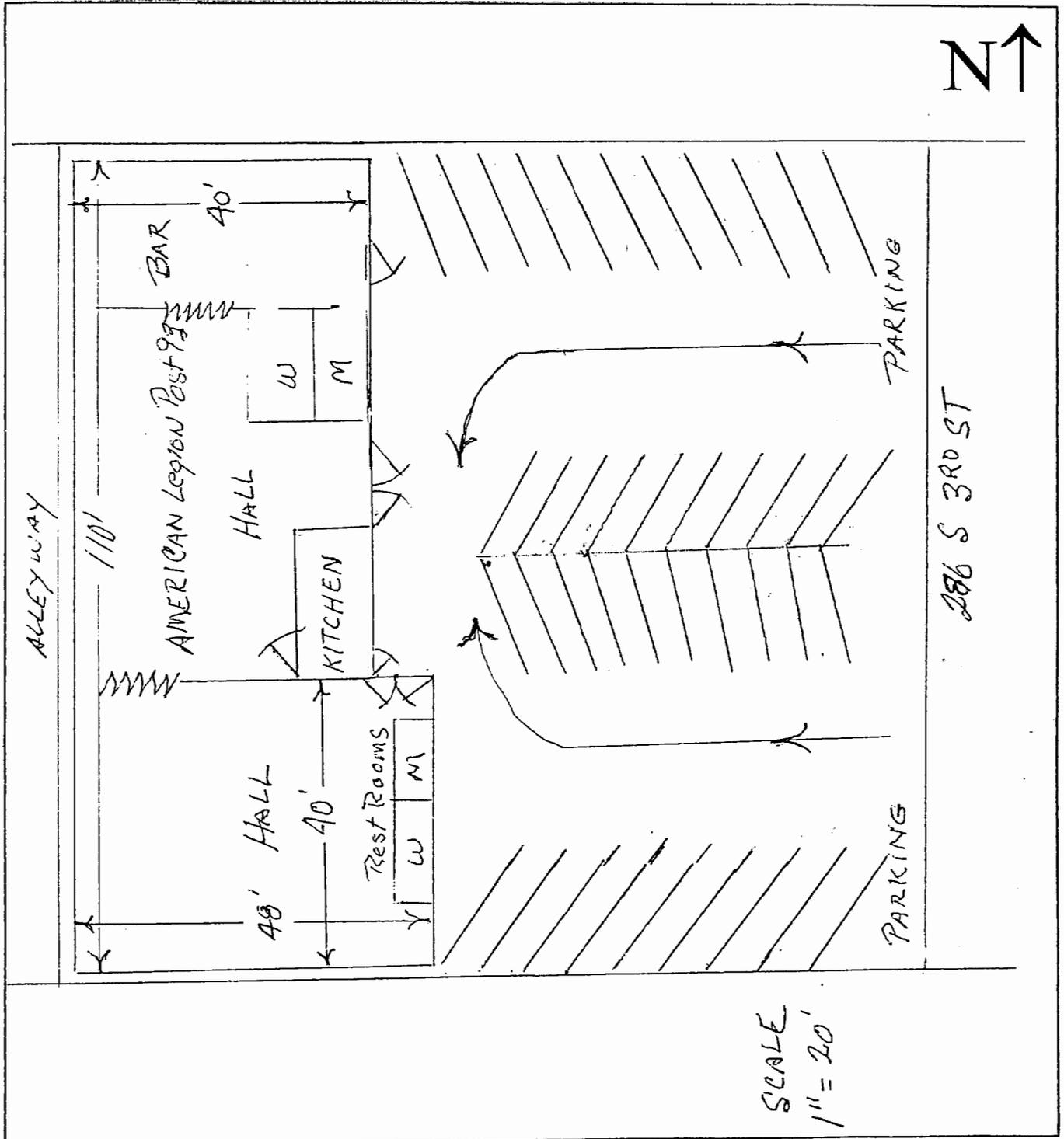
Department Comment Section:

(Employee) (Date)

APPROVED DISAPPROVED BY: _____ (Title) _____ (Date)

SPECIAL EVENT LICENSED PREMISES DIAGRAM
(This diagram must be completed with this application)

Special Event Diagram: (Show dimensions, serving areas, and label type of enclosure and security positions)
NOTE: Show nearest cross streets, highway, or road if location doesn't have an address.



ARIZONA DEPARTMENT OF LIQUOR LICENSES & CONTROL

800 W Washington 5th Floor
Phoenix AZ 85007-2934
(602) 542-5141



400 W Congress #521
Tucson AZ 85701-1352
(520) 628-6595

APPLICATION FOR SPECIAL EVENT LICENSE

Fee = \$25.00 per day, for 1-10 day events only
A service fee of \$25.00 will be charged for all dishonored checks (A.R.S. § 44-6852)

PLEASE NOTE: THIS DOCUMENT MUST BE FULLY COMPLETED OR IT WILL BE RETURNED.

****APPLICATION MUST BE APPROVED BY LOCAL GOVERNMENT**

DEPT USE ONLY
LIC#

1. Name of Organization: AMERICAN LEGION AUXILIARY UNIT 93

2. Non-Profit/I.R.S. Tax Exempt Number: 86-0457211

3. The organization is a: (check one box only)
- Charitable
 - Fraternal (must have regular membership and in existence for over 5 years)
 - Civic
 - Political Party, Ballot Measure, or Campaign Committee
 - Religious

4. What is the purpose of this event? FUND RAISING

5. Location of the event: 286 S. THIRO ST. CAMP VERDE YAVAPAI 86322
Address of physical location (Not P.O. Box) City County Zip

Applicant must be a member of the qualifying organization and authorized by an Officer, Director or Chairperson of the Organization named in Question #1. (Signature required in section #18)

6. Applicant: EMBLEY, K. MORGAN 4-24-42
Last First Middle Date of Birth

7. Applicant's Mailing Address: P.O. Box 4374 CAMP VERDE AZ 86322-4374
Street City State Zip

8. Phone Numbers: (928) 567-6154 (928) 282-3737 (928) 567-9131
Site Owner # Applicant's Business # Applicant's Home #

9. Date(s) & Hours of Event: (Remember: you cannot sell alcohol before 10:00 a.m. on Sunday)

	Date	Day of Week	Hours from A.M./P.M.	To A.M./P.M.
Day 1:	<u>5-5-06</u>	<u>FRIDAY</u>	<u>5 PM</u>	<u>MIDNIGHT</u>
Day 2:	_____	_____	_____	_____
Day 3:	_____	_____	_____	_____
Day 4:	_____	_____	_____	_____
Day 5:	_____	_____	_____	_____
Day 6:	_____	_____	_____	_____
Day 7:	_____	_____	_____	_____
Day 8:	_____	_____	_____	_____
Day 9:	_____	_____	_____	_____
Day 10:	_____	_____	_____	_____

10. Has the applicant been convicted of a felony in the past five years, or had a liquor license revoked?
 YES NO (attach explanation if yes)
11. This organization has been issued a special event license for 2 days this year, including this event
(not to exceed 10 days per year).
12. Is the organization using the services of a promoter or other person to manage the event? YES NO
If yes, attach a copy of the agreement.

13. List all people and organizations who will receive the proceeds. Account for 100% of the proceeds.
THE ORGANIZATION APPLYING MUST RECEIVE 25% of the gross revenues of Alcoholic Beverage Sales.

<u>Name</u>	<u>Address</u>	<u>Percentage</u>
AM. LEGION AUXILIARY UNIT 93	P.O. Box 1614 Camp Verde, AZ	100%
<u>(PROCEEDS TO BE APPLIED TO SCHOLARSHIPS & GIRLS + BOYS STATE)</u>		

(Attach additional sheet if necessary)

14. Knowledge of Arizona State Liquor Laws Title 4 is important to prevent liquor law violations. If you have any questions regarding the law or this application, please contact the Arizona State Department of Liquor Licenses and Control for assistance.

NOTE: ALL ALCOHOLIC BEVERAGE SALES MUST BE FOR CONSUMPTION AT THE EVENT SITE ONLY.
"NO ALCOHOLIC BEVERAGES SHALL LEAVE SPECIAL EVENT PREMISES."

15. What security and control measures will you take to prevent violations of state liquor laws at this event?
(List type and number of security/police personnel and type of fencing or control barriers if applicable)

 # Police Fencing
 2 # Security personnel Barriers

16. Is there an existing liquor license at the location where the special event is being held? YES NO
If yes, does the existing business agree to suspend their liquor license during the time period, and in the area in which the special event license will be in use? YES NO
(ATTACH COPY OF AGREEMENT)

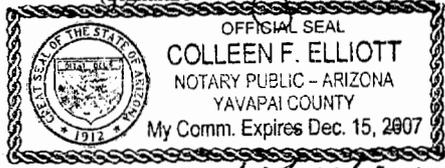
AMERICAN LEGION POST 93 (928) 567-6154
Name of Business Phone Number

17. Your licensed premises is that area in which you are authorized to sell, dispense, or serve spirituous liquors under the provisions of your license. The following page is to be used to prepare a diagram of your special event licensed premises. Please show dimensions, serving areas, fencing, barricades or other control measures and security positions.

THIS SECTION TO BE COMPLETED ONLY BY AN OFFICER, DIRECTOR OR CHAIRPERSON OF THE ORGANIZATION NAMED IN QUESTION #1

18. I, K. MORGAN EMBLY, declare that I am an Officer/Director/Chairperson appointing the applicant listed in Question 6, to apply on behalf of the foregoing organization for a Special Event Liquor License.

X K. Morgan Embly (Signature) PRESIDENT (Title/Position) 2-7-06 (Date) (428)567-9131 (Phone #)



State of Az County of Yavapai
The foregoing instrument was acknowledged before me this

7 Day Feb Month 2006 Year

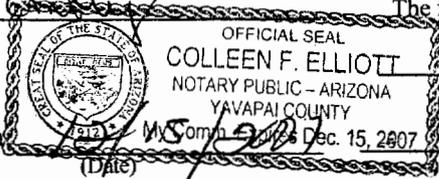
My Commission expires on: 12/15/2007 (Date)

Colleen F Elliott (Signature of NOTARY PUBLIC)

THIS SECTION TO BE COMPLETED ONLY BY THE APPLICANT NAMED IN QUESTION #6

19. I, K. MORGAN EMBLY, declare that I am the APPLICANT filing this application as listed in Question 6. I have read the application and the contents and all statements are true, correct and complete.

X K. Morgan Embly (Signature) State of Az County of Yavapai
The foregoing instrument was acknowledged before me this



7 Day Feb Month 2006 Year

My commission expires on: 12/15/2007 (Date)

Colleen F Elliott (Signature of NOTARY PUBLIC)

You must obtain local government approval. City or County MUST recommend event & complete item #20. The local city or county jurisdiction may require additional applications to be completed and additional licensing fees before approval may be granted.

LOCAL GOVERNING BODY APPROVAL SECTION

20. I, _____ (Government Official) _____ (Title) hereby recommend this special event application

on behalf of _____ (City, Town or County) _____ (Signature of OFFICIAL) _____ (Date)

FOR DLLC DEPARTMENT USE ONLY

Department Comment Section:

