Minutes
WORK SESSION
MAYOR AND COMMON COUNCIL
Of the TOWN OF CAMP VERDE
COUNCIL CHAMBERS · 473 S. Main Street, Room #106
WEDNESDAY, JANUARY 13, 2016 at 5:30 p.m.

1. **Call to Order**
Mayor Charlie German called the meeting to order at 5:30 pm.

2. **Roll Call**
Mayor Charlie German, Vice Mayor Bruce George, Councilors Jackie Baker, Brad Gordon, Jessie Jones-Murdock, and Robin Whatley.
Councilor Carol German absent.

Also present: Town Manager Russ Martin, Town Clerk Virginia Jones, Economic Development Director Steve Ayers, Administrative Assistant Julie Scott, Planning & Zoning Commissioner Chip Norton and Recording Secretary Marie Moore. Candidate in March 2016 Recall Election, Leah Robbins.

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

4. **Discussion and possible direction to staff regarding the River Recreation Master Plan.** Staff Resource Steve Ayers.
Economic Development Director Steve Ayers addressed Council regarding the River Recreation Master Plan. Ayers explained that staff reached out to community members that are affected by the plan and heard back from approximately 50-60 people out of approximately 175 residents affected. Ayers informed Council that the Master Plan would be funded through various grants, which will allow enforceable regulations along the river area, starting with signage. Common signage will show leaving public access areas and Ayers anticipates that this process will launch in March.

Councilor Jackie Baker asked if this program will benefit Cottonwood and Clarkdale as well.

Steve Ayers explained that everyone along the corridor will benefit. The plan list things that they want to accomplish including 4 specific parcels. Ayers explained that the Town would focus on I-17, the Rezzonico Park area, the US Parks Service will be handling the Rocking River Ranch, and a combination of entities will work together for the remaining parcel near Simonton Ranch.

Ayers stressed the fact that this is not a Town Plan but rather a community plan with the mantra of Engineering, Enforcement and Education which also helps private land owners understand that the trails affecting their properties will be maintained through the plan and not disrupting private property. The funding obtained will be used for signage, fencing and blockades.

Planning & Zoning Commissioner Chip Norton discussed potential funding options with the Council explaining that there are currently 3 or 4 entities interested in providing money and if everyone is on board, it is much easier to get money. Norton also informed Council that Clarkdale already has a river recreation plan with signage in place and Cottonwood just recently approved the process of creating a master plan as well.

Chip Norton explained that he and some members of Council visited Grand Junction last year, and in doing so, they learned that there are 3 towns that share a similar length of river and resembled the Verde Valley in very similar ways. Norton explained that the three individual towns completed their own plans and separately went after their own funding. The results of the process for that area have created 17% of jobs in

the area, all funded by outside money.

Vice Mayor Bruce George asked if the Camp Verde plan is similar in objectives and goals to Cottonwood and Clarkdale's plans.

Chip Norton stated that they will be distinctly different due to scale and number of private property owners in Clarkdale and Cottonwood focused on old town and Dead Horse State Park and extending trails as well as having a much shorter stretch of river. Camp Verde has half of the river miles, which makes the plan much different, but the importance is the commonality as every one is doing it and everyone agrees to work together.

Mayor Charlie German indicated that the Yavapai-Apache Nation and Yavapai County are critical in their involvement and the focal point should be based upon leadership and focus on common signage.

Councilor Jackie Baker questioned if obtaining grants for the plan was done individually or together with the other towns involved.

Steve Ayers indicated that the grants obtained will apply to the corridor and Mr. Chip Norton indicated that grants could be obtained both ways; it would just depend on the particular grant and the funder of the grant.

Councilor Jackie Baker expressed her appreciation to staff for communicating with the landowners affected by the plan.

Mr. Chip Norton indicated that he feels that signage, fencing, and hardening of site should be priority to prove to community members that they are serious about making the plan successful.

Councilor Jessie Jones-Murdock indicated that she grew up on the river and feels it would be nice for the public to have access that does not fray on private lands.

Steve Ayers agreed and stated that the community has relayed on that they want developed sites.

Councilor Robin Whatley indicated she liked that first step is signage because it enables enforcement and educates public on management techniques.

Councilor Brad Gordon stated concern regarding IBA (Important Birding Areas) in Cottonwood and Clarkdale and asked how it would potentially influence developers for the area.

Steve Ayers indicated that the IBA is simply a designation from the Audubon society but would not affect any potential developments. Ayers explained that bird watching is very popular and the designation would bring more people to the area.

Council directed Economic Development Director Steve Ayers to work further on the Plan and bring it back in February for further review.

5. **Discussion and possible direction to staff regarding the Focused Future II Plan.** Staff Resource: Steve Ayers.
The consensus of Council was to have staff to finalize the Plan and bring back to Council for approval.

Economic Development Director Steve Ayers explained to Council that four focus areas had been chosen to create a manageable plan that can be carried out within 5 years or less. Ayers also explained that $35,000 had been obtained with a $5,000 match by the town and each of the focus areas that were chosen were previous included in prior focus plans. Ayers also explained that the Focus Future Plan takes all planning documents, including the General Plan and then sets a focus on where the Town's goals plan to move

forward to, whilst strategies that are not plausible are removed. Ayers reinforced that the Focus Future Plan spells out who the Town is and who the Town wants to be.

Vice Mayor Bruce George questioned if the Focus Future Plan would be included in the General Plan.

Steve Ayers explained that portions were included and it was suggested to the Commission to include the document.

Councilor Jackie Baker spoke of how Focus Future relates to Economic Development portion of the General Plan and stated that she does not want to see this plan put on a shelf and not followed, as it would be a waste of time and money.

Councilor Brad Gordon stated that he recognizes the fact that in the past, there has not been the staff and the funds to follow through with the Focus Future Plan but things are moving in a forward direction to make the plan plausible.

Mayor Charlie German indicated that previously the Town did not have the infrastructure for developers to come in and make investments in Camp Verde.

Councilor Robin Whatley also stated that a town can have infrastructure in place but without money will not move forward. Whatley indicated that she fully supports the .65 % sales tax increase and what it has made possible for the Town.

Council directed staff to finalize the Focus Future Plan for final approval.

6. **Adjournment**

Mayor Charlie German adjourned the meeting at 7:30 pm.

Charles German

Charles German, Mayor

Virginia Jones for Marie Moore

Marie Moore, 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 Meeting of the Town of Camp Verde, Arizona, held on January 13, 2016. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 8th **day of** Feb**, 2016.**

Virginia Jones

Virginia Jones, Town Clerk