Support your local merchants.

AGENDA

TOWN OF CAMP VERDE
REGULAR SESSION
MAYOR AND COUNCIL
473 S MAIN STREET, SUITE 106
WEDNESDAY, NOVEMBER 2, 2016 at 6:30 P.M.

If you want to speak during "*Call to the Public for Items NOT on the Agenda*" Please complete the Request to Speak Form

Note: Council member(s) may attend Council Sessions either in person or by telephone, video, or internet conferencing.

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

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 Council requests.
   a) **Approval of the Minutes:**
      1) Regular Session - October 19, 2016
      2) Executive Session – October 26, 2016 (recorded)
   b) **Set Next Meeting, Date and Time:**
      1) Wednesday, November 9, 2016 Work Session – Cancelled
      2) Wednesday, November 16, 2016 at 6:30 p.m. Regular Session
      3) Wednesday, November 23, 2016 at 6:30 p.m. Council Hears Planning & Zoning Matters
   c) **Possible authorization for the Mayor &/or Vice Mayor to execute required documents to facilitate the donation of parcels 404-15-118 & 404-13-194 from Alan and Patricia Williams to the Town of Camp Verde.** Staff Resource Russ Martin.
   d) **Possible approval of amendment to Assistant Magistrate Harry E. Cipriano contract that was approved by Council on 8-17-2016 to increase the hourly pay rate from $38.00 per hour to $50.00 per hour as previously approved on 9-3-2016, with a possibility of being paid retroactive.** Staff Resource: Judge Paul Schlegel

5. **Special Announcements and presentations:**
   - **Special appointment and recognition of Mr. Allen McKinzie as Goodwill Ambassador for the Town.**

6. **Call to the Public for items not on the Agenda. (Please complete Request to Speak Card and turn in to the Clerk.)** Residents are encouraged to comment about any matter NOT included on the agenda. State law prevents the Council from taking any action on items not on the agenda. At the conclusion of an open call to the public, individual members of the public body may respond to criticism made by those who have addressed the public body, may ask staff to review a matter or may ask that a matter be put on a future agenda. However, members of the public body shall not discuss or take legal action on matters raised during an open call to the public unless the matters are properly noticed for discussion and legal action. (Pursuant to ARS *§38-431.01(H)*

7. **Presentation by Coralie Cole, Senior Community Relations Officer, with Arizona Department of Transportation (ADOT) will review two ADOT projects: SR-260 at Industrial Drive and SR 260 Sidewalk from Cliffs Drive to Main Street.** Staff Resource: Ron Long

8. **Discussion, consideration, and possible approval of an amendment to the Position and Classification**

Salary Plan for the position of Planner, removing "Senior" from the title and amending the job experience requirements to more accurately reflect industry standards for this position. Staff Resource: Carmen Howard

9. **Presentation of Tree City USA Plaque for 2015 to a representative of the Tree Advisory Committee.** Staff Resource: Sebra Choe

10. **Discussion, consideration, and possible approval of Camp Verde Municipal Tree Plan First Edition 2016, in accordance with Town Ordinance 2014-A402, Article 13-3, Section 13-3-4; following an update report on the Tree Advisory Committee's 2016 projects.** Staff Resource: Sebra Choe

11. **Possible approval of a 36-month contract with Retail Strategies, LLC for Retail Recruitment Services Project 16-117 in the amount of $110,000. The initial payment of $28,667.00 is a budgeted item in the FY 2017 budget. Staff Resource: Steve Ayers**

12. **Discussion and possible approval for the re-allocation of CIP Funds from General Fund Expense Account #03-490-20-851112 (Sewer Expansion SR-260) to General Fund Expense Account #15-000-20-811210 Community Library; in the amount of $202,057 and up to an additional $75,000 as may be necessary from Town Reserves.** Staff Resource: Russ Martin, Ron Long, Kathy Hellman

13. **Discussion direction and possible award of Bid #16-118, Municipal Court Room Remodel to the low responsive bidder TSG Construction and authorize Mayor to execute an agreement including a budget amendment transferring from reserve balances of the Court Enhancement Fund and General Fund Reserves in the amounts necessary to cover the total project budget cost of $447,333.** Staff Resource: Ron Long

14. **Call to the Public for items not on the agenda. (Please complete Request to Speak Card and turn in to the Clerk.)**

15. **Council Informational Reports.** These reports are relative to the committee meetings that Council members attend. The Committees are Camp Verde Schools Education Foundation; Chamber of Commerce, Intergovernmental Association, NACOG Regional Council, Verde Valley Transportation Planning Organization, Yavapai County Water Advisory Committee, and shopping locally. In addition, individual members may provide brief summaries of current events. The Council will have no discussion or take action on any of these items, except that they may request that the item be placed on a future agenda.

16. **Manager/Staff Report** Individual members of the Staff may provide brief summaries of current events and activities. These summaries are strictly for informing the Council and public of such events and activities. The Council will have no discussion, consideration, or take action on any such item, except that an individual Council member may request that the item be placed on a future agenda.

17. **Adjournment**

Posted by: _____ Date/Time: 10.28.16 4:32PM

Note: Pursuant to A.R.S. §38-431.03.A.2 and 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.

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DRAFT MINUTES
TOWN OF CAMP VERDE
REGULAR SESSION
MAYOR AND COUNCIL
473 S MAIN STREET, SUITE 106
WEDNESDAY, OCTOBER 19, 2016 at 6:30 P.M.

1. **Call to Order**
Mayor German called the meeting to order at 6:30 p.m.

2. **Roll Call**
Present: Mayor Charlie German, Vice Mayor George, Councilors Jackie Baker, Carol German, Brad Gordon, Jessie Jones-Murdock, Robin Whatley, Councilor-elect Buck Buchanan, and Councilor-elect Dee Jenkins.

Also attending: Town Manager Russ Martin, Community Development Director Michael Jenkins, (incoming) Community Development Director Carmen Ogden, Deputy Director of Public Works Troy Odell, Building Official Robert Foreman, Finance Director Mike Showers, Marshal Nancy Gardner, CAD Operator M.E. Manning, Town Clerk Virginia Jones, and Recording Secretary Janet E. Turner.

3. **Pledge of Allegiance**
Mayor German 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 Council requests.
   a. **Approval of the Minutes:**
      1) Special Session – October 5, 2016
   b. **Set Next Meeting, Date and Time:**
      1) Wednesday, October 26, 2016 at 6:30 p.m. – Council Hears Planning & Zoning Matters
      2) Wednesday, November 2, 2016 at 6:30 p.m. – Regular Session
      3) Wednesday, November 9, 2016 – Work Session – Cancelled
      4) Wednesday, November 16, 2016 at 6:30 p.m. – Regular Session
      5) Wednesday, November 23, 2016 at 6:30 p.m. – Council Hears Planning & Zoning Matters
   c. **Possible approval for the Finance Director make the FY 16 and FY 17 Budget Adjustments as attached.** Staff Resource: Mike Showers (adjustments can be viewed online at www.campverde.az.gov/ or in the Clerk's Office).

On motion by Vice Mayor George, seconded by Councilor Gordon, Council unanimously approved the Consent Agenda.

5. **Special Announcements and Presentations:**
   - **Proclamation Designating November 1, 2016, as Extra Mile Day**

Mayor German announced and proclaimed November 1, 2016, as Extra Mile Day.

   - **MATFORCE Game Changer Award – to Camp Verde Marshal's Office**

Scott Mabery presented the MATFORCE Game Changer award to the Camp Verde Marshal's Office in recognition of their effort to reduce substance abuse, for keeping us safe, and for all that they do for the

community.

6. **Call to the Public for Items not on the Agenda.**
None.

7. **Public Hearing followed by discussion, consideration, and possible approval of Series 9 (Liquor Store) Liquor License application for Lauren Kay Merrett–Maverik Inc. located at 541 W Finnie Flat Road in Camp Verde.** Staff Resource: Virginia Jones

- **Staff Comments**

Town Clerk Virginia Jones affirmed the application was posted for 20 days and they are good to go.

- **Comment from Applicant**

Maverik Store Director, Lee Ann Russell, thanked the Council and commented that this had been a long time coming. She also informed the Council that the display will not be on a floor display but they will have a counter rack where only the sales clerks will have access to it, and they have live surveillance.

- **Public Hearing Open**

No comments from the Public

- **Public Hearing Closed**

Mayor German closed the Public Hearing

- **Council Discussion**

None.

On motion by Vice Mayor George, seconded by Councilor Baker, the Council unanimously voted to approve the Series 9 (Liquor Store) Liquor License application for Lauren Kay Merrett–Maverick Inc. located at 541 W Finnie Flat Road in Camp Verde.

8. **Discussion, consideration and possible approval of Resolution 2016-958, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, clarifying the expiration of the Water Franchise with Camp Verde Water System.** Staff Resource: Russ Martin

Town Manager Russ Martin provided a brief review of the matter and that the Town was unable to come to an agreement with the water company for the franchise. While the Town thought they were clear with not continuing the agreement, the water company continues to collect the franchise fee. Martin mentioned that Mr. Bullard made it clear their attorney would like to see the Town formalize discontinuing the agreement, and that the resolution in front of the Council was for their consideration.

Mayor German asked Council if there were any questions or comments.
None.

Public Input: None

On motion by Councilor Gordon, seconded by Vice Mayor George, the Council voted unanimously to approve Resolution 2016-958, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, clarifying the expiration of the Water Franchise with Camp Verde Water System.

9. **Discussion, consideration and possible approval of the purchase of several parcels of land for $50,000 throughout the Verde Lakes Subdivision that include drainage areas and drainage easements the Town of Camp Verde needs for adequate flood control.** Staff Resource: Troy Odell and M.E. Manning

Deputy Director of Public Works Troy Odell addressed the Council and stated they had prepared a map that was included in the information packet. He noted that even five years ago the proposed parcels, were either 100 percent FEMA floodplain or within the floodplain called Ward Ranch or "Bullpen" and that none of the properties were outside of the floodplain.

Mr. Odell noted that during a recent flooding event, the property owners worked closely with the Town and provided immediate easement in order to get the work done. Mr. Odell stated if they are allowed to purchase the parcels, the Town plans on working with the Corps of Engineers, reclaim the habitat, clean it up, clean out the over-vegetation, make a riparian area, a natural park walkway that people can enjoy as a community park, and keep motorized vehicles/ATV's, campfires, and derelicts out.

Mayor German asked Board of Supervisor Tom Thurman for the County perspective. Mr. Thurman thanked Mr. Odell, Mayor German, and Dan Cherry for being proactive working on a flood mitigation plan.

Mayor German commented that most everyone was well aware of past flooding issues and a grant that came in helped to mitigate flooding. He continued that he couldn't compliment the Moody family enough for granting the easement access and thanked them for allowing the Town to make that happen for the residents out there.

Mr. Odell stated he's been talking with the Verde Lakes Property Owners Association to take over maintenance and that the Town was looking at it as a start for a park ranch for the public, so they would probably end up maintaining a walk and would like to get Corps backing. Mayor German agreed that under the Town's control they would have a much better opportunity to mitigate flooding on the lower bench. Mr. Odell added that erosion on the dam face is occurring and all around the bank so sooner or later the residents would come to the Town for help.

Councilor Gordon stated the big issue is access so easement given on these is good. Mr. Odell replied the Town has never been able to get in there and mitigate draining. Councilor Baker commented that she was glad the Town was doing this. She asked for clarification if Mr. Odell had said we have been looking at this possible solution and we are just now getting to it.

Mr. Odell explained to Council that mediation through the Corps almost always requires ownership. The recent flood mitigation done by the Town should allow Verde Lakes Drive to stay open more.

Council questioned the $50,000 amount and if that was for all the parcels. Mr. Odell clarified that it would secure the properties shaded in purple on the map. Town Manager Martin explained that the budgeted $47,000 that was intended for parking, he was recommending that money be used for this project. In response to Councils question, Martin affirmed that the scheduled parking lot improvements would be placed on hold. Mayor German noted that Yavapai County Emergency Manager Denny Foulk had mentioned funds might be available for mitigation, and Mr. Odell added that was the reason the Town was reviewing the hazard mitigation and putting it on their new sheet to be submitted sometime in November.

Mr. Odell continued that Susan Austin, the state FEMA representative, said FEMA requires multijurisdictional planning and updating plans every five years. The Public Works Dept. comes to Council for grant application approval and FEMA mitigation, but they cannot apply for a FEMA mitigation grant unless it is on their list and that would make it possible to pursue any grants to obtain properties in cases where owners do not want to donate and so forth.

Public Comment:

Julie Scott addressed the Council and stated she had an ongoing problem with people burning fires, leaving trash and trespassing from Ms. Moody's property on the other side of the creek to hers, wearing down her embankment. She reached out to Donna and worked with the Marshal's Office to keep the trespassers out. She is glad this is finally coming to fruition, as this will help people living along the creek. Julie also noted that there are deer, raccoons, foxes, etc. living there that will benefit from the land becoming a clean riparian area.

Donna Moody thanked the Mayor and Council, Town staff, neighbors, Mr. Odell, the Marshal's Office and expressed her appreciation for them doing so much to help her dad and how he had envisioned the area being developed, "Thank you for making this dream come true."

On a motion by Councilor Baker, seconded by Councilor German the Council voted to direct staff to prepare the documents for Mayor German to process, Councilor Jones-Murdock then questioned what they were buying specifically. Mr. Odell clarified there was a sheet in the packet that listed the parcels. Councilor German then amended the motion to include the parcels as listed on the second sheet, Councilor Jones-Murdock seconded, and the Council unanimously approved the motion.

10. **Discussion, consideration and possible approval of adjustment to the fee schedule for Solar Permit Fees as established by Resolution 2015-935 and possible approval of Resolution 2016-968, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, superseding Resolution 2015-935 amending fees for Town Services.** Staff Resource: Robert Foreman

Town Manager Martin informed Council that state law requires a 60-day posting for anything having a negative effect on the cost associated with fees, and explained that the difference here was that the Town was considering a decrease in the fee amount, so if approved the new fee would go into effect in 30 days. Martin pointed out that in most cases, but not all cases, the package the individual purchases is on a solar cost basis. He said he did not know at this point whether this will have a positive effect or ultimately how much a constituent is going to pay at the end of the day. Is it the right thing to do? He believed yes. Will it reap a benefit? He did not think so.

Robert Foreman, Building official, said there were three options and he recommended Option 2, a flat fee of $200, which would cover about 99% of residential systems, noting that commercial projects were more complicated, required plan reviews and so forth, but he recommend Option 2 and if Council had any questions to please ask.

In response to the question from Council regarding Commercial fee, Mr. Foreman replied that commercial would still be based on the valuation. Vice Mayor George commented that $200 would probably cover costs. Mr. Foreman replied that they looked at the consultant's study from 2009 and at

that time it was estimated at $170 to cover the costs, so they considered inflation plus two hours of review at $50 per hour.

Council asked for clarification on what the Town of Camp Verde was doing that was so much different that increased the need for a higher fee. Mr. Foreman pointed out that Prescott Valley and Coconino County based their fees on review, while Yavapai County doesn't do a plan review or inspections. Conversely, the Town performs a review to ensure that the grounding is correct, take a look at the roof weight, make sure it there's a proper inverter, and they do a plan review to make sure all panels will be grounded and that the system is grounded—that's what the Town does that's different.

Mr. Foreman continued that an installer will do it properly or sign a waiver, and waivers are worthless in a court of law. He noted that the City of Cottonwood also does not do plan reviews or inspections, and while the Town could do that, he would not recommend it. Councilor Baker asked about Sedona. Mr. Foreman said he did not know what Sedona does, but in his opinion the Town needs to do a plan review and inspection. Councilor German commented that the inspection part on the inverter, etc., was through APS and that APS makes the final determination. Mr. Foreman replied that APS only looks at where the meter is placed, they do not look at the system or make the final determination.

Councilor Whatley revisited the 2009 study that stated it was $170 for 100% recovery, and remarked the Town was not a charitable organization and hoped that $200 would cover the Town's costs. Mr. Foreman replied that he could not guarantee it all the time but the majority of the time.

Public Input:

Citizen B. J. Davis addressed the Council and said he was a solar user, was a huge fan of it, and had to take an exception with the Town Manager's remarks regarding the average cost of $6,000 for a solar package. Mr. Martin clarified that that was the threshold amount in the study. Mr. Davis continued that some do show the individual components of fees. He encouraged the Town to promote that they reduce fees from an evaluation basis and that $200 is a great number. He added that he was comfortable with a couple hours being spent on a review and inspection to make sure everything is right before the meter goes in, and recommended having Mr. Foreman take a look at it to make sure it was done according to plans.

Bill Feldmeyer addressed the Council and said he was currently in the process of having a system installed. He had been in the building business for 20+ years and was a strong proponent of fee for service. He commented that they should not be gouging or subsidizing and that's why they were here tonight—to find that happy medium—then in a year look at it again to see if it needs to be increased. He pointed out that installers are not the creators of the system, the engineers are. He concurred with doing inspections and thanked the Council for taking this action.

In response to Council question regarding the fee difference between Sedona and Camp Verde and Mr. Foreman explained that permits were based on the evaluation of a consultant in 2009, it is an evaluation-based permit fee, and that he (Mr. Foreman) recommended a flat fee after looking at it.

On motion by Vice Mayor George, seconded by Councilor Jones-Murdock, the Council unanimously voted to approve adjustment to the fee schedule for Solar Permit Fees as established by Resolution 2015-935 and Resolution 2016-968, SUPERSEDING a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, superseding Resolution 2015-935 amending

fees for Town Services.

11. Call to the Public for items not on the agenda.
None.

12. Council Informational Reports.

Councilor German attended Yavapai College Board meetings and several other meetings concerning post-secondary education. She asked everyone to please attend the program that will be held at Wingfield Plaza (564 S. Main Street in Camp Verde) on Tuesday, October 25, from 12 noon to 1:30 p.m. It is free to attend with lunch available for $10 per person. She encouraged everyone to attend and get the word out. [Additional Note: To register, go to http://aztownhall.org/event-2357144].

Councilor Jones-Murdock attended Fort Verde Days. She thanked the volunteers and staff, and Camp Verde Promotions. Noted the Third Annual Walt Murdock Memorial Celebration at Middel Verde Professional Equestrian Center and remarked they were lucky to have that facility.

Councilor Baker attended Fort Verde Days.

Mayor German also attended Fort Verde Days and helped a couple of other organizations over the weekend. He quipped that on Sunday at 2:30 p.m. while on his hands and knees taking apart quilting racks he asked himself, "How did this happen?" He said it was fun and that they built eight to ten more racks for the increased number of quilts this year—they were gorgeous.

Vice Mayor George reported lending a hand with the landscaping effort at the library and noted a lot of hard work has been done and the Library is looking good.

Councilor Gordon attended Fort Verde Days where he guarded the gates. He commented there was a real nice turnout and gave kudos to Camp Verde Promotions stating they did a great job.

Councilor Whatley mentioned that on October 22 there would be a fundraiser at Jackpot Ranch for firefighters, the fee is $20. [Additional Note: Event is from 3 p.m. to 7 p.m. at the Jackpot Ranch, 2025 Reservation Loop Road, Camp Verde—it is a public event.]

Mayor German also noted there will be a cleanup on Saturday from 8 a.m. until noon, and donuts will be provided. Volunteers should meet at the Town site and from there they will be going to several different sites.

13. Manager/Staff Report Individual members of the Staff may provide brief summaries of current events and activities. These summaries are strictly for informing the Council and public of such events and activities. The Council will have no discussion, consideration, or take action on any such item, except that an individual Council member may request that the item be placed on a future agenda.

Town Manager Martin commented that Fort Verde Days was great. Staff did a good job to make sure they got their pickers out in the morning to pick up trash. It was a nice event.

He also mentioned that if one hasn't attended the Friday morning speaker series his office can help

with registration, and this Friday's topic will be on the economic state of the region—a good opportunity to learn about economic development and tax policy. It will be held 7:30 to 10:30 a.m. in Clarkdale and he offered to carpool if anyone was interested in attending.

14. Adjournment.

Mayor German adjourned the meeting at 7:50 pm.

_____

Charles German, Mayor

_____

Janet E. Turner, 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 Regular Session of the Town Council of Camp Verde, Arizona, held on October 19, 2016. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this_____day of _____, 2016

_____

Virginia Jones, Town Clerk

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Town of Camp Verde

Agenda Item Submission Form - Section I

Meeting Date: November 2, 2016

☒ *Consent Agenda* ☐ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation* ☐ *Special Session*

Requesting Department: Administration

Staff Resource/Contact Person: Russ Martin

Agenda Title (be exact): Possible authorization for the Mayor &/or Vice Mayor to execute required documents to facilitate the donation of parcels 404-15-118 & 404-13-194 from Allan and Patricia Williams to the Town of Camp Verde

List Attached Documents: location map (1 page)

Estimated Presentation Time: N/A

Estimated Discussion Time:

Reviews Completed by: N/A

☐ ***Department Head:*** ☐ ***Town Attorney Comments:***

Finance Review: ☐ **Budgeted** ☒ **Unbudgeted** ☐ **N/A**

Finance Director Comments/Fund:
Fiscal Impact: apx. $1,500 ***Budget Code: 01-999-20-758100 Non-Departmental***

Comments: This will cover Title and recording fees

Background Information: Mr. Alan Williams has been in contact with staff requesting the Town accept donation of Verde Lake Estate parcels 404-15-118 & 404-13-194 owned by Allan and Patricia Williams. The Town has received other donated lots in the immediate vicinity; the lots to be donated by the Williams' and Town properties are shown on the attached map. Staff has inspected the property and found no issues of illegal dumping or structures that would be of concern.

The Town will obtain a Standard Title policy to ensure clear title to the property prior to the transfer deed to the Town.