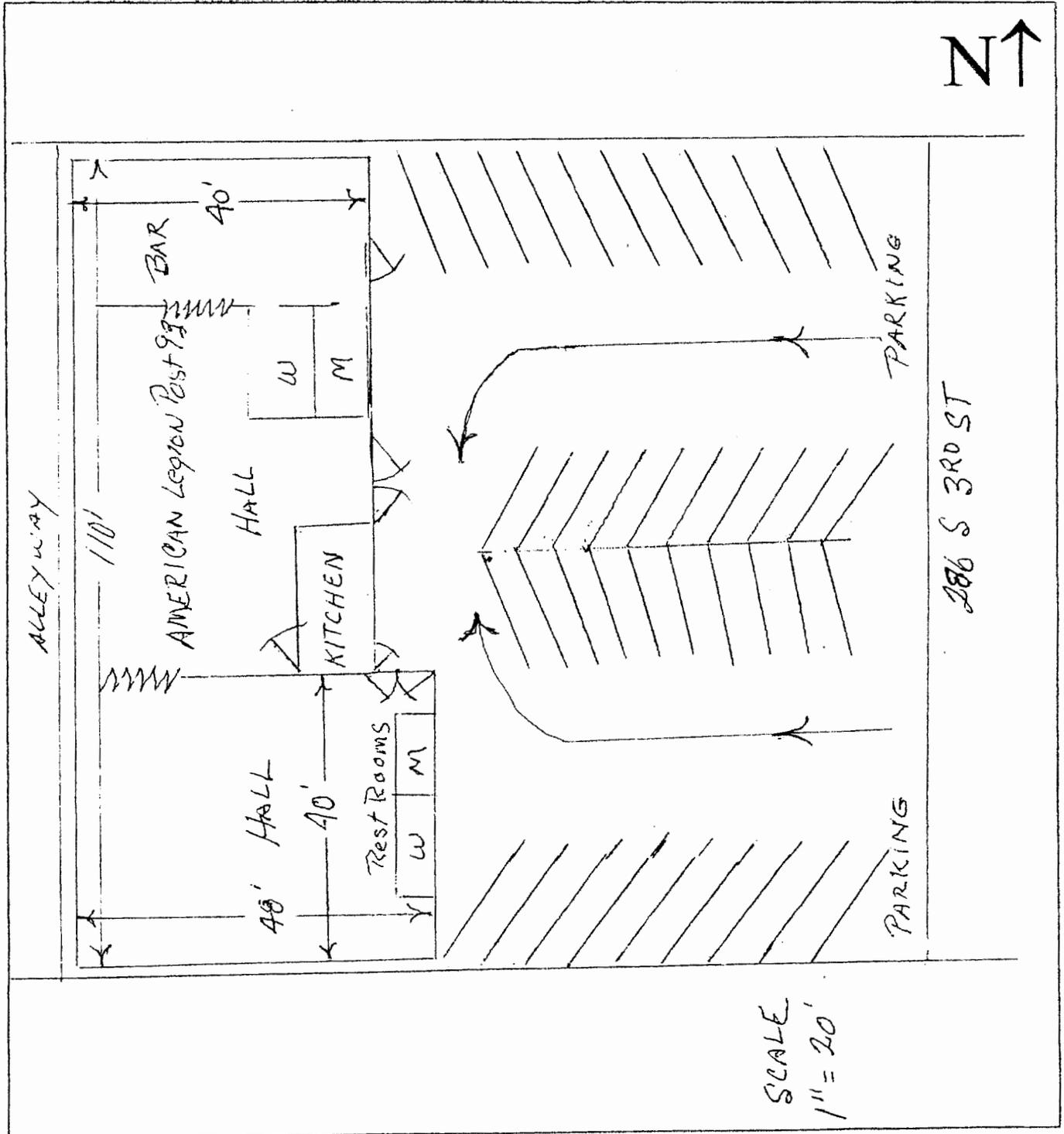
(Employee) (Date)

APPROVED DISAPPROVED BY: _____

(Title) (Date)

SPECIAL EVENT LICENSED PREMISES DIAGRAM
(This diagram must be completed with this application)

Special Event Diagram: (Show dimensions, serving areas, and label type of enclosure and security positions)
NOTE: Show nearest cross streets, highway, or road if location doesn't have an address.





**TOWN OF CAMP VERDE
PROCLAMATION**



Declaring February 19 – 25, 2006 as
Arizona Adult Literacy Week

- Whereas,*** Adult Literacy is a major problem in Arizona today, adversely affecting the quality of life and economic standards of many families; and
- Whereas,*** the Town of Camp Verde believes there should be help for those who need to learn to read and for those who wish to improve their reading and learning skills; and
- Whereas,*** the Town of Camp Verde supports educational opportunities for all,

Now, therefore, be it resolved that the Mayor and Common Council of the Town of Camp Verde designate the week of February 19 – 25 as *Arizona Adult Literacy Week* and resolve that this Official Proclamation be presented to the Camp Verde Adult Reading Program with sincere appreciation of their efforts to assist those in need.

Issued this 15th day of February 2006.

ATTEST:

Tony Gioia, Mayor

Deborah Barber, Town Clerk



Arizona Adult Literacy Week
February 19 – 25, 2006

I'M IN LOVE...with learning!

Event Challenge!



Arizona Adult Literacy Week is February 19 – 25 and we are looking forward to the exciting events and activities that will take place throughout Arizona during that week! Because Arizona is so diverse and the Adult Education programs are so creative, the events and activities will likely be quite varied. We would like to “capture” the essence of these events and be able to share the ideas and the enthusiasm that has been generated. Therefore, we are proposing an **Event Challenge** and are requesting the participation of every state-funded Adult Education Program.

The **Event Challenge** is actually a contest. Using the application form enclosed with this flyer, state-funded Adult Education programs are encouraged to submit a description of their event(s) in order to compete with other programs’ events for prizes. The competition has two areas, *Program-wide* and *Individual/Group*, in which events can be entered. These two areas will be judged separately.

Program-wide Events: Program-wide Events are events that involve the entire program. A book fair is an example of a Program-wide Event. The winning Program-wide Event(s) will be judged by a committee and prize(s) awarded will go to the winning program(s). If a program has more than one Program-wide Event, multiple applications may be submitted with a separate application form for each Program-wide Event.

Individual/Group Events: Individual/Group events are events planned and implemented by one or more staff members, but do not involve the entire program. A class field trip to the library is an example of an Individual/Group Event. Individual/Group Events will be judged by a committee in the categories below and prizes will be awarded to the Event Coordinators of the winning groups.

Judging Categories for Individual/Group Events:

**Best Collaborative Event
Most Learner Involvement
Greatest Impact for the Field**

Things to remember:

- The Arizona Adult Literacy Week **Event Challenge** is open to state-funded Arizona Adult Education programs only.
- A program may enter more than one event -- a separate application must be submitted for each event.
- Each event entered must actually have taken place during Arizona Adult Literacy Week, February 19-25, 2006.
- Judging will take place after Arizona Adult Literacy Week.
- Applications must be submitted using the ***Event Challenge! Application Form***.
- Applications must be postmarked by March 24, 2006, and submitted by mail to:

Arizona Department of Education, Adult Education
1535 W. Jefferson, Bin VIR
Phoenix, AZ 85007

**STAFF
AGENDA ITEM REPORT**

Council meeting of: February 15, 2006 – Regular Session

Title: Discussion, consideration, and possible approval of Resolution 2006-674, authorization to submit application(s) and to implement CDBG projects.

Budgeted item: N/A

Description of Item: Council directed staff to prepare CDBG applications for Senior Citizen Center repairs and Townsite street improvements and lighting project. This resolution authorizes submission for the application for these activities.

Comments: This is the final public hearing and the final step before submitting the CDBG application.

Staff Recommendation: Approve the Resolution

Attachments: Yes

Prepared by: Mike Casebier



**RESOLUTION 2006-674
AUTHORIZATION TO SUBMIT APPLICATION(S)
AND TO IMPLEMENT CDBG PROJECTS**

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE AUTHORIZING THE SUBMISSION OF AN APPLICATION(S) FOR FY 2006 STATE COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS, CERTIFYING THAT SAID APPLICATION(S) MEETS THE COMMUNITY'S PREVIOUSLY IDENTIFIED HOUSING AND COMMUNITY DEVELOPMENT NEEDS AND THE REQUIREMENTS OF THE STATE CDBG PROGRAM, AND AUTHORIZING ALL ACTIONS NECESSARY TO IMPLEMENT AND COMPLETE THE ACTIVITIES OUTLINED IN SAID APPLICATION.

WHEREAS, the Town of Camp Verde is desirous of undertaking community development activities; and

WHEREAS, the State of Arizona is administering the Community Development Block Grant Program; and

WHEREAS, the State CDBG Program requires that CDBG funds requested address one of the three Congressional mandated National Objectives; and

WHEREAS, the activities within this application address the community's identified housing and community development needs, including the needs of low and moderate income persons; and

WHEREAS, an Applicant of State CDBG funds is required to comply with the program guidelines and Federal Statutes and regulations.

NOW, THEREFORE, BE IT RESOLVED THAT the Mayor and Common Council of the Town of Camp Verde authorize application to be made to the State of Arizona, Department of Housing for FY 2006 CDBG funds, and authorize the Mayor to sign application and contract or grant documents for receipt and use of these funds for **SENIOR CITIZEN CENTER ADA AND IMPROVEMENTS PROJECT AND TOWNSITE STREET IMPROVEMENTS AND LIGHTING PROJECT** and authorize the Mayor to take all actions necessary to implement and complete the activities submitted in said application(s); and

THAT this application for State CDBG funds meets the requirements of low- and moderate-income benefit for activities justified as benefiting low- and moderate-income persons, aids in the prevention or elimination of slum and blight or addresses an urgent need which poses a threat to health; and

THAT, the Town of Camp Verde will comply with all State CDBG Program guidelines, Federal Statutes and regulations applicable to the State CDBG Program and the certifications contained in the(these) application(s).

Mayor

ATTEST:

Town Clerk

APPROVED AS TO FORM:

Town Attorney

CERTIFICATIONS

APPLICANT CERTIFICATIONS FOR FY 2006

The applicant hereby assures and certifies that:

1. It possesses legal authority to apply for Community Development Block Grant funds, and to execute the proposed program.
2. Prior to the submission of the application, the applicant's governing body has duly adopted or passed as an official act a resolution authorizing the submission of the application, including all understandings, assurances, statutes, regulations and orders contained therein, and directing and authorizing the person identified as the official representative of the applicant to act in connection with the application and to provide such additional information as may be required.
3. Its chief executive officer or other officer of the applicant approved by the State:
 - a. Consents to assume the status of a responsible Federal official under the National Environmental Policy Act of 1969 (NEPA) and other provisions of Federal law, as specified at 24 CFR 58.1(a) (3) and (a)(4), which further the purposes of NEPA insofar as the provisions of such Federal law apply to this program.
 - b. Is authorized and consents on behalf of the applicant and him(her)self to accept the jurisdiction of the federal and State courts for the purpose of enforcement of his/her responsibilities as such an official.
4. It will comply with the provisions of Executive Order 11990, relating to evaluation of flood hazards and Executive Order 11288 relating to the prevention, control and abatement of water pollution.
5. It will, in connection with its performance of environmental assessments under the National Environmental Policy Act of 1969, comply with Section 106 of the National Historic Preservation Act of 1966 (16 U.S.C. 470), Executive Order 11593, and the Preservation of Archeological and Historical Data Act of 1966, P.L. 93-291 (16 U.S.C. 469a-1, et.seq.).
6. It will administer and enforce the labor standard requirements of the Davis Bacon Act, as amended at 40 U.S.C. 276a-276a-5, and the Contract Work Hours and Safety Standards Act at 40 U.S.C. 327-333.
7. It will comply with the provisions of 24 CFR Part 24 relating to the employment, engagement of services, awarding of contracts or funding of any contractors or subcontractors during any period of debarment, suspension or placement in ineligibility status.
8. It shall comply with the requirements of the 1992 Lead Based Paint Poisoning Prevention Act of 42 U.S.C. 4821-4846 (also Title X of the Housing and Community Development Act of 1992) and implementing regulations at 24 CFR Part 35.
9. It will comply with the provisions of 24 CFR part 58 "Uniform Grant Administrative Requirements" and OMB Circular A-87.
10. It will comply with the American Disabilities Act and Section 504 of the Rehabilitation Act, as amended.

11. It will comply with
 - a. Title VI of the Civil Rights Act of 1964 (Pub. L. 88- 352), and the regulations issued pursuant thereto (24 CFR Part 1).
 - b. Title VIII of the Civil Rights Act of 1968 (Pub. L. 90- 284), as amended.
 - c. Section 109 of the Housing and Community Development Act of 1974.
 - d. Executive Order 11063 pertaining to equal opportunity in housing and nondiscrimination in the sale or rental of housing built with Federal assistance.
 - e. Executive Order 11246, and the regulations issued pursuant thereto (24 CFR Part 130 and 41 CFR Chapter 60).
 - f. Section 3 of the Housing and Urban Development Act of 1968, as amended.
 - g. Federal Fair Housing Act of 1988, P.L. 100-430.
 - h. The prohibitions against discrimination on the basis of age under the Age Discrimination Act of 1973, 42. U.S.C. 6101-07, and the prohibitions against discrimination against persons with handicaps under Section 504 of the Rehabilitation Act of 1973, (P.L. 93-112), as amended, and the regulations at 24 CFR Part 8.
 - i. The requirements of the Architectural Barriers Act of 1966 at 42 U.S.C. 4151-415.
12. It will comply with the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 and implementing regulations.
13. It will comply with applicable conflict of interest provisions, incorporate such in all contracts and establish safeguards to prohibit employees from using positions for a purpose that is or gives the appearance of being motivated by a desire for private gain for themselves or others, particularly those with whom they have family, business, or other ties.
14. It will comply with the provisions of the Hatch Act that limits the political activity of employees.
15. It will give representatives of the State, the Secretary of HUD, the Inspector General, and the General Accounting Office access to all books, accounts, records, reports, files and other papers, things, or property belonging to it or in use by it pertaining to the administration of State CDBG assistance.
16. It will ensure that the facilities under its ownership, lease or supervision which shall be utilized in the accomplishment of the program are not listed on the Environmental Protection Agency's (EPA) list of violating facilities and that it will notify the State of the receipt of any communication from the Director of the EPA Office of Federal Activities indicating that a facility to be used in the project is under consideration for listing by the EPA.
17. It will comply with the flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973, Pub.L. 93-234, 87 Stat., 975, approved December 31, 1973. Section 103 (a) required, on and after March 2, 1974.
18. It has AND WILL COMPLY WITH THE PROVISIONS OF THE STATE OF ARIZONA CITIZEN AND PUBLIC PARTICIPATION PLAN FOR THE STATE OF ARIZONA CDBG PROGRAM.
19. It has developed plans to minimize displacement of persons as a result of activities assisted in whole or in part with CDBG funds and to assist persons actually displaced as a result of such activities, and has provided information about such plans to the public.

