

**MINUTES**  
**WORK SESSION – GENERAL PLAN UPDATE**  
**THE PLANNING AND ZONING COMMISSION**  
**COUNCIL CHAMBERS**  
**473 S. MAIN ST. STE. 106**  
**THURSDAY NOVEMBER 12, 2015 6:00PM**

**1. Call to Order**

Chairman Davis called the meeting to order at 6:00 pm.

**2. Roll Call**

Present: Chairman Davis, Vice Chairman Freeman, Commissioners Blue, Burnside, and Hisrich  
Absent: Commissioners Norton and Parrish

Also Present: Community Development Director Michael Jenkins, Assistant Planner Kendall Welch and Recording Secretary Marie Moore.

**3. Pledge of Allegiance**

Chairman Davis led the pledge.

**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 Commission so requests.

**a. Approval of Minutes:**

October 1 – Special Session

October 8 – General Plan Work Session

**b. Set Next Meeting, Dates and Times:**

November 13, 2015 – Open Meeting Law Training (9AM-11AM)

November 20, 2015 – Town Council Work Session (11AM)

Commissioners need to arrive at 10:30AM. Lunch provided by Town Clerk.

December 3, 2015 – Special Session (6:30PM)

December 10, 2015 – General Plan Work Session (6PM)

On a motion by Commissioner Burnside, seconded by Vice Chairman Freeman, the Commission passed the Consent Agenda unanimously.

Chairman Davis provided clarification on the time of the November 20, 2015 Town Council Work Session. Chairman Davis also stated that the Town Council is requesting a quorum of the Commission at this meeting.

Assistant Planner Kendall Welch also noted the time change of the November 13, 2015 Open Meeting Law Training which was originally scheduled to end at noon. Welch also added that the Commission does have a Use Permit and Text Amendment moving forward on the December 3, 2015 Special Session.

**5. Discussion, Public Input, and Commission Consensus on Chapter 4 – Economic Development.** Continued from the October 8, 2015 General Plan Work Session.

It is the consensus of the Commission for the Chapter 4 – Economic Development Goals to read as follows:

**Goal A: CREATE AN ENVIRONMENT THAT ENCOURAGES BUSINESS GROWTH, RETENTION, REVITALIZATION AND EMPLOYMENT OPPORTUNITIES.**

**Implementation Strategy:**

**A1. Encourage a variety of businesses that offer diverse employment opportunities to locate within Town limits.**

Commissioner Burnside stated that he felt this strategy was limiting. Commissioner Hisrich disagreed and stated he felt it encompassed every opportunity. After further discussion, Commission agreed to leave the strategy as stated.

**A2. Encourage businesses to locate within the Town limits to offer the opportunity to purchase a wide variety of merchandise and services locally.**

Commission agreed to add the term "and services" to the strategy.

**A3. Utilize the Town's geographically central location within the State, and proximity to the major interchange of Interstate 17 and State Route 260, to encourage businesses such as but not limited to: regional retail, manufacturing and distribution centers to locate within the Town.**

Commission discussed and agreed to add to the statement "...to encourage businesses such as but not limited to: regional retail, manufacturing and distribution centers..."

**A4. Pursue grants, studies and regional economic development proposals that will provide a direct benefit to the community.**

There were no comments or changes from the commission.

**A5. Encourage the Town to collaborate with local businesses, economic organizations, schools, and colleges to create a skilled workforce.**

There were no comments or changes from the commission.

**A6. Work with local businesses and development interests to identify processes that can be streamlined and optimized.**

The Commission agreed to replace the / between streamlined/optimized with the word "and".

**A7. Recruit complimentary businesses to support the needs of existing businesses.**

The Commission agreed that the words "the needs of" should be added and the word "employers" should be replaced with "businesses".

**GOAL B: MAINTAIN AND DEVELOP AN ATTRACTIVE ECONOMIC ENVIRONMENT.**

Commissioner Burnside indicated he felt the way the goal was written was giving false information. After further discussion from the Commission, it was determined to strike the words "...community values and provide a high quality of life for residents as..." and add the words "and develop" after Maintain.

**Implementation Strategy:**

**B1. Retain and embrace the Town's history and rural character.**

Commissioner Blue indicated he felt the word "embrace" was a better descriptive word than "celebrate".

**B2. Support quality education as a community.**

There were no comments or changes from the Commission.

**B3. Encourage activities and job opportunities for all residents.**

There were no comments or changes from the Commission.

**B4. Develop recreational amenities within the community.**

There were no comments or changes from the Commission.

**B5. Encourage acquisition or cooperative use of Federal, State and privately owned lands to meet the community's desire for public lands and open space.**

Commission changed the word "need" to "desire". No other changes were made.

**B6. Promote, as a community, the many tourism opportunities in and around Camp Verde.**

Commission members did not agree with the word "Capitalize" and exchanged it with "Promote".

