MINUTES
WORK SESSION
MAYOR AND COMMON COUNCIL
Of the TOWN OF CAMP VERDE
COUNCIL CHAMBERS · 473 S. MAIN STREET ROOM 106
FRIDAY, NOVEMBER 20, 2015 at 8:00 a.m.
Minutes are a summary of the discussion. They are not verbatim.
Public input is placed after Commission discussion to facilitate future research.

1. **Call to Order**
Call to Order at 8:00 a.m.

2. **Roll Call**
Mayor Charles German, Vice Mayor Bruce George, Councilors Carol German, Robyn Whatley, and Brad Gordon are present. Councilors Jackie Baker and Jessie Jones-Murdock were absent.

Also Present
Finance Director Michael Showers, Town Manager Russ Martin, Town Clerk Virginia Jones, and Recording Secretary Lynn Riordan. (8:00 a.m.)

Planning & Zoning Chairman B. J. Davis and Vice Chairman Dave Freeman, Community Development Director Michael F. Jenkins, subcommittee member Tony Gioia and Assistant Planner Kendall Welch arrived at 11:20 a.m.

3. **Pledge of Allegiance**
Mayor German led the pledge.

4. **Discussion with Finance Director Michael Showers regarding the Town of Camp Verde Strategic Plan Development.** Staff Resource: Michael Showers

Finance Director Michael Showers advised that the purpose of this work session is to create a Strategic Plan for the Town, with both short-term and long-term goals and priorities that will help govern the annual budget(s). Mr. Showers presented a worksheet and strategic goal exercise requesting all Council members participate in analyzing what the Council would like to accomplish for the best interest of the Town and its residents. This Strategic Plan will also be a launching point for CIP priorities and budget requests for next budget year, and will assist Department Heads in preparing their individual/department budgets.

The Mayor and Council participated in an exercise of worksheets and discussion to determine priorities for the Town, including status, expectations of the future, values, defining, and prioritizing the direction of the Town of Camp Verde's future. The exercise and discussion covered Town Government, Smart Growth, Economy, Tourism, Business, Families, Community, Heritage, Natural Resources, Activities, Public Services (safety and enforcement, recreation and events, social services, maintenance of structures, parks, and equipment, infrastructure analysis of storm water, streets, sewer, parking public restrooms, lighting, power and water, environmental analysis of river, public lands, air quality, dark skies, cleanliness, cultural, historical and wildlife, and staff support), and analysis of attractions and amenities.

It was the CONSENSUS of the Mayor and Council that the following VALUE Statement include: Character and history, Resources (Water, River, and Tourism), Managed and planned growth, Families (good jobs, recreation and programs, activities and resources), and stable government.

It was the CONSENSUS of the Mayor and Council that the following SWOT (Strengths, Weaknesses, Opportunities, Threats) priorities include (in no particular order of priority): Infrastructure (installation,

improvements and maintenance) to enhance business growth, Parks and Ball Fields (and increase in parks and recreation programs and staff), River Access and Preservation, Storm Water and Flood Control, Water Conservation and acquisition of Water company(ies), Street maintenance, and Building and Park maintenance, with all of these priorities designed to enhance the quality of life for Camp Verde residents and increase business and revenue with smart growth planning, while maintaining Camp Verde's character and heritage.

Mr. Showers requested that another workshop be set, when all Council Members can be present, to set these items in a Strategic Plan in order by priority.

Break 11:15 a.m. – 11:20 a.m.

5. **Update by Planning & Zoning Chairman B. J. Davis, and other members of the P&Z Commission regarding the General Plan Process, various elements of the General Plan and Character Areas that are included in the General Plan.**

Chairman B. J. Davis addressed the Mayor and Common Council, stating each council member has been provided a written handout that outlines the General Plan Chapters (Economic Development, Housing, Open Space and Recreation, Environmental, and Water) including a Vision Statement, Introduction, and Goals

*Hand-out is available at the Clerk's Office or on the Town's Website.

Chairman Davis advised that the subcommittee and Planning and Zoning Commission continue to review and revise the proposed General Plan, keeping the intent of the 2005 General Plan with Camp Verde's unique history and rural character while planning for, and encouraging development, primarily in the growth areas. The Planning and Zoning Commission will present the Proposed General Plan in final form to the Council for consideration in January 2016. All Commissioners are available to answer any questions from Council members to insure all Council members are familiar with the changes and are able to address any public comment or questions when the Proposed General Plan is complete and available to the public in January 2016.

Chairman Davis and Vice Chairman Freeman explained the information contained in the handout and the progress currently underway by the sub-committee and Planning and Zoning Commission. Chairman Davis explained the Chapter 4, Economic Development and its goals as outlined in the proposed General Plan. The Focus Future report will be available soon. Chairman Davis advised Camp Verde currently has a short supply of high density (PUH) and rentals, including apartments. Chairman Davis gave an overview of the Vision and Goals of Open Space and Recreation as proposed in the General Plan.

Chairman Davis stated the Trails Map is under construction and revisions by Terri Nelson, Yavapai County, should be available soon. Chairman Davis advised that the maps will be comprehensive and easy to see and follow. Vice Chairman Freeman advised that the General Plan will continue to encourage water conservation.
The General Plan will not be available to the Public until January 2016.

Kendall Welch suggested a web site be set up for public comment during the 60 days consideration period once the General Plan is available to the public with Chairman Davis suggesting weekly meetings to allow the public to review, comment and ask questions regarding the proposed General Plan prior to the election in August 2016.

Adjournment. Mayor German adjourned the meeting at 12:10 p.m.

_____
Mayor Charles German

_____
Lynn Riordan, Recording Secretary

CERTIFICATION
I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Work Session of the Mayor and Common Council of the Town of Camp Verde held on November 20, 2015. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2015.

_____
Virginia Jones, Town Clerk

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Mayor Charles German

Lynn Riordan, Recording Secretary

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Dated this 3 day of December, 2015.

Virginia Jones, Town Clerk