20. It will not recover any capital costs of public improvements assisted in whole or in part with CDBG funds by assessing any amount against properties owned and occupied by persons of low and moderate income, including any fee charged or assessment made as a condition of obtaining access to such public improvements **unless**:
 - a. the CDBG funds are used to pay the proportion of the fee or assessment that is financed from other revenue sources, or:
 - b. it will certify to the State in writing that it lacks sufficient CDBG funds to comply with (a) but that it will not assess properties owned by very low-income persons.
21. It will provide all other funds/resources identified in the application, or any additional funds/resources necessary to complete the project as described in the application as submitted, or as may be later amended.
22. It will comply with the requirements of the Single Audit Act of 1996 and OMB Circular A-133; and if the grant is closed out prior to all funds having been audited, it shall refund to ADOH any costs disallowed as a result of any audit conducted after the date of grant closeout.
23. It hereby adopts and will enforce a policy prohibiting the use of excessive force by law enforcement agencies within its jurisdiction against any individuals engaged in nonviolent civil rights demonstrations; and will enforce applicable State and local laws against physically barring entrance to or exit from a facility or location which is the subject of such nonviolent civil rights demonstrations within its jurisdiction.
24. It will ensure that, to the best of the knowledge and belief of the undersigned:
 - a. no Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in the connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;
 - b. if any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, and officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form - LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
 - c. the undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

"This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file

the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure."

25. It shall comply with the provisions of Section 102 of the HUD Reform Act of 1989.
26. It shall ensure that efforts are made to recruit minority, disabled and woman owned businesses for its vendor/supplier lists.

CERTIFIED BY:

Signature of Mayor

Date

Tony Gioia, Mayor
Typed Name of Mayor

NOTE: The Attorney General has ruled that these Certifications must have an original signature when submitted to the CDBG Program. If an applicant submits more than one application, the Certifications should be included in the application that includes administration funds and other general items such as public participation, resolutions, etc.

Town of Camp Verde Senior Center ADA and Improvements Project

February 8, 2006

Following a tour of the Town of Camp Verde Senior Center facility it was obvious that there is no acceptable ADA access to the building. Additionally, the restrooms, all entry/exit door hardware and exiting signage are not in compliance with ADA minimum standards and the parking space/access does not meet minimum requirements.

Because CDBG requires that these issues be addressed before funding any other projects on this structure, the project scope, cost and goals will have to be modified. I have spoken with Noel Shaus (Community Revitalization Specialist ADOH/CDBG) in Phoenix and informed her of our revised proposal.

After meeting with two local contractors and then Marion Savage (Senior Center Pres.) and Arlene Chronis (Vice Pres.) it appears that we can bring this structure into ADA compliance and accomplish significantly more improvements than initially proposed with approximately the same funding level as approved by the Town Council, ~\$45,000.

On February 8, 2006 I presented the proposed new scope of work to the Town of Camp Verde Senior Center Board of Directors. It was received and met with their complete approval to present this revised project to the Town Council for approval and adoption of resolution.

The following cost estimates are based on contractor estimates, online retail pricing of desired components to be purchased as part of this project, and 18% markup for contracting. Both contractors felt that actual cost of the project would be less than estimated. The only unknown is the level of damage to the roof decking and amount of replacement lumber needed. Probably less than 10% of re roofing cost or \$800-\$1000.

Estimate of cost for new scope of work will include:

1. Installation of one ADA ramp to existing landing (with ADA railing) to front (main) entrance of building. \$10,660
2. Procurement and installation of ADA signage and striping for parking lot and restrooms where needed. \$300
3. Procurement and installation of (4) ADA entrance/exit door hardware sets, (3) ADA restroom door hardware sets, 1 ADA urinal, 3 ADA toilets, 3 ADA sinks, handrails and other hardware to bring men's and women's restrooms to ADA minimum standards. This work includes Thrift Store restroom (unisex). \$5000
4. New paint and linoleum in all restrooms. \$500
5. Remove urinal, toilet, sink and partition in laundry room. \$200
6. Lighted exit signage (4). \$200
7. Install ADA water fountain and ice machine. \$3500
8. Tear off of existing 3 layers of shingles and tar paper. Install new decking as needed on roof and replace with new Architectural 30 year shingles. \$8000

9. Replacement of 5 evaporative coolers and purchase of two portable A/C units One for Thrift Shop and one for dining/assembly hall. \$4000
10. Replace 50, 4' fluorescent (2 tube) light fixtures and tubes throughout structure. \$3000
11. Repair trim and fascia where needed and paint exterior of building. \$3000
12. Upgrade of exterior lights above entrances. \$300

Cost estimate: \$38,660 labor and materials, + 18% contractors markup \$6958 Total Estimate for revised project: \$45,618
--

Michael Casebier
Grants Administrator
Town of Camp Verde, Arizona
928-567-6631 x142
mcasebier@campverde-az.gov

STAFF REPORT

Council meeting of: February 15, 2006

Title: Presentation by Chamber of Commerce Executive Director Roy Gugliotta on the Arizona Office of Tourism (AOT) Teamwork for Effective Arizona Marketing (TEAM) Grant funding. This may be followed by discussion, consideration and possible approval of funding for AOT's TEAM Grant program in the amount of \$66,000 in the 2006/07 budget. This is an unbudgeted item that would come from the Fiscal Year 2006/07 budget.

Budgeted item: No - The Chamber is requesting an additional \$66,000 in the 06/07 budget for funding to build tourism. The Town is contracted with the Chamber of Commerce for \$45,000 annually.

Description of Item: The \$45,000 provided by the Town annually is used for the visitor center. Below are the amounts and respective descriptions of the requested funding:

1. The \$30,000 is a matching team grant.
2. The \$36,000 is for tourism and marketing salaries.

Staff Recommendation: None

Comments: None

Attachments: Yes

Prepared by: Bill Lee

Camp Verde Chamber of Commerce

In the current contract 2005 – 2006 the Town invested \$45,000 that is used for tourism, economic development, and promotion of Town's events. \$45,000

To improve services the Chamber is requesting the following changes for the 2006-2007 contract:

- Town to continue investing in the Visitor Center & Economic Development \$45,000
- Additional Town investment for the Arizona Office of Tourism TEAM Grant Program (50 – 50 match grant) \$30,000
- Additional Town investment for a marketing / tourism person to help with the development and coordination of the marketing-tourism campaign \$36,000

Benefits to the Town of this additional investment:

- This additional money is an investment in the Town's future by providing increased taxes that help pay for additional services
- Tourism will bring increased sales tax and bed tax revenue

In addition to the TEAM Grant, the Arizona Office of Tourism allows an additional \$20,000 for coordinated marketing activities available to Destination Marketing Organizations (DMOs) who wish to partner with a local Arizona-based tourism oriented non-profit organization. The Chamber is currently working with the Mail Trail from Camp Verde to Payson organization to help in the promotion of their 2006 event.

There is no additional funds requested for the Mail Trial due to the Mail Trail independent fund raising efforts

Arizona Office of Tourism TEAM Grant Matching Funding

Projects that are being considered:

- EZ Advertising
 - AOT TEAM Grant Program
- Chamber Web Site Development Enhancement
 - Improve chamber's web site to the next level
- Camp Verde Brochure
 - Expanded brochure 24 x 18 inches two sided promoting Camp Verde attractions, events, and trail system
- Audio-Visual Marketing Materials: DVDs of Camp Verde Activities
- Print Placement of Advertising in Newspapers & Magazines
- Map of Town and its businesses
 - Map of Camp Verde Main Street 260 – 260
- In Room Cable TV Program of Camp Verde and events and activities

Camp Verde Chamber of Commerce

	Town	Chamber
Visitor Center		
F/T Person	\$34,000	\$19,000
F/T Person	\$32,000	\$8,000
Marketing Person	\$50,000	\$36,000
Assist Marketing Person	\$36,000	
Economic Development Person	\$50,000	
subtotal wages	<u>\$202,000</u>	<u>\$63,000</u>
Advertising/Promotion		
tourism funding	<u>\$100,000</u>	<u>\$50,000</u>
Total Cost	<u>\$302,000</u>	<u>\$113,000</u>

Note:

This show the cost of Town funding these departments compared to the Town contracting with the Chamber to do the work for the town

Marketing Programs

Team Member:

Kathy Andereck

Department of Recreation and Tourism Management, Professor
Arizona State University

Introduction

Marketing is a critical aspect of the tourism industry in a community. Marketing goes beyond simply doing promotion or advertising, and also considers who the tourist is, the satisfaction of visitors, and development of a marketing plan. This section provides an assessment of the marketing efforts of the community.

Promotional mix/Quality of marketing materials

The responsibility for marketing in Camp Verde falls primarily to the Camp Verde Chamber of Commerce, though Yavapai County, the Yavapai-Apache Nation, the National Park Service, and the U.S. Forest Service also engage in some marketing efforts in the area. Attractions are also included in the materials of other Verde Valley communities, particularly Cottonwood and Sedona. Attractions within the area also do promotion, including the Verde Canyon Railroad, Cliff Castle Casino, For Verde State Historic Park, and Out of Africa Wildlife Park. The promotional materials that are specific to Camp Verde consist of a fulfillment package for inquiries that includes a community brochure, a web site hosted by the Chamber of Commerce, a visitor center, and public relations primarily via public service announcements.

Key Assessment The assessment of many people in the Camp Verde area is that the community has done very little in the way of marketing to date. Generally, Camp Verde has used public relations almost exclusively as its marketing tool largely because it requires no funding. This has taken the form of PSA's primarily for special events. These efforts have achieved limited success.

The Chamber has a web site which includes some minimal information related to tourism. The Town's web site links to the Chamber site, and also includes a section on Parks and Recreation which includes special events. The quality of the sites is not high. No tracking mechanism is in place for the web sites and the Chamber site has not been updated regularly. Funding for an improved web site does not exist at this time. The Chamber is attempting to sell advertising to have funding to build and maintain a better web site, and then get people to the site via print advertising.

The Chamber does have a brochure that is used for promotional efforts and can be sent to individuals that request information. The brochure is attractive and includes information about the major attractions and events in or near Camp Verde. A second piece, that is currently photocopied, is a list of restaurants, RV parks, Lodging, specialty shops, and attractions with their addresses and phone numbers.

The Visitor Center is located in the front of the Chamber office in downtown Camp Verde. The site is easy to find and the building reasonably attractive. Recent downtown improvements make the area a desirable location. Though small, the center is staffed by people to answer questions and has brochure racks with area brochures.

Cross-marketing is an important aspect of community promotion. It is helpful if staff at tourism oriented businesses and attractions give referrals to visitors for other businesses and attractions. Currently, there seems to be minimal cross-marketing in the area, though there has been improvement recently. Some of the businesses in the area, such as Out of Africa do work with other businesses to package products and promote one another. The Chambers within the Verde Valley also do a fairly good job of providing information about the variety of attractions in the area.

There are a number of attractions in and around Camp Verde that are appealing enough to keep people in the area. Packaging and awareness are the issues. One campaign some entities in the area are working on is “stay another day” or “stay and play” in an attempt to keep visitors in the area for a longer period of time. Cross-marketing is critical to such an effort. Part of achieving this end is to bring different groups together, perhaps even develop a visitor center for the entire Verde Valley. It also involves links on the area’s web sites to the other attraction in the area.

Evaluation

The current promotional efforts are having minimal effectiveness in attracting visitors. Advertising is needed, as is an improved web site designed specifically for tourists rather than a section within the Chamber’s site. There is also the previously mentioned need for cooperative efforts among the attractions and other entities in the area in conjunction with packaging of attractions and promotional pieces highlighting the opportunities in the entire Verde Valley. The need for entities within the Verde Valley to work together was a recurring theme. A unified promotional piece could be more effective than individual brochures and other promotional pieces.

Responsiveness to requests

Requests for information about Camp Verde are fielded by Chamber staff and volunteers. When Chamber staff answer the phone, they do make an attempt to track inquires and differentiate between local, tourism and relocation calls. The program of inquiry tracking could be more formalized to gain a better measure of tourism related calls. The number of visitors that enter the visitor center is also monitored. People who request information are sent a tourism oriented package (as opposed to a relocation package), though such requests are not extensive. The information is typically is sent out within a week’s time.