Recommended Action (Motion): Move to approve and authorize the Mayor &/or Vice Mayor to execute required documents to facilitate the donation of parcels 404-15-118 & 404-13-194 from Allan and Patricia Williams to the Town of Camp Verde.

Instructions to Clerk: Provide the approved Minutes of the November 2, 2016, Council Meeting to Yavapai Title and Obtain the Mayor's/Vice Mayor signature on Escrow documents

404-13-447
404-13-118
404-13-117
404-13-116
404-13-115
S-Verde-Lakes-Dr
TOWN
404-15-137
TOWN
404-15-136
TOWN
404-15-135
404-15-134
DONATION
404-15-118
404-15-119
404-15-120
404-15-121
E-White-Cap-Dr
TOWN OF CAMP VERDE
404-13-191
404-13-192
404-13-193
DONATION
404-13-194
800-15-006Y
404-13-195
TOWN
404-13-196
404-13-197
404-13-198
TOWN
404-13-172
404-13-171
404-13-170
404-13-169
404-13-254
404-13-253
404-13-252
TOWN
404-13-251
E-Gatelaw-Dr

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: November 2, 2016

☒ *Consent Agenda* ☐ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation* ☐ *Pre-Session Agenda*

Requesting Department: Municipal Court

Staff Resource/Contact Person: Judge Paul Schlegel

Agenda Title (be exact): Discussion, consideration and possible amendment to Assistant Magistrate Harry E Cipriano's contract that was approved by Council on 8-17-2016 to increase the hourly pay rate from $38.00 per hour to $50.00 per hour as previously approved on 9-3-2016, with a possibility of being paid retroactive.

Estimated Presentation Time: 5

Estimated Discussion Time: 5

Reviews Completed by:

☐ ***Department Head:*** _____ ☐ ***Town Attorney Comments:*** N/A

☐ ***Finance Department*** N/A
Fiscal Impact: None
Budget Code: N/A ***Amount Remaining:*** _____
Comments:

Background Information:

On September 3, 2014 Council approved a two year contract for Judge Harry E Cipriano as an Assistant Magistrate for the Municipal Court and set an hourly pay rate of $50.00 per hour on an as need basis with a three hour minimum. The contract was renewed by Council on August 17, 2016 asking for re-appointment of Judge Cipriano, however the hourly pay was listed at $38.00 per hour not the previous $50.00 per hour.

Judge Cipriano would like Council to reconsider increasing the previous amount approved on August 16, 2016 and would like to be paid retroactive. Judge Cipriano has worked 5 hours since the renewal, making the impact of additional funds to be paid an additional $60.00.

Recommended Action (Motion): *Move to approve/deny the amended wage paid to Assistant Magistrate Harry E Cipriano to a $50.00 per hour with approval of the one-time $60.00 retroactive payment.*

Instructions to the Clerk: None

MINUTES
REGULAR SESSION
MAYOR AND COUNCIL
473 S MAIN STREET, SUITE 106
WEDNESDAY, SEPTEMBER 3, 2014 at 6:30 P.M.

Minutes are a summary of the discussion. They are not verbatim.
Public input is placed after Council discussion to facilitate future research.

1. **Call to Order**
Mayor German called the meeting to order at 6:30 p.m.

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

Also Present
Town Manager Russell Martin, Marshal Nancy Gardner, Fire Chief Terry Keller, Finance Director Mike Showers, Community Development Director Mike Jenkins, Assistant Planner Jenna Owens, Building Official and Safety Officer Robert Foreman, Town Clerk Deborah Barber, and Recording Secretary Saepyol Choe.

3. **Pledge of Allegiance**
Mayor German 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 Council requests.

a) **Approval of the Minutes:**
   1) Special Session – August 18, 2014
   2) Work Session – August 13, 2014
   3) Regular Session – August 6, 2014
   4) Work Session – July 30, 2014

b) **Set Next Meeting, Date and Time:**
   1) September 10, 2014 at 5:30 p.m. – Work Session
   2) September 17, 2014 at 6:30 p.m. – Regular Session
   3) September 24, 2014 at 6:30 p.m. – Council Hears Planning & Zoning Matters

c) **Approval of Special Event Liquor License application for the Verde Valley Rangers, Mounted Sheriff's Posse fundraiser to be held during Fort Verde Days at 75 E Holloman Street.** Staff Resource: Debbie Barber:

d) **Approval of the appointment for Judge Harry E. Cipriano, as an Assistant Magistrate for the Camp Verde Municipal Court for a two (2) year term, effective September 1, 2014, and setting an hourly pay rate of $50.00 per hour on an as need basis with a three hour minimum.** Staff Resource: Russ Martin

e) **Approval to postpone discussion until September 17, 2014 regarding amending the Tax code by eliminating the exemption of food for home consumption under the Model City Tax Code thereby instituting a Food Tax for the Town of Camp Verde.** Staff Resource: Russ Martin and Michael Showers

On a motion by Baker, seconded by German, Council voted unanimously to approve the Consent Agenda as written.

Town Manager Russ Martin explained that the new Town Magistrate would begin working November 1, 2014, and that he would work without pay until Dec, due to his late arrival. He clarified that Council

MINUTES
REGULAR SESSION
MAYOR AND COUNCIL
473 S MAIN STREET, SUITE 106
WEDNESDAY, AUGUST 17, 2016 at 6:30 P.M.

Note: Council member(s) may attend Council Sessions either in person or by telephone, video, or internet conferencing.

1. **Call to Order**
   Mayor German called the meeting to order at 6:30 p.m.

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

   Also Present
   Town Manager Russ Martin, Economic Development Director Steve Ayers, Economic Development Specialist Sebra Cho, Economic Development Intern Harriet Bui, Marshal Nancy Gardner, Parks & Recreation Manager Mike Marshall, Streets Superintendent Stacy Perry, Contract Drafter M. E. Manning, Deputy Clerk Barbie Bridge and Recording Secretary Jennifer Shilling.

3. **Pledge of Allegiance**
   The Mayor led the Pledge Of Allegiance.

   Mayor German took a Moment of Silence in memory of Bob Burnside.

4. **Consent Agenda** – *All the 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 Council requests.*
   a) **Approval of the Minutes:**
      1. Special Session –August 3, 2016 at 8:00 a.m.
      2. Executive Session – August 3, 2016 at 8:00 a.m. (Sealed).
      3. Regular Session-August 3, 2016 at 6:30 p.m.
      4. Special Session – August 5, 2016 at 8:00 a.m.
      5. Executive Session – August 5, 2016 at 8:30 a.m.(Recorded and Sealed)
   b) **Set Next Meeting, Date and Time:**
      1. Wednesday, August 24, 2016 at 6:30 p.m. Council Hears Planning & Zoning Matters-**CANCELLED**
      2. Wednesday, September 7, 2016 at 6:30 p.m. Regular Session
      3. Wednesday, September 14, 2016 at 5:30 p.m. Work Session/Possible Special Session-canvass vote.
      4. Wednesday, September 21, 2016 at 6:30 p.m. Regular Session
      5. Wednesday, September 28, 2016 at 6:30 p.m. Council Hears Planning and Zoning Matters
   c) **Possible approval and re-appointment for Harry E Cipriano, as Assistant Magistrate for Camp Verde Municipal Court for a two (2) year term, effective September 1, 2016 and setting an hourly pay rate of $38.00 per hour on an as need basis with a three (3) hour minimum.** Staff Resource: Paul Schlegel and Russ Martin.
   d) **Possible approval and authorization to execute FY 2016-2017 Intergovernmental Agreement between Yavapai County Flood Control District and the Town of Camp Verde in the amount of $75,000.00** Staff Resource: Ron Long
   e) **Possible approval of proposed drainage work at Verde Lakes Subdivision prior to Chip Seal Paving Project in late September. Work proposed will provide much needed drainage through the subdivision**

within rights-of-way and drainage easements. These drainage improvements take care of some of the drainage problems within Verde Lakes previously discussed with Council. Amount of Job Order Contract quote from McDonald Brothers Construction, Inc. totals $84,468.95.

Councilor Baker stated the August 5th meetings should say *Friday, August 5th* and not *Wednesday, August 5th*. **Motion** was made by Councilor George to approve the Consent Agenda. Second was made by Councilor Gordon. Council unanimously approved the Consent Agenda.

5. **Special Announcements: Presentation of Proclamation declaring August 21-27, 2016 as Employer Support of The Guard and Reserve Week.**
Mayor German read the proclamation aloud. Luke Sefton a volunteer for ESGR explained what the duties of the Guard and Reserves are and expressed his gratitude to the Town of Camp Verde for their support.

6. **Call to the Public for items not on the Agenda:**
Steve Ayers introduced Harriet Bui to the Council. Ms. Bui is an intern in the Economic Development Department and is associated with Item 10 on the agenda but is unable to stay for the meeting. Ms. Bui gave a brief background of her history, experience and education.

David Boily invited the Council to attend the ground breaking for the Verde Valley Military Service Park at 1:30 p.m., Wednesday, August 24, 2016 at Garrison Park. Mr. Boily also reported there will be a bronze of a police K9 placed at the park.

David Boily also pointed out the gymnasium has a new floor and bleachers but still has an old roof. Mr. Boily asked when the roof was going to be replaced. He also pointed out that there is a big room in the gymnasium that could be converted and used as a community room.

7. **Discussion, consideration and possible approve of Resolution 2016-962, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona adopting approving the application for motorized and non-motorized program Grant.**
Mike Marshal reviewed the grant and stated this will actually be a non-motorized trail, that the motorized wording was a component of original grant. Construction is set to begin in the spring. Councilor German congratulated Mr. Marshal for the work on getting the grant and the work being done with the trail. Councilor German asked how they would keep motorized vehicles out of the trail area. Mr. Marshal stated there will be signs up and eventually a gate will be installed.

Motion was made by Councilor German to approve Resolution 2016-962, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona adopting approving the application for motorized and non-motorized program Grant. Second was made by Councilor Whatley. **Motion** carried unanimously.

8. **Discussion, consideration and possible authorization for staff to begin a period of public outreach to seek entries to rename the Community Park located off Route 260.**

Michael Marshal would like to do some public outreach to get the community involved with naming the park. Councilor George asked if he had a way to approach businesses to ask if they would like to donate money for naming rights. Mr. Marshal said it was always a possibility but will be up to the Council for the final decision. Mr. Marshal stated he would mention it in the article for his outreach. Councilor German thinks it is a great idea to get the community involved because the park is part of the community. The Public had no comment.

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SPECIAL APPOINTMENT AND RECOGNITION AS A GOODWILL AMBASSADOR BY THE MAYOR AND TOWN COUNCIL FOR THE TOWN OF CAMP VERDE CONFERRED UPON MR. ALLEN McKINZIE

***Be it hereby known by all that*: Because of the generous donations of time, energy, and his own authored and published children's books this special Ambassadorship is hereby conferred upon Mr. McKinzie! His continual promotion of the Town of Camp Verde through the past few years using local citizens as characters in his Children's Books which tell stories about Camp Verde and promotes the Town as a great place to live and have fun as children with adventures found in this rural setting. We recognize his donations of books to the local library as awards and to be utilized in children's programs. He has also made his books available to children at the local hospital where children may read as they recover from their procedures performed at the hospital.**

Also be it known that: **These fictional stories with a local setting bring forward uplifting characteristics as positive self-esteem, laughter, and of course cooperative spirits and working together. These books have brought forward such positive responses with their colorful adventures and fun kinds of events and have not gone unnoticed. The Town Council believes this is an example of effort and self-less giving by citizens within our area and community that is deserving of our recognition and encouragement. We thank you for the positive promotion of Camp Verde and for your adding to the uniqueness of our Town.**

I do hereby on behalf of the Town Council, Confer upon you: **Mr. Allen McKinzie, special recognition and designation as a Goodwill Ambassador for the Town of Camp Verde.**

Presented this date: November 2, 2016

CHARLES C. GERMAN
Mayor Town of Camp Verde

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: **November 2, 2016**

☐ *Consent Agenda* ☐ *Decision Agenda* ☐ *Executive Session Requested*

☒ *Presentation Only* ☐ *Action/Presentation* ☐ *Special Session*

Requesting Department: Public Works

Staff Resource/Contact Person: Ron Long

Agenda Title (be exact): A presentation by Coralie Cole, Senior Community Relations Officer, with Arizona Department of Transportation (ADOT) will review two ADOT projects: SR-260 Roundabout at Industrial Dr. and SR-260 Sidewalk from Cliffs Drive to Main Street.

List Attached Documents:
Estimated Presentation Time: 15 Minutes

Estimated Discussion Time: 15Minutes

Reviews Completed by: N/A

☐ ***Department Head: Ron Long,***

☐ ***Town Attorney***

Finance Review: ☐ **Budgeted** ☐ **Unbudgeted** ☒ **N/A**

Finance Director Comments/Fund:
Fiscal Impact:

Comments: Beginning November, 2016, ADOT will be starting the SR-260 Roundabout at Industrial Dr. In early 2017, the SR-260 Sidewalk from Cliffs Parkway to Main Street will be constructed.

Both projects were designed by ADOT and will be bid and managed by ADOT. Ms. Cole will provide an overview of each project and be available to answer questions.

Background Information:

- October 17, 2016, Council approved Resolution 2013-889 approving the intergovernmental Agreement with ADOT for the design, construction and maintenance of the Roundabout at SR-260 & Industrial Dr. $39,900 was paid to ADOT in May, 2016 as Camp Verde's share of construction costs.
- JPA 10-227 for the Construction of SR-260 sidewalk from Cliffs Parkway to Main Street was approved February, 2011, amended June 10, 2014. Camp Verde is obligated to maintain water, electrical and solar power for the irrigation and minimal landscaping for the project.

Recommended Action (Motion): N/A

Town of Camp Verde

Exhibit A - Agenda Item Submission Form – Section I

Meeting Date: ***November 2, 2016***

☐ *Consent Agenda* ☒ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation*

Requesting Department: *Community Development*

Staff Resource/Contact Person: *Carmen Howard, Community Development Director*

Agenda Title (be exact): *Discussion, consideration, and possible approval of an amendment to the Position and Classification System for the position of Planner, removing "Senior" from the title and amending the job experience requirements to more accurately reflect industry standards for this position..*

List Attached Documents:

1. *Job Description for the proposed addition.*
2. *Rate Classification Sheet with existing approved and proposed additions.*
3. *American Planning Association Salary Worksheet*

Estimated Presentation Time: *5 minutes*

Estimated Discussion Time: *15 minutes*

Reviews Completed by:

☐ ***Department Head:*** *Carmen Howard*

☐ ***Town Attorney Comments: N/A***

☐ ***Finance Department N/A***

Background Information:

The addition of this position is a result of an evolving and growing department in Community Development and the restructuring of the various responsibilities within the department. It is hoped that additional work on all the Classifications relating to Community Development can be accomplished in the next year however, this position will be part of the organization immediately if approved. The current CV salary plan provides for two levels of Planner, Assistant Planner and Senior Planner. Staff finds that the current Job Description and Salary Plan for these positions are not reflective of the current needs for the Department. Staff research into wages for this position has found that neighboring communities salary ranges and a salary survey conducted by the American Planning Association for this position are significantly higher,

based on the current department staffing hierarchy and budget constraints, Staff recommends removing "Senior" from the title "Senior Planner" and leaving the Salary Plan as is but changing the experience requirements from 3 years to 1 year.

Recommended Action (Motion):

Approve the addition of Planner to the Town's Position and Classification System setting job descriptions and wages as proposed.

Planner

Department:	**Community Development**	Revised Date:	**October 27, 2016**

GENERAL PURPOSE: Under general supervision, performs professional urban planning work in the Town of Camp Verde, and explains planning and zoning regulations and municipal standards for land use, development projects and technical issues; assures compliance to state and Federal regulations, and Town policies, procedures and goals.

PRIMARY DUTIES AND RESPONSIBILITIES:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Provides professional planning services, and reviews technical documents for compliance with Town standards; produces reports, presentations and recommendations on planning issues; reviews development proposals, subdivision plats, applications, zoning changes, and other land use applications; advises applicants within scope of authority and training.
- Prepares and presents project reports to the Town Council and regional boards and commissions; prepares technical ordinance and resolution documents for review; maintains and administers planning projects; reviews and processes applications, plans and project proposals, and tracks inter-departmental review process.
- Responds to questions from residents and provides information and customer service; investigates and resolves inquiries and complaints, enforces rules and regulations, and explains Community Development Department policies, codes, standards and procedures; monitors and reviews trends in planning and development programs, and recommends improvements.
- Coordinates addressing issues, zoning applications, and construction inspections; maintains and updates Town General Plan and ordinances.
- Performs other related duties as assigned or required.

MANAGERIAL RESPONSIBILITIES:

May provide technical guidance to other department staff.

MINIMUM QUALIFICATIONS:

Education and Experience:

Bachelor's Degree in Urban Planning, Engineering, Business or Public Administration, or related field; AND one year experience in planning and development programs; OR an equivalent combination of education and experience.

Required Licenses or Certifications:

- Must possess State of Arizona Driver's license.
- Professional certification through the American Institute of Certified Planners (AICP) is preferred; depending on the needs of the Town, incumbent may be required to obtain additional technical certifications.

Required Knowledge of:

- Town policies and procedures.
- Policies, procedures, regulations, operations, and services of Community Development Department.
- Principles of land use planning and urban design.
- Federal, State and local laws, rules, codes and regulations governing planning, zoning, building, safety, code enforcement, community planning and economic development.
- Town land use and development regulations, zoning codes, planning concepts and principles.
- Occupational hazards and safety precautions.
- Record keeping and file maintenance principles and procedures.

Required Skill in:

- Analyzing planning issues and making logical recommendations based on findings.
- Interpreting and applying development standards and procedures, Federal and state rules and regulations, and Town policies and procedures.
- Presenting and defending reports and information in a public speaking setting such as public hearings and neighborhood meetings.
- Reading and interpreting building plans and technical specifications, and checking details, estimates, plans, and specifications of projects.
- Establishing and maintaining cooperative working relationships with employees, officials, contractors, other development agencies and the general public.
- Maintaining accurate and interrelated technical and computerized records.
- Communicating clearly and concisely, both verbally and in writing.

Physical Demands / Work Environment:

- Work is performed in a standard office environment.

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Town of Camp Verde
Salary Plan

Effective 07/01/13

Position	Range		Minimum	Midpoint	Maximum
Deputy Town Clerk; Children's Librarian *E* Recreation Supervisor; Building Inspector	49	Annual	$35,044.00	$44,184.00	$53,324.00
		Bi-weekly	$1,347.85	$1,699.38	$2,050.92
		Hourly	$16.85	$21.24	$25.64
Admin Asst to Town Manager; Dispatch Supervisor; Maintenance Foreman Civilian Investigator; Public Works Analyst; Senior Wastewater Operator	48	Annual	$34,189.00	$43,106.00	$52,023.00
		Bi-weekly	$1,314.96	$1,657.92	$2,000.88
		Hourly	$16.44	$20.72	$25.01
Assistant Planner; Plans Examiner Accountant	46	Annual	$32,542.00	$41,029.00	$49,517.00
		Bi-weekly	$1,251.62	$1,578.04	$1,904.50
		Hourly	$15.65	$19.73	$23.81
HR Specialist; Special Events Coordinator; Code Enforcement Officer	45	Annual	$31,748.00	$40,029.00	$48,309.00
		Bi-weekly	$1,221.08	$1,539.58	$1,858.04
		Hourly	$15.26	$19.24	$23.23
Lead Maintenance Worker	44	Annual	$30,974.00	$39,052.00	$47,131.00
		Bi-weekly	$1'191.31	$1,502.00	$1,812.73
		Hourly	$14.89	$18.78	$22.66
Dispatcher; Records Specialist; Senior Equipment Operator	43	Annual	$30,219.00	$38,100.00	$45,981.00
		Bi-weekly	$1,162.27	$1,465.38	$1,768.50
		Hourly	$14.53	$18.32	$22.11
Administrative Assistant Permit Technician	42	Annual	$29,481.00	$37,170.00	$44,860.00
		Bi-weekly	$1,133.88	$1,429.62	$1,725.38
		Hourly	$14.17	$17.87	$21.57
Court Clerk Finance Clerk	40	Annual	$28,061.00	$35,379.00	$42,698.00
		Bi-weekly	$1,079.27	$1,360.73	$1,642.23
		Hourly	$13.49	$17.01	$20.53
Library Specialist Equipment Operator Wastewater Operator	39	Annual	$27,376.00	$34,517.00	$41,657.00
		Bi-weekly	$1,052.92	$1,327.58	$1,602.19
		Hourly	$13.16	$16.59	$20.03
Animal Control Officer	38	Annual	$26,709.00	$33,675.00	$40,64.1.00
		Bi-weekly	$1,027.27	$1,295.19	$1,563.12
		Hourly	$12.84	$16.19	$19.54
Records Clerk	37	Annual	$26,057.00	$32,853.00	$39,649.00
		Bi-weekly	$1,002.19	$1,263.58	$1,524.96
		Hourly	$12.53	$15.79	$19.06
Animal Shelter Operator	36	Annual	$25,422.00	$32,052.00	$38,682.00
		Bi-weekly	$977.77	$1,232.77	$1,487.77
		Hourly	$12.22	$15.41	$18.60
Maintenance Worker	34	Annual	$24,197.00	$30,508.00	$36,818.00
		Bi-weekly	$930.65	$1,173.38	$1,416.08
		Hourly	$11.63	$14.67	$17.70
Senior Library Clerk Laborer	33	Annual	$23,607.00	$29,763.00	$35,920.00
		Bi-weekly	$907.96	$1'144.73	$1,381.54
		Hourly	$11.35	$14.31	$17.27
Receptionist	32	Annual	$23,031.00	$29,038.00	$35,044.00
		Bi-weekly	$885.81	$1,116.85	$1,347.85
		Hourly	$11.07	$13.96	$16.85
Library Clerk	29	Annual	$21,386.00	$26,964.00	$32,542.00
		Bi-weekly	$822.54	$1,037.08	$1,251.62
		Hourly	$10.28	$12.96	$15.65
Janitor	28	Annual	$20,865.00	$26,307.00	$31,748.00
		Bi-weekly	$802.50	$1,011.81	$1,221.08
		Hourly	$10.03	$12.65	$15.26

