

**(Corrected) MINUTES
MAYOR AND COUNCIL RETREAT
NOVEMBER 12, 2009 at 9:00 a.m.
YAVAPAI COLLEGE CAMP VERDE CAMPUS
321 W. Apache Trail, Rooms 807-808
Camp Verde, AZ**

Retreat Objectives:

- To discuss current issues affecting Camp Verde and local government
- To develop short-term and long-term goals and actions needed to move into the future

1. Call to Order

Mayor Burnside called the meeting to order at 9:06 a.m.

2. Roll Call

Mayor Burnside Vice Mayor Kovacovich, and Councilors Baker, Garrison, German, Roulette, and Whatley were present.

Also Present: Town Manager Michael Scannell and Town Clerk Deborah Barber

Mayor Burnside welcomed attendants. He explained this was a retreat, where Council could not make decisions, but rather discuss the issues. Burnside updated Council on the meeting with the Yavapai-Apache Nation. He explained that he believed that this meeting was a milestone of sorts, noting that the Nation is trying to establish a new protocol and welcoming community input. He explained that the Nation requested a presentation from each community on how they would like to spend the gaming compact monies. He said that they held the meeting in an open session and that he presented a prepared packet. He noted that not many Mayors appeared and he believed that the Nation's Council could have been offended. Burnside noted that they would be short on funds this year. He said that he stood before them to present the Town's request. He explained that he was asked two questions: Every community asked for a dollar amount, Camp Verde did not. Chairman Beauty asked why we did not put a dollar amount. Burnside replied that the Town was not asking for specific amounts, but rather assistance in continuing services. Burnside explained that he felt it would be disrespectful to ask for a slice of bread when there was so much to spread out. The other question came from Norman Smith who asked "how much money has your Town given to the construction of the library?" Burnside said he felt embarrassed when answered, "none". He explained that there is a citizen group raising funds, noting that the non-profit group may not have the collateral and as a result, may have to come to the Town to 'co-sign'. Burnside said that our Town citizens got the money together to build the pool and our citizens got the money to build the existing library. Overall, he felt that our presentation went well.

Burnside also noted that he and Councilor German held a meeting with Camp Verde School District to explain why the Town did not request funds for the school counselor. He noted that the School District also had the opportunity to present their requests, explaining that Chairman Beauty felt if counselors were available when he was in school, his life might have turned out much differently. Burnside said that the Nation's revenues are also down substantially and they would not know how much funds are available until January. He said that they have tough decisions to make.

Council members agreed that they would like the meeting to end at noon.

3. Identifying challenges that Camp Verde faces over the next two years

Mayor Burnside asked each member to state his or her concerns.

Roulette said the budget and business support for those businesses that are failing.

Garrison said the budget, noting that the most severe cuts in 2010/11, with no hope for an upswing, and tourism dollars. She said that \$18.5 billion in tourism dollars come into the state each year. She said that tourism generates income for every community. She explained that successful communities have a 'brand', noting that

Camp Verde does not have a 'brand'. We need to stay true to our 'branding' to ensure that Camp Verde becomes a designation. She said that it was important to decide – what are we? Who are we?

Whitley said that her concerns were the budget, water, and Fort Verde. She said that Fort Verde is our brand.

Baker said that history is our 'brand', noting that Ft. Verde established this town, as did agriculture. She stated that Historic visitors stay longer and spend more money and that this was a focus of the Chamber in the past. She said that she would like to work with the Chamber 'as one', noting that as a municipality, our hands might be tied, but work together hands-on as much as possible. She also said that her concern was looking for cost-cutting measures for at least the next two budget years without impacting our current staff. She said this is a number one priority.

German said that she was also concerned about budget and spending. She said that we need strategic planning – understanding revenues and how we are spending them. She said that it was absolutely necessary to stop spending money on things that we cannot really afford right now, especially on things that just do not benefit the public at this time. She said another thing was economic development. She agreed with the branding concept, noting that Camp Verde is Gateway to the Verde Valley. She said that we needed to market that aspect and look what we have in this valley. She also spoke to the good work accomplished by the Chamber and expressed that businesses need to belong to the Chamber. She said that this feeling of 'entitlement' needed to change.