**B7. Support continued enforcement of Town Ordinances to ensure public health, safety and welfare.**

Commission members changed the word "Continue" for "support". No other changes were made.

**B8. Encourage townspeople to actively participate in town government, town commissions and committees, business organizations, service clubs, school boards, parent-teacher organizations, and other groups to ensure community values and a high quality of life.**

Commission members agreed to remove the term "Chamber of Commerce committees" due to the fact that the Town currently does not have a running Chamber of Commerce and replace the term with "business organizations".

~~**B9. Celebrate the Town's history and rural character.**~~

Commission agreed to strike this strategy in its entirety due to the fact that this was already listed as B1.

**B9. (Previously B10.) Promote cooperation between the Town, Yavapai-Apache Nation, business organizations, local businesses, schools and residents to work together on projects to enhance the economic environment.**

Commission replaced "Chamber of Commerce" with "business organizations" and added Yavapai-Apache Nation and schools to the statement. Chairman Davis directed staff to look through the document to locate any places that would be appropriate to list the Yavapai-Apache Nation that may have been missed.

**GOAL C: ESTABLISH CAMP VERDE AS A DESTINATION, THEREBY INCREASING VISITOR AND RETAIL TRAFFIC.**

Commission added the word "thereby" to make the statement flow better.

**Implementation Strategy:**

**C1. Encourage the continuation of a consistent branding, marketing and self-promotion program for Camp Verde.**

Commission replaced the word "creation" with "continuation of the consistent".

**C2. Encourage improvement of promotional and informational signage along key corridors and gateways.**

Commission agreed to add "promotional and informational" as well as "and gateways" to the statement. Chairman Davis directed staff to research the definition and information regarding

“gateways” in other areas of the General Plan to determine if it is appropriate to include in the strategy.

**C3. Continue to develop the existing multi-use trail network with stakeholders.**

Commission agreed to replace “a comprehensive” with “the existing”. Commissioner Burnside commented on the existing trail map and the fact that Camp Verde was the first Town in the State to have one.

**C4. Support the continued development of a Verde River Recreation Master Plan.**

Commission agreed to replace “implementation” with “the continued development”.

**C5. Continue to implement historic preservation initiatives.**

Commission agreed to strike the end of the sentence reading “...and the telling of Camp Verde’s story.”

**GOAL D: PLAN FOR ADEQUATE INFRASTRUCTURE TO SUPPORT AND GROW BUSINESS, TOURISM AND DEVELOPMENT.**

Commission agreed to replace “Provide” with “Plan for”.

**Implementation Strategy:**

**D1. Encourage development in areas where water, sewer and electric are existing or anticipated.**

Commission replaced “to areas” with “in areas”, removed the words “currently located on major collector roads” and replaced “existing & anticipated” with existing or anticipated”.

**D2. Encourage utilities and related infrastructure to support future commercial and industrial growth as appropriate.**

There were no comments or changes from the Commission.

~~**D3. In the design of the 260 corridor create a plan to enable an aesthetic balance of community development and view sheds, utilize design opportunities in roundabouts, and preserve trail connectivity.**~~

Commission agreed to strike the strategy in its entirety.

**D3. (Previously D4.) Encourage efforts to improve the overall aesthetics of the community.**

Commission agreed to replace “a beautification program” with the word “efforts”.

Commission also agreed to strike items D.5 through E.3.

**6. Discussion, Public Input, and Commission Consensus on Chapter 7 – Housing.**

Continued from the October 8, 2015 General Plan Work Session.

The Commission reviewed and discussed the changed information provided on [Table 6: Residential Structure Type By Residential Property Grouping]. Assistant Planner Kendall Welch explained to the Commission where she obtained the data represented and how she implemented it into the table for Commissions review and approval. The Commission was in support of all of the revisions.

Commissioner Blue expressed his concern regarding the paragraph describing apartment units and that it only portrays subsidized housing opportunities. Vice Chairman Freeman indicated he felt the statement should be generalized rather than specific with its numbers which leaves room

for error. The Commission agreed the statement shall read as follows:

**Camp Verde has a number of rental opportunities, some of which are available for income qualified families.**

**7. Adjournment**

**On a motion by Commissioner Burnside, seconded by Commissioner Hisrich, the meeting adjourned at 7:28 pm.**

  
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Chairman B.J. Davis  
Planning & Zoning Commission  
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Michael Jenkins  
Community Development Director

**CERTIFICATION**

I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Planning & Zoning Commission of the Town of Camp Verde during the Work Session of the Planning & Zoning Commission of the Town of Camp Verde, Arizona held on the 12<sup>th</sup> day of November, 2015. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 12<sup>th</sup> of November, 2015.

  
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Marie Moore  
Recording Secretary