Traveler characteristics

No formal research had been done to identify market segments in Camp Verde. Anecdotally, visitors tend to be in their late 40s and older, empty nesters with moderate income levels though with discretionary funds. Many are from the Phoenix and Tucson areas, while out of state visitors are from the southwest and Midwest U.S. and tend to match AOT’s geographic markets. Most are traveling in their own vehicles. The visitors to Camp Verde tend to be at leisure, are not in a hurry, want to do activities and learn

about the area. They like outdoor activities and have an interest in history. Many of the visitors like the western and country feel of Camp Verde. Recent Main Street improvements have made the area more attractive. Visitors also like the community's events, in particular the social aspect of these events. Visitors do comment that better restaurant and shopping opportunities would be desirable. The visitors are a very good match with the community and what it has to offer.

Some attractions in the Verde Valley have a somewhat different market, such as families with children for Out of Africa, and older people interested in entertainment for the casino. These attractions are also dependent on the tourist market rather than the local market.

Visitor satisfaction

Visitor satisfaction seems to be high, though no formal evaluations have taken place. People are very happy with the community events though the events need better promotion. They also seem happy with attractions, and feel the products are of high quality. There seems to be a realization among visitors that the area is rural and people have appropriate expectations. There are generally few complaints about the area. The facilities that seem less satisfactory are the quality and variety of restaurants and shopping. There is also a need for a higher quality hotel such as a resort hotel (the Tribe is considering this kind of development). The lodging mix tends to match the current market, but more upscale facilities could draw a higher value visitor.

Written marketing plan

A marketing plan for tourism is being developed for Camp Verde, and is currently in the draft stage. One of the primary issues identified by the plan is the lack of image prospective visitors have of Camp Verde. The lack of a clear image was mentioned by more than one interviewee.

The potential exists for development of a marketing plan that encompasses more than Camp Verde, but also includes other communities and/or attractions in the area that may want to be a part of the effort.

Internal marketing

Because the marketing plan is in the draft stage, little input into its development has been done to date. Gaining community input and support for the plan is an important step to community support for tourism.

Recommendations

Short Term:

- Develop a branding campaign to develop a consistent and appropriate image of Camp Verde both to residents and tourists. This image should then be utilized in all marketing materials developed. The campaign can help increase residents' knowledge about the community's attractions.

- Diversify the promotional mix to include advertising using the EZ Advertising component of the TEAM program. Obviously this depends on funding increases.
- Improve, upgrade, and update the Chamber web site including the tourism section.
- Formalize tracking of inquiries via phone and in person. Consider developing a short visitor survey that can be completed by visitors to the visitor center. Gather very basic demographic and place of origin information, activity interests, and satisfaction. Also track visitor comments.
- Begin to develop and facilitate partnerships within the region. Encourage staff at attractions and businesses to provide referrals to other attractions and businesses in the area. This may require education of employees at these attractions and businesses. Develop an education piece for internal marketing that can be used for this purpose.
- Continue to develop the marketing plan with the objective of obtaining “buy in” from the community’s attractions, business and residents.

Long Term:

- Separate the tourism information from the Chamber web site and create a site, linked to the Chamber, Town, and other area web sites, that is specifically tourism oriented.
- Continue to develop regional partnerships and cooperative efforts. Develop a regionally oriented promotion piece in conjunction with other Verde Valley Chambers that highlights the broad range of opportunities in the Verde Valley. In the shorter term the goal should be to keep those in the current visitor markets longer rather than develop new markets. This could be partly funded through the TEAM program.
- An outdoor recreation guide similar to the one developed for Sedona would be very helpful. The outdoor market is one that had a great deal of potential for Camp Verde. Nearby Forest Service land has many trails, but they need to be identified on a map.
- Further develop the cultural heritage tourism market. A CD narrating a driving tour of historic buildings in the area could be a first step in this direction.
- Upgrade the visitor center. The Office of Tourism has programs that can provide the required assistance.
- Invest in a formal visitor survey that includes satisfaction with the visit. A number of consulting firm, universities, or community colleges can provide the needed expertise.
- Update the marketing plan on an annual basis.

These guidelines supersede all previous TEAM regulations.

Eligible Applicants

To qualify for funding, organizations must be exempted from federal income tax under section 501(c) of the Internal Revenue Code and fall into one of the three categories below. A "LETTER OF EXEMPTION" from the Internal Revenue Service must accompany the application. Applicants may not use the 501(c) status of another organization or the 501(c) nonprofit status of their out-of-state parent organization. Applicant organization must have been in existence for at least one (1) year prior to requesting funds. Please contact AOT with any questions regarding eligibility.

To qualify for funding, applicants must fall into at least one of the following categories:

- 1) An Arizona based Destination Marketing Organization (DMO) – an incorporated nonprofit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year-round basis.*
- 2) An Arizona-based statewide tourism association that represents entities that rely on tourism-related business for a majority of their income. Please note that directories are not allowed under TEAM.
- 3) Tribal tourism entities who wish to market existing tourism attractions (museums, historic sites, special events, archeological sites, tribal parks, arts and handicrafts, not for resale/exhibits only, etc.) and tourism facilities as outlined in their strategic plan.

*An additional \$20,000 for coordinated marketing activities are available for those DMO's who wish to partner with a local Arizona-based tourism oriented nonprofit organization that has been in existence for more than one year and has as their primary goal to attract additional visitors through tourism promotion. In order to qualify, the marketing plan of the applying DMO must show how the partnership with the nonprofit organization will enhance their local tourism goals. The additional \$20,000 funding will not be counted in the cap amount of \$40,000.

All applicants must provide proof of their Federal Employer Identification Number (FEIN) as registered with the Internal Revenue Service. Applicant's Federal ID number and their 501(c) nonprofit status must carry the same in-state organization name.

Ineligible Applicants

- Organizations that receive funding from other state agencies intended for marketing promotion.
- State agencies, state-supported institutions, and foundations of state-supported institutions.
- For-profit organizations.

Applicants may not use state funds received from another state agency as matching funds for TEAM. For example, funding received from the Arizona Commission for the Arts or Arizona State Parks cannot be used for matching funds.

Any TEAM Matching Grant awarded during a fiscal year will be automatically revoked if any portion of the match is provided by other state funds.

Project Element Guidelines

Specific Guideline Requirements for Project Elements

All projects must have a reliable method of tracking results for each project.

Strategic Planning and Research:

- Contracted planning and research services are reimbursable. These include visitor profile research (identifying strong potential market and marketing strategies), SWOT analysis, feasibility studies, database development, etc.
- A detailed explanation of the project need, proposed methodology and scope of work must be included in your application. Once a contractor has been selected, a copy of the contract must be sent to AOT.
- Request must include a description of how this project will improve economic activity related to tourism.
- Research costs associated with a contracted fulfillment house are reimbursable. This includes monthly inquiry reports, data analysis and inquiry demographic data.

Product Development:

- An overview of the collaboration and why the primary participants/communities are involved.
- A narrative of the proposed scope of development (a project overview).
- A detailed explanation of the project need, proposed methodology and scope of the work. Once a contractor has been selected, a copy of the contract must be sent to AOT.
- An affirmation of the eventual outcome at the end of the development period, including next steps, continued support and funding and a long-range vision, including who will remain in charge of the project's future.
- Letters of endorsement from participating communities and signed by the designated representative of each organization.
- Request must include a description of how this project will improve economic activity related to tourism.

Print Placement: Newspaper, Magazine

- A copy of the proposed advertisement must receive annual creative approval in writing from AOT prior to final production and placement. Approval from AOT can be obtained by sending them to AOT prior to placement of ads. Approval may take up to fourteen (14) business days; please plan ahead. Failure to obtain written approval may jeopardize reimbursement.
- The AOT "Grand Canyon State" logo must appear on all print ads; please see logo guidelines for more information, page 19.
- Magazine advertisements are allowed in major Arizona visitor guides (greater than 100,000 annual circulation).
- Only one toll-free number, direct number and Web site address is allowed.
- Production costs are reimbursable for insertions listed in the application and may be included as part of the budgeted cost.

Outdoor Placement: Billboards, Bus panels, Outdoor Electronic, etc.

- Billboard placements are allowed on interstates or major highways outside of the project's county limits. Exceptions must be requested in writing and included with application.
- A photograph or layout of the proposed billboard content must be submitted for prior written approval from AOT and must contain the AOT "Grand Canyon State" logo (the logo must be legible from the adjacent roadway). Please see logo guidelines for more information, page 19.
- Only one toll-free number, direct number, and Web site address is allowed.
- Production costs are reimbursable for billboard placements and may be included as part of the budgeted cost.

Broadcast Placement: Radio, Television

- Text copy (script) for radio spots must be submitted for prior approval from AOT.
- Text copy (script) for TV spots, and TV storyboards, must be submitted for prior approval from AOT.

Project Element Guidelines

- Radio ads are required to include the wording “Arizona Office of Tourism,” and must reach outside the county/region, preferably out-of-state.
- The AOT “Grand Canyon State” logo must appear on all television ads. Please see logo guidelines for more information, page 19.
- Only one (1) toll-free number, direct number and Web site address is allowed.
- Production costs are reimbursable for broadcast placements and may be included as part of the budgeted cost.

Internet Advertising: Banner Ads

- All Internet advertising must promote a Web site that features the AOT Web site logo on the home page of the site.
- All Internet advertising must receive annual creative approval from AOT prior to final placement. Approval from AOT can be obtained either by including the ads and schedule with the application, or by sending them to AOT prior to placement of ads. Approval may take up to fourteen (14) business days. Please plan ahead. Failure to obtain written approval may jeopardize reimbursement.
- The home page of the Web site being promoted by the ad placement must also receive annual creative approval from AOT.
- “Arizonaguide” logo must be placed in top banner or side, and be viewable from opening window.

Web site Development: Enhancement

- Funding is available for the development of a new tourism site, update or enhancement of an existing tourism site, hosting fees, and other services.
- All sites must have AOT’s Web site logo on the home page and must provide a link on the home page to AOT’s Web site at www.arizonaguide.com and must be placed in top banner or side and viewable from opening window.
- The home page must receive annual creative approval in writing from AOT.
- Information on these sites is restricted to tourism information and promotion. For example, a chamber of commerce Web site should not include information on chamber meetings, membership benefits, sales of any type and other non-tourism related information.

Printed Material:

Brochures, Maps, Travel Trade Guides, and other Visitor Fulfillment (non-advertising supported), etc.

- Graphics, layouts and text copy must be submitted on an annual basis for written approval from AOT prior to its final production. Approval may take up to fourteen (14) business days. Please plan ahead.
- The AOT “Grand Canyon State” logo must be prominently featured; please see logo guidelines for specifics, page 19.
- The minimum size must be 3.5”x 8.5” in order to be considered for brochure rack display.
- For-profit entities cannot be mentioned in the copy unless they can be considered a “destination driver.” See page 18 for examples and restrictions related to destination drivers.
- Printed literature must include a complete address, phone number with area code, and Web site address if applicable. It is also a requirement to include the quantity and date printed. For example: (10,000-09/06).
- A print estimate, written on the printer’s letterhead, must be submitted with the application.
- A majority of the distribution must be outside of the applicant’s geographical area or region. An explanation detailing where, through what distribution channels, and in what quantity the brochures will be distributed must be included in the marketing plan.
- Highway maps must reflect a geographical outline and provide direction and distances to the traveler. They must be folded to rack size, reflecting the city and state’s name as well as the AOT “Grand Canyon State” logo.
- Travel trade guides should be targeted toward meeting planners, travel agents or tour operators.
- If contract distribution service is requested, also include terms and extent of contract.

Project Element Guidelines

- All publications distributed in foreign countries should also include the words "Printed in USA," a West Coast map of the United States highlighting Arizona, a temperature chart (if included) in degrees Celsius, mileage converted to kilometers and address listing with city, state, zip code and "USA."
- Do not use toll-free numbers, such as 800, 888, etc. that are not accessible in desired markets.

Literature Distribution of Printed Material:

- Ten (10) percent of the total quantity printed must be made available to AOT on an as-needed basis for use in its Welcome Centers and Visitor Inquiry Program.
- Materials for specifically dated events should be shipped to the individual welcome centers at least two months prior to the event.
- Literature should be shipped prepaid and marked for inside delivery in boxes not exceeding 30 pounds, with the quantity and contents clearly marked on each box, or they will not be accepted.
- Material distribution services may be contracted out to companies that have previously provided such services as their primary business.

Customer Database Development:

- Participants in the TEAM program also have additional marketing opportunities available for funding. Database and/or electronic marketing options include leasing names, addresses and E-mails from AOT's consumer database, purchasing contact information for specific markets and using AOT's database management to gather pertinent information on current customer lists. In addition, there are opportunities to participate in AOT's monthly E-newsletter or custom build an E-blast. Cost recovery for these services begins at \$750 and increase based on the type of database development requested and number of names leased. For more detailed information and costs, contact AOT's Fulfillment Manager.

