

AGENDA



**SPECIAL SESSION
MAYOR and COMMON COUNCIL
of the
TOWN OF CAMP VERDE
COUNCIL CHAMBERS
473 S. Main Street, Room #106
WEDNESDAY, MARCH 8, 2006
4:00 P.M.**

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**

Discussion of the following:

4. **Presentation by Mark Reeder and Mike Cafiso, Bond Counsel, concerning financial processes that might be utilized to fund the purchase of Camp Verde Water System, the Ruskin land, and the Community Park.**
5. **Discussion, consideration, and possible selection of the limestone color and whether it should be dry-stacked or over-grouted and the exterior colors for the new Marshal's Office facility.** Additional costs incurred are unbudgeted and will come from the CIP fund.
6. **Discussion, consideration, and possible approval of \$30,000 for matching funds as required by the Chamber of Commerce's application to the Arizona Office of Tourism for a TEAM Grant that will be used for marketing, advertising, and promoting Camp Verde.** If approved, this amount will be budgeted in the FY06/07 budget.
7. **Adjournment**

Posted by:

V. Senko

Date/Time:

3-3-06

10:59 a.m.

Note: Pursuant to A.R.S. §38-431.03.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.

STAFF REPORT

Council meeting of: **March 8, 2006**

Title: **Discussion, consideration, and possible selection of the limestone color and whether it should be dry stacked or over grouted and the exterior colors for the new Marshal's facility.** Any additional costs incurred with these selections would be unbudgeted and come from contingency.

Budgeted item: No – if additional costs are incurred

Description of Item: None

Staff Recommendation: None

Comments: None

Attachments: None

Prepared by: Bill Lee/cjb

STAFF REPORT

Council meeting of: **March 8, 2006**

Title: **Discussion, consideration and possible approval of matching funds for AOT's TEAM Grant program in the amount of \$30,000 for marketing, advertising and promoting Camp Verde. \$30,000 is unbudgeted, but if approved this amount will be budgeted in Fiscal Year 2006/07.**

Budgeted item: No - The Chamber is requesting an additional \$30,000 in the 06/07 budget for funding to build tourism.

Description of Item: The \$45,000 provided by the Town annually is used for the visitor center.

Staff Recommendation: None

Comments: None

Attachments: Yes

Prepared by: Bill Lee

Camp Verde Chamber of Commerce

February 28, 2006

To: Camp Verde Town Council

Subject: Request for \$30,000 for marketing, advertising, and promoting Camp Verde

Camp Verde Chamber of Commerce is requesting \$30,000 to promote Camp Verde. This money will be matched by Arizona Office of Tourism TEAM Grant money. This TEAM Grant program is a 50 – 50 matching grant program.

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 Trail due to the Mail Trail independent fund raising efforts.

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

The reason for this request for investment in the AOT TEAM Grant is that the marketing plan and request for funding must be into the Arizona Office of Tourism by April 7, 2006.

We will request additions investments in marketing, tourism, and visitor center during the normal Camp Verde budgetary process.

Success through Communication, Harmony, & Cooperation