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Town of Camp Verde
Salary Plan

Effective 07/01/13

Position	Range		Minimum	Midpoint	Maximum
Town Manager *E*	93	Annual	$103,864.00	$130,953.00	$158,042.00
		Bi-weekly	$3,994.77	$5,036.65	$6,078.54
		Hourly	$49.93	$62.96	$75.98
Town Marshal/ HR Director *E*	82	Annual	$79,160.00	$99,805.00	$120,451.00
		Bi-weekly	$3,044.62	$3,838.65	$4,632.73
		Hourly	$38.06	$47.98	$57.91
Public Works Director/ Town Engineer *E*	78	Annual	$71,715.00	$90,419.00	$109,122.00
		Bi-weekly	$2,758.27	$3,477.65	$4,197.00
		Hourly	$34.48	$43.47	$52.46
Community Development Director *E*	77	Annual	$69,966.00	$88,213.00	$106,461.00
		Bi-weekly	$2,691.00	$3,392.81	$4,094.65
		Hourly	$33.64	$42.41	$51.18
Finance Director *E*	73	Annual	$63,385.00	$79,917.00	$96,448.00
Economic Development Director *E*		Bi-weekly	$2,437.88	$3,073.73	$3,709.54
		Hourly	$30.47	$38.42	$46.37
Parks & Recreation Director E	72	Annual	$61,839.00	$77,968.00	$94,096.00
Commander;		Bi-weekly	$2,378.42	$2,998.77	$3,619.08
		Hourly	$29.73	$37.48	$45.24
Library Director *E*	69	Annual	$57,424.00	$72,401.00	$87,377.00
		Bi-weekly	$2,208.62	$2,784.65	$3,360.65
		Hourly	$27.61	$34.81	$42.01
Special Projects Administrator *E*	68	Annual	$56,023.00	$70,635.00	$85,246.00
		Bi-weekly	$2,154.73	$2,716.73	$3,278.69
		Hourly	$26.93	$33.96	$40.98
Town Clerk *E*	67	Annual	$54,657.00	$68,912.00	$83,167.00
		Bi-weekly	$2,102.19	$2,650.46	$3,198.73
		Hourly	$26.28	$33.13	$39.98
Chief Building Official *E* Wastewater Manager	64	Annual	$50,754.00	$63,992.00	$77,229.00
		Bi-weekly	$1,952.08	$2,461.23	$2,970.35
		Hourly	$24.40	$30.77	$37.13
Sergeant (Police)	62	Annual	$48,309.00	$60,908.00	$73,508.00
		Bi-weekly	$1,858.04	$2,342.62	$2,827.23
		Hourly	$23.23	$29.28	$35.34
~~Senior~~ Planner *E*	59	Annual	$44,860.00	$56,559.00	$68,259.00
		Bi-weekly	$1,725.38	$2,175.35	$2,625.35
		Hourly	$21.57	$27.19	$32.82
Streets Supervisor/ Inspector	56	Annual	$41,657.00	$52,521.00	$63,385.00
		Bi-weekly	$1,602.19	$2,020.04	$2,437.88
		Hourly	$20.03	$25.25	$30.47
Senior Accountant	55	Annual	$40,641.00	$51,240.00	$61,839.00
		Bi-weekly	$1,563.12	$1,970.77	$2,378.42
		Hourly	$19.54	$24.63	$29.73
Deputy (police officer)	53	Annual	$38,682.00	$48,771.00	$58,860.00
		Bi-weekly	$1,487.77	$1,875.81	$2,263.85
		Hourly	$18.60	$23.45	$28.30
Streets Maintenance Foreman	52	Annual	$37,739.00	$47,581.00	$57,424.00
		Bi-weekly	$1,451.50	$1,830.04	$2,208.62
		Hourly	$18.14	$22.88	$27.61
Court Supervisor	50	Annual	$35,920.00	$45,289.00	$54,657.00
		Bi-weekly	$1,381.54	$1,741.88	$2,102.19
		Hourly	$17.27	$21.77	$26.28

Salary Worksheet

As demonstrated by the data tables, numerous factors influence compensation levels. Tabular presentation, however, quickly exhausts even a large database such as this one when the joint effects of multiple factors (e.g., experience and education and employer) are considered simultaneously.

For this reason, an additional perspective on planner compensation is offered: a Salary Worksheet based on multiple regression statistical models that attempt to reliably predict approximate salary by accounting for the joint effects of the most influential variables. In principle, such models allow estimation for hundreds of possible combinations of the predictors.

Distinct trial models were developed for each employment setting with sufficient responses in the tabulated sample. City, county, and metropolitan/regional planning agencies were further subdivided based on jurisdiction population. Within each setting, the models include variables for experience (years in planning field), education (highest degree earned), certification by AICP, and responsibility (number supervised, whether an agency director). Models are based only on US respondents employed or self-employed full-time/year-round as planners or in planning-related positions. The top and bottom 5% of reported salary values in each setting were censored, to increase prediction reliability.

This worksheet reports on the nine employment settings for which models achieving reasonable levels of explanatory power and statistical significance could be constructed. Together, these nine settings represent 86% of all full-time US planning professionals. (Among the settings not successfully modeled are joint city/county agencies, federal agencies, economic development agencies, nonprofit organizations, educational institutions, law firms, and development firms.)

The models differ in their explanatory power, accounting for between 31% and 61% of the observed variations in salary. All models are significant by the F-test at $p<0.0005$, and practically all variables are significant by the t-test at $p<0.05$ or better. Each model's predictive ability varies; predictions will tend to be most accurate for salary values in the middle of the modeled range.

employment setting	# of cases	modeled range		% of variation explained	mean predicted salary
city planning agency (<25,000 population)	983	$43,000	$120,000	45.4%	$72,000
city planning agency (25,000-99,999)	1,460	$44,000	$139,000	51.2%	$77,700
city planning agency (100,000+)	1,079	$48,960	$145,000	53.6%	$80,500
county planning agency (<100,000)	356	$38,500	$103,300	47.2%	$63,100
county planning agency (100,000+)	748	$44,800	$130,400	46.3%	$75,500
metropolitan or regional planning agency (<1 million)	347	$39,840	$116,890	60.4%	$64,800
metropolitan or regional planning agency (1+ million)	270	$45,000	$149,000	61.1%	$76,900
state agency	325	$46,240	$115,900	31.3%	$71,000
private consulting firm	1,955	$46,700	$175,000	53.1%	$86,200

The statistical conclusions reached through these models must be interpreted carefully. Although a model explaining around half of the variation in salary may be described as moderately powerful, it still leaves nearly half of the variation unexplained. It is certain that other variables not captured through this

survey also have an effect on salary levels: individual job performance, to note a particularly important one. To the extent the models do not include all the major determinants of compensation, they should be interpreted cautiously.

This salary worksheet is based on statistical models developed from the APA 2016 Planners Salary Survey. Only domestic individuals employed full-time/year-round as planners or in planning-related positions, and providing complete information, were included in the analysis.

The models provide moderately powerful predictive accuracy within relatively broad ranges, offering a rough idea of what professionals with similar characteristics and in similar situations earn, on average. Because other factors not included in the models are known to influence salary (for example, individual job performance), this worksheet is not appropriately used as an absolute guideline for any single individual's situation.

Select your responses for each variable shown, then click the CALCULATE button below to see what annual salary full-time US planners in similar circumstances earn, on average.

HIGHEST DEGREE:

Bachelor's degree

AICP?

yes
no

YEARS IN FIELD:

1 - 2 years

EMPLOYMENT SETTING:

city planning agency (<25,000 population)

NUMBER SUPERVISED:

none

AGENCY DIRECTOR?

yes
no

CALCULATE

$48,900

9

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: November 2, 2016

☐ *Consent Agenda* ☐ *Decision Agenda* ☐ *Executive Session Requested*

☒ *Presentation Only* ☐ *Action/Presentation* ☐ *Special Session* ☐ Pre-Session

Requesting Department: Economic Department

Staff Resource/Contact Person: Sebra Choe

Agenda Title (be exact): Presentation of Tree City USA Plaque for 2015 to a representative of the Tree Advisory Committee.

List Attached Documents: N/A

Estimated Presentation Time: 5 Minutes
Estimated Discussion Time:
Reviews Completed by:

☐ ***Department Head:*** ☐ ***Town Attorney Comments:***

Finance Review: ☐ **Budgeted** ☐ **Unbudgeted** ☒ **N/A**

Finance Director Comments/Fund: N/A

Background Information: In March 2015, the Arbor Day Foundation named the Town of Camp Verde a Tree City USA. The Tree City USA program requires reapplying each year and demonstrating commitment to these four requirements: 1) Tree Advisory Committee, 2) Tree Care Ordinance, 3) Community Forestry Program with an Annual Budget of at least $2 per Capita, and 4) Arbor Day Observance and Proclamation.

The Tree Advisory Committee is a Town Manager-appointed committee, tasked with maintaining the Town's Tree City USA designation, responsibly expanding and caring for our urban forest, mitigating invasive species, educating the public, and their favorite—planting trees!

TAC Members: Diane Scantlebury, Chair; Doug & Christy Fasteen, Fasteen Farms; Tony Gioia, Former Mayor; Dobie Champion, Montezuma Realty; Eric Kaiser, Landscaper. Volunteers: Ray Floyd, "The Old Guys"; Will Field, Landscape Consultation & Installation.

Find out more at: campverde.az.gov/tree-city-usa/

Recommended Action (Motion): N/A

Instructions to the Clerk: Section II not required

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Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: November 2, 2016

☐ *Consent Agenda* ☐ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☒ *Action/Presentation* ☐ *Special Session* ☐ Pre-Session

Requesting Department: Economic Department

Staff Resource/Contact Person: Sebra Choe

Agenda Title (be exact): Discussion, consideration, and possible approval of Camp Verde Municipal Tree Plan First Edition 2016, in accordance with Town Ordinance 2014-A402, Article 13-3, Section 13-3-4; following an update report on the Tree Advisory Committee's 2016 projects.

List Attached Documents: Town Ordinance 2014-A402, Article 13-3; Camp Verde Municipal Tree Plan First Edition 2016 (Draft)

Estimated Presentation Time: 15 Minutes
Estimated Discussion Time: 10 Minutes
Reviews Completed by:

☒ ***Department Head: Public Works Director Ron Long*** ☐ ***Town Attorney Comments:***

Finance Review: ☐ **Budgeted** ☐ **Unbudgeted** ☒ **N/A**

Finance Director Comments/Fund: N/A

Background Information:

The proposed Camp Verde Municipal Tree Plan was written and compiled by former Economic Development Specialist Mary McCarthy with input from the Tree Advisory Committee and AZ State Forestry staff. The proposed plan has been reviewed and approved by Town Manager Russ Martin, Public Works Director Ron Long, Maintenance Supervisor Mike Dumas, the Tree Advisory Committee, and the AZ State Forestry Representative Alix Rogstad.

Town Ordinance 2014-A402, Article 13-3, Section 13-3-4

A. The committee shall prepare and update for approval and adoption by the town council every two years, a town tree plan that will serve as the guiding document for the care, maintenance and expansion of the town's tree resources and enhancement of the town's open spaces.

B. The plan shall be divided between a five-year plan and a long-term vision and shall include the following elements:

1. Recommended species and specifications of trees, bushes and shrubs to be planted in or removed from town parks and rights of way.

2. Guidelines for the care, preservation, pruning, planting, replanting, removal or disposition of trees in town parks and rights of way.

3. Guidelines for the location, pruning and spacing of trees in parks and rights of way.

4. Public outreach to foster community support for the town tree plan and to encourage voluntary use of the town tree plan.

C. The plan shall further be prepared in accordance with the guidelines and requirements of the national arbor day foundation for the town to be designated a "Tree City USA."

Recommended Action (Motion): Move to approve the Camp Verde Municipal Tree Plan First Edition 2016, in accordance with Town Ordinance 2014-A402, Article 13-3, Section 13-3-4.

Instructions to the Clerk: Section II not required

ORDINANCE 2014-A402

AN ORDINANCE OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA, ADDING ARTICLE 13-3, TOWN TREES & PARKS TO THE TOWN CODE, CHAPTER 13 PARKS & RECREATION & LIBRARY

ARTICLE 13-3

TOWN TREES & PARKS

13-3-1 FINDINGS
13-3-2 PURPOSE
13-3-3 TREE ADVISORY COMMITTEE-CREATION AND COMPOSITION
13-3-4 TOWN TREE PLAN
13-3-5 MAINTENANCE OF TOWN TREES
13-3-6 PLANTING, REMOVING OR CUTTING TREES ON PUBLIC PROPERTY PROHIBITED
13-3-7 POSTING ON TOWN TREES PROHIBITED

SECTION 13-3-1 FINDINGS

TREES BENEFIT THE TOWN OF CAMP VERDE BY DIMINISHING PARTICULATES AND OTHER AIR POLLUTANTS, ENHANCING THE VISUAL IMAGE OF THE COMMUNITY, AND MINIMIZING NOISE POLLUTION. TREES ALSO PROVIDE WELCOME SHADE TO BUILDINGS, STREETS, AND PUBLIC SPACES, WHICH MODERATES HIGH TEMPERATURES AND COOLING COSTS IN THE WARM AND SUNNY CLIMATE OF CENTRAL ARIZONA.

SECTION 13-3-2 PURPOSE

THIS ARTICLE IS INTENDED TO PROMOTE AND PROTECT THE PUBLIC HEALTH, SAFETY AND GENERAL WELFARE BY PROVIDING GUIDELINES FOR THE PROTECTION, MAINTENANCE AND MANAGEMENT OF TREE RESOURCES WITHIN THE TOWN.

SECTION 13-3-3 TREE ADVISORY COMMITTEE-CREATION AND COMPOSITION

A. THERE IS HEREBY ESTABLISHED A TREE ADVISORY COMMITTEE, WHICH SHALL CONSIST OF AT LEAST FIVE AND UP TO SEVEN PERSONS APPOINTED BY THE TOWN MANAGER. COMMITTEE MEMBERS SHALL

SERVE FOR A STAGGERED TERM OF TWO YEARS AND MAY BE RE-APPOINTED BY THE MANGER BY RECOMMENDATION OF CURRENT TREE ADVISORY COMMITTEE MEMBERS AT THE EXPIRATION OF THEIR TERMS. THE MANAGER AND COMMITTEE SHALL PUBLICLY ANNOUNCE COMMITTEE VACANCIES TO ENCOURAGE PARTICIPATION FROM CAMP VERDE'S DIVERSE COMMUNITY.

B. THE TREE ADVISORY COMMITTEE SHALL APPOINT A CHAIRPERSON AMONGST THE CURRENT MEMBERS, WHO SHALL PRESIDE AT MEETINGS AND BE RESPONSIBLE FOR THE ORDERLY CONDUCT OF COMMITTEE BUSINESS.

C. THE PUBLIC WORKS DIRECTOR OR DESIGNEE SHALL BE A NON-VOTING MEMBER OF THE COMMITTEE.

SECTION 13-3-4 TOWN TREE PLAN

A. THE COMMITTEE SHALL PREPARE AND UPDATE FOR APPROVAL AND ADOPTION BY THE TOWN COUNCIL EVERY TWO YEARS, A TOWN TREE PLAN THAT WILL SERVE AS THE GUIDING DOCUMENT FOR THE CARE, MAINTENANCE AND EXPANSION OF THE TOWN'S TREE RESOURCES AND ENHANCEMENT OF THE TOWN'S OPEN SPACES.

B. THE PLAN SHALL BE DIVIDED BETWEEN A FIVE-YEAR PLAN AND A LONG-TERM VISION AND SHALL INCLUDE THE FOLLOWING ELEMENTS:

1. RECOMMENDED SPECIES AND SPECIFICATIONS OF TREES, BUSHES AND SHRUBS TO BE PLANTED IN OR REMOVED FROM TOWN PARKS AND RIGHTS OF WAY.

2. GUIDELINES FOR THE CARE, PRESERVATION, PRUNING, PLANTING, REPLANTING, REMOVAL OR DISPOSITION OF TREES IN TOWN PARKS AND RIGHTS OF WAY.

3. GUIDELINES FOR THE LOCATION, PRUNING AND SPACING OF TREES IN PARKS AND RIGHTS OF WAY.

4. PUBLIC OUTREACH TO FOSTER COMMUNITY SUPPORT FOR THE TOWN TREE PLAN AND TO ENCOURAGE VOLUNTARY USE OF THE TOWN TREE PLAN.

C. THE PLAN SHALL FURTHER BE PREPARED IN ACCORDANCE WITH THE GUIDELINES AND REQUIREMENTS OF THE NATIONAL ARBOR DAY FOUNDATION FOR THE TOWN TO BE DESIGNATED A "TREE CITY USA."

SECTION 13-3-5 MAINTENANCE OF TOWN TREES

A. THE PUBLIC WORKS DEPARTMENT SHALL CONSERVE, MAINTAIN AND ENHANCE THE TOWN'S TREE RESOURCES IN ACCORDANCE WITH THE TOWN TREE PLAN.

B. THE PUBLIC WORKS DEPARTMENT IS AUTHORIZED AND DIRECTED TO REMOVE, PRUNE OR OTHERWISE DISPOSE OF TREES ON TOWN PROPERTY OR RIGHTS-OF-WAY THAT ARE IN AN UNSAFE CONDITION OR ARE OTHERWISE INJURIOUS TO SEWERS, SIDEWALKS, ELECTRIC POWER LINES, GAS LINES, WATER LINES OR OTHER PUBLIC IMPROVEMENTS, OR WHICH HAVE BECOME INFECTED WITH INJURIOUS PESTS OR DISEASE.

SECTION 13-3-6 PLANTING, PRUNING OR REMOVING TREES ON PUBLIC PROPERTY PROHIBITED

NO PERSON SHALL PLANT, PRUNE, REMOVE, CUT ABOVE THE GROUND OR DISTURB ANY TREE WITHIN ANY TOWN RIGHT-OF-WAY, PARK OR OTHER PUBLIC PLACE WITHOUT AUTHORIZATION FROM THE PUBLIC WORKS DEPARTMENT.

SECTION 13-3-7 POSTING ON TOWN TREES PROHIBITED

IT SHALL BE UNLAWFUL FOR ANY PERSON TO NAIL, AFFIX BY STAPLING OR GLUING, OR IN ANY OTHER MANNER CAUSE TO BE ATTACHED TO A TREE LOCATED IN THE TOWN RIGHTS-OF-WAY, PARK OR TOWN PROPERTY, ANY SIGN, LETTER, REFLECTOR OR NUMBER.

PASSED AND ADOPTED BY A MAJORITY VOTE OF THE TOWN COUNCIL IN AN OPEN MEETING BY THE TOWN COUNCIL, TOWN OF CAMP VERDE, ARIZONA, ON THE 3RD DAY OF DECEMBER 2014, TO BE EFFECTIVE WHEN PUBLICATION AND POSITING, PURSUANT TO ARS 9-813, IS COMPLETED.

CHARLES GERMAN, MAYOR

DATE: 12-15-2014

ATTEST:

VIRGINIA JONES,
DEPUTY TOWN CLERK

APPROVED AS TO FORM:

TOWN ATTORNEY

Camp Verde

Municipal Tree Plan

A Tree City USA Since 2014

First Edition

2016

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Introduction

The Camp Verde Municipal Tree Plan is intended to serve as a guiding document for the care, maintenance and expansion of the Town's tree resources and the enhancement of the Town's public spaces. Essential to this objective is the protection of public health, safety and general welfare by providing guidelines for the maintenance and management of tree resources within the community.

While this Tree Plan focuses on Town-owned property, area residents and business owners are encouraged to use this document as a standard of best practices for the care of the community's trees. Private property owners may find the Landscape Design *and* Tree Care *in the* Design and Maintenance Handbook *section especially helpful.*

The Tree Plan is divided between a strategic plan and detailed management guidelines, and includes the following elements:

1. *Vision for Camp Verde's urban forest*
2. *Discussion of administrative and management roles and objectives*
3. *Landscape design suggestions, including recommended plant palette and specifications of trees, bushes and shrubs to be planted in or removed from Town public spaces and rights of way*
4. *Guidelines for the care, preservation, pruning, planting, replanting, and removal of trees in Town public areas and rights of way*
5. *Public outreach, volunteer coordination, and education strategies*

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The Camp Verde Municipal Tree Plan is a living document *and, as such, should be reviewed and evaluated on a regular basis. The Camp Verde Tree Advisory Committee is tasked with preparing and updating the Tree Plan for approval and adoption by the Camp Verde Town Council every two years.*

HISTORY OF CAMP VERDE'S TREE RESOURCES AND MANAGEMENT

The Public Works Department, Maintenance Division, and Community Development Department have overseen and completed tree maintenance and planning efforts on town-owned property since the incorporation of the Town of Camp Verde in 1986. For the first thirty years of the Town's history, there was no guiding document, care standards, or thorough documentation of tree maintenance.

In 2014 the Economic Development Department took on an active role in urban forest management and maintenance in order to achieve the Tree City USA designation for the community. Supported by Economic Development staff, the Camp Verde Tree Advisory Committee wrote and submitted the Camp Verde Tree Ordinance 2014-A402 to the Camp Verde Town Council. Council approved the ordinance in December 2014.

BENEFITS OF TREES AND A HEALTHY URBAN FOREST

Trees benefit the Town of Camp Verde by diminishing particulates and other air pollutants, enhancing the aesthetic beauty of the community, and minimizing noise pollution. Trees also provide welcome shade to buildings, streets, and public spaces, which reduces cooling costs in the warm and sunny climate of central Arizona.