Audio-Visual Marketing Materials: Film, Videotape, Slides, DVDs, CD-ROM, etc.

- These must be intended as promotional pieces designed primarily to attract non-resident visitors and appeal to more than just local citizens.
- Film and videotape productions are required to include the AOT "Grand Canyon State" logo. Please see AOT Logo Guidelines for more information, page 19.
- Prior to production, a script outline and proposed photography must be submitted to AOT for approval.
- For-profit businesses may not be included unless they qualify as destination drivers.

Special Marketing Opportunities: Travel Shows/Familiarization Tours/Educational Conferences/Festivals

- Travel show booth space includes the cost of allotted space as outlined by the travel show contract. This does not include electricity, food and beverages, rental of equipment or other services within the booth.
- Literature shipping cost is restricted to the commercial freight expense incurred to transport printed materials to designated travel shows.
- Rental or construction costs of the booth itself are not reimbursable.
- Travel costs can be reimbursed on a matching basis up to \$1,000 per out-of-state show. The only reimbursable items are airline tickets and hotel rooms at designated hotels. If there is no designated hotel, a maximum room rate of \$150 per night applies. Incidentals, food and beverage is not reimbursable. Note that rental cars, parking, gas or mileage will not be reimbursed under any circumstances.
- Accommodation costs are reimbursable for in-state travel shows taking place more than 100 miles from the applicant's place of business.
- Upon completion, it is required that you submit a trip report which details contacts made at the trade show, or educational seminars attended. Without this information, a reimbursement will not be made.
- Include list of potential attendees (tour operators, travel agents, travel writers) and qualifications.
- Include itinerary and budget for FAM tour with application.
- Include educational conference program agenda.

TEAM Point System

Media Communications and Public Relations:

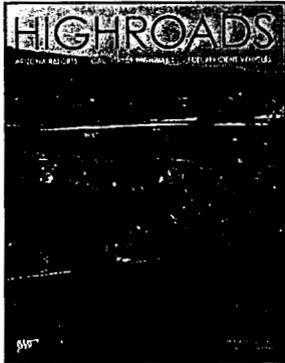
- For contracted PR services, a detailed explanation of the planned activities must be provided with the application. Once a contractor has been selected, a copy of the contract must be sent to AOT outlining the scope of work and services.

Team Point System

Projects that meet the stated criteria for qualifying projects are not guaranteed funding. TEAM funding is not based on need, but rather on the quality of the application submitted. All applications are reviewed by the TEAM Committee and are scored using the Application Evaluation Form (see Appendix D). Applications can earn up to 100 points. Any application scoring lower than 45 points (out of 100) will be ineligible for funding.

Regional entities that are submitting applications and score at least 45 points on their evaluation will receive an additional 20 bonus points to their overall score once all scores have been tallied.

EZ Advertising Publication Profiles

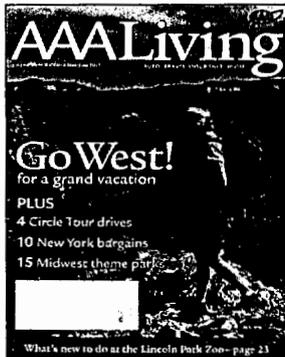


AAA: HIGHROADS

Issuance	6 X year
Selected Insertions:	Materials Due:
Sept 2006	6/30/06
May 2007	2/1/07
Circulation	435,000
Reader Profile-Median Age	49
Reader Profile-Median HHI	\$72,279
Contact	Michael Huffman
Phone	877-416-3441
Fax	616-588-6310
E-mail	mike@huffmanmedia.com

Highroads is designed and written for AAA members of Arizona. Readers are affluent, well-educated and participate in a wide range of outdoor activities. Highroads offers stories written by respected writers and nationally known authors who share their adventures and advice in every issue. With nearly 1 million readers, no other magazine matches Highroads presence in Arizona. Highroads readers travel throughout the year. You can continuously reach over hundreds of thousands of travelers from winter to fall.

ADDED VALUE: AAA Branch office distribution and key resource for AAA Travel Representatives for AAA Travel Agency.



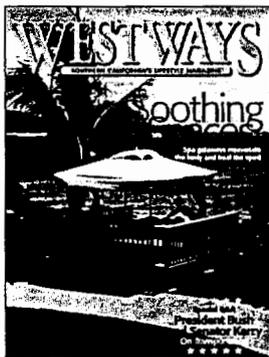
AAA: LIVING

Issuance	6 X year
Selected Insertions:	Materials Due:
Jan/Feb 2007	10/16/06
Circulation	473,462*
Reader Profile-Median Age	48.8
Reader Profile-Median HHI	\$66,641
Contact	Bonnie Gill
Phone	800-390-7466
Fax	402-331-5194
E-mail	Bgill@homeandawaymagazine.com

*This insertion has a modified circulation in Illinois only with an RSL to all seven states.

AAA Living is mailed bi-monthly to over 2.5 million members of the prime midwest states of Michigan, Illinois, Minnesota, North Dakota, Wisconsin, Iowa and Nebraska. It carries 95% travel editorial and is avidly used by the members: 81% (MRI) who take an annual trip each year and an average of 3-4 trips annually, over 36% (MRI) take 3 or more trips per year. The publication is a valued resource for travel planning by the member according to TIA.

ADDED VALUE: Supportive AZ editorial in the annual, RSL to full 2.5 million circ, full page advertisers receive a Web banner.

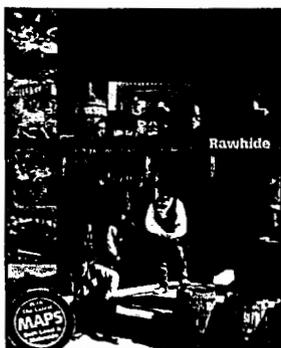


AAA: WESTWAYS

Issuance	6 X year
Selected Insertions:	Materials Due:
Nov/Dec 2006	6/30/06
Circulation	3,600,000
Reader Profile-Median Age	47
Reader Profile-Median HHI	\$74,699
Contact	Michael Huffman
Phone	877-416-3441
Fax	616-588-6310
E-mail	mike@huffmanmedia.com

Westways is the award-winning magazine for all members of the Automobile club of Southern California. For almost 100 years, readers have turned to Westways for local and international travel information. With 7.3 million readers, no other magazine matches Westways presence in Southern California. Westways readers travel more, spend more, and are more active than non-readers in the Southern California market.

ADDED VALUE: AAA Branch office distribution and key resource for AAA Travel Representatives for AAA Travel Agency



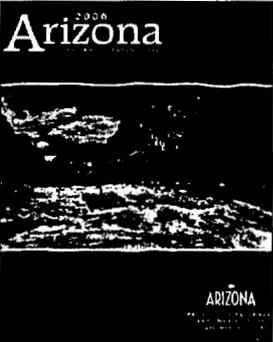
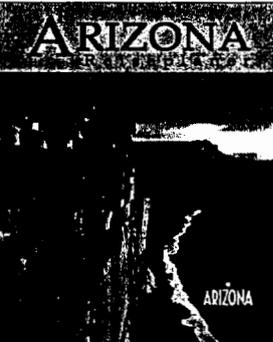
ARIZONA DRIVE GUIDE

Issuance	4 X Year
Selected Insertions:	Materials Due:
Winter 2006	10/27/06
Spring 2007	1/27/07
Circulation	150,000
Reader Profile-Median Age	N/A
Reader Profile-Median HHI	N/A
Contact	Cyndi Turer
Phone	480-860-0328
Fax	480-460-2345
E-mail	clturer@aol.com

Arizona Drive Guide is distributed exclusively at several car rental agencies. Arizona Drive Guide is designed to help tourists find: Where to Go, What to See, Where to Stay, and What to Buy as they drive. With its beautiful four-color maps, Arizona Drive Guide is the resource used again and again by one of Arizona's top income generators...tourists.

ADDED VALUE: Each advertiser will receive editorial and a listing in the calendar of events letting tourists know what they have to offer.

EZ Advertising Publication Profiles

	<p>ARIZONA OFFICIAL STATE VISITOR'S GUIDE</p> <p>Issuance Annual</p> <p>Selected Insertions: Materials Due:</p> <p>Jan 2007 9/9/06</p> <p>Circulation 620,000</p> <p>Reader Profile-Median Age 46</p> <p>Reader Profile-Median HHI \$142,000</p> <p>Contact Kathleen Lockhart</p> <p>Phone 602-840-1434</p> <p>Fax 602-906-3785</p> <p>E-mail kathleen@hennepmg.com</p>	<p>Arizona Official State Visitor's Guide (OSVG), the official fulfillment publication for the Arizona Office of Tourism (AOT), is the only magazine included in the primary information packet. It is mailed upon request FREE to consumers in response to inquiries generated by the State's advertising, PR efforts, and Web site (www.arizonaguide.com) domestically, and to Mexico, U.K., Germany, and Japan.</p> <p>ADDED VALUE: All have reader service cards for direct qualified leads that are E-mailed to advertisers. All include editorial mention.</p>
	<p>ARIZONA PROFESSIONAL TRAVEL PLANNER'S GUIDE</p> <p>Issuance Annual</p> <p>Selected Insertions: Materials Due:</p> <p>Jan 2007 9/9/06</p> <p>Circulation 85,000</p> <p>Reader Profile-Median Age 43</p> <p>Reader Profile-Median HHI \$86,000</p> <p>Contact Kathleen Lockheart</p> <p>Phone 602-840-1434</p> <p>Fax 602-906-3785</p> <p>E-mail kathleen@hennepmg.com</p>	<p>Arizona Professional Travel Planner's Guide is the official fulfillment publication for the Arizona Office of Tourism's Travel Industry Marketing Division. This comprehensive statewide guide assists tour operators and travel agents in the United States and in key international countries (Japan, Mexico, Great Britain, Canada, and Germany). It is direct mailed to select tour operators and travel agents in response to client inquiries. It is also distributed at domestic and international trade shows.</p> <p>ADDED VALUE: Reader service cards for direct qualified leads that are emailed to advertisers. All receive editorial mention.</p>
	<p>ARIZONA REISEPLANER</p> <p>Issuance Bi-annual</p> <p>Selected Insertions: Materials Due:</p> <p>Oct 2006 8/25/06</p> <p>Circulation 85,000</p> <p>Reader Profile-Median Age n/a</p> <p>Reader Profile-Median HHI n/a</p> <p>Contact Dana Brockway</p> <p>Phone 520-544-3936</p> <p>Fax 502-544-4609</p> <p>E-mail adventuremedia@cox.net</p>	<p>Arizona's German-language vacation guide is published specifically for Arizona's largest overseas market. Printed every two years, The Reiseplaner reaches potential travelers, travel agents, tour operators and travel press. The award-winning publication is the primary collateral and fulfillment piece, used in all AOT promotions in Germany, Switzerland, and Austria.</p> <p>ADDED VALUE: Adventure Media International distributes at additional consumer travel shows and through regional visitor information centers.</p>
<p>THE ARIZONA REPUBLIC</p>  	<p>ARIZONA REPUBLIC/TUCSON STAR CITIZEN</p> <p>Issuance Daily</p> <p>Selected Insertions: Materials Due:</p> <p>Nov 2006 (Winter Vacation Guide) 11/5/06</p> <p>June 2007 (Summer Vacation Guide) 6/10/07</p> <p>Circulation 587,159</p> <p>Reader Profile-Median Age 48</p> <p>Reader Profile-Median HHI \$48,800</p> <p>Contact Catherine Stewart</p> <p>Phone 602-444-8433</p> <p>Fax 602-444-2049</p> <p>E-mail catherine.stewart@pni.com</p>	<p>Annual Vacation Guide promoting various destinations and getaways for winter vacationers. Guide includes relevant and enticing editorial and picturesque photos. Publication is inserted in The Arizona Republic and Tucson's Arizona Daily Star. As an added bonus, the interactive section will be posted on azcentral.com for three months, providing added exposure for your Arizona destination.</p> <p>ADDED VALUE: The winter and summer vacation guides will also be available in interactive format online. ROS banner and travel newsletters are also offered as added value.</p>