Kovacovich said that if we had economic development, the budget would take care of itself. He noted that several Councils ago voted the logo, "Arizona's Territorial Town" and it did not go over very well. He said that the Fort is our draw.

Burnside said his concern was the budget and that it was up to Council to monitor it closely. He said that Fort Verde is our history. He said that he did not know if focusing on economic development was a viable action right now since we are looking at surviving. He explained that he was told that it was his responsibility to request a list of previous Council's actions and direction to determine if this Council planned to continue in that vein. He asked members if they were interested in reviewing such a list in order to assist future Councils. He asked if they were doing the right things or doing things right. He said it was important to establish an environment of trust for the public. He noted that he would like to spend quality time today to address these issues since it is the Council's responsibility to set policies and procedures as well as being the stewards of the Town's future.

Scannell said that the comments indicated a common theme – interest in branding downtown, and history. He noted that he had met with State Parks, State Historic Preservation Office and had a follow-up meeting with architects about the possibility of weaving the Town's history into the downtown revitalization plan. He said this was an important step because there are a lot of resources at the State level to assist communities like Camp Verde. He agreed that historic tourists do tend to stay longer and spend more. He said that he was going to ask Council to consider authorization to begin the process and that it might cost a little, but it was an investment in the community. He then explained what happens to areas when a bypass is built. He stressed the importance of developing a plan that would survive the transitions of future Councils. He noted that in his work with Tribal Nations throughout his career that they tend to plan for generations. He noted that State Parks has an interesting vision for Ft. Verde and that he would like to invite them to present this to Council. He explained that the entire country is in uncharted waters with regard to the economy. Scannell advised that developing a plan that defines our vision and then looking for business that fit that vision was critical to the Town's future.

Scannell said that Council comments indicate an interest in the downtown area, branding, history – all that are common themes. Scannell stated that in the next Manager's Report, he has informed Council that he had met with State Parks, Historic Preservation Office, and had a follow-up meeting with architects about the possibility of weaving history into the downtown revitalization plan. Scannell noted it is important because there are a lot of resources available at the State level to assist communities like Camp Verde. Historically, tourists do tend to stay longer and spend more money. Scannell stated he would be coming to the Council requesting that they consider the process – noting it will cost a little bit of money. Scannell continued by stating that bypasses across the country have caused communities to redefine themselves. The Town needs to develop a plan that will survive the transitions of Councils. Scannell indicated that when you think about Indian Nations, they think in terms of 'generations', and that is important to us. State Parks has an interesting vision for Ft. Verde and Scannell stated

he would like to invite them to Camp Verde to present the vision to Council. Scannell stated he thinks a lot about downtown Camp Verde merchants and listens to what they say. Scannell stated the Town is in uncharted waters. The businesses are looking for help, but questioned if that is the role of the government? Scannell suggested developing a plan that defines the Towns vision and then look for those businesses that would meet the Towns plan. Scannell continued by stating the Town needs to involve the Chamber, various civic groups, the use of state resources, universities, etc. Scannell stated that the budget is a huge issue, noting that Arizona is one of 10 states in the country that are in serious condition. Arizona is listed as number two. A significant portion of Camp Verde's funds comes from the state; HURF, state revenue sharing, state sales tax. Scannell indicated that the Town will continue to see reduced revenue for at least another year or two and our 2010-shared revenue already reduced by \$340,000. Scannell also that he believes there will be a further decline in the sales tax revenue.

4. Substantive Discussions of Critical Town Issues to include, but not be limited to economic development, the Town Master Plan, the state of the economy in general, Ft. Verde, etc

This item was included in the previous discussion.

5. Identification of Goals for 2009-2010

a. What will we do together to move Camp Verde into the future?