While most investments in municipal infrastructure begin to depreciate immediately upon installation, trees "increase in value the minute they are planted and continue to appreciate as they mature."[1]

The following information is borrowed from the United States Forest Service's Statistics Sheet of Economic, Social, and Environmental Benefits Provided by Trees.[2]

- *Trees reduce storm runoff by 7% and decrease the need for erosion control structures. In urban areas with trees, the use of smaller drainpipes can save municipalities on materials, installation and maintenance costs.*

- *The net cooling effect of a young, healthy tree is equivalent to 10 room-sized air conditioners operating 20 hours a day.*

What is an urban forest?

Urban forests are "ecosystems of trees and other vegetation in and around communities that may consist of street and yard trees, vegetation within parks and along public rights of way and water systems.

Urban forests provide communities with environmental, economic and social benefits and habitat for fish and wildlife. Thus, urban forests are not only about the trees in the city, but rather, they are a critical part of the green infrastructure that makes up the city ecosystem."

(Source: American Forests)

[1] United States Forest Service, "Urban and Community Forestry Appreciation Tool Kit: Fact Sheet of Benefits Provided by Trees in our Cities and Towns," http://www.na.fs.fed.us/urban/inforesources/ucftoolkit/ucftoolkit.shtm

[2] United States Forest Service. "Urban and Community Forestry Appreciation Tool Kit."

- *Properly placed windbreak trees can reduce a building's winter heating costs by 25%.*
- *Rows of trees reduce wind speed up to 85%.*
- *As few as three trees properly positioned can save an average household between $100 and $250 annually in energy costs.*
- *Shade from two large trees on the west side of a house, and one on the east side, can save up to 30% of an average residence's annual air conditioning costs.*
- *A typical community forest will retain approximately 10 million gallons of rainwater per year.*
- *Trees in urban parks and recreation areas are estimated to improve outdoor leisure and recreation experiences in the United States by $2 billion per year.*

PLANNING PROCESS

What is green infrastructure?

Definition: "A strategically planned and managed network of natural lands, working landscapes, and other open spaces that conserves ecosystem(s)...and provides associated benefits to human populations."

The Camp Verde Municipal Tree Plan is a collaborative effort between the Camp Verde Tree Advisory Committee, the Public Works Department, and the Economic Development Department, among other groups. The Tree Plan dovetails with the Town's vision for integrating green infrastructure assets into community-wide planning efforts while strengthening the Town's designation as a Tree City USA.

Inspired and guided by the Arbor Day Foundation's Tree Board University online training program, the TAC engaged in numerous work and outreach sessions relating to the Municipal Tree Plan between autumn of 2015 and summer of 2016.

In May 2016, a team from the University of Arizona conducted Camp Verde's first tree inventory with assistance from TAC and the Town's Maintenance Division. Arizona State Forestry provided funding for the project. Focused on the Main Street corridor, this inventory provided both training opportunity as well as an initial glimpse into the health and composition of the Town's urban forest.

ADMINISTRATION AND MANAGEMENT

The Camp Verde Town Manager, with support from the Camp Verde Tree Advisory Committee and the Maintenance Division of the Public Works Department, will be responsible for ensuring the maintenance of and adherence to this plan after its approval by the Camp Verde Town Council.

The mission of the Camp Verde Tree Advisory Committee is to advise and educate the Town of Camp Verde on sustainable urban forestry management in order to protect, enhance and expand the community's tree resources

Camp Verde Tree Advisory Committee

Camp Verde Tree Advisory Committee (TAC) formed in fall of 2014 through the adoption of Ordinance 2014-A402 by the Camp Verde Town Council. Shortly after TAC's formation, the Town of Camp Verde received the Tree City USA designation, a national award program that recognizes the community's commitment to caring for its tree resources.

TAC has four primary goals:

- *Write and maintain a Camp Verde Municipal Tree Plan for adoption by the Camp Verde Town Council. Ordinance 2014-A402 tasks TAC with preparing and updating the Tree Plan for approval and adoption by the Camp Verde Town Council every two years.*
- *Maintain the community's designation as a Tree City USA, including hosting an annual Arbor Day celebration.*
- *Advocate for and advise the Town on good urban forest management and tree planting on municipal property.*
- *Provide volunteer opportunities and educational resources to private property owners and residents.*

Section 13-3-3 in Ordinance 2014-A402 establishes the creation of the Camp Verde Tree Advisory Committee:

There is hereby established a Tree Advisory Committee, which shall consist of at least five and up to seven persons appointed by the Town Manager. Committee members shall serve for a staggered term of two years and may be re-appointed by the Manger by recommendation of current Tree Advisory Committee members at the expiration of their terms. The Manager and Committee shall publicly announce Committee vacancies to encourage participation from Camp Verde's diverse community.

B. The Tree Advisory Committee shall appoint a chairperson amongst the current members, who shall preside at meetings and be responsible for the orderly conduct of committee business.

C. The Public Works Director or designee shall be a non-voting member of the Committee.

Town Partners

A major goal of the Camp Verde Municipal Tree Plan project is to integrate good urban forestry planning and maintenance efforts into each of the Town's relevant departments. As of 2016, three departments have contributed time and effort to achieving Tree City USA designation for the Town, among other tree-related projects. These departments are: Economic Development, Parks and Recreation, and Public Works.

Section 13-3-5 In Ordinance 2014-A402 directs the Public Works Department to conserve, maintain and enhance the Town's tree resources in accordance with the Tree Plan. The Public Works department is authorized and directed to remove, prune or otherwise dispose of trees on town property or rights-of-way that are in an unsafe condition or are otherwise injurious to sewers, sidewalks, electric power lines, gas lines, water lines or other public improvements, or which have become infected with injurious pests or disease.

Community Partners

A healthy urban forest relies on the support and participation of community members. The TAC encourages volunteerism and engagement by including civic groups and residents in special events, workshops, and tree maintenance and planting.

Engaging youth is a top priority of the TAC. Between 2014 and 2016, the TAC partnered with the Teen Advisory Board and a Camp Verde-based Cub Scout troop. In the future, TAC seeks to expand these partnerships and collaborate with the Boy Scouts of America, Future Farmers of America, local public and private schools, and other youth-oriented organizations.

LIABILITY

In order to protect public health, safety and welfare, the Town of Camp Verde should enlist the services of a certified arborist or qualified expert to assist in the assessment of trees located on town-owned property. The information gathered from these assessments will inform the creation of work plans that identify urban forestry hazards and offer mitigation plans. A report outlining budget and maintenance needs will be prepared by the TAC in collaboration with the Public Works Department and presented to the Town Manager.

Concerns from TAC members, Town employees, and community residents regarding urban forest hazards located on town-owned property will be addressed in a timely manner by the Public Works Department. Community residents may submit their concerns to the Public Works Department or the Town Clerk's Office.

See Evaluation *and* Removal *for further discussion on tree hazard mitigation.*

Working with the Community

All volunteers, including TAC members, need to complete and submit a waiver prior to participating in any physical activities on behalf of the Town or on Town property. In order to protect volunteers, appropriate safety gear must be worn during tree planting, pruning, and other activities. Safety gear and volunteer waivers are available from Risk Management located in the Town Clerk's Office.

FUNDING SOURCES

The Town of Camp Verde will provide the majority of annual funding for municipal tree care via the Public Works Department Maintenance Division budget.

Additional funding sources developed in partnership with the TAC may include:

- ***The Celebration Tree Program, managed by TAC in conjunction with the Public Works Department,*** *will be used to raise funds for tree planting in public areas. The program will provide an approved list of trees to be planted by the TAC and Town staff to memorialize births, anniversaries, deaths, and other important times. (View a sample Celebration Tree Donor Packet in Appendix D.)*

- ***The TAC and Town staff will apply for appropriate grants and identify gifting opportunities*** *from community groups, family and corporate foundations, and individuals with the goal of procuring funds for tree planting, landscaping projects, programming, and other community betterment activities. Possible funding partners include:*
  - *Kiwanis*
  - *The Lions Club*
  - *Arizona Public Service (APS)*
  - *Arbor Day Foundation*
  - *Arizona State forestry Division*

All funds procured from donations and grants will be recorded and managed by the Camp Verde Finance Department in collaboration with the Economic Development Director and TAC.

PUBLIC EDUCATION AND SUPPORT

- *Camp Verde residents, civic organizations, youth groups, and schools will be offered opportunities to participate in tree plantings, maintenance workdays, and community beautification projects.*

- *Residents and organizations will be given opportunities to learn how to plant and maintain trees.*
- *Educational materials concerning trees, the urban forest, and other natural resources will be made available to residents and organizations.*

- *Arbor Day will be celebrated annually as a reminder of the importance of Camp Verde's urban forest, and will involve public officials, local youth, and community members.*

- *News articles and releases will be used to explain noteworthy activities, including planting, tree removals, pruning, and budget requests.*

Tree City USA Designation

Tree City USA is a nationwide program of the Arbor Day Foundation that provides direction and assistance for establishing and creating a healthy urban forest. The annual Tree City USA designation recognizes communities that have made substantial efforts toward sustainable urban forest management and education.

In 2014, the Town of Camp Verde Economic Development Department identified the Tree City USA designation as a priority for the Town. The newly formed Tree Advisory Committee undertook the designation as its first major project. In March 2015, the Arbor Day Foundation named the Town of Camp Verde a Tree City USA in recognition for the substantial programming and management efforts undertaken the previous year.

TREE CITY USA®

The annual Camp Verde Arbor Day event provides an opportunity for residents to gather and celebrate the Town's trees. The event is marked by planting a tree on public property, a mayoral proclamation, and tree-related activities. Camp Verde's 2014 Arbor Day Proclamation is included in Appendix B.

The Tree City USA program requires communities to reapply each year and demonstrate continuity with, and improvement upon, the four requirements listed below.

Maintaining the Town's Tree City USA is a primary obligation of the Camp Verde Tree Advisory Committee. The award provides positive (and free) publicity nationally and statewide, fosters community pride, and encourages community beautification while creating a framework for cultivating a strong and sustainable urban forest.

SUMMARY OF REQUIREMENTS FOR TREE CITY USA DESIGNATION

To qualify as a Tree City USA community, a town must meet four standards established by The Arbor Day Foundation and the National Association of State Foresters:[3]

1. ***A Tree Board or Department***

Someone must be legally responsible for the care and management of the community's trees. A tree board, or commission, is a group of concerned volunteer citizens charged by ordinance with developing and administering a comprehensive tree management program.

2. ***A Tree Care Ordinance***

The tree ordinance must designate the establishment of a tree board or forestry department and give this body the responsibility for writing and implementing an annual community forestry work plan. Ideally, it will provide clear guidance for planting, maintaining and removing trees from streets, parks and other public places.

3. ***A Community Forestry Program With an Annual Budget of at Least $2 Per Capita***

Evidence is required that the community has established a community forestry program that is supported by an annual budget of at least $2 per capita. Ideally, this standard will be met by focusing funding on an annual work plan developed after an inventory is completed and a report is approved by the town council. Such a plan will address species diversity, planting needs, hazardous trees, insect and disease problems and a pattern of regular care such as pruning and watering.

4. ***An Arbor Day Observance and Proclamation***

An Arbor Day celebration can be simple and brief or an all day or all week observation. It can be a simple tree planting event or an award ceremony that honors leading tree planters.

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[3] *Information taken from the Arbor Day Foundation Tree City USA program page. The Arbor Day Foundation, "Tree City USA Standards," https://www.arborday.org/programs/treecityusa/standards.cfm*

2016 Main Street Corridor Inventory

In spring 2016, the Tree Advisory Committee and the Camp Verde Maintenance Division participated in Urban Forest Resource Inventories (UFRI), a joint project of Arizona State Forestry and the USDA Forest Service. A team from the University of Arizona led the inventory project. This snapshot survey focused on Town-maintained trees located along Main Street. Before this project, no systematic tree assessment of Camp Verde's trees existed.

Forest Service, "Arizona Urban Tree Map," https://azsf.az.gov/azutm

The UFRI project goal is to "develop an accessible tool that compiles statewide urban forest inventory information, including summary reports of the combined economic and environmental value of Arizona's urban forests. A baseline knowledge of Arizona's urban forests will enable Arizona State Forestry to identify where data and resource gaps exist, develop long-range goals for urban forests, compile statewide canopy cover information, and to provide regular and updated information for multiple needs."[4]

The complete data collected from the 2016 inventory is available online via the Arizona Urban Tree Map website.[5]

Additional inventories of trees located on both public and private property are needed to assist the Town with urban forest management plans and focus areas.

Management and the United States Department of Agriculture

[5] View the Camp Verde data here: https://azsf.az.gov/azutm and https://azsf.az.gov/azutm/communities

INVENTORY RESULTS

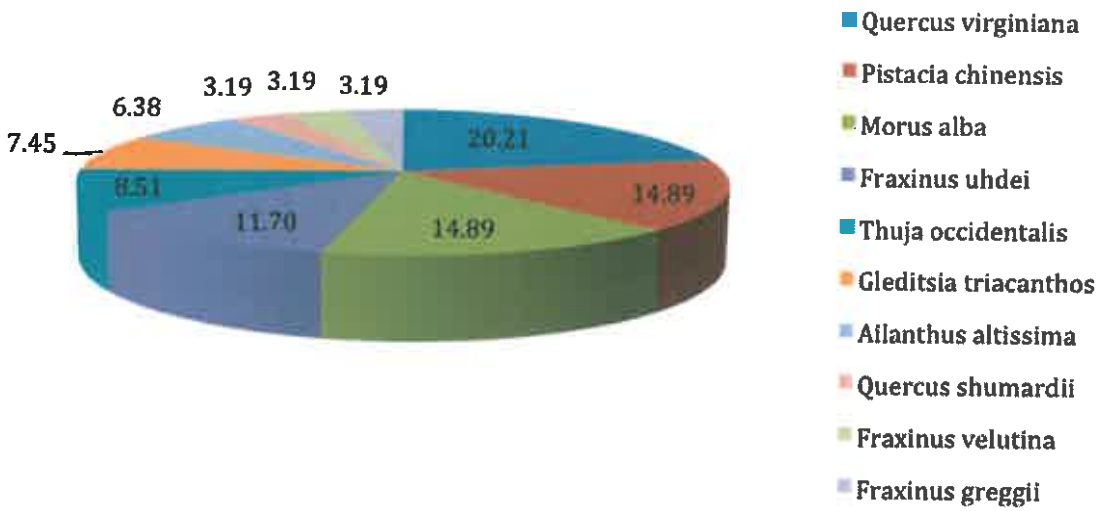
Species Distribution

The ten most common tree species present along Camp Verde's Main Street are: ***Southern Live Oak*** *(*Quercus virginiana*),* ***Chinese Pistache*** *(*Pistacia chinensis*),* ***White Mulberry*** *(*Morus alba*),* ***Shamel Ash*** *(*Fraxinus uhdei*),* ***Arborvitae*** *(*Thuja occidentalis*),* ***Honey Locust*** *(*Gleditsia triacanthos*),* ***Shumard Oak*** *(*Quercus shumardii*),* ***Arizona Ash*** *(*Fraxinus velutina*),* ***Littleleaf Ash*** *(*Fraxinus greggii*), and the invasive and weedy* ***Tree of Heaven*** *(*Ailanthus altissima*).*

Southern Live Oak, at over 20% of the total surveyed tree population, is the most dominate species in the inventory area, followed by Chinese Pistache (14.89%) and White Mulberry (14.89%).

It is important to maintain high tree species and age diversity in Camp Verde as a safeguard against mortality from insects and disease, enhance wildlife habitat, and prevent forest-wide decline as trees reach the end of their life. A good guideline for tree diversity goals is no more than 10% of any species, no more than 20% of any genus and no more than 30% from any family.[6]

[6] *Arizona Urban Tree Map, Arizona Department of Forestry and Fire, "Arizona Urban Tree Map Understanding Your Reports: A Guide to Understanding Your i-Tree Streets Report," https://forestryandfire.az.gov/sites/default/files/files/forestry/ucf/azutm/AZUTM_Inventory_Reports_Guide_2015-09-28.pdf*



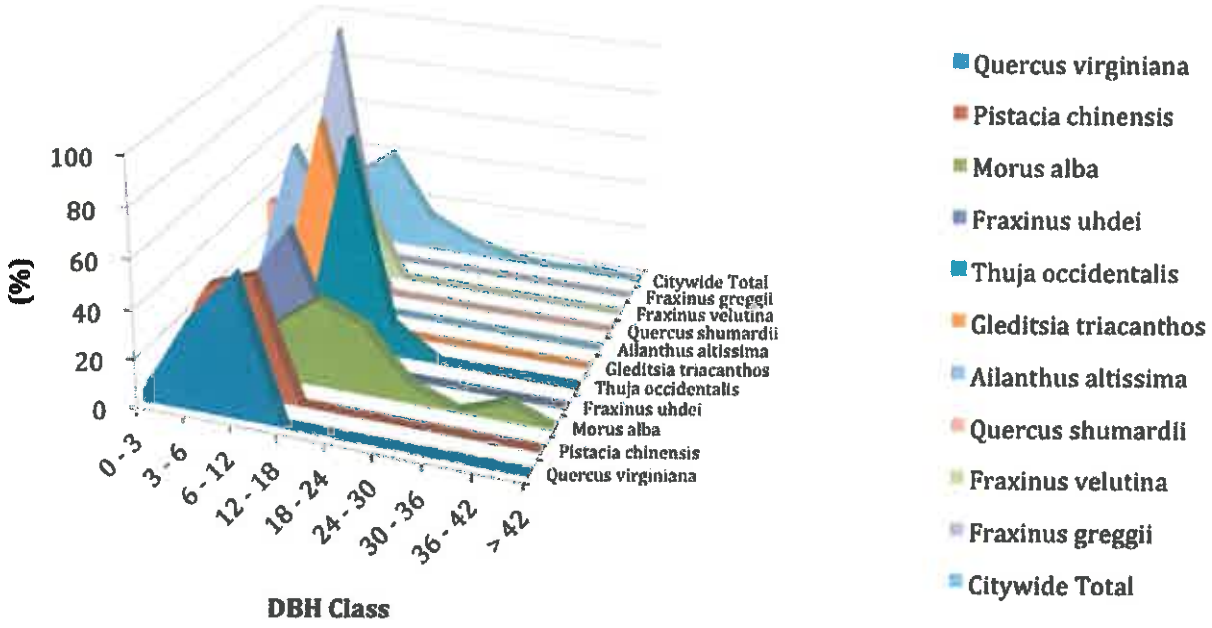
Age Distribution

The majority of Camp Verde's Main Street corridor trees are 6 to 12 inches (41.49%) and 3 to 6 inches (27.66%) in diameter; there are very few large diameter trees located in the downtown zone. This indicates a relatively young to middle aged tree population.

As this inventory is composed largely of street trees and other stressful urban planting environments, this age distribution is not unusual as tree mortality tends to be high. Additionally, the Town overhauled the streetscape along Main Street in 2007 and installed new street trees during this project. This mass planting project is responsible for the large number of similarly-sized trees.

It is imperative to replace these Main Street corridor trees as they begin to age and decline. A good tree replacement program will ensure a sustainable urban forest for the future.

Relative Age Distribution of Top 10 Public Tree Species for Camp Verde Main Street (%)



Diseases and Overall Condition

The trees within the inventory area exhibit robust good health. As of this writing (July 2016), 100% of trees across all species achieved a "good" condition score in the relative performance index. The inventory showed no diseases or harmful insects within the study zone.

Importance Values for Most Abundant Public Trees

*White Mulberry (*Morus alba*) provided the most canopy cover and leaf area of any tree species found in the study area. A fast-growing tree with large leaves and a thick canopy, the White Mulberry is a prominent shade tree in Camp Verde's downtown.*

Species	Number of Trees	% of Total Trees	Leaf Area (ft2)	% of Total Leaf Area	Canopy Cover (ft2)	% of Total Canopy Cover	Importance Value
Quercus virginiana	19	20.21	13,084.18	10.43	5,881.80	14.34	14.99
Pistacia chinensis	14	14.89	9,541.35	7.60	4,141.69	10.10	10.87
Morus alba	14	14.89	45,039.03	35.90	15,068.26	36.74	29.18
Fraxinus uhdei	11	11.70	12,828.41	10.22	3,684.16	8.98	10.29
Thuja occidentalis	8	8.51	18,860.29	15.03	3,271.19	7.98	10.51
Gleditsia triacanthos	7	7.45	11,582.27	9.23	3,215.40	7.84	8.17
Ailanthus altissima	6	6.38	4,078.74	3.25	2,029.47	4.95	4.86
Quercus shumardii	3	3.19	1,719.94	1.37	827.58	2.02	2.19
Fraxinus velutina	3	3.19	1,933.86	1.54	612.55	1.49	2.08
Fraxinus greggii	3	3.19	1,110.83	0.89	404.15	0.99	1.69
Sophora secundiflora	2	2.13	482.97	0.38	170.91	0.42	0.98
Pyrus kawakamii	1	1.06	837.17	0.67	355.24	0.87	0.87
Pinus eldarica	1	1.06	3,611.22	2.88	963.46	2.35	2.10
Quercus emoryi	1	1.06	70.92	0.06	54.35	0.13	0.42
Bauhinia variegata	1	1.06	684.21	0.55	356.28	0.87	0.83
Total	94	100.00	125,465.18	100.00	41,016.48	100.00	100.00

Energy Benefits

The inventory reveals that Camp Verde's Main Street corridor trees contribute towards significant energy savings. These savings represent the reductions of natural gas demands for winter heating and electricity used to power summer air conditioning as a result of local tree cover. On average, each tree within the study area saves $10.44 in energy costs for a combined savings of $929.40.