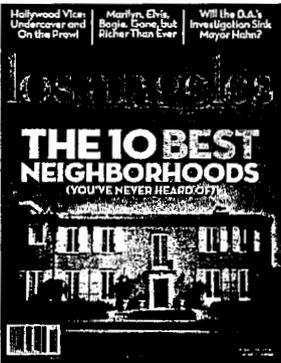
EZ Advertising Publication Profiles

	<p>AUDUBON Issuance 6 X year Selected Insertions: March 2007 1/1/07 Circulation 400,000 Reader Profile-Median Age 50 Reader Profile-Median HHI \$77,415 Contact Frieda Holleran Phone 707-935-9269 Fax 707-935-9297 E-mail frieda.holleran@thehollerangroup.com</p>	<p>Audubon connects people with nature. It provides a place for nature and wildlife enthusiasts, outdoor adventurers and environmentalists to learn, explore, and be inspired by the natural world's great beauty and extraordinary diversity. Described as "influential," readers are affluent, educated, baby boomers in positions of power and leadership...important trend-setters. Benefits: They will travel to your destination, spend money, stay longer, and tell all their friends. Your advertising message is multiplied.</p> <p>ADDED VALUE: For each advertiser: 1/6 page and larger, and individual Web site link. Value \$1,200. Matching Edit Readers Service Listing. Value \$800.</p>
	<p>AZFAMILY.COM Issuance Online Selected Insertions: Monthly TBD Circulation 8 million monthly page views Reader Profile-Median Age n/a Reader Profile-Median HHI n/a Contact Melissa Waller Phone 602-207-3765 Fax 602-207-3297 E-mail melissa_waller@azfamily.com</p>	<p>AZFamily.com is the official Web site of 3-TV and is the #1 television Web site in Arizona. AZFamily is part of Belo Corporation, the nation's 9th largest media company. With over 8 million monthly page views and 644,000 registered users, viewers can navigate through local and national news, "Good Morning Arizona," weather, entertainment, sports, family and education, home and garden and much more.</p> <p>ADDED VALUE: All creative will be handled by azfamily.com if needed.</p>
	<p>CANADIAN TRAVELLER Issuance Monthly Selected Insertions: Sept 2006 7/15/06 Circulation 14,000 Reader Profile-Median Age n/a Reader Profile-Median HHI n/a Contact Stephen Fountain Phone 250-861-9006 Fax 250-861-4811 E-mail stephenfountain@canadiantraveller.net</p>	<p>Canadian Traveller (CT) is Canada's only destination-focused travel trade publication, the official publication of the Association of Canadian Travel Agents (ACTA) and has the highest circulation of all Canadian Trade Publications. Published for over 19 years, CT provides the destination information and keys sales tips that travel professionals need to sell destinations, like Arizona, more effectively. For the last 5 years, CT has published AOT's sales guide in September for Canada with the 2006 issue being 56 pages.</p> <p>ADDED VALUE: Sales guide will be posted on Canadian Traveller's Web site for one year. Additional copies to be distributed at trade shows throughout the year.</p>

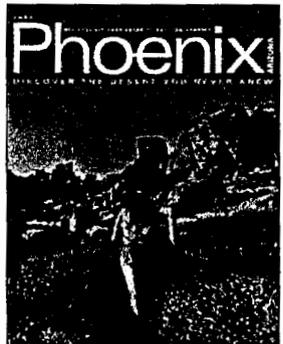
EZ Advertising Publication Profiles

	<p>EAST VALLEY TRIBUNE Issuance Daily Selected Insertions: Materials Due: Apr 2007-Arizona Getaways TBD May 2007 Summer Escapes TBD Circulation 112,909 Reader Profile-Median Age n/a Reader Profile-Median HHI \$75,000 Contact Martina Marshall Phone 480-898-5638 Fax 480-898-6463 E-mail mmarshall@aztrib.com</p>	<p>"Arizona Summer Escapes & Recreation" is a comprehensive guide to summer fun, excitement, knowledge and entertainment in beautiful Arizona. It focuses on outdoor and indoor activities. "AZ Getaways" is featured in our Travel Section once a year in April that gives inside information on destinations near and far. AZ Getaways gives useful tips that makes this section a sought-out information source.</p>
	<p>EXPERIENCE ARIZONA Issuance Annual Selected Insertions: Materials Due: Jan 2007 10/1/06 Circulation 45,000 Reader Profile-Median Age N/A Reader Profile-Median HHI N/A Contact Christine Emmons Phone 602-277-6045 Fax 602-650-0827 E-mail cemmons@azbusinessmagazine.com</p>	<p>For the first time, Arizonans have a complete resource directory of everything that is Arizona. We've chronicled Arizona's top tourism destinations, harrowing hiking trails, chi-chi night spots, delectable dining establishments, hot sports action, fun festivals, music venues, movie houses, and every outdoor adventure the state has to offer. Experience Arizona is the coolest thing to hit Arizona since air conditioning and the hottest adventure ride in the Southwest.</p>
	<p>GROUP TOUR Issuance 4 X year Selected Insertions: Materials Due: Jan-Mar 2007 10/15/06 Circulation 14,603 Reader Profile-Median Age N/A Reader Profile-Median HHI N/A Contact Tom Ward Phone 925-673-0771 Fax 925-673-0773 E-mail tom@grouptour.com</p>	<p>Group Tour Magazine (GTM) has a unique 18-year publishing history. The Western Edition is distributed quarterly to 15,000 group travel planners throughout the United States. Additional exposure is available through the copies we distribute at trade shows and send out in special mailings. Thousands of travel suppliers have utilized the pages of GTM. We get results! Over 78% of our readership use GTM ideas when planning future tours, and over 80% of our readers book hotels and attractions direct.</p> <p>ADDED VALUE: Online (www.grouptour.com): Skyscraper banner available for AZ Tourism, and other banners and listings available for other participation TEAM partners who advertise in Group Tour Magazine. Run times correspond with print flight.</p>

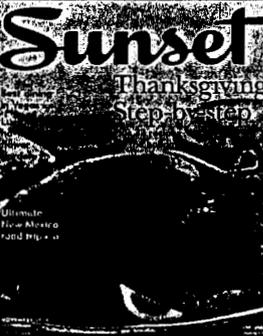
EZ Advertising Publication Profiles

	<p>LOS ANGELES MAGAZINE</p> <p>Issuance Monthly</p> <p>Selected Insertions: Materials Due:</p> <p>Oct 2006 8/15/06</p> <p>Circulation 150,000</p> <p>Reader Profile-Median Age 51.5</p> <p>Reader Profile-Median HHI \$137,500</p> <p>Contact Lizet Gamboa</p> <p>Phone 323-801-0037</p> <p>Fax 323-801-0103</p> <p>E-mail lgamboa@lamag.com</p>	<p>Los Angeles Magazine is the leading authority and indispensable guide for the affluent and influential population of Southern California, illuminating and chronicling one of the most important regions in the world.</p> <p>ADDED VALUE: Los Angeles Magazine will publish "Destination Arizona," a special advertising section dedicated to the Grand Canyon State and its golf and sports, shopping destinations, fine dining, hotels, cultural attractions and more. This section runs in our October issue. Every participant in the section will be included in a resource directory, as well as receive a listing on a reader response card.</p>
	<p>NATIONAL GEOGRAPHIC ADVENTURE</p> <p>Issuance 10 X year</p> <p>Selected Insertions: Materials Due:</p> <p>Mar 2007 12/15/06</p> <p>Circulation 525,000</p> <p>Reader Profile-Median Age 40.4</p> <p>Reader Profile-Median HHI \$72,729</p> <p>Contact Layne Middleton</p> <p>Phone 928-443-8540</p> <p>Fax 928-443-8408</p> <p>E-mail fourcrns@aol.com</p>	<p>Everyone wants their life to be an adventure. We show them how. Millions of people now choose to spend their downtime exploring the Great Outdoors and participating in adventure sports. NG Adventure is their call to action and provides both the how to and inspiration to drive the reader out into the world.</p> <p>ADDED VALUE: All AZ advertisers will receive: (1) editorial mention (2) full text RSL (3) web hot link.</p>
	<p>NATIVE PEOPLES</p> <p>Issuance 6 X year</p> <p>Selected Insertions: Materials Due:</p> <p>Jan/Feb 2007 (Heard Museum Feature) 11/1/06</p> <p>Circulation No rate base claimed</p> <p>Reader Profile-Median Age 56</p> <p>Reader Profile-Median HHI \$111,000</p> <p>Contact Matt Ramsey</p> <p>Phone 602-265-4855</p> <p>Fax 602-265-3113</p> <p>E-mail mramsey@nativepeoples.com</p>	<p>Native Peoples is the world's largest and oldest consumer magazine devoted solely to Native American art, history and culture. In each issue, a dynamic combination of editorial excellence and outstanding photography enriches the lives of upscale readers while presenting critical information.</p> <p>ADDED VALUE: Free web address listing for each issue, free laminated counter card, and free reader service listings for each issue.</p>

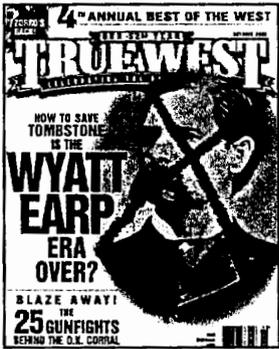
EZ Advertising Publication Profiles

	<p>PHOENIX MAGAZINE</p> <p>Issuance Monthly</p> <p>Selected Insertions: Materials Due:</p> <p>Oct 2006 8/14/06</p> <p>Feb 2007 12/15/06</p> <p>Circulation 65,095</p> <p>Reader Profile-Median Age..... 46</p> <p>Reader Profile-Median HHI..... \$131,369</p> <p>Contact Michael Hiatt</p> <p>Phone 480-664-3960</p> <p>Fax 480-664-3963</p> <p>E-mail mhiatt@citieswestpub.com</p>	<p>PHOENIX Magazine readers rank travel as a #1 interest, and Arizona destinations are their favorite. A must-buy is the inaugural October 2006 "In-State Travel Guide." A special 13th product with a year-long shelf life, this annual guide will be packed with travel information cover-to-cover. Another must is our February 2007 "52 Weekend Getaways Issue," which spikes in single-copy sales every year, offering unique Arizona excursions.</p> <p>ADDED VALUE: Advertiser listing on phoenixmag.com and link to advertiser's respective Web site. Placement in or adjacent to "Great Escapes" editorial department. Editorial inclusion in the May 2007 Arizona Office of Tourism sponsored "Arizona's Best Drive Vacations." Plus five copies of Phoenix Magazine.</p>
	<p>PHOENIX OFFICIAL VISITOR'S GUIDE</p> <p>Issuance Annual</p> <p>Selected Insertions: Materials Due:</p> <p>Nov 2006 8/24/06</p> <p>Circulation 300,000</p> <p>Reader Profile-Median Age..... 44</p> <p>Reader Profile-Median HHI..... \$66,903</p> <p>Contact Lesley Kontowicz</p> <p>Phone 520-322-0895</p> <p>Fax 520-322-9438</p> <p>E-mail lkontowicz@maddenpreprint.com</p>	<p>The official fulfillment piece of the GPCVB supported by their \$2.7 million marketing campaign. Mailed to leisure prospects, convention delegates, and group travelers prior to arrival. Also, available upon arrival at Sky Harbor, as well as, area visitor centers, hotels, motels, and attractions. Advertisers receive free hot link and reader service leads.</p> <p>ADDED VALUE: Reader service leads; opportunity to participate in "Arizona All-Year Sweepstakes" presented by vacationfun.com.</p>
	<p>PREPRINT 2006 AZ FALL INSERT</p> <p>Issuance 1 X</p> <p>Selected Insertions: Materials Due:</p> <p>Sept 24 2006 7/17/06</p> <p>Circulation 825,000-1,025,000</p> <p>Reader Profile-Median Age..... 45-64</p> <p>Reader Profile-Median HHI..... \$100,000+</p> <p>Contact Allison Cessna</p> <p>Phone 520-297-7178</p> <p>Fax 520-297-7168</p> <p>E-mail acessna@maddenpreprint.com</p>	<p>A fully integrated print and online campaign, leading with a high-quality, full-color glossy newspaper insert, delivered into 825,000 to 1,225,000 strategically targeted subscriber households in AOT's priority markets. Online components include aggressive electronic marketing, highly qualified search engine optimization, sweepstakes management, reader service, an E-mail push, and followup E-magazine.</p> <p>ADDED VALUE: Sweepstakes management E-mail campaign and reader response services.</p>