Mayor Burnside stated that each Council member needs to seriously consider their votes – he went on to state he would support the Council, even if he did not agree. Burnside stated that the Council needs to really consider an item when it is brought back, and stop changing our minds. Burnside emphasized that the Council needs to stay together as a group with good solid conversation.

Kovacovich stated it all ties into a long-term vision. Council has a two-year vision. It is hard.

German agreed with Kovacovich stating one problem is that we get information and this Council is doing a much better job of reading the packet & asking questions of staff and are better prepared for the meeting. German stated that sometimes she feels the Council makes a decision without full understanding. "I need time to ponder this a little more". I think it would help us. German stated the most important goal as a group is to set a vision.

Burnside stated that the most "VIP" of this Council is 'we'.

Baker stated that the Town Site master plan has goals that we can work together on for the next two years to make it through this rough time. The Main Street enhancement was the beginning of the plan, and now the question is, how do we move forward? Baker stated that past Councils have researched and set goals and indicated that in 2006 Council approved a sewer plan, and questioned where it was. Baker indicated that the Council needs to move forward, and support those goals.

Scannell stated that TetraTech completed a study and it was presented to the Council. Scannell indicated that Town annexed a significant land mass out to Steve Coury, and there are development agreements that require a sewer study. Scannell stated it will be very expensive because there is no in-fill, and there has been conversations with Mr. Griffith and he knows those issue. Scannell stated he could ask Ron Long to bring this back for your review.

Whatley stated she has tried to go the route of not meeting with Mr. Scannell and indicated she is now meeting with him once per week and finds it very helpful to be prepared for the meetings. Whatley stated she was very impressed that the Council does seem to stand as one on our votes. Whatley also stated she is impressed that we have dissenting votes, but they are from different people indicating that she really appreciates that the Council is able to do that and still work together, stating "We do not have factions."

Garrison stated that in order to move forward in the future, you have to understand the back trail. Garrison said that when Scannell was hired, she carried that development agreement to him. The only reason she knew about it is that she had gone to the Clerk's Office and asked for information. There has to be a better way in tracking our consultant reports, as well as with resolutions and ordinances. Council agreed that everything needed to be in one place.

Roulette questioned the new computer system and asked if there is anyway to keep code/track these items?

Scannell stated the Clerk's Office keeps track of these things. It never made it into a document. Scannell stated that in the development agreement, he was concerned that the Town would not be able to fund this and discovered that each developer was to tender \$10,000 per year. When Scannell questioned who was responsible for administering the terms of this agreement, he discovered the Town left \$30,000 on the table. Scannell stated the bigger issue is administering these items and assigning responsibility. This should be done at the time of adoption.

At 10:30 a.m. Council took a break.

Mayor Burnside called the meeting back to order at 10:38 a.m.

Roulette stated that there are things that we need to act together, indicated the need to focus on community perception, the need to be real and not artificially defending someone. Roulette stated he thinks 'branding' is huge and that the Council needs to come up with a plan, indicated that if there is a common goal, the decisions are much easier to make. Roulette also stated that the community has to be behind the goals, and that is why changes occur during the election. Roulette stated that at some point, we have to get the community on board. Roulette went on to say that as far as historic and farming – we need a "Young's Farm", it can tie into our history.

Scannell stated that Roulettes comments were very perceptive and there are some issues that are incredibly controversial and some issues that everyone can get behind. Scannell stated that coming up with a good downtown Master Plan, with the process to include community meetings and have something the community can be proud of by making downtown a vibrant place where people want to be.

Burnside agreed with Scannell stating the Town needs a vision, and setting a goal to create a vision is very important. Burnside stated the current Town Plan looks good, with the controversial issue of having the library downtown, and the Council would be remiss in not addressing this, along with the current Master Plan does not indicate that it went to the community. Burnside stated that the library was the number one desire in the General Plan, and he was embarrassed that the Town, has not put any money into the plan, stating that we need to make the decision.