Species	Total Electricity (MWh)	Electricity ($)	Total Natural Gas (Therms)	Natural Gas ($)	Total ($)	Standard Error	% of Total Tree Numbers	% of Total $	Avg. $/tree
Quercus virginiana	1.17	140.74	8.29	7.80	148.55	(N/A)	20.21	15.14	7.82
Pistacia chinensis	0.81	97.82	6.19	5.82	103.65	(N/A)	14.89	10.56	7.40
Morus alba	2.56	309.42	18.06	16.99	326.40	(N/A)	14.89	33.27	23.31
Fraxinus uhdei	0.74	89.54	5.27	4.96	94.50	(N/A)	11.70	9.63	8.59
Thuja occidentalis	0.69	83.15	4.54	4.27	87.42	(N/A)	8.51	8.91	10.93
Gleditsia triacanthos	0.65	78.79	4.57	4.30	83.09	(N/A)	7.45	8.47	11.87
Ailanthus altissima	0.38	46.44	2.91	2.74	49.18	(N/A)	6.38	5.01	8.20
Quercus shumardii	0.16	19.00	1.17	1.10	20.11	(N/A)	3.19	2.05	6.70
Fraxinus velutina	0.12	14.74	0.93	0.87	15.62	(N/A)	3.19	1.59	5.21
Fraxinus greggii	0.07	9.05	0.63	0.59	9.64	(N/A)	3.19	0.98	3.21
Sophora secundiflora	0.03	3.78	0.27	0.25	4.03	(N/A)	2.13	0.41	2.01
Pyrus kawakamii	0.07	8.31	0.51	0.48	8.79	(N/A)	1.06	0.90	8.79
Pinus eldarica	0.16	19.10	1.13	1.06	20.16	(N/A)	1.06	2.05	20.16
Quercus emoryi	0.01	1.14	0.09	0.09	1.22	(N/A)	1.06	0.12	1.22
Bauhinia variegata	0.07	8.39	0.52	0.49	8.88	(N/A)	1.06	0.90	8.88
Total	7.69	929.40	55.07	51.82	981.21	(N/A)	100.00	100.00	10.44

Stormwater Interception

The trees within the survey area prevented 45,913 gallons of water from entering the stormwater system, saving money with reduced flow due to infiltration of water and interception of rain by the trees. Chemicals and debris from impervious surface (roads, walkways, rooftops) wash away into streams, wetlands, rivers, and oceans during a rain event. Trees reduce the amount of chemicals and debris entering Camp Verde's waterways by intercepting rainfall with their leaves and branches and increasing water infiltration into the ground with their root system.[7]

White Mulberry provided the greatest stormwater infiltration benefits (11,437 gallons) followed by Southern Live Oak (7,673 gallons). The average financial savings in infrastructure maintenance and irrigation costs due to the slowing and infiltration of rainfall by trees is an average of $2.34 per tree.

Annual Stormwater Benefits of Public Trees by Species

Species	Total Rainfall Interception (Gal)	Total ($)	Standard Error	% of Total Tree Numbers	% of Total $	Avg. $/tree
Quercus virginiana	7,673.01	36.83	(N/A)	20.21	16.71	1.94
Pistacia chinensis	3,516.82	16.88	(N/A)	14.89	7.66	1.21
Morus alba	11,437.46	54.90	(N/A)	14.89	24.91	3.92
Fraxinus uhdei	4,860.18	23.33	(N/A)	11.70	10.59	2.12
Thuja occidentalis	6,973.27	33.47	(N/A)	8.51	15.19	4.18
Gleditsia triacanthos	4,328.86	20.78	(N/A)	7.45	9.43	2.97
Ailanthus altissima	2,172.82	10.43	(N/A)	6.38	4.73	1.74
Quercus shumardii	899.16	4.32	(N/A)	3.19	1.96	1.44
Fraxinus velutina	572.33	2.75	(N/A)	3.19	1.25	0.92
Fraxinus greggii	592.49	2.84	(N/A)	3.19	1.29	0.95
Sophora secundiflora	254.61	1.22	(N/A)	2.13	0.55	0.61
Pyrus kawakamii	477.44	2.29	(N/A)	1.06	1.04	2.29
Pinus eldarica	1,733.31	8.32	(N/A)	1.06	3.78	8.32
Quercus emoryi	48.05	0.23	(N/A)	1.06	0.10	0.23
Bauhinia variegata	373.59	1.79	(N/A)	1.06	0.81	1.79
Citywide total	45,913.39	220.38	(N/A)	100.00	100.00	2.34

[7] *Arizona Urban Tree Map, Arizona Department of Forestry and Fire, "Arizona Urban Tree Map Understanding Your Reports: A Guide to Understanding Your i-Tree Streets Report," https://forestryandfire.az.gov/sites/default/files/files/forestry/ucf/azutm/AZUTM_Inventory_Reports_Guide_2015-09-28.pdf*

Carbon Storage and Sequestration

Carbon storage refers to the amount of carbon dioxide (CO2) trees store in woody biomass over the life of the tree or products made from that biomass (for example furniture or lumber) as a result of sequestration (in pounds).[8]

The trees located within the Main Street corridor inventory area store 79,876 pounds of C02, resulting in a total savings of $599 or an average of $6.37 per tree.

As opposed to the Carbon Storage Report above, net annual carbon sequestration refers to the amount of CO2 actually removed from the atmosphere annually. An example of a use of benefits would be an offset of vehicle and/or power plant emissions. This report includes tables showing the estimated net annual atmospheric carbon dioxide reduction benefits per species and by inventory area (Zone). According to i-Tree, the model accounts for CO2 released as trees die and decompose and CO2 released during the care and maintenance of trees. The annual carbon dioxide sequestration benefit estimates are helpful for estimating the amount of greenhouse gases removed by the inventoried trees.[9]

*The inventory reveals that the inventoried trees **sequester** 6,937 pounds of C02 annually. This estimated C02 **released** annually through tree maintenance activities and natural organic decomposition is 69 pounds and 639 pounds, respectively.*

Annual CO2 Benefits of Public Trees by Zone

Zone	Sequestered (lb)	Sequestered ($)	Decomposition Release(lb)	Maintenance Release (lb)	Total Release ($)
Camp Verde Main Street	6,937.40	52.03	- 639.01	- 69.03	- 5.31
Citywide Total	6,937.40	52.03	- 639.01	- 69.03	- 5.31

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Avoided (lb)	Avoided ($)	Net Total (lb)	Total ($)	Standard Error	% of Total Tree Numbers	% of Total $	Avg. $/tree
7,689.77	57.67	13,919.14	104.39	(N/A)	100.00	100.00	1.11
7,689.77	57.67	13,919.14	104.39	(N/A)	100.00	100.00	1.11

[8] *Arizona Urban Tree Map, Arizona Department of Forestry and Fire, "Arizona Urban Tree Map Understanding Your Reports: A Guide to Understanding Your i-Tree Streets Report," https://forestryandfire.az.gov/sites/default/files/files/forestry/ucf/azutm/AZUTM_Inventory_Reports_Guide_2015-09-28.pdf*

Air Quality

The Air Quality report quantifies the air pollutants--ozone, nitrogen dioxide, sulfur dioxide, and particulate matter (O3, NO2, SO2, PM10)--deposited on tree surfaces and reduced emissions from power plants due to reduced electricity use (measured in pounds or kilograms). Also reported are the potential negative effects of trees on air quality due to BVOC emissions.[10]

Annual Air Quality Benefits of Public Trees by Species

Species	Deposition O3 (lb)	Deposition NO2 (lb)	Deposition PM10 (lb)	Deposition SO2 (lb)	Total Deposition (S)	Avoided NO2 (lb)	Avoided PM10 (lb)	Avoided VOC (lb)
Quercus virginiana	0.67	0.37	0.91	0.07	10.79	2.09	0.11	0.02
Pistacia chinensis	0.82	0.32	0.75	0.07	10.13	1.46	0.07	0.01
Morus alba	5.48	1.50	3.57	0.33	54.53	4.46	0.23	0.04
Fraxinus uhdei	0.64	0.28	0.66	0.05	8.48	1.34	0.07	0.01
Thuja occidentalis	1.46	0.79	1.40	0.16	19.90	1.23	0.06	0.01
Gleditsia triacanthos	0.61	0.27	0.62	0.05	8.09	1.16	0.06	0.01
Ailanthus altissima	0.25	0.12	0.31	0.03	3.76	0.69	0.04	0.01
Quercus shumardii	0.11	0.05	0.13	0.01	1.65	0.28	0.01	0.00
Fraxinus velutina	0.07	0.03	0.08	0.01	0.95	0.22	0.01	0.00
Fraxinus greggii	0.03	0.02	0.05	0.00	0.51	0.13	0.01	0.00
Sophora secundiflora	0.01	0.01	0.02	0.00	0.19	0.06	0.00	0.00
Pyrus kawakamii	0.07	0.04	0.08	0.01	0.99	0.12	0.01	0.00
Pinus eldarica	0.59	0.32	0.55	0.06	7.95	0.26	0.01	0.00
Quercus emoryi	0.00	0.00	0.01	0.00	0.06	0.02	0.00	0.00
Bauhinia variegata	0.13	0.06	0.12	0.01	1.65	0.12	0.01	0.00
Citywide Total	10.94	4.16	9.26	0.87	129.65	13.66	0.70	0.12

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[10] *Arizona Urban Tree Map, Arizona Department of Forestry and Fire, "Arizona Urban Tree Map Understanding Your Reports: A Guide to Understanding Your*

i-Tree Streets Report,"
https://forestryandfire.az.gov/sites/default/files/files/forestry/ucf/azutm/AZUTM_Inventory_Reports_Guide_2015-09-28.pdf

Species	Avoided SO2 (lb)	Total Avoided ($)	BVOC Emissions (lb)	BVOC Emissions ($)	Total (lb)	Total ($)	Standard Error	% of Total Tree Numbers	Avg $/tree
Quercus virginiana	1.79	37.20	-27.21	-108.83	-21.17	-60.84	(N/A)	20.21	-3.29
Pistacia chinensis	1.24	25.83	-8.77	-35.06	-4.02	0.90	(N/A)	14.89	0.06
Morus alba	3.80	79.08	-7.82	-31.28	11.58	102.33	(N/A)	14.89	7.31
Fraxinus uhdei	1.14	23.72	0.00	0.00	4.19	32.20	(N/A)	11.70	2.93
Thuja occidentalis	1.06	21.95	-2.02	-8.09	4.15	33.76	(N/A)	8.51	4.22
Gleditsia triacanthos	1.00	20.88	0.00	0.00	3.81	28.97	(N/A)	7.45	4.14
Ulmus altissima	0.59	12.20	-0.58	-2.31	1.45	13.65	(N/A)	6.38	2.28
Quercus shumardii	0.24	5.00	-0.24	-0.98	0.61	5.68	(N/A)	3.19	1.89
Fraxinus velutina	0.19	3.91	0.00	0.00	0.60	4.86	(N/A)	3.19	1.62
Fraxinus greggii	0.11	2.37	0.00	0.00	0.35	2.88	(N/A)	3.19	0.96
Sophora secundiflora	0.05	0.99	0.00	0.00	0.14	1.18	(N/A)	2.13	0.59
Pyrus kawakamii	0.11	2.19	0.00	0.00	0.42	3.18	(N/A)	1.06	3.18
Pinus eldarica	0.23	4.70	-0.40	-1.61	1.69	11.04	(N/A)	1.06	11.04
Quercus emoryi	0.01	0.30	-0.03	-0.12	0.01	0.23	(N/A)	1.06	0.23
Bauhinia variegata	0.11	2.21	-0.28	-1.13	0.27	2.73	(N/A)	1.06	2.73
Citywide Total	11.67	242.52	-47.35	-189.41	4.03	182.76	(N/A)	100.00	1.94

Aesthetic Value

Camp Verde's urban forest offers real aesthetic benefits to the community. The trees located in the inventory area provide $4,151 in aesthetic benefits at an average of $44.16 per tree. These numbers reflect increased property values resulting from the presence, size, and species of nearby trees.

Annual Aesthetic/Other Benefit of Public Trees by Species

Species	Total ($)	Standard Error	% of Total Tree Numbers	% of Total $	Avg. $/tree
Quercus virginiana	715.29	(N/A)	20.21	17.23	37.65
Pistacia chinensis	462.13	(N/A)	14.89	11.13	33.01
Morus alba	461.76	(N/A)	14.89	11.12	32.98
Fraxinus uhdei	559.01	(N/A)	11.70	13.47	50.82
Thuja occidentalis	790.16	(N/A)	8.51	19.03	98.77
Gleditsia triacanthos	466.38	(N/A)	7.45	11.23	66.63
Ailanthus altissima	284.44	(N/A)	6.38	6.85	47.41
Quercus shumardii	127.41	(N/A)	3.19	3.07	42.47
Fraxinus velutina	77.85	(N/A)	3.19	1.88	25.95
Fraxinus greggii	62.16	(N/A)	3.19	1.50	20.72
Sophora secundiflora	38.46	(N/A)	2.13	0.93	19.23
Pyrus kawakamii	24.30	(N/A)	1.06	0.59	24.30
Pinus eldarica	51.09	(N/A)	1.06	1.23	51.09
Quercus emoryi	10.22	(N/A)	1.06	0.25	10.22
Bauhinia variegata	20.64	(N/A)	1.06	0.50	20.64
Citywide Total	4,151.29	(N/A)	100.00	100.00	44.16

Summing it up: Average Annual Benefits

Camp Verde's urban forest provides numerous tangible and intangible benefits to the community. The 2016 Main Street tree inventory reveals some of these areas, including savings resulting from reduced energy consumption, C02 storage, improved air quality, stormwater infiltration, and increased property values. The average annual benefits per tree located in the inventory area is $60.00.

Average Annual Benefits of Public Trees by Species ($/tree)

Species	Energy	CO2	Air Quality	Stormwater	Aesthetic/ Other	Total	Standard Error
Quercus virginiana	7.82	1.17	- 3.20	1.94	37.65	45.38	(N/A)
Pistacia chinensis	7.40	0.63	0.06	1.21	33.01	42.31	(N/A)
Morus alba	23.31	1.99	7.31	3.92	32.98	69.52	(N/A)
Fraxinus uhdei	8.59	0.87	2.93	2.12	50.82	65.33	(N/A)
Thuja occidentalis	10.93	1.81	4.22	4.18	98.77	119.91	(N/A)
Gleditsia triacanthos	11.87	1.22	4.14	2.97	66.63	86.82	(N/A)
Ailanthus altissima	8.20	0.77	2.28	1.74	47.41	60.39	(N/A)
Quercus shumardii	6.70	0.63	1.89	1.44	42.47	53.14	(N/A)
Fraxinus velutina	5.21	0.50	1.62	0.92	25.95	34.19	(N/A)
Fraxinus greggii	3.21	0.25	0.96	0.85	20.72	26.09	(N/A)
Sophora secundiflora	2.01	0.15	0.59	0.61	19.23	22.60	(N/A)
Pyrus kawakamii	8.79	0.69	3.18	2.29	24.30	39.25	(N/A)
Pinus eldarica	20.16	1.67	11.04	8.32	51.09	92.27	(N/A)
Quercus emoryi	1.22	0.13	0.23	0.23	10.22	12.03	(N/A)
Bauhinia variegata	8.88	1.14	2.73	1.79	20.64	35.18	(N/A)
Citywide Total	10.44	1.11	1.94	2.34	44.16	60.00	(N/A)

Vision for Camp Verde's Urban Forest

The Camp Verde Tree Advisory Committee (TAC) envisions a well-maintained, diverse, and aesthetic urban forest for the Town of Camp Verde, Arizona. This healthy urban forest will provide an attractive landscape that will improve business traffic and increase property values, an abundant canopy cover to help reduce storm water runoff and soil erosion, wildlife habitat, and shade to buildings and public areas.

The urban forest will include native and introduced species deemed appropriate for the region; tree varieties will reflect those listed in the Suggested Plant Palette *(Appendix E). Municipally-maintained trees will be well-kept and serve as examples of proper tree care techniques. These public trees will be water-wise species, a good mix of age and size classes, low-maintenance, and provide a cooling canopy cover.*

The residents of Camp Verde, including TAC members, will help reduce costs by assisting with tree inventories, assessments, planting, and maintenance. Free or low-cost workshops will educate Town employees, elected officials, residents, and TAC members on tree-related issues and maintenance best practices.

Through education and positive public outreach, the Camp Verde community will understand the importance of supporting healthy trees and will be inspired to cultivate and enhance the urban forest. Town leaders and residents will work together to provide necessary funding to ensure the sustainability of the community forest. To further this effort, the Town of Camp Verde will provide periodic tree maintenance training to its staff, and encourage cooperation and coordination among municipal departments where trees are involved.

FIVE-YEAR PLAN

The Town, with assistance and recommendations from the TAC, will work towards this vision by addressing these needs in the next five years:

1. *Increasing communication with and collaboration between Town staff, elected representatives, and TAC regarding urban forest issues and community beautification*

2. *Refining a cohesive community forest management and maintenance schedule*

3. *Increasing community education and volunteerism*

4. *Continuing educational opportunities for Town staff*

5. *Funding and adequate budgeting for urban forest management and town beautification*

6. *Inventory and assessment of trees on Town-maintained property*

7. *A TAC and Camp Verde Tree City USA web presence*

8. *Increasing tree canopy cover and urban forest health*

9. *Transition to water-wise and xeriscape plants and landscaping*

10. *Annual recertification as a Tree City USA*

11. *Completion and biennial revision of Camp Verde Municipal Tree Plan*

To address these needs, the TAC recommends that the Town and Committee complete the following checklist:

To help meet need #	***Checklist to Reach Five Year Goals***
1, 3	*Develop a list of ways volunteers can help with tree-related and beautification programs around town; maintain a volunteer network database*
1, 2, 3, 4, 5, 8, 9, 11	*Develop educational materials and/or organize workshops for elected officials, Town employees, and residents focused on tree-related topics, including:* • *How routine tree planting and maintenance can add value to the community and reduce costs* • *Proper tree care techniques and plant selection* • *Water-wise landscaping and xeriscape*
1, 2, 5, 8	*Provide assistance to Public Works, the Maintenance Division, and other relevant Town departments to develop a standard operating procedure relating to proper tree*

To help meet need #	Checklist to Reach Five Year Goals
	placement, planting, and care; create and implement a standard tree hazard evaluation form and remediation procedures
1, 2, 5, 6, 8, 9, 11	*Review and revision of Camp Verde Municipal Tree Plan every two years (2018, 2020, 2022)*
1, 3, 7, 8, 9	*Create a positive public relations campaign emphasizing the benefits of a healthy urban forest, including increased canopy cover, proper tree maintenance, and water preservation*
1, 2, 4, 5, 6, 8, 11	*Develop a strategy to encourage elected officials and Town staff to be more proactive in managing the community forest*
1, 5	*Develop a strategy to encourage elected officials and Town staff to allocate annual funding to community forest issues and beautification*
1, 2, 5, 8, 9	*Ensure that each municipal department that is involved with the urban forest (including community planning, zoning, etc.) is aware of the Tree Plan and Plant Palette, adopts the most current standard operating procedure for tree care, if applicable*
1, 2, 3, 4, 5, 6, 8, 9, 11	*Conduct tree inventory on Town-owned property*
2, 5	*Compile a list of reputable, reliable contractors that Town employees can call in an emergency. Update this list annually.*
1, 3, 7, 9	*Establish and maintain a Tree City USA/ TAC webpage on the Town's official website that includes the Camp Verde Municipal Tree Plan, Suggested Plant Palette, and other resources*
1, 5, 10	*Complete annual online application process by December 31 to maintain Camp Verde's Tree City USA designation*

Design and Maintenance Handbook

DISCUSSION OF COMMUNITY LANDSCAPES

Camp Verde is situated at an elevation range of 3000 to 3300 feet above sea level in the Verde Valley of Central Arizona. The community is located in USDA Hardiness Zone 8b. Hot summers, cold winters and wide swings in temperature—up to 35 to 40 degrees Fahrenheit in a 24-hour period—characterize this Zone. Challenges to planting and growing include late spring frosts, bright sunlight, inadequate soil moisture and high, spring desert winds.

Camp Verde Community Weather Data	
Maximum High Temperatures	111 - 117° F
Average Annual Temperature	81.3° F
Minimum Low Temperatures	0 - 11° F
Average Annual Temperature	43.5° F
Average First Frost Date	November 1 - November 10
Average Last Frost Date	April 21 - April 30
Annual Average Rainfall	12 - 14 inches

Soils range from sandy and sandy loams in the upper valley and clays in lower valley elevations. The soil tends to be heavily leached, sometimes resulting in layers of hard calcium carbonate or caliche *under the soil. Soil depths average 3 to 5 inches and are alkaline, ranging between pH 7.0 to 8.0. Water quality is excellent, but hard with pH's between 6.5 to 8.0. Certain areas can have high sodium salt levels in well water.*

Temperature, winds, soil and water types can vary widely in Camp Verde, depending on specific location. For example, higher areas away from the river are more prone to wind and warmer temperatures. Cold air sinks off of the Chalk Hills and can result in cooler temperatures close to the river and lower elevations.[11]

SUSTAINABILITY AND WATER USE

The Town should incorporate sustainable landscaping/low impact development (LID) planning methods and practices that utilize the attributes of the natural environment in order to reduce stormwater runoff and minimize groundwater use.[12]

[11] United States Department of Agriculture, "Arizona Interactive USDA Plant Hardiness Zone Map," http://planthardiness.ars.usda.gov/phzmweb/interactivemap.aspx

[12] Mentioned in the Town of Camp Verde 2016 General Plan, pages 153, 164, 167-168.