EZ Advertising Publication Profiles

 <p>Springtime in ARIZONA</p> <p>ARIZONA</p>	<p>PREPRINT—2007 AZ SPRING INSERT</p> <p>Issuance 1 X</p> <p>Selected Insertions: Materials Due:</p> <p>January 14, 2007 10/27/06</p> <p>Circulation 825,000-1,225,000</p> <p>Reader Profile-Median Age 45-64</p> <p>Reader Profile-Median HHI \$100,000+</p> <p>Contact Allison Cessna</p> <p>Phone 520-297-7178</p> <p>Fax 520-297-7168</p> <p>E-mail acessna@maddenpreprint.com</p>	<p>A fully integrated print and online campaign, leading with a high-quality, full-color glossy newspaper insert, delivered into 825,000 to 1,225,000 strategically targeted subscriber households in AOT's priority markets. Online components include aggressive electronic marketing, highly qualified search engine optimization, sweepstakes management, reader service, an E-mail push, and followup E-magazine.</p> <p>ADDED VALUE: Sweepstakes management E-mail campaign and reader response services.</p>
 <p>ARIZONA'S STAR ATTRACTIONS SUMMER 2005</p> <p>ARIZONA</p>	<p>PREPRINT—AZ/CA INSERT</p> <p>Issuance 1 X</p> <p>Selected Insertions: Materials Due:</p> <p>May 5, 2007 2/23/07</p> <p>Circulation 500,000-850,000</p> <p>Reader Profile-Median Age 25-54</p> <p>Reader Profile-Median HHI \$75,000+</p> <p>Contact Allison Cessna</p> <p>Phone 520-297-7178</p> <p>Fax 520-297-7168</p> <p>E-mail acessna@maddenpreprint.com</p>	<p>A fully integrated print and online campaign, leading with a high-quality, full-color glossy newspaper insert, delivered into 500,000 to 850,000 strategically targeted subscriber households in Arizona and California. Online components include aggressive electronic marketing, highly qualified search engine optimization, sweepstakes management, reader service, an E-mail push, and followup E-magazine.</p> <p>ADDED VALUE: Sweepstakes management E-mail campaign and reader response services.</p>
 <p>Sunset</p> <p>Thanksgiving Step by Step</p> <p>Ultimate New Mexico road trip</p>	<p>SUNSET MAGAZINE DISPLAY ADVERTISING</p> <p>Issuance Monthly</p> <p>Selected Insertions: Materials Due:</p> <p>Nov 2006 9/1/06</p> <p>Circulation 452,000 AZ & So. Cal.</p> <p>Reader Profile-Median Age 51</p> <p>Reader Profile-Median HHI \$82,276</p> <p>Contact Kimberly Rutt</p> <p>Phone 310-268-7367</p> <p>Fax 310-268-7607</p> <p>E-mail ruttk@sunset.com</p>	<p>Sunset covers the very best aspects of life in the West... the exciting travel destinations, the valuable homes, the stunning gardens, and the fine foods. Our expertise on the trends and topics that most interest those who live in the West sets us apart from any other magazine.</p>
 <p>Sunset</p> <p>Thanksgiving Step by Step</p> <p>Ultimate New Mexico road trip</p>	<p>SUNSET MAGAZINE—TRAVEL PLANNER</p> <p>Issuance 2 X year</p> <p>Selected Insertions: Materials Due:</p> <p>Nov 2006 - Full Circ. 9/1/06</p> <p>May 2007 - SW/Mtn.Circ. 3/1/07</p> <p>Circulation 1,450,00 and 290,000 SW/MTN circ.</p> <p>Reader Profile-Median Age 51</p> <p>Reader Profile-Median HHI \$82,276</p> <p>Contact Tricia O'Neill</p> <p>Phone 888-849-7032</p> <p>Fax 209-742-2211</p> <p>E-mail oneillt@sunset.com</p>	<p>Sunset covers the very best aspects of life in the West... the exciting travel destinations, the valuable homes, the stunning gardens, and the fine foods. Our expertise on the trends and topics that most interest those who live in the West sets us apart from any other magazine.</p> <p>ADDED VALUE: Travel planner rates include a 3-month online listing and reader response leads.</p>

EZ Advertising Publication Profiles

 <p>TRAFFIC PULSE NETWORKS a division of Traffic.com, Inc.</p>	<p>TRAFFIC PULSE</p> <p>Issuance Traffic Sponsorship</p> <p>Selected Insertions: Materials Due:</p> <p>Circulation N/A</p> <p>Reader Profile-Median Age N/A</p> <p>Reader Profile-Median HHI N/A</p> <p>Contact Kelly Bitter</p> <p>Phone 619-308-5283</p> <p>Fax 619-583-4048</p> <p>E-mail kbitter@traffic.com</p>	<p>Reach a big audience by advertising with Traffic Pulse Networks. We are the largest independent provider of traffic information in the U.S. We deliver traffic content to radio and TV stations, and online at www.traffic.com. Advertising opportunities include sponsoring our traffic and news drive time reports on Radio or TV.</p> <p>Added Value: Bonus advertising schedules with additional free radio spots to each participant. The exact percentage will vary based on the advertising commitment made.</p>
 <p>News: Europe • Luxury Cruises • Airfare's</p> <p>Travel Agent</p> <p>Sabre Solutions Supporting agents with full suite of options</p> <p>CRUISE Silversea Q&A</p> <p>BUSINESS Link to London luxury</p>	<p>TRAVEL AGENT</p> <p>Issuance Weekly</p> <p>Selected Insertions: Materials Due:</p> <p>Jan 2007 AZ Sales Planer 12/1/06</p> <p>Circulation 46,004</p> <p>Reader Profile-Median Age N/A</p> <p>Reader Profile-Median HHI N/A</p> <p>Contact Suzanne Craven</p> <p>Phone 818-227-4495</p> <p>Fax 818-227-4181</p> <p>E-mail scraven@questex.com</p>	<p>Travel Agent Magazine has 100% coverage of the travel agent community, encompassing every accredited (ARC, CLIA, IATAN) agent. The Arizona Sales Guide will focus just on Arizona making it, "all about Arizona." Travel Agent Magazine is the market leader - it enjoys a larger market share amongst its closest competitor. If you're choosing one media partner - choose the market leader reaching more agents. TAM promise to vendors: Reach more qualified agents, in more locations, booking more business than any other trade publication.</p> <p>ADDED VALUE: 4,000 overruns of sales guide. TAM sales staff sells and follows up on all ad materials.</p>
 <p>4th ANNUAL BEST OF THE WEST</p> <p>TRUE WEST</p> <p>HOW TO SAVE TOMIBSTONE IN THE WYATT EARP ERA OVER?</p> <p>BLAZE AWAY! THE 25 GUNFIGHTS BEHIND THE O.K. CORRAL</p>	<p>TRUE WEST</p> <p>Issuance 10 X year</p> <p>Selected Insertions: Materials Due:</p> <p>Jan 2007 10/20/06</p> <p>Apr 2007 1/5/07</p> <p>Circulation 45,000</p> <p>Reader Profile-Median Age 45</p> <p>Reader Profile-Median HHI \$85,000</p> <p>Contact Joel Klasky</p> <p>Phone 480-575-1881</p> <p>Fax 480-575-1903</p> <p>E-mail Joel@twmag.com</p>	<p>True West Magazine has been reaching western enthusiasts for 53 years. Our readers are a passionate group who love the history and lifestyle that the West represents and we deliver it to them with every issue. Culture and heritage travel is our niche. In the last year, 87% of our readers visit historic sites and 82% visit museums.</p> <p>ADDED VALUE: True West offers a free reader service card with every issue. Advertisers can receive information from interested readers via printed mailing labels or E-mailed in an Excel (CSV) spreadsheet. Links on the True West Web site.</p>
 <p>TUCSON LIFESTYLE MAGAZINE</p> <p>Recommending The Road</p> <p>Scenic Spots Around The State</p> <p>Auto Trends 2004</p> <p>23 Award Winning AS/D Designs</p> <p>Living The Ranch Life</p>	<p>TUCSON LIFESTYLE MAGAZINE</p> <p>Issuance Monthly</p> <p>Selected Insertions: Materials Due:</p> <p>June 2007 4/5/07</p> <p>Circulation 57,000</p> <p>Reader Profile-Median Age 57</p> <p>Reader Profile-Median HHI \$172,300</p> <p>Contact Fran Katz</p> <p>Phone 520-721-2929</p> <p>Fax 520-721-8665</p> <p>E-mail fran@tucsonlife.com</p>	<p>Tucson Lifestyle is the Old Pueblo's only monthly city magazine and is targeted to reach Pima County's most affluent residents. The magazine's advertisers represent the finest businesses in the area. Now with more than 20 years of experience, Tucson Lifestyle is more determined than ever to highlight the people, places, and lifestyle that makes Tucson a glorious place to live. Editorially, the magazine is oriented towards residents, visitors and newcomers.</p>

STAFF REPORT

Council meeting of:	February 15, 2006 – Regular Session
Title:	Discussion, consideration and possible approval to partner with Camp Verde High School and the Main Street Merchants on the 2006 Main Street Stampede.
Budgeted item:	Yes
Description of Item:	This event is in its third year. In the past we have split 50/50 after expenses, with the High School and the Main Street Merchant Fund. This year the school is asking for a 60/40 split and asking that "Rule #4 under Co-sponsor" be waived. This rule refers to recovering the cost of over seeding, fertilizing, aeration and labor to restore the field back to it's original shape.
Staff Recommendation:	Approve partnering with the High School and Merchants with the changes recommended by the Parks & Recreation Commission.
Comments:	The Town of Camp Verde fronts all of the money to put this event on. A large amount of money is brought in from sponsorship, which covers the cost of buckles and prize money. In the past, following the event, when all expenditures are paid, we have split the profits 50/50 with field restoration not being factored in at all. The Parks & Recreation Commission's recommendation to Council is to factor in the cost of fertilizer and seed along with all of the other expenditures and then split 60/40. The Town would absorb the costs of labor.
Attachments:	Yes
Prepared by:	Lynda Moore

Town of Camp Verde, Camp Verde Parks & Rec. & Camp Verde
Extracurricular School Programs Presents:

Main Street Stampede

Bares, Broncs, & Bulls & Timed Event Rodeo

April 21 - 7:00 pm Bares, Broncs & Bulls

April 22 - 8:00 am GCPRA Timed Event Rodeo 1:00 pm Perf.

7:00 pm - Bares, Broncs & Bulls

April 23 - 8:00 am GCPRA Timed Event Rodeo 1:00 pm Perf.

Projected Cost

Location: Rough Stock: Town of Camp Verde Soccer Field
Timed Event Rodeo: Arena Del Loma \$300

Event Insurance: Town of Camp Verde Parks & Rec. Est: \$600

Added Prize Money: Rough Stock \$ 500 per Event (Sponsorship)
Timed Events \$200 per Event (Sponsorship)
Total: \$2500

Bleachers: Hon-Da Casino - (Brett 928-369-0299 Ext: 7571)
Est: \$1050 per unit X 4 units = \$4200

Food: Main Street Stampede Committee

Alcohol: Camp Verde Parks & Rec./Main Street Stampede

Dance: Main Street Stampede Committee
Estimated cost: \$2000

Security Fence: Yavapai Fence Company Est: \$200
(Possible Donation)

Stock: Casper Baca [See Attached Contract]
(2 days; 100 outs; **\$8500** Plus \$20 stock charge
(from cowboys) & 4 Rooms for 3 nights)

Arena: Town of Camp Verde

Announcer: Include in Casper Baca's Contract

Clown: Bob Weir (2 Perfs. \$500 reduced price)

Bullfighter: Included in Casper Baca Contract

Judges: Included in Casper Baca Contract

Ambulance: Camp Verde Fire Department
Estimated:(\$450 for off duty EMT's If not donated)

Security: Camp Verde Marshall Office

Secretary: Daria Weir & GCPRA Secretary - No cost to committee

Buckles: Red Bluff Buckle (\$700)
Can Get Sponsors to pay for them + some profit
Bareback Riding Champion: (\$125)
Saddle Bronc Riding Champion: (\$125)
Bull Riding Riding Champion: (\$125)
Junior Bull Riding Champion: (100)
Steer Rider Champion: (\$75)
Calf Riding Champion: (\$75)
Sheep Rider Champion: (\$75)

Light Plants: United Rental (5 light plants) Possible donation or reduced rate. Est: \$78 per unit

Toilets: Green Valley Portable Restrooms 6 Port-a-Jons Est: (\$150)

Clean up: Main Street Committee & CVHS Extracurricular Programs

Ticket Taker: Main Street Committee & CVHS Extracurricular Programs

Stock Feed: 70 Bales of 3-Wire Hay and 2000 lbs of sweet Feed Grain, In Casper Baca's Contract Est. Cost 70 X \$6 = \$420 + 40 bags X \$7 = \$280 Est. Total:\$700 (Could be Donated)

Steers: Camp Verde Sheriff Posse (Donated)

Calves: Bob & Daria Weir (Donated)

Sheep: Lambs with Attitude (\$150)

Advertisement : Main Street Stampede Committee
(Can be Expensive but use Public Service announcements)
(Radio/Newspaper/Banner) KVRD 105.7 FM and Flagstaff/Prescott Market

Advertisement: Main Street Stampede Committee
All Around Paper (\$125)
Arizona Jackpot (\$112.50)
Flyers & Posters made by Bob Weir & printed by Bud

Sponsors: Town of Camp Verde, Main Street Stampede Committee & CVHS Extracurricular Programs
Both groups will work to get as many sponsors as Possible.
Corporate Sponsor \$1000 to \$2000
Chute Gate Sponsors \$500.00
Banner Sponsors \$200.00
Buckle Sponsor \$175 to \$250 each

Request:

The Main Street Stampede Committee and the Camp Verde Parks and Recreation are asking to waive the special events policy which deals with the co-sponsor of the repair of the soccer field after the event.