Whatley indicated that last Council agreed it was going to be where it was.

Baker stated that her recollection was that the community was involved, and that the Library Commission voted on it as well. Baker continued by stating that the previous Council considered the fact that with the Fort, the Historical Society, and the infrastructure already in place that would be the best site.

Whatley stated that the Community did not get to vote on the location of the library.

Roulette questioned German and asked for three reasons why the library wants to be where it is, and the logic? German stated that with the plan for the Library in the downtown site, the Library would have to be closed when other activities were going on; German stated you could not do that downtown because it is too congested. The current location is not far from downtown, and having the government offices on the 2nd floor were a problem. German stated there was a lack of distrust with Town government, and people did not believe that it would happen.

Garrison stated that three years ago, she was told the library wasn't an issue, she went on to say that when she started knocking doors, everyone talked about the library, it was ugly, it didn't fit Main Street, and there was mistrust. Garrison stated that no one has asked to put the question on the ballot.

German commented that when the Council voted to put the library at its present location, the people said they would put it on the ballot. Then Council voted to keep it at its present location.

Kovacovich noted that the Library vote was 4-1, with 2 members absent. Kovacovich stated that was a vision of the public & Council working together, and if they want to be so selfish they want a 30,000 sq ft. building, then it's a good thing we haven't put anything into it.

Burnside read a statement from former Mayor Dickinson saying that we have to develop a plan. Burnside stated we have a Master Plan, our goal is; do we send it to the public or does this Council want to make a new plan? Burnside stated the library isn't going to go away, it did not go to the public, and questioned Council regarding the Town goals, does the Council start with what they have and build from that.

German stated that there is a group that is trying to raise the money for a library, after the funds are raised, then a decision could be made.

Scannell stated that the people believe that the library funding is going to be a grant; however, it will probably be a low-interest loan. Scannell advised Council that if they take on the loan, it would not be possible to fund a Town Hall. Scannell stated the beauty of the current plan, is that it is visionary; they recognized the limited capacity of the Town, and the only way to get a Town Hall built is the way that it was planned.

b. What is our vision?

Baker stated that the we are not looking at putting offices into Rio Verde. Baker stated that in chatting with the Manager, he indicated we could put Rio Verde back for a nominal cost and put businesses in there. Baker continued that we could then spend money on the Parks & Recreation offices, and the Manager has indicated he is working with the State on weaving in history. Baker stated the Council does not need to discuss the library, the Town paid good money for this plan, and part of the plan was purchasing property, Council purchased the Rio Verde Plaza, knowing that in the future they would purchase the other property.

Scannell referred to the site map, and explained what could happen with Rio Verde. Scannell stated the building is slated to stay, so it makes sense to make it a community treasure; Planning & Public Works need to be together, therefore Step one would be to renovate Rio Verde; Step 2 renovate the Community Center, and Step 3 renovate Town Hall.

Garrison stated that the Court should be at the Teen Center, indicating that everything that has to do with law enforcement should be in one area. The consensus was supportive of the idea.

Scannell stated that if Council agreed with this design process, in a couple of months, we could come up with a plan that everyone could get behind. Scannell stated the Council wants the community to say they are proud of our government!

Whatley advised Council that the Parks building does need to be preserved, and questioned how the Chamber works into the Plan.

German stated it is a logical approach. The Town comes up with grandiose plans and they, the plans, go on a shelf, and further stating the Town cannot even afford to start, so by doing it piece-meal at least gives everyone a place to start.

Kovacovich stated that when you are building a downtown plan, you need to have buildings occupied. We have almost the entire block and eventually, it could become the courthouse square where people would want to come.

Baker agreed that the idea of using the Teen Center was a great idea and asked if the Council could look at Rio Verde and the use of the Teen Center as our number one goal.

Scannell stated that this idea would allow the Town to live within its means, and allows the Town time to smooth over ruffled feathers with businesses. Scannell stated that Council can tell him that they would like the Court to relocate the court.