In addition to using plants from the Palette *and efficient irrigation systems, sustainable landscapes incorporate xeriscape-friendly features that capture local rainwater for plant irrigation, enhance infiltration and recharge of water to the aquifer, and reduce runoff and discharge of pollutants to waterways. For example, directing water runoff from impervious surfaces like streets to irrigate vegetation helps to preserve local water supplies, reduces the energy and expense required to treat and deliver water through a central water system and supports a more resilient town that is less impacted by drought.*

The Town should consult a qualified Low Impact Development designer (LID, is an innovative stormwater management approach) to identify opportunities for new and retrofit projects. Common features are:

- ***Bioswales** (trenches), sloped to direct water to planted areas*
- ***Bioretention basins** (also called rain gardens) to irrigate plants and capture, filter and infiltrate stormwater runoff*
- ***Curb cuts** are inexpensive and used to divert runoff from streets and sidewalks*
- ***Stormwater bumpouts** are typically vegetated curb extensions that extend into the street and have multiple benefits including slowing and directing runoff, traffic-calming and provide pedestrian safety when located at crosswalks by reducing the street crossing distance.*[13]

What is xeriscaping?

Xeriscaping is a series of landscaping principles that reduces water consumption through the selection of low-water use plants that do not require supplemental irrigation. Though there is the misconception that xeriscape has one particular aesthetic, nearly any style of landscaping can be achieved with xeriscaping techniques.

(Source Eartheasy: Solutions for Sustainable Living)

[13] Information in this section provided by Linda Stitzer of Western Resource Advocates, Tucson, Arizona.

*Some of the benefits of **xeriscaping** include:*

- ***Saving water***
  - *Xeriscaping can reduce landscape water use by 50 to **70%***
- ***Lower maintenance needs***
  - *Very low or zero irrigation needs; only occasional pruning and weeding*
- ***No fertilizers or pesticides***
  - *Native or adapted plants require no additional chemical supplements. Sufficient nutrients are provided by healthy organic soil.*
- ***Wildlife habitat***
  - *Use of native plants provide welcome sources of food and shelter*

*The seven principles of **xeriscaping** are:*

1. ***Water conservation** through choosing water-wise plant varieties and maximizing the benefits of natural rainfall.*
2. ***Soil quality improvement** by increasing draining and water retention through minimizing impervious surfaces and emphasizing bio-retention through plant roots and mulch.*
3. ***Turf reduction** by replacing thirsty grass with water-wise landscaping.*
4. *Choosing **appropriate plants**; local native plants thrive on annual precipitation with little to no supplemental water.*
5. ***Heavy mulching** maintains soil moisture and cools soil temperature.*
6. *Select **water-wise irrigation** systems—such as soaker hoses or drip irrigation—that limit evaporation. Be careful not to overwater!*
7. ***Maintenance**, including weeding unwanted plants.*

(*Source* Eartheasy: Solutions for Sustainable Living)

Landscape Design

The Town should consult a qualified landscape architect, or other experienced professional, who is familiar with the Suggested Plant Palette for the Town of Camp Verde *when planning large-scale tree planting and beautification efforts. All plant species—regardless of their inclusion in the* Palette*—shall be chosen for biological suitability to site conditions, water requirements, and maintenance needs.*

PLANT PALETTE

The Suggested Plant Palette for the Town of Camp Verde, First Edition, *produced in 2016 by the Camp Verde Tree Advisory Committee (TAC) in collaboration with Town staff and various community groups, presents a list of perennial flowers, grasses, shrubs and trees selected to thrive in the community.*

Compiled primarily to provide hardy, place-sensitive landscape choices for Town-owned properties, a principal goal of this document is to establish a cohesive landscape palette for municipally maintained areas throughout the community. Town residents are also welcome and encouraged to utilize this curated plant list when landscaping their own properties.

The Palette *emphasizes low-maintenance, water-wise species and includes many plants native to the Camp Verde region. Additional considerations were: ability to thrive in harsh conditions, such as right-of-ways; drought tolerance; wildlife habitat; suitability to high-traffic areas; inclusion of evergreen and deciduous selections; aesthetic interest.*

Find the* Suggested Plant Palette for the Town of Camp Verde, First Edition 2016 *in Appendix E.

Tree Care

All arbor work undertaken on Town property will follow best tree-care practices.

Newly planted and young trees will be given correct pruning, staking, and mulching and will be irrigated during periods of hot, dry weather. Maintenance of newly planted trees during the first years will be given priority and additional care.

RESPONSIBLE PARTIES

The Town of Camp Verde Public Works Department and Maintenance Division are the primary parties responsible for urban forest planning and the planting, maintenance, and removal of trees located on Town-maintained property.

In appropriate situations, the TAC will play a secondary role and assist with planting, planning, and maintenance activities. Other volunteers, including youth groups and civic organizations, may participate under direction and supervision from Town staff and/or TAC members.

SOURCING AND SELECTION

The foundation of a successful landscape is choosing the right plant for the right place.

- *Ideally, all plant material should be purchased from local, reputable nurseries. Plants should be of the highest quality available.*

- *The* Suggested Plant Palette for the Town of Camp Verde *(Appendix E) should guide all plant species choices. The* Palette *identifies perennials, shrubs, and trees suitable for the various microclimates found throughout Camp Verde.*

- *Choose trees with good trunk taper that flares just above the soil; select trees with a shrubby appearance. Young trees that have branches dispersed up and down the trunk will develop stronger trunks and have less need for staking. Lower branches can be pruned off in the future to establish a classic tree shape.*

PLANTING LOCATION

Before any tree is planted, the following factors should be considered:

- ***Proper USDA Hardiness Zone, climate, and weather** [temperature extremes, rainfall]*
- ***Species** [inclusion in Plant Palette, water requirements, mature size]*
- ***Soil** [pH, compaction, fertility, salinity]*
- ***Proximity to and availability of water** [irrigation systems, natural water sources]*
- ***Growing space** [amount of soil, space for growth, conflicts with buildings or other plantings]*
- ***Functional desires** [aesthetics, shade, design themes, views]*
- ***Safety** [proximity to underground utilities, sewer/septic, overhead power or telephone lines, obstruction of traffic sight lines]*

To ensure public safety, no tree should be planted within 50 feet of a major intersection and 20 feet from a fire hydrant.

Native soils should be used as much as possible, but soil amendments should be incorporated as necessary for plant nutrition and water retention. Compact soils should be loosened and water drainage/retention assessed.

When plants are located in proximity to sidewalks and patios, or incorporated into medians or parking lots, care should be taken to provide adequate soil and root growing area. This is approximately 25 square feet for medium

trees (classified as 30 to 50 feet mature height) and 72 square feet for large trees (larger than 50 feet mature height).

Before beginning a planting project, it is important to have all utilities marked by the professionals at Arizona811 Blue Stake, Inc. Dial 811 or submit a request through www.arizona811.com

PLANTING

After evaluating the site's soils conditions, access to water and irrigation, safety concerns, and growing space, ensure that all utilities are marked before breaking ground. Have all the necessary tools and supplies available at planting time (e.g. shovel, pick, post-hole digger, soil amendments, and mulch).

*Schedule tree planting to occur in spring or fall and avoid planting during the hot summer months. If possible, plant evergreen shrubs and trees, such as pines and sugar sumac (*Rhus ovata*), in the fall.*

The following Improved Planting Standard directions are borrowed from the Arizona Cooperative Extension's Tree and Shrub Planting Guidelines.[14]

1) *Dig the planting hole only as deep as the root ball*
2) *Loosen the soil in an area three to five times as wide as the root ball*
3) *The areas where the loosened soil meets the undisturbed soil should be rough and sloped (not glazed or vertical)*
4) *Place the tree or shrub in the planting hole and backfill with non-amended, native soil*
5) *Mound soil to create an irrigation well just outside the original root ball*
6) *Place three to five inches of organic mulch on the soil surface but do not allow it to contact the trunk*
7) *Remove the original nursery stake*
8) *Install new planting stakes if necessary (if the tree falls over when the nursery stake is removed)*
9) *Irrigate the tree or shrub as necessary wetting the root ball and surrounding soil. Water newly planted trees weekly for the first year. If drought weather occurs during the tree's first three years, continue weekly deep watering.*

[14] *Jeff Schalau, Arizona Cooperative Extension, Yavapai County, "Tree and Shrub Planting Guidelines,"*

https://cals.arizona.edu/yavapai/anr/hort/byg/archive/treeandshrubplantingguidelines.html

STAKING

It is rarely necessary to stake healthy young trees and, in fact, staking can cause serious harm to a tree if not used correctly. The best way to avoid staking is by choosing trees that have strong, well-tapered trunks and a shrub-like appearance. Over time, the tree will lose (naturally or by pruning) the lower branches and gain a traditional tree-like appearance; in the meantime, these side branches help develop strong trunks.

There are several microclimates in the Camp Verde area, however, and a wide variety of growing conditions within the community. Some planting sites are exposed to high winds, and trees planted in such sites may need to be properly staked for 1 to 2 years until the root ball becomes established. Other planting sites are flood irrigated, a watering technique that can leave the soil very saturated and soft. Precautionary staking may be necessary in flood irrigated sites, depending on the size of the tree's crown and root ball, and the extent of taper present in the trunk

If staking is required, TAC recommends following these directions from the Arizona Cooperative Extension, Yavapai County:

- *Begin by driving two wooden tree stakes on either side of the tree perpendicular to the direction of the prevailing winds. Ensure that the stakes are driven at least six inches into undisturbed soil. To determine the height to place the ties, remove the nursery stake from the tree and hold the trunk with one hand a few inches above the ground. If the trunk leans over, move a few inches up the trunk and try again. Place ties about six inches above this point. Attach only one tie to each stake.*

The old-fashioned "wire threaded through a piece of garden hose" tree tie system is outdated and can be harmful to the tree if left on too long. Rubber tree ties have been on the market for several years now as well. These have the advantage of stretching if they become too tight. However, they can still girdle the tree slightly if left untended.

- *A new product, called ArborTie, is a polypropylene webbing that is tied around the tree using a unique knot and nailed or tied to the wooden stake. The knot prevents the webbing from tightening around the trunk. This is the best tree tying system currently available.*

- *Whichever tie system is used, it should have the ability to move slightly from side to side. This allows the trunk to build reaction wood, which strengthens the trunk with time.*

- *The tops of the stakes should be cut off below the canopy after tying to prevent rubbing on the lower branches. Inspect the stakes and ties periodically to prevent damage and assess the need for stakes. Generally, the stakes can be removed after on year.*

- *The underlying goals are to increase trunk diameter and promote root growth into the surrounding soil. Use care not to over-irrigate as this often limits root growth and allows the root ball to move with the trunk.*[15]

WATERING AND IRRIGATION

As trees and shrubs mature, they need to be watered at their active root zones. Active root zones are located in the area below the edge of the plant canopy or drip line. Create a donut shaped water basin away from the trunk around this drip line. Move the donut as the tree canopy increases and the drip line expands. If trees are in a lawn, they should be watered separately.

Trees and shrubs require deep watering to develop deep root systems. Trees should be watered to a depth of 18 to 36 inches, shrubs to 12 to 24 inches and lawns and gardens to 6 to 12 inches. This watering technique will encourage deeply rooted trees that require infrequent watering and withstand drought and high winds more effectively.

Frequency and duration of watering is dependent on many factors: plant species, location, weather and season. To test infiltration after watering, push a "soil probe" (a thin, smooth metal rod) into the ground. Wet soil will allow the probe to penetrate easily, dry soil will not. When the probe will not penetrate more than 3 to 4 inches, it is a good indictor that the new plant needs water.

Plants need less water in winter than during the growing season. In winters with little precipitation, water every 4 to 6 weeks. Water mature trees and shrubs no more than once per week in the summer. More infrequent watering is needed if plants are native and/or water-wise.

Young shrubs and trees should be watered more frequently until established at 1 to 2 years. Allow a little drying between watering to establish a deeper, more drought tolerant root system.

Control weeds, moderate soil temperature, and conserve water by using either organic (shredded bark, compost), or inorganic (rocks, gravel) mulch. Mulch planting basin 3 to 5 inches, but avoid mulching to the trunk to prevent

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[15] Jeff Schalau, Arizona Cooperative Extension, Yavapai County, "Backyard Gardener: Staking Young Trees, December 2001," https://ag.arizona.edu/yavapai/anr/hort/byg/archive/stakingyoungtrees.html

rot.

Signs of under-watering are dry ground, leaves wilting, curling, yellowing or falling off. Signs of overwatering are damp ground, light green or yellow young leaves, wilted shoots and the presence of mushroom or algae.

Other watering tips include:

- *Water in the mornings and evenings when possible, to more efficiently use water*
- *Avoid watering foliage and trunks to prevent mineral buildup*
- *Once or twice a year, water three times longer than usual to leach salts out of the root zones*
- *Use rain and storm runoff as much as possible. Rainwater contains no salts and is great for plants*[16]

PRUNING

Pruning is a skill and an art; good pruning results in healthy, beautiful plants while bad pruning techniques can create unhealthy and unsightly trees. Take care to only use properly sharpened tools, and disinfect them between uses. Technical pruning directions may be found in Appendix F.

Refrain from pruning newly planted trees unless damaged branches need to be removed. That said, it is better to prune young trees as they heal more quickly and have smaller wounds. Wait until the tree has become established (about 1 year) before beginning corrective pruning.[17]

Set the foundation for a healthy landscape by choosing the right plant for the right place—do not rely on pruning to force a large shrub or tree to fit into a small space.

Different tree and shrub species have different pruning requirements; however, pruning deciduous shade trees when they are dormant (when all the foliage has dropped) is a good general rule.

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16 Rob Call, University of Arizona Cooperative Extension, "Watering Trees and Shrubs: Simple Techniques for Efficient Landscape Watering," http://extension.arizona.edu/sites/extension.arizona.edu/files/pubs/az1298.pdf

17 Elizabeth Davison, University of Arizona Cooperative Extension, "Pruning Deciduous Shade Trees," http://extension.arizona.edu/sites/extension.arizona.edu/files/pubs/az1139.pdf

- *Professional arborists and trained Town employees will only use correct climbing methods that follow the most current safety standards.*
- *Spikes will never be used to climb live trees.*
- *Only thinning and reduction cuts will be used to prune live trees on Town-owned property.*
- ***Heading or topping will not be done.***

"When pruning several plants, it is wise to disinfect tools between plants. Dip or coat the blades with a 10% bleach solution or with alcohol. After using pruning tools, thoroughly wash, dry, and coat the blades with a film of light oil to prevent rusting. If kept sharp and clean, good tools will provide years of service."

(Source: Davison, UA Cooperative Extension)

- Small branches can be cut easily with hand pruners. Scissor-type or bypass-blade hand pruners are preferred over the anvil type as they make cleaner, more accurate cuts. Cuts larger than one-half inch (1.27 cm) in diameter should be made with lopping shears or a pruning saw.

Equipment needed for pruning

"Limbs of various sizes will be removed during pruning. Matching the limb size to the hand tool will make the job go more easily.

For limbs over one inch (2.5 cm) in diameter, use a **pruning saw**. There are several available styles. High quality forged stainless steel is strongest. Those with blades on both sides of the teeth will cut efficiently on both forward and backward strokes. Models with blades that narrow at the end will allow easy access to tight spots.

Pruning loppers are convenient for limbs that are about the size of a finger. Blades that cut like scissors ("bypass" type) will make cleaner cuts. Models are available that have gears for efficient movement, hollow handles for reduced weight, and high quality steel blades.

Hand **pruning shears** are best for branches less than 1/2 inch (1.25 cm). Left handed-versions are available. Those with stainless steel bypass blades, and handles that fit the hand will cut efficiently with less effort."

(Source: Davison, University of Arizona Cooperative Extension)

CARE DURING CONSTRUCTION

Trees can be killed or severely damaged by a wide variety of construction activities. Some injuries are immediately obvious—such as gouged trunks or snapped limbs—but often the more serious damage is hidden underground. Broken roots and compacted soil caused by heavy machinery and digging are two of the most common construction-related injuries that can lead to permanent tree damage and even death.

Great care must be taken to protect trees and their roots in construction zones. Because it is difficult to predict the size and shape of a tree's root system, following a standard system for calculating Protected Root Zone (PRZ) is often the best method for ensuring the best possible protection for roots in construction areas. The following information is borrowed from Protecting Trees from Construction Damage: A Homeowner's Guide *by Gary R. Johnson of the University of Minnesota Extension.*[18]

- *The standard system for calculating a tree's PRZ is to determine its drip line, or the soil located under tree branches. Many trees have roots that extend beyond the drip line—sometimes as much as one or two times the height of the tree—but this is a general way to identify the most critical root zone. Additional protection beyond the drip line is ideal, and should be achieved if possible.*

- *Approximately 90 to 95 percent of a tree's root system is in the top three feet of soil, and more than half is in the top one foot. This is the part of the root system that falls within the PRZ.*

- *Delineate the PRZ with fencing or flagging.*

- *Prevent soil and root damage by carefully routing construction traffic and stockpiled materials away from all PRZs.*

- *Mulching will help prevent soil and root damage, and also help stimulate healing after the construction is completed.*

HAZARDOUS TREE EVALUATION AND REMOVAL

- *The tree inventory and a regular tree assessment should be used to identify hazardous trees and conditions. The Maintenance Department will keep accurate inspection records.*

- *All hazardous trees and conditions should be assessed by at least one qualified arborist or trained employee using a standard tree risk procedure or evaluation form.*

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18 Gary R. Johnson, University of Minnesota Cooperative Extension, "Protecting Trees from Construction Damage: A Homeowner's Guide," http://www.extension.umn.edu/garden/yard-garden/trees-shrubs/protecting-trees-from-construction-damage/#minimize-impact

- *A work plan for hazardous tree removal and pruning will be developed based on a regular review of Camp Verde's urban forest. Tree removal and pruning will be prioritized based on tree risk and completed in a timely fashion. The dates of removals and pruning will be noted*

- *Trees in poor condition for health or structural reasons, as well as those in conflict with the site, will be removed.*

- *Only trained and insured professionals who follow good arboricultural practices should be hired for any work on public trees.*

- *Visual clearance for intersections, traffic signs, and traffic signals will be maintained through use of proper pruning techniques.*

- *Requests by property owners and others will be responded to promptly.*

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Appendices

APPENDIX A: CAMP VERDE TREE ORDINANCE

APPENDIX B: 2014 CAMP VERDE ARBOR DAY PROCLAMATION

APPENDIX C: CELEBRATION TREE PROGRAM SAMPLE DONOR PACKET

APPENDIX D: SUGGESTED PLANT PALETTE FOR THE TOWN OF CAMP VERDE, FIRST EDITION

APPENDIX E: TECHNICAL PRUNING GUIDE: "PRUNING DECIDUOUS SHADE TREES"

Town of Camp Verde

Agenda Item Submission Form - Section I

Meeting Date: November 2, 2016

☒ *Consent Agenda* ☐ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation* ☐ *Special Session*

Requesting Department: Economic Development Department

Staff Resource/Contact Person: Steve Ayers

Agenda Title (be exact): Approval of a 36-month contract with Retail Strategies, LLC, for Retail Recruitment Services Project 16-117 in the amount of $110,000. The initial payment of $28,667 is a budgeted item in the FY2017 budget

List Attached Documents: 1) Professional Services Contract for Retail Recruitment Services Project 16-117, 2) Exhibit "A" Scope of Work, 3) Retail Strategies Statement of Qualifications 4) RFQ Solicitation

Estimated Presentation Time: none

Estimated Discussion Time: none

Reviews Completed by:

☐ ***Department Head:*** ☒ ***Town Attorney Comments: Approved as to form***

Finance Review: ☒ **Budgeted** ☐ **Unbudgeted** ☐ **N/A**

Finance Director Comments/Fund:

Fiscal Impact:

Budget Code: _____ ***Amount Remaining:*** _____

Comments:

Background Information: The FY17 Economic Development Department budget allocated funding for retail recruitment services. An RFQ for those services received four responses. The selection committee, composed of attorney Eric Marcus, landowner Bill Jump, Planning and Zoning Commissioner Dave Freeman, Economic Development Specialist Sebra Choe and Economic Development Director Steve Ayers unanimously selected Retail Strategies, LLC, based on its overall proposal, track record and ability to fulfill the objectives outlined in the RFQ.

Recommended Action (Motion): Move to approve a 36-month contract with Retail Strategies, LLC, for Retail Recruitment Services Project 16-117 in the amount of $110,000.

Instructions to the Clerk:

Town of Camp Verde

Consultant Agreement

For Professional Services
For
"Retail Recruitment Services"
Between the
Town of Camp Verde
Camp Verde, Arizona
And
Retail Strategies, LLC

This INDEPENDENT CONSULTANT AGREEMENT ("Agreement) is by and between **Retail Strategies, LLC**, with a business address of **120 18th Street South, Suite 201, Birmingham, AL 35233**, a retail recruitment company("Consultant ") and the Town of Camp Verde, a municipal corporation ("Town") with a business address of 473 S. Main Street, Camp Verde, AZ 86322 and is awarded pursuant to Project . **# 16-117**

This Agreement does not create an employee/employer relationship between the parties. It is the parties' intention that the Consultant will be an independent Consultant and not an employee of the Town for all purposes, including, but not limited to, the Fair Labor Standards Act, Federal Insurance Contribution Act, the Social Security Act, the Federal Unemployment Tax Act, the Internal Revenue Code (and any other Arizona income tax laws), the State of Arizona workers' compensation laws and unemployment insurance laws and any of the Town's benefit plans for the Town's employees. Consultant agrees that it is a separate and independent enterprise from the Town, that it has a full opportunity to find other business, that it has made its own investment in its business, and that it will utilize a high level of skill necessary to perform any work performed for the Town. This Agreement shall not be construed as creating any joint employment relationship between Consultant and the Town. The Town will not be liable for any obligation incurred by the Consultant, including, but not limited to, unpaid minimum wages and/or overtime premiums. This Agreement shall not be construed to authorize the Consultant to act as an agent for the TOWN in any manner.