Percent of Proceeds:

The Main Street Stampede Committee is asking for the proceeds from the event to be divided 60% to Camp Verde High School Extra-Curricular Activities participating and 40% to the Town Beautification/Main Street Improvement Projects.

STAFF REPORT

Council Meeting of: February 15th, 2006

Title: Discussion, consideration, and possible approval to purchase a Used 1 Ton Bucket Truck at an Auction.

Budgeted item: Yes– CIP, ½ Parks & ½ HURF

Description of item: Project # 06-019 for a Used 1 Ton Bucket Truck was unsuccessful because we did not receive a bid for the project by the closing date of February 7th at 3:00 p.m.. We would like to go to an auction and purchase a Bucket Truck at the best market price based on a comparative analysis.

Staff Recommendation: Approve going to auction to purchase a Used 1 Ton Bucket Truck at the best market price.

Comments:

Attachments: Yes

Prepared by: Lynda Moore & Wally Dickinson

**TOWN OF CAMP VERDE
USED 1 TON BUCKET
#06-019
BID OPENING
2/7/2006
395 S. Main Street
3:00 p.m.**

Present:

Streets Admin Assistant Carol Bullard, Admin Assistant Sheri Bentley, Street Inspector Marvin Buckel

Bids

No Bid packets were received for this project by the deadline of 3:00 p.m. on Tuesday, February 7th, 2006.

We had one "No Proposal" returned by Red Mountain Machinery

Posted By:

Carol Bullard

Date/Time

3:15 p.m.

The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.

STAFF REPORT

Council meeting of: February 15, 2006

Title: **Discussion, consideration, and possible direction to staff to proceed with the creation of a Town Housing Authority or Housing Department.**

Budgeted Item: **Not applicable.**

Description of Item:

As directed previously by Council, staff has researched the merits of establishing a housing authority or a housing department.

Whether to establish a Housing Authority or Housing Department depends on the Town's goals. A Housing Authority is established as a non-profit organization, governed by ARS, and provides subsidized housing for low-income residents. Housing Authorities typically serve as landlords for multi-family rental units (apartments).

If the goal is for Council to retain its authority in making community-housing decisions, then establishing a Housing Department is more appropriate. The Town, through a Housing Department can apply for HOME and Housing Trust Fund money for single-family residences.

A Housing Department can have multiple housing programs to assist the varied needs of citizens. As an example, a Housing Department can oversee the Town's current Housing Rehabilitation program (which has not been active due to a lack of staff), a Self-Help Housing program (which the Town has solicited funding for), and a community land trust program. A Housing Department can recommend and then administer other housing programs and policies approved by Council.

Funding: There is money available from grants to fund a Housing Department. The Housing Rehabilitation program has a balance of approximately \$130,000. Of that, 23% or nearly \$30,000 can be used for administrative costs. The Town will know by April if we will receive the \$10,000 RD Predevelopment Grant. The Predevelopment grant is designed to offer financial assistance so the Town can apply for the RD Self-Help Housing grant. The Self-Help Housing grant is designed to finance the entire administrative costs of a self-help housing program.

Staff

Recommendation: Staff has been conducting research on housing availability and various programs since April 2005. Staff will be able to present program options to the Housing Commission for refinement to meet our community's needs and to formulate recommendations to Council. The only barrier to providing housing programs to our citizens is the lack of a department and staff designated for this purpose.

Prepared by: Wendy Escoffier.

STAFF REPORT

Council meeting of: February 15, 2006

Title: Discussion, consideration, and possible approval to purchase advertising space from Hulett Publishing, Inc. in the Camp Verde Chamber of Commerce Community Profile & Membership Directory. This is unbudgeted item from contingency.

Budgeted item: No

Description of Item: Hulett Publishing, Inc. is selling advertising space in the Chamber of Commerce Community Directory. Below are examples of items that the Town could include in the advertising space:

1. Town Logo
2. Special Events
3. Full-Page Community Profile

Staff Recommendation: None

Comments: A sample of a community profile has been available for Council's review in the mail room.

Attachments: Yes – Advertising Rate Schedule

Prepared by: Bill Lee/cjb

2006/07

Camp Verde Chamber of Commerce Community Profile & Membership Directory

Advertising Rate Schedule
Published by Hulett Publishing, Inc.



Submit materials to your salesperson
or, if requested, to:

Hulett Publishing, Inc.
Attention: Linda Gould
2040 W. Sinto, Spokane, WA 99201
Toll Free: 1-877-644-1611
509-326-1611, Fax: 509-326-2240
linda@adigital.com

Mechanical Conditions:

Ad Sizes: Width is listed first.
TRIM SIZE IS 8 3/8" X 10 7/8".
Full Page (bleed) 8 3/8" x 10 7/8" plus 1/8" bleed
Full Page (no bleed) 7 1/2" x 10"
2/3 Page vertical 4 15/16" x 10"
1/2 Page horizontal 7 1/2" x 4 15/16"
1/3 Page square 4 5/16" x 4 5/16"
1/3 Page vertical 2 3/8" x 10"
1/6 Page vertical 2 3/8" x 4 5/16"
1/6 Page horizontal 4 5/16" x 2 3/8"
1/12 Page square 2 3/8" x 2 3/8"

Advertising Space Rates: Directory Covers

Price Includes: one 4-color separation, one halftone OR one logo/art scan, ad composition and proof copy of the ad (see below for cost of additional scans). Advertisers may use any combination of the 4-color process inks.

No ganged 4-color separations accepted.
Major Sponsor/Back Cover 4-color \$5,000.00
Inside covers 4-color 2,395.00
Inside 1/2 covers 4-color 1,595.00

Advertising Space Rates: 4-color advertisement (editorial section)

Price Includes: one 4-color separation, one halftone OR one logo/art scan, ad composition and proof copy of the ad (see below for cost of additional scans). Advertisers may use any combination of the 4-color process inks.

No ganged 4-color separations accepted.
Full Page 4-color \$2,095.00
2/3 Page 4-color 1,545.00
1/2 Page horizontal 4-color 1,245.00
1/3 Page 4-color 845.00
1/6 Page 4-color 645.00

Advertising Space Rates: Black advertisements (categorical section)

Price Includes: one halftone OR one logo/art scan, ad composition and a proof copy of the ad (see below for price of additional scans). Advertisers may use black ink. See below to add special color (s) to your ad. Advertisers using special color will be in the last eight (8) pages of the Directory.

Full Page black \$1,595.00
2/3 Page black 1,245.00
1/2 Page black 1,095.00
1/3 Page black 745.00
1/6 Page black 525.00
1/12 black 345.00
Red Listing 225.00

Display Advertising Options:

Guaranteed Placement 10% of ad rate
Hulett makes every effort to follow our advertisers requests for position, but they are not guaranteed unless paid for. If you request guaranteed placement (i.e. next to some particular information or category, etc.) your sales person needs to get a guaranteed placement number from Linda Gould, 877-644-1611, and it must be included on the Advertising Agreement you sign.

Color Proof \$55.00
Spot Color (blue) \$35.00
Special Color \$90.00 each

Additional Scans:

Additional Logo/Art/Halftone Scan \$35.00
One Additional 4-color separation scan \$75.00
Any additional color photos on disk or picked up from a previous Hulett publication \$35.00 each
Scanned Image Manipulation \$120.00 per hour
*Includes retouching, close cropping, color alterations, ghosting, posterizing, composite and any other special effects. No ganged 4-color separations accepted.

Alterations:

After Hulett receives 1st proof back from the advertiser, Hulett will make changes and send a new proof to advertiser. Any changes after that will be billed the following:

- (except publisher errors which will be corrected at no charge)
- * Simple change (a one line change such as a phone number or an address) \$35
- * Layout change (moving any object in the ad, not to include any color changes) \$50
- * Any color change (including changing colors and adjusting color scans) \$85 each
- * Anything outside of these changes will be quoted a rate at the scanned image manipulation rate on the rate sheet before the changes are made

Printing Negatives Not Accepted:

Please talk to your sales person to discuss ways to accomplish an electronic data transfer. Our desktop publishing equipment requires that we input data electronically. Removable disk drives and opticals will be returned, all other materials are the property of the publisher.

Computer Generated Electronic Data Files:

For maximum quality advertisers who prepare their own ad copy must furnish Computer Generated Electronic files in Quark, Freehand, Photoshop, Pagemaker, Illustrator, InDesign, Corel Draw, Publisher, or as a PDF rather than veloxes. These files must include both screen and printer fonts, linked graphic files, and a proofing mechanism if possible. Advertisers must provide materials that fit the mechanical conditions. Alterations are charged at \$60.00 per hour. The publisher does furnish a proof. Please talk to your salesperson. Please ask your salesperson for a copy of our Guidelines for Furnishing a Digital Ad.

Cancellations:

Advertisers may cancel free of charge at time before midnight of the third day after signing the Advertising Agreement. Cancellations after midnight of the third business day after signing of the Advertising Agreement will result in a cancellation fee of fifty-percent (50%) of the ad rate. Any cancellation of the Advertising Agreement by the advertiser must be in writing and delivered to the publisher by registered mail, **NO CANCELLATIONS WILL BE ACCEPTED AFTER THE ADVERTISING SALES CLOSING DATE.** If the publisher has compiled the ad prior to cancellation, composition, scanning and proofing charges are not refundable.

Cooperative Advertisements:

Cooperative advertisers splitting the cost of one ad receive only one complimentary scan per ad space purchased. Any additional scans will be billed at \$35.00 per scan.

**STAFF
AGENDA ITEM REPORT**

Council meeting of: February 15, 2006 – Regular Session

Title: Counsel briefing on Millwood Final Plat approval

Budgeted item: N/A

Description of Item: N/A

Comments: N/A

Staff Recommendation: This matter should be discussed in e-session, pursuant to 38-431.A3 and A4.

Attachments: Yes

Prepared by: D. Barber for Bill Sims

LAW OFFICE OF
Tony S. Cullum, P. C.
ATTORNEY AT LAW
14 EAST DALE AVENUE
FLAGSTAFF, ARIZONA 86001

TONY S. CULLUM*

* CERTIFIED BY ARIZONA ESTATE BAR AS
SPECIALIST IN REAL ESTATE LAW
* ADMITTED TO PRACTICE
IN STATE OF COLORADO

TELEPHONE
(928) 774-0614
FAX
(928) 774-2082

February 7, 2006

VIA FAX TRANSMISSION (1 pages)

William Wright, Director
Nancy Buckel, Planner
Planning and Zoning Dept.
TOWN OF CAMP VERDE
Fax No.: 928/567-7401

Re: Millwood Estates

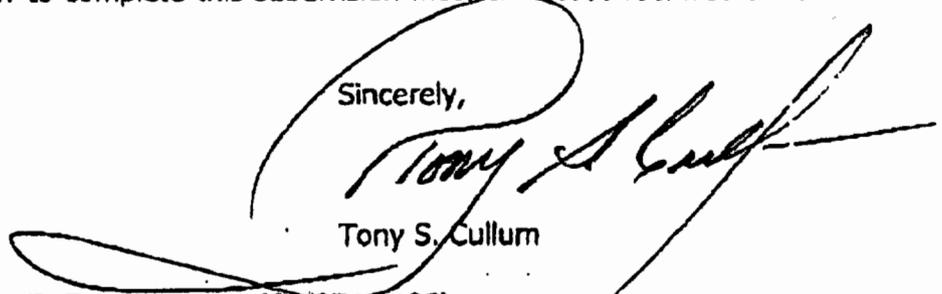
Dear Mr. Wright and Ms. Buckel:

As you are aware, this office represents the Developer (AzNorth Development, Inc.) of above referenced proposed subdivision. It is our understanding that there was a deficiency in the motion and action made by the Mayor and Common Council on February 1, 2006 regular session. Accordingly, it is our position that an official action has not yet been made on the Final Plat for the Millwood Estates subdivision.

On behalf of my client, I am hereby requesting that AzNorth's application for final plat be withdrawn until such time that it can verify that it has met the conditions of Millwood Estates Preliminary Plat approval. Once the conditions have been met, my client will resubmit its application for final plat so the matter can be placed on an upcoming Mayor and Common Council Agenda.

Thank you for your consideration and we look forward to working with you and the Town's Staff to complete this subdivision matter. Please feel free to contact us at any time.

Sincerely,



Tony S. Cullum

TC:ge:tw

- cc: William J. Sims, III, Esq. (via Fax: 602/274-9135)
- Jeremy Bach, AZNorth Development (via Fax: 928/567-8809)
- Tom Brewster, AZNorth Development (via Fax: 773-7999)
- Jim Sullivan, SEC (via Fax: 928/282-0731)
- Luke Sefton, SEC (via Fax: 928/282-0731)
- Nancy Sylvester (interoffice)