Roulette questioned if the Court moves out, could the Parks & Recreation move into that space, not spending the money on Rio Verde. Scannell asked staff to look into the square footage needs, indicating that having an empty, dilapidated building is not a good thing for Main Street. Roulette questioned if other communities own restaurants.

Scannell advised that there are municipalities who own commercial space, however you need a separate corporation and including that you must watch the square footage that is available for commercial space or you could lose the tax-exempt financing.

Roulette stated that he has been told that Town Halls don't need to be on Main Street. I've heard the concerns from the citizens.

c. What are our priorities?

This item was included in the previous discussion.

d. How will we collaborate with each other and staff to accomplish these goals?

This item was included in the previous discussion.

6. Planning for Action – discussion may include, but not be limited to the following:

a. Identify first steps

1. Branding – we ask the Chamber what they have spent money on and go with that.
2. Common Goals
3. Community Involvement
4. Teen Center converted to Court Offices
5. Rio Verde

Garrison questioned why the Town would be spending money on Rio Verde Plaza when the previous Council was told that the building could not be repaired. Garrison stated that Ron Long and Marvin Buckel toured the building and she remembered an issue with gas lines, and they explained that's why the building had to come down.

Scannell stated that if you think about the building having a life of 20 years and if you amortize the cost per year, it is not unreasonable to spend the money.

Garrison stated the Town has already taken steps, looking into purchasing the maintenance yard with office space. Garrison suggested the Council jot down some goals that we're already doing.

1. Rio Verde Plaza
2. Continue to work with State Parks and SHPO to weave history into the Main Street history.

Baker stated the Town has completed the restroom on the plan; the ramada improvements were also part of the plan; along with Rio Verde Plaza. Council can point out to the public that these are things that have been done, and this is our vision.

Kovacovich stated the Master Plan needs to be more public and if the Town had activity on our property, it should help; small steps.

Scannell stated that there are some legal hurdles and he will bring it back to Council for discussion.

Whatley noted that the Town is funding the Chamber of Commerce and giving them free rent, that's how we help our businesses. Whatley thanked Scarinell for the practical idea to move forward; stay away from the library until money is available and indicated she liked the Rio Verde and Court house idea. Whatley stated the Town needs to work with the Chamber on the Gateway to the Verde Valley and indicated she liked 'Camp Verde, the Heart of Arizona', the heart of history, agriculture, outdoor living, heart of the living west. We're focusing on ourselves instead of other communities.

Garrison agreed that she like the idea of moving the Court to the Teen Center building, and access that freed-up space, and further stated the Council needs to make a conscious decision as to our branding.

Kovacovich noted that Sedona brings in millions because of Red Rocks and we have the White Hills.

Scannell distributed a list of goals that he had set for himself, and asked the Council to review and welcomed any comments. Scannell indicated this is the first draft and he will then preset a final list.

Go forward plan will be:

1. State Historic issue: work with SHPO, Chamber of Commerce, State Parks, etc. The Master Plan was discussed and Council has directed the Manager to come up with a series of phases in which it can be implemented. By completing in phases, this will focus the community and let the business community know the Council is making an investment, and no one can say that the Council is not committed to revitalizing our downtown.

Garrison suggested Council have an agenda item regarding the results of the retreat, indicating what has been accomplished and what the next steps would be to accomplish the goals.

BB – item #3 should be item #1; 6 is 2, 3 is #6.

Council agreed they should a) incorporate the accomplishments that have been made: b) Identify stakeholders and primary person(s) responsible for implementing plans/projects/policies; c) Identify measurable outcomes and milestones; d) Evaluate projects/results on a regular basis; and e) Identify alternatives

7. Adjournment

The meeting adjourned at 12:08 p.m.



Bob Burnside, Mayor



Deborah Barber, 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 Manager/Council Retreat, held on the 12th day of November 2009. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 3 day of December, 2009.



Deborah Barber, Town Clerk