The parties further agree and acknowledge that the Town is engaging Consultant as an independent Consultant to provide services to the Town under the terms of this Agreement and that the Town shall not be required, under any circumstance(s), to assume liability for the direct payment of any salary, wage, or other compensation to any person employed by the Consultant before, during, or after this agreement is in effect.

The Town shall not withhold from sums becoming payable to the Consultant under this Agreement any amounts for federal, state or local taxes, including federal or state income taxes, employment taxes (including Social Security and Medicare taxes), and unemployment

taxes. The Town shall report all payments to Consultant on Internal Revenue Service Form 1099. The Consultant agrees that any tax obligation of Consultant arising from the payments made under this Agreement will be the Consultant's sole responsibility. The Consultant will indemnify the Town for any tax liability, interest, and/or penalties imposed upon the Town by any taxing authority based upon the Town's failure to withhold any amount from the payments for tax purposes.

In performance of services hereunder, CONSULTANT shall determine his/her necessary hours of work. CONSULTANT shall provide whatever employees, tools, equipment, vehicles, and supplies CONSULTANT may determine to be necessary in performance of services hereunder.

Section I. Period of Service

The term of this Agreement shall be for the period commencing on **November 1, 2016** with the Town Council approval of this Agreement and shall continue for **36 months** until **October 31, 2019** unless terminated sooner by the parties, pursuant to Section IV below.

Section II. Compensation

Consultant shall provide Retail Recruitment Consultant Services. The Town and Consultant shall mutually agree upon the specific work product, scope of services and cost of any work performed.

The rates Consultant will be paid as consideration for performance of **Retail Recruitment Services** on a yearly basis, over a three year period through a flat fee system. CONSULTANT shall be paid **$28,333** in professional fees and costs for the remainder of fiscal year 2017, starting November 1, 2016 and ending June 30, 2017, due and payable upon execution of the contract, with additional payments of $35,000 for Fiscal year 2018, $35,000 for Fiscal Year 2019 and $11,667 for a period covering July 1, 2019 through October 31, 2019, a portion of Fiscal year 2020, all due and payable at the beginning of each fiscal year. No further payment will be made for routine facsimile, telephone, postage, copy, or travel costs. Extraordinary costs shall be submitted for prior approval and reimbursement to CONSULTANT through the **Economic Development Director**. If approval of such work is granted, the TOWN will compensate CONSULTANT at **an agreed up on cost** for each **occurrence**.

Section III. Billing

Consultant shall provide Consultant services to the Town, based on the written needs of the Town as outlined in Exhibit "A", Scope of Services. The Town shall pay Consultant, **pursuant to Section II**, based upon work performed and submission of invoices pursuant to Section II. Invoices should be mailed to the following address:

Town of Camp Verde

Finance Department

395 S. Main Street

Section IV. Termination

The Town or the Consultant reserves the right to cancel the whole or part of this Agreement with or without cause and for any reason or no reason by giving 30 days written notice to either party.

However, in the event that this Agreement is terminated the Town shall pay Consultant in full for all services already rendered pursuant to Section II, exclusive of any markup for profit or expected compensation following such termination, and all future obligations under this Agreement shall cease. This Agreement is subject to termination pursuant to A.R.S. § 38-511.

Section V. Successors and Assigns

Neither this Agreement, nor any obligation of Consultant hereunder, shall be assigned in whole or in part by Consultant without the prior written consent of the Town Manager.

Section VI. Waiver and Severability

A waiver of any part of this Agreement, whether express or by conduct, shall not constitute a continuing waiver of such part (unless explicitly stated to be so), or a waiver of any other part, nor shall a waiver of any breach of this Agreement, or any part of it, whether express or by conduct, constitute a waiver of any succeeding breach. The provisions of this Agreement shall be severable such that if any provision shall be deemed to be invalid and unenforceable for any reason, such invalidity or unenforceability shall not affect the remaining provisions hereof.

Section VII. Whole Agreement

This Agreement, represent the parties' whole Agreement. There are no other promises, terms, conditions or obligations, and this Agreement shall supersede all previous communications, representations or agreements, either verbal or written.

Section VIII. Construction

This Agreement shall be governed by and construed in accordance with the laws of the State of Arizona.

Section IX. Insurance Requirements

The Consultant agrees to procure and maintain, at Consultant's sole expense, and to provide the following:

1. Certificate of Insurance for a Commercial General Liability Insurance Policy with limits of not less than $1,000,000.00 per occurrence and $2,000,000.00 in aggregate against claims for bodily injury, death and property damage and names the Town of Camp Verde, AZ as an additional insured (with corresponding endorsement relative to the additionally insured indemnification) in connection with the consulting services as provided herein.

2. Certificate of Insurance for a Professional Liability Insurance Policy for Consultant (and its employees and agents, if any) for errors and omissions, and negligent acts related to the rendering of such professional services with limits not less than $1,000,000.00 per occurrence and $2,000,000.00 in aggregate. Coverage shall include contractual liability. When policies are renewed or replaced, any retroactive date must coincide with or precede commencement of services by Consultant under this Agreement. A claims-made policy that is replaced or not renewed must have an extended reporting period not less than two (2) years.
3. Certificate of Insurance showing workers' compensation coverage. Coverage includes Statutory, plus Coverage A: Each Accident, B: Each Employee and C: Disease, Each $1,000,000. **Exception:** sign a waiver provided by the Town relative to being a sole proprietorship without any employees.
4. Commercial Automobile Liability: If you are driving for the Town – beyond you,r commute to our facilities, the contractor shall procure, and maintain, at contractor's sole expense, until the completion of the contract, coverage for any auto, including non-owned and hired autos, with a combined single limit of $1,000,000 per occurrence (each accident) and names the Town of Camp Verde, AZ as an additional insured (with corresponding endorsement relative to the additionally insured indemnification) in connection with the contracting services as provided herein (if you are driving for the Town - beyond your commute to our facilities)
5. The Consultant shall keep said policies in force for the duration of the Agreement and for any possible extension thereof. The policy shall not be suspended, voided canceled or reduced in coverage for the duration of the Agreement and for any possible extension thereof without at least thirty (30) days' notice of cancellation of material change in coverage. Such notice shall be sent directly to Town of Camp Verde, 473 S. Main Street, Ste. 102, Camp Verde, AZ 86322, Attn: Risk Manager.
6. All carriers shall be approved to write insurance in the State of Arizona and possess an A- or better A.M. Best rating.
7. With the execution of this Agreement, Consultant shall simultaneously furnish any original Certificates of Insurance and corresponding endorsement(s) evidencing the required coverage to be in force on the date of this Agreement.
8. Consultant shall furnish to the Town of Camp Verde any renewal Certificates of Insurance (if coverage has an expiration or renewal dates occurring during the term of this Agreement).
9. The receipt of any Certificate of Insurance and endorsement does not constitute an agreement by the Town of Camp Verde that insurance requirements have been met.
10. Failure of Consultant to obtain Certificates or other insurance evidence from other Consultants shall not be deemed a waiver by the Town of Camp Verde.
11. The Consultant's liability under this Agreement is not in any way limited by the insurance required by this Agreement.
12. Failure to comply with insurance requirements may be regarded as a breach of the Agreement terms.

Section X. Indemnity

Consultant agrees, to the fullest extent permitted by law, to indemnify, defend, save and hold harmless the Town of Camp Verde, its departments, agencies, boards, commissions, and its officers, officials, agents, and employees (hereinafter referred to as "Indemnitee") from and against any and all claims, actions, liabilities, damages, losses, or expenses (including court costs, attorneys' fees, and costs of claim processing, investigation and litigation) (hereinafter referred to as "Claims") for bodily injury or personal injury (including death), or loss or damage to tangible or intangible property caused, or alleged to be caused, in whole or in part, by the negligent or willful acts or omissions of Consultant or any of its owners, officers, directors, agents, employees or subcontractors. This indemnity includes any claim or amount arising out of or recovered under the Workers' Compensation Law or arising out of the failure of such contractor to conform to any federal, state or local law, statute, ordinance, rule, regulation or court decree. It is the specific intention of the parties that the Indemnitee shall, in all instances, except for Claims arising solely from the negligent or willful acts or omissions of the Indemnitee, be indemnified by Consultant from and against any and all claims. It is agreed that Consultant will be responsible for primary loss investigation, defense and judgment costs where this indemnification is applicable. In consideration of the award of this Agreement, the Consultant agrees to waive all rights of subrogation against the Town of Camp Verde, its officers, officials, agents and employees for losses arising from the work performed by the Consultant for the Town of Camp Verde.

Section XI. Compliance with Federal and State Laws

The Consultant understands and acknowledges the applicability to it of the Americans with Disabilities Act, the Immigration Reform and Control Act of 1986 and the Drug Free Workplace Act of 1989.

Under the provisions of A.R.S. §41-4401, Consultant hereby warrants to the Town that the Consultant and each of its SubConsultants ('SubConsultants") will comply with, and are contractually obligated to comply with, all Federal Immigration laws and regulations that relate to their employees and A.R.S. §23-214(A) (hereinafter "Consultant Immigration Warranty").

A breach of the Consultant Immigration Warranty shall constitute a material breach of the Agreement and shall subject the Consultant to penalties up to and including terminations of this Agreement at the sole discretion of the Town.

The Town retains the legal right to inspect the papers of any Consultant or SubConsultant's employee who works on this Agreement to ensure that the Consultant or any SubConsultant is complying with the Consultant Immigration Warranty. Consultant agrees to assist the Town in regard to any such inspections.

The Town may, at its sole discretion, conduct random verification of the employment records of the Consultant and any of the SubConsultants to ensure compliance with Consultant's Immigration Warranty. Consultant agrees to assist the Town in regard to any random verification performed.

Neither the Consultant nor any of the SubConsultants shall be deemed to have materially breached the Consultant Immigration Warranty if the Consultant or SubConsultant

establishes that is has complied with the employment verification provisions prescribed by sections 274A and 274B of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. §23-214, Subsection A.

This Agreement is subject to termination pursuant to A.R.S. § 38-511.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement in duplicate originals, this **INSERT MONTH/DATE/YEAR.**

APPROVED AS TO FORM:

Town Attorney/Date 10/24/16

Town of Camp Verde:

By: _____
Mayor/Date

Consultant:

By: _____

Date: 10/19/16

ATTEST:

The Mayor and Council approved this agreement for execution at the regular session of **INSERT MEETING DATE.**

_____
Town Clerk

The contract was reviewed and delivered, as signed by the Town, to the Consultant on by _____

Exhibit "A"

SPOPE OF WORK

RETAIL RECRUITMENT CONSULTING SERVICES. The Consultant agrees to provide the following professional consulting services to the Client:

A. Research. The Consultant will identify the Client's retail trade area using a blend of demographics, political boundaries, drive times and/or custom boundaries. The Consultant will perform market and retail analysis based on current industry standards at the time such reports are run. The Consultant will map retail locations and analyze opportunities given local and macro retail trends.

B. In-Market Real Estate Analysis. The Consultant will analyze existing shopping centers and retail corridors and actively reach out to local brokers and real estate owners. The Consultant will identify, evaluate and catalogue priority commercial properties for development or redevelopment based on their highest-and-best-use. The Consultant will identify priority business categories to expand locally and to recruit to the area.

C. Retail Recruitment. The Consultant will proactively recruit businesses for targeted zones through the contact of a minimum of 30 retailers, restaurants, brokers or developers. The Consultant will regularly update the Client Representative on retail recruitment efforts via email, telephone and the Consultant's client web portal known as "Basecamp." One market visit per calendar year is included in this agreement, additional travel outside of this agreement and requested by the Client shall be approved and paid for by the Client. The Consultant will represent the Client at International Council of Shopping Center conferences and provide updates according to the yearly conference schedule.

D. Updates. The Consultant will provide the Client Representative with updates within three business days of receipt of a request from the Client Representative (as defined in Section 4 below).

PHASE 1

MARKET ANALYSIS AND DATA MINING I DEMAND & SUPPLY

- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Conduct retail peer market analysis
- Competition analysis identified target zones trade area(s)
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Aerial imagery of trade area(s)
- Retail competitor mapping/analysis
- Identification of at minimum 30 retail prospects to be targeted for recruitment in the first year of our partnership
- Monthly updates provided on retail industry trends
- Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area

- Analysis of future retail space requirements in relation to the retail market analysis, the market's growth potential and trends in the retail industry

PHASE 2

REAL ESTATE ANALYSIS I BOOTS ON THE GROUND

- Retail Real Estate Analysis performed by Licensed Retail Real Estate Professionals with 10+ years of collective experience
- Identify/Evaluate/Catalog priority commercial properties for development, re-development and higher and best use opportunities
- Identification of priority business categories for recruitment and/or local expansion
- Perform competitive analysis of existing shopping centers and retail corridors
- Active outreach to local brokers and land owners

PHASE 3

RETAIL STRATEGY

- Target List of Retailers and Restaurants (minimum of 30)
- Customized Marketing Guide (four pages)
- Target Zones for Development, Redevelopment, and Leasing
- Focus Properties

PHASE 4

RETAIL RECRUITMENT I IMPLEMENTATION

- Pro-active retail recruitment for targeted zones
- Will contact a minimum of 30 retailers, restaurants, brokers and/or developers each year
- Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email on a monthly and/or as needed basis
- One market visit per calendar year included in agreement, any travel outside of the agreement shall be approved and paid for by the contracting entity
- ICSC conference representation- updates provided according to the yearly conference schedule

Exhibit "A"

SPOPE OF WORK

RETAIL RECRUITMENT CONSULTING SERVICES. The Consultant agrees to provide the following professional consulting services to the Client:

A. **Research.** The Consultant will identify the Client's retail trade area using a blend of demographics, political boundaries, drive times and/or custom boundaries. The Consultant will perform market and retail analysis based on current industry standards at the time such reports are run. The Consultant will map retail locations and analyze opportunities given local and macro retail trends.

B. **In-Market Real Estate Analysis.** The Consultant will analyze existing shopping centers and retail corridors and actively reach out to local brokers and real estate owners. The Consultant will identify, evaluate and catalogue priority commercial properties for development or redevelopment based on their highest-and-best-use. The Consultant will identify priority business categories to expand locally and to recruit to the area.

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- Focus Properties

PHASE 4

RETAIL RECRUITMENT I IMPLEMENTATION

- Pro-active retail recruitment for targeted zones
- Will contact a minimum of 30 retailers, restaurants, brokers and/or developers each year
- Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email on a monthly and/or as needed basis
- One market visit per calendar year included in agreement, any travel outside of the agreement shall be approved and paid for by the contracting entity
- ICSC conference representation- updates provided according to the yearly conference schedule

Retail Strategies
120 18th Street South, Suite 201
Birmingham, AL 35233
205.313.3676

retail strategies

Town of Camp Verde, AZ

Request for Statement of Qualifications
Retail Recruitment Services
Solicitation Invitation Number 16-117

September 5, 2016

retail strategies

September 5, 2016

Town of Camp Verde, AZ
Attention: Economic Development Department
473 South Main Street
Camp Verde, AZ 86322

RE: RFQ 16-117 Retail Recruitment Services

To Whom It May Concern:

On behalf of Retail Strategies, LLC I am pleased to present our response to the Town of Camp Verde, AZ RFQ 16-117 Retail Recruitment Services. The scope of this RFP is right in line with the work Retail Strategies has provided to more than 130 communities in 22 states. With roots in retail real estate, and leveraging a national network of contacts and relationships, Retail Strategies is uniquely qualified to fulfill this RFQ for the Town of Camp Verde.

This document outlines our approach to this project. If awarded this project, we will assemble a team of highly experienced research and recruitment professionals whose sole commitment is to bring new and vibrant retail, restaurant and entertainment concepts into the market.

Every Retail Strategies engagement begins with a quantitative assessment of the trade area(s), using multiple geographic parameters, in order to understand the customer dynamics at the neighborhood, city and regional levels. We leverage best in class data from myriad sources including demographic, psychographic, retail gap analysis and, consumer expenditure data in order to identify suitable prospects for specific locations in Camp Verde. In addition, we will deploy experienced retail real estate professionals to Camp Verde for the purpose of conducting an exhaustive in-market assessment of the real estate environment in the market. Our team of recruitment professionals, all of whom are licensed real estate professionals with decades of experience, will use this discovery process to drive discussions with the retail prospects who belong in Camp Verde. Retail recruitment success requires a relentless pursuit over a period of time. This is where Retail Strategies stands out above its competitors and this is our commitment to the Town of Camp Verde.

Thank you for the opportunity to participate in this process.

Regards,

Joseph F. Fackel
Executive Vice President
Retail Strategies, LLC
Fort Worth, TX

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- Disclosure of Responsibly
- Certificate of Insurability
- Consultant Immigration Warranty
- Certificate of Liability Insurance

Our Value Proposition

Attracting new retail to a community is a complex, connection critical and time consuming endeavor. The retail recruitment process requires communities to spend valuable time and resources navigating an unfamiliar industry. Before Retail Strategies' founding in 2011, communities who desired to attract retailers to their market took on this endeavor alone or were sold assistance by consultants who provided them research reports, a list of prospects, and limited guidance on whom to the deal making process.

Retail Strategies was formed to give communities a team of well connected, experienced, and licensed retail real estate professionals aggressively identifying and executing tailored strategies to attract new retailers to the market. Our team provides unparalleled service to communities, providing best in class data, real estate analysis, tailored and achievable strategies, and the on-going support to execute your vision.

Retail Strategies has experience, connections, and credibility with retailers, restaurants, developers, and brokers throughout the country. We connect with these professionals on a daily basis to promote our Client markets. In total, we have a rolodex of 9,000 retailers with their contact information, site selection criteria, and expansion plans. Due to the experience and reputation of our team there is no retailer that we cannot approach on your behalf.

There is no shortage of consultants who are happy to engage under any terms a community puts forward. We have several clients that had previously invested in, or were approached by, cheaper alternatives. They'll tell you the difference in the level of quality and service we're providing is far superior and worth the investment

Our process is to utilize industry leading tools and dedicate well connected professionals to your community. Having these professionals on your side, creating a long term partnership, will generate tremendous value for your community and protect your investment in this economic development effort. We invite you to lock arms with our team and it will be our privilege to exceed your expectations.

The Retail Strategies Advantage

Industry Leading Research & Analytics

Retail Strategies utilizes industry leading research, analytic, and GIS platforms to create custom materials for our Clients.

Real Estate Experience

Retail expansion cannot happen without a real estate transaction. Therefore, real estate is, and should be, the ultimate passion of your retail recruitment partner. Our team features over a dozen actively licensed professionals with years of experience navigating the deal making process. Invest in experience. Invest in Retail Strategies to foster the best environment for retailers to open their doors in your market.

Adding Experience to Your Team

Retail Strategies has a rolodex of over 9,000 retailer's contact information, expansion goals, and site criteria. Aligning your community with Retail Strategies correlates with excited retailers who will be energized by receiving and discussing a fully vetted expansion opportunity.

Deal Making

Business attraction involves controlled (research, analytics) and uncontrollable variables (real estate, economy). Aligning your community with Retail Strategies inserts real estate professionals to your staff who have years of experience navigating the deal making process. We know how to navigate the hurdles to give your community the best opportunity to take interest and turn it in to new business opening its doors in your community.

A Retail Advocate for Camp Verde

Retail recruitment is a marathon, not a sprint. ICSC, Retail Live, and other industry conferences allow opportunities for communities to be promoted; however real estate transactions are typically multi-year processes. Patience and persistent effort is critical to ultimate success. Retail Strategies model is built around being aligned with communities for the long-haul to bring deals out of the ground.

Project Overview & Scope of Services

Retail Strategies is pleased to present this proposal to the Town of Camp Verde, AZ. If given the privilege of working hand in hand with Camp Verde, Retail Strategies will provide a team of highly trained real estate professionals to execute proven strategies that will be tailored to your unique opportunities to attract new, desired, retail to meet your vision for the community.

Town of Camp Verde, AZ Objectives:

- Identify key, attractive, data points that make Camp Verde a destination for new retail
- Identify strategic and underutilized real estate assets within Camp Verde
- Attract desired retail and restaurants to the community
- Promote and attract development to Camp Verde
- Assist in the retention of business through research and analytics
- Educate Town Staff, Community Leaders, & Key Stakeholders on retail trends, expansion, and deal making
- Be represented at Retail Trade Shows nationwide (ICSC & Retail Live)
- Provide feedback, negative or positive, from retailers on why they are or are not considering the market

Discovery Process

Data and Analytics	Boots on the Ground Real Estate Analysis	Community Input And Vision
Retail Strategies has partnered with the industry leaders in research and analytics so we can provide the deepest, most thorough, look in to your community and its consumers. Data enables our professionals and your community to leaders to gain a world-class knowledge of critical data points and how they can be used as a tool to promote the community.	Through deploying real estate professionals to your community we are able to identify the key real estate assets within the community. These real estate assets are your product and we spend countless hours identifying who the buyers are. All of the sites are logged and recorded on a GIS platform so they can be fully utilized by your recruitment team.	Our model and strategies are not 'one size fits all' because each community we work with has unique attributes and vision for their future. The professionals who work on behalf of Camp Verde are here to incorporate the community vision, desired retailers, and feedback to your strategy.

Examples of Information Used to Investigate and Develop Your Retail Strategy

Trade Area Identification	GAP Analysis	Peer Analysis	Psychographic Analysis	Mobile Data Collection	Consumer Spending Analysis
[illegible]	[illegible]	[illegible] Opportunities	Redevelopment [illegible]	Key [illegible]	Key Retail [illegible]
Retail Competitor Mapping	Market Supply Analysis	Market GLA Analysis	Priority Business Categories	Shopping Center Analysis	Workplace Analysis
Quarterly Population Trends	Community Input	Desired Businesses	Traffic Counts	Industry Trends	Retail Expansion

Development of Retail Strategy

Following our Discovery process, your Retail Strategies team will present the findings and provide a **70+ page** comprehensive review on the unique data points, strategic and underutilized real estate assets, retailers who fit your market, and many more topics to give you community and it's leaders the greatest insight into the market. Below are key items covered in the Retail Strategy presentation:

Trade Area Identification

By utilizing mobile data collection, data and analytics, and real estate acumen, our team will identify shopping patterns within your community that will answer key questions for retailers.

Mobile Data Collection

An industry leading report which utilizes cell phone data to identify the home location of consumers that visit a defined shopping area within the community.

GAP Analysis

Examining the market supply and market demand within the trade area to uncover the categories of retail being desired by your community.

Psychographic Analysis

Psychographic analysis is demographic short hand. This information was developed to segment consumers by demographics, consumer preferences, and spending patterns

Peer Community Analysis

Identification and comparison of similar communities to measure your retail base and identify opportunities from a categorical perspective

Real Estate Assets

An in-market study which identifies within the community various opportunities: strategic focus properties, underutilized assets, development zones, and redevelopment zones

Retail Prospects

Your team will present a list of expanding concepts looking for markets just like yours.

Retail Trends & Expansion

Education on the trends of retail and who is expanding. This information is critical to understand who your market can and will attract.

Implementation of Retail Strategy

Proactive Recruitment

Following the presentation of the the Retail Strategy, we then begin the heavy lifting of retail recruitment. The professionals at Retail Strategies will put your data and retail real estate assets to work by connecting them with targeted businesses. Our team has connections nationwide that we will leverage on your behalf. We know who to contact, expansion plans, and site criteria for over 9000 retailers and restaurants.

Property Owners & Brokers

Retail Strategies will connect and network with property owners and brokers in your community. It is mission critical for our team to build relationships with these individuals and provide an understanding that we are here to help and not diminish their return on efforts or investment.

Timeline for New Retail

Retail recruitment is a marathon, not a sprint. Real estate transactions involve multiple parties and every deal will be influenced by uncontrolled variables which may speed up or slow down the timeline for retailers' commitment to new locations.

The bottom line: this process takes time. Patience and persistence are critical. Our team understands the common obstacles of real estate transactions and will implement strategies to bypass these pitfalls. Aligning your community with Retail Strategies best positions your market to attract new retail.

Who We Connect With On Your Behalf

Our Team will be contacting those parties necessary to get deals done:

- Identified town contact(s)
- Local property owners
- Brokers
- Developers
- Investors
- Directors of real estate
- Franchisees
- Local retail/restaurant owners in similar markets to explore potential interest in Camp Verde

Initial Project Timeline

Following the execution of our agreement, Retail Strategies immediately begins working to better understand and identify opportunities within the market. The following diagram gives you a brief perspective on the completion dates for the materials that go in to the Retail Strategy. These dates can fluctuate depending on time of year, conference dates, and other opportunities that can benefit your community.

- Contract execution
- Basecamp access
- Portfolio Director contacts client
- "Getting Started" documents are sent

- Research complete
- Market aerials complete
- Getting Started documents are due

- Prospect list complete
- Custom research complete

- Real Estate Analysis complete
- Marketing Guide complete
- Recruitment Objectives complete
- Focus Properties submitted

- Retail Recruitment Plan complete
- Presentation scheduled

- Retail Recruitment & Strategy Implementation
- National Representation
- Your Research Concierge

Meet Our Team

Prior to Joining Retail Strategies
Our Team Worked For and With the Following Entities in Retail Real Estate

Reporting, Invoicing, and Fee Schedule

The initial length of this partnership is a year-to-year, 36 month (3 years), agreement following the receipt of the fully executed agreement. A timeline for the first 90 days will be submitted within seven days of the fully executed agreement. We will make a minimum of three trips to Camp Verde during the partnership.

Project Fees

Town of Camp Verde, AZ

The total fee for completion of work is $125,000 payable in three installments over the 36-month period:

- $45,000 upon execution of the agreement
- $40,000 upon contract renewal date for Year 2. An invoice will be sent 60 days prior to renewal date.
- $35,000 upon contract renewal date for Year 3. An invoice will be sent 60 days prior to renewal date.

Project fees are due within 30 days of receipt of the invoice. Should Camp Verde request a special assignment, additional work, and/or additional travel needs not specifically referenced in the contract, we will prepare written authorization to be signed by Camp Verde in advance of commencing any additional work. Pricing valid for 90 days.

"It's not about what we are going to give you, it's about what we are going to build together. "

Robert Jolly, CEO

Client Roles

Camp Verde will designate a project liaison who will serve as Retail Strategies' primary contact during the partnership.

Camp Verde will provide information relevant to the project such as prior retail studies, current traffic count data, surveys, maps, aerials, infrastructure plans, and any other plans that may influence the development of the Retail Recruitment Plan.

Camp Verde will provide town logo and contact information as it should appear on the marketing material.

Q & A

Why Invest in Retail Strategies?

- Quality
- Service
- Value

Progressive communities across the county have decided to be proactive in their approach to retail and retail recruitment. To effectively identify and attract the desired retail concepts to your community, you need more than data reports, a list of prospects, and prepared marketing packages. Our partnerships involve hands-on, person-to-person contact, with our clients, retail real estate decision makers, property owners, brokers, and a variety of other contacts. Let us connect the dots in this complex industry for you to create the meaningful results for your community.

Technical Proposal

PHASE 1

DATA & ANALYTICS | REAL ESTATE ANALYSIS | COMMUNITY INPUT | RETAIL STRATEGY

- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Conduct retail peer market analysis
- Competition analysis identified target zones trade area(s)
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- Identification of priority business categories for recruitment and/or local expansion
- Perform competitive analysis of existing shopping centers and retail corridors
- Active outreach to local brokers and land owners
- Target List of Retailers and Restaurants (minimum of 30)
- Customized Marketing Guide (four pages)
- Target Zones for Development, Redevelopment, and Leasing
- Focus Properties
- Presented by the Team via Conference Call, webinar and/or Skype

PHASE 2

RETAIL RECRUITMENT | IMPLEMENTATION | NATIONAL REPRESENTATION

- Pro-active retail recruitment for targeted zones
- Will contact a minimum of 30 retailers, restaurants, brokers and/or developers each year
- Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email on a monthly and/or as needed basis
- ICSC conference representation- updates provided according to the yearly conference schedule

PHASE 3

RETAIL STRATEGY UPDATES | IMPLEMENTATION UPDATES

- One market visit per calendar year included in agreement, any travel outside of the agreement shall be approved and paid for by the contracting entity
- On Demand Reporting – by partnering with Retail Strategies we become your research arm providing data to our contracting entity as it is requested.
- Retail trends, mergers, and acquisitions

Industry Relationships/Team Biographies

Below is a small list of the retailers that Retail Strategies has a direct relationship with. If requested, we will provide our contact information for any or all entities listed below. There are many more retailers and restaurants that we have direct connections to that are not included on this list. This list should serve as a small sample of the depth of our relationships.

To further show the depth of our relationships and access to industry professionals, below is a sample list of retailers and developers our team met with at ICSC RECON. ICSC RECON is a three-day conference in Las Vegas in May of each year. There are over 12 additional conferences like RECON that we attend each year on behalf of our clients. In total, Retail Strategies had over 350+ meetings with retailers, developers, and brokers at ICSC RECON.

Retailers

ALDI
B&B Theater
BJ's Restaurant and Brewhouse
Café Rio
CATO/VERSONA
Church's
Circle K
Cobblestone
Cookout
Cowboy Chicken
Domino's Pizza
Firehouse Subs
Fresh Market
Hibbett Sports
Jimmy John's
JoAnn's Fabric
Krispy Kreme
Lowe's
Murphy Oil
Newk's
Noodles and co
PetSense
Qdoba
Rose's
Sally Beauty
Slim Chickens
Sonic Drive-In
Sport Clips
Sprouts Market's
Walmart
Wawa
Wendy's
Workout Anytime

Developers

Action Properties
Alberta Development
Armstrong Development
BC Wood
BKR Lamar Properties
Blackwater
Boos Development
Browman Development
BTS Guy - Kevin Koellner
Carolina Holdings
Collett Development
Delaney
Festival Companies
Hutton
Kroeger RE
+ 16 More Developers

ROBERT JOLLY

PARTNER & CHIEF EXECUTIVE OFFICER

Robert Jolly co-founded Retail Strategies in 2011 and since then has overseen development of numerous retail projects and has assisted some of the most well-known tenants in the United States with their expansion into new markets.

Robert brings years of experience with previous sales and management positions at Eason, Graham, and Sandner, Inc. and Black and Decker Corporation. He was the Birmingham Commercial Rookie of the Year in 1998, named one of the "Top 40 Under 40" in 2004, and "Who's Who of Commercial Real Estate" in 2005 and 2010. Over the course of his career Robert has leased, managed, and developed millions of square feet of retail space.

Robert graduated from the University of Alabama majoring in marketing and English. He is a member of ICSC and in 2008 earned the coveted Certified Commercial Investment Member (CCIM) designation from the Commercial Real Estate Investment Institute. Robert holds a broker's license in Alabama, Mississippi, Georgia, Florida, Tennessee, Louisiana, South Carolina and Oklahoma.

SAMPLE WORK

Lane Parke – Mountain Brook, AL

27 Acres

100+ Jobs Created

Robert was involved in the identification, development, and leasing of a mixed use luxury retail center in Mountain Brook, AL. Over the course of a decade Robert helped facilitate the deal and help locate several new to market luxury retailers within the property. In addition to retail, the property contains a 5-star hotel and luxury apartments.

Hollywood Video & Movie Gallery

200+ Locations

5 States

During the heyday of movie rental, Robert located Hollywood Video and Movie Gallery at over 200 locations in five States. Roberts travel and deal making lead him to hundreds of markets throughout the Southeast. Many of these markets are our current Clients at Retail Strategies.

MEAD SILSBEE, CCIM

PARTNER & CHIEF FINANCIAL OFFICER

Mead Silsbee co-founded Retail Strategies in 2011 and brings over a decade of real estate experience to the company. Most recently Mead worked on the retail team at Eason, Graham, and Sandner, Inc. in Birmingham, Alabama. Over the course of his career Mead has leased, managed, and developed millions of square feet of retail space.

Mead graduated from the Randolph-Macon College in Ashland, Virginia where he earned a bachelor's degree in history and economics. In 2008, he earned the coveted Certified Commercial Investment Member (CCIM) designation from the Commercial Real Estate Investment Institute and is a member of the International Council of Shopping Centers (ICSC).

SAMPLE WORK

29 Seven – Birmingham, AL

Mixed Use Facility
40+ Jobs Created

Mead was involved in the identification, development, and leasing of a mixed use luxury retail center in Mountain Brook, AL. Over the course of a decade Mead helped facilitate the deal and help locate several new to market luxury retailers within the property. In addition to retail, the property contains a 5-star hotel and luxury apartments.

Shoppes of Hinesville - Hinesville, GA

240,000 + square feet
30+ Retailers & Restaurants

Mead's company, Retail Specialists, leases and manages the Shoppes of Hinesville in Hinesville, GA. This center is over 240,000 square feet and features Ollie's Bargain Outlet, Dollar Tree, Petsense, Harbor Freight and Tools, Rent-a-Center, UPS Store, Little Caesars, Shoe Show, and many additional retailers and restaurants.

LACY BEASLEY

PRESIDENT & CHIEF OPERATING OFFICER

Lacy serves as *President & Chief Operating Officer*. She has been involved in retail real estate since 2005. Her experience with *The Shopping Center Group* and the *Dickson County Chamber of Commerce* prior to joining Retail Strategies provides her with the insight to understand the connections needed from the public and private side of the conversation.

A graduate of Lipscomb University, she earned her double major in Marketing and Management. Beasley is the ICSC TN Government Relations Chair and has served on committees with CCIM, EDAA, and multiple ICSC planning committees. Her articles have been published in *Shopping Centers Today*, *Site Selection Magazine* and *AL Retail Federation*. She has spoken on retail trends and best practices in retail recruitment to the at more than 75 events including ICSC, American Association of Retirement Communities, American Public Power Association, Tennessee Valley Authority, ElectriCities of NC, Georgia Power, Southeastern Economic Development Council and state-wide economic development and municipal associations in AZ, LA, OK, TN, AL, MS, KY and GA.

SAMPLE WORK

Shoppes at Eagle Pointe, Cookeville, TN
240,000+ SF of Retail Space, $45 Million Investment

Lacy worked closely with the City and Developer to overcome hurdles including a wetlands mitigation plan, public-private partnership financial incentive and economic impact analysis. The Shopping Center is anchored by Publix and Academy Sports. It will employ more than 600 people and add $2.3M annually to the local tax revenue.

Market Research & Tenant Representation
Tenant representation broker for Dick's Sporting Goods and Office Depot 2009-2012. GIS & market research for 30 national retailers 2005-2009.

In 2005 when Lacy started at the country's largest tenant representation firm, The Shopping Center Group, she conducted GIS and market research for retailers such as Costco, PetSmart, TJX Companies, Best Buy, Michaels, Party City, Dick's Sporting Goods, JCPenney and Firestone. In 2009, she began acting as the tenant representation broker in Tennessee for Dick's Sporting Goods and Office Depot. In 2012, she stopped working those accounts to focus full time on municipal consulting.

JOSEPH FACKEL
EXECUTIVE VICE PRESIDENT

Joe has been involved in Retail Consulting across the country for the past 14 years. Prior to joining Retail Strategies, Joe served as Senior Vice President at Buxton, managing hundreds of client engagements with cities, economic development corporations and chambers of commerce. In his position at Retail Strategies, Joe manages business development in the Southwest and Western United States out of our Fort Worth office.

Joe is a member of the International Council of Shopping Centers (ICSC) and holds a Texas Real Estate License. He has been a featured presenter at regional, national and international conferences in the retail and municipal space including the National League of Cities (NLC), Texas Municipal League (TML), International City/County Management Association (ICMA), National Brownfields Conference and the International Downtown Association (IDA).

ASHTON ARRINGTON
PORTFOLIO DIRECTOR & GENERAL COUNSEL

Ashton joined Retail Strategies with extensive knowledge and experience in working with state and local elected officials, economic developers, chambers of commerce, political parties, and municipal and county governments. Previously, Ashton worked as Governmental Affairs Coordinator at Maynard Cooper and Gale P.C., one of the Southeast's leading law firms. In this role, she interacted daily with business, community, and political leaders across Alabama on legislative and economic development projects. Ashton also worked as Deputy Finance Director for the successful re-election campaign of Alabama Governor Robert Bentley and in the same capacity on Bentley's Inaugural Committee.

Ashton completed her undergraduate work at The University of Alabama in 2008 with a Bachelor of Arts Degree in Public Relations. She also has a Juris Doctorate from the Birmingham School of Law. She serves as a junior board member for Glenwood Autism and Behavioral Health Center and is a member of the Alabama State Bar.

GRANT BISSELL
RETAIL DEVELOPMENT COORDINATOR

Grant specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each city's trade area. He is a native of Newport Beach, California and graduated from The University of Alabama with a Bachelor of Arts in *History*. Grant is a member of the *International Council of Shopping Centers*. In his free time, he likes to

MATTHEW PETRO

CHIEF DEVELOPMENT OFFICER

As Chief Development Officer Matthew leads a team of professionals who identify communities seeking solutions to maximize their real estate assets to attract desired businesses, generate additional revenue streams, and increase the quality of life within their community. Over the course of his career at Retail Strategies Matthew has served and excelled in every position on the team. Matthew has extensive knowledge and experience in retail recruitment and development, market research and analysis, marketing, and relationship management. Matthew has years of experience and a deep knowledge of the needs of communities through working hand in hand with local elected officials, economic development professionals, chambers of commerce, and municipal and County Governments. Matthew's passion to succeed, willingness to help others, and relentless work ethic brings tremendous value to our team and our Clients.

Matthew completed his undergraduate work at University of Alabama achieving a degree in Marketing with a specialization Sales. Matthew is a licensed Real Estate Professional and a member of the International Council of Shopping Centers (ICSC).

SAMPLE WORK

Chick Fil A - Laurens, SC

$2,500,000+ Average Sales

20+ Jobs Created

Chick-fil-A purchased land in Laurens, SC in 2010 but there had been no official timeframe to begin construction and open a location on their site in Laurens. Retail Strategies partnered with Laurens in 2014 and after four months of leveraging contacts with Chick-fil-A, they announced to open a location in Laurens, SC in 2015. The ground breaking took place on March 12th of 2015 and they are currently open for business. The Chick Fil-A opening sparked even greater interest in the market by other retailers and restaurants. This win will lead to additional retailers and restaurants opening in the community.

Black Walnut Café – Edmond, OK

Fast Casual Restaurant

20+ Jobs Created

Edmond, OK partnered with Retail Strategies in 2013 to attract new retail and restaurants to the community. During our discovery process we identified an opportunity for new restaurants within the community and several pieces of real estate that would fit a restaurants site criteria. At the 2014 ICSC Texas Conference and Deal Making, Retail Strategies met with Black Walnut Café on behalf of Edmond, OK. At the time Black Walnut Café was looking to expand outside of Texas but was looking at opportunities in over ten different States. Our follow up with Black Walnut Café from the conference provided custom data, analytics, and real estate that enabled Edmond to stand out over the other areas they were considering. Within three months the real estate team for Black Walnut Café was in the market looking at sites we had sent them. They are currently open for business in Edmond, OK.

JOE KUCHARSKI

DEVELOPMENT

Joe has over 25 years of Retail Real Estate experience, helping retailers achieve their goals for expansion. Joe has completed real estate projects for major grocery store chains (SUPERVALU, Food Lion, Weis Markets), specialty retailers (Office Depot), general merchandise retailers (Shopko, Shopko Hometown), and warehouse clubs (Costco Wholesale). The variety of retailers for whom he has completed real estate projects has provided him the opportunity to work in communities ranging in size from large metropolitan areas to small rural towns. In all, Joe has worked on Retail Real Estate projects in 42 different states and Puerto Rico.

Joe has a Bachelor's Degree from Purdue University in Landscape Architecture, with a background in Urban Economics and Urban Planning. He was born in the upper Midwest and had also lived and worked in the Northeast and the mid-Atlantic prior to moving back to the Midwest

SAMPLE WORK

Vice President
Northwest Atlantic
Costco

Joe was the Vice President at Northwest Atlantic which was the outsourced real estate arm of Costco. Joe was responsible for formulating and executing the expansion strategy for Costco Wholesale in the Southeastern US. Joe successfully led public/private partnerships in Fort Oglethorpe, GA and Augusta Ga, which were critical to get Costco to open in both communities. In addition, he led the redevelopment of an under-utilized strip center (Farragut, TN) and a vacant mall anchor (Sarasota, FL) for new Costco locations.

Vice President of Real Estate
Shopko
Shopko Hometown

Joe created the expansion strategy for a new retail concept called Shopko Hometown (small stores in small markets). Joe assembled a Real Estate team, created site criteria, established market parameters and defined expansion strategies. His strategies yielded 53 new Shopko Hometown stores in 2015 alone.

RYDER RICHARDS
CREATIVE DIRECTOR

Ryder specializes in design and websites, while aiding in marketing, social media, and new media. Ryder received his Masters in Fine Art from Texas Christian University and Bachelor's from Texas Tech with a minor in Architecture. He is an internationally exhibiting artist who has taught at the collegiate level for ten years. He has been the director of three art galleries, curated numerous exhibitions, and lectured throughout the nation while maintaining a highly active exhibition record. He writes art reviews for several publications and established the art review site Eutopia: Contemporary Art Review in 2014.

LAURA MARINOS
DIRECTOR OF MARKETING

As the Director of Marketing for Retail Strategies, Laura specializes in GIS mapping, market research, market development plans, site submittal marketing packages, project coordination, event management, and team operations.

Laura also assists in database management, client communication, advanced research and the organization of all digital media.

Laura graduated from the University of Alabama at Birmingham in 2011 with a Bachelor of Science in Marketing. In her free time, she enjoys traveling and spending time with her family and friends.

MADELINE BRANCH
MARKETING COORDINATOR

As Marketing Assistant, Madeline assists in creating market development plans, site submittal packages, GIS reports and aerial maps. She interacts directly with several retail clients and helps in coordinating the efforts of multiple Retail Specialists producers. She is also responsible for helping create marketing packages and other advertising materials for third party property listings.

Madeline graduated from Auburn University in 2014 with a Bachelor of Arts degree in Public Relations and a business minor. She enjoys spending time with friends and family, traveling, and being at the lake.

LANA NICHOLSON

CONTROLLER

Lana joined Retail Strategies in 2011 as Controller. She is responsible for the accounting and operation of the day-to-day business of Retail Strategies. Previously, she served as an Accountant with Culotta, Scroggins, Hendricks & Gillespie, P.C. and brings with her several years of experience in Public Accounting. Lana earned a Bachelor of Science degree in Accounting from University of Alabama at Birmingham in 2010 and is a Certified Public Accountant.

Return on Investment

Retail Strategies currently provides retail recruitment services to over 130 clients in 22 States. The service we provide each client is in line with the requests and opportunities made by and in Camp Verde. Below are examples of the **success** – and return on investment - that our process and service yield to our clients.

Bartlett, TN – Krispy Kreme

At ICSC Southeast in Atlanta Retail Strategies met with a developer, Deep River Partners (Developer), to discuss the opportunities in Bartlett, TN. A premier suburb of Memphis, Bartlett had many opportunities that we discussed with Deep River Partners. Over the course of eighteen months we had several meetings and conference calls with the developer regarding numerous opportunities in the market. One of the key opportunities was restaurants and destination retail. Krispy Kreme, a consumer destination for donuts identified the area as a target for expansion. Working with Deep River Partners we were able to put a site in front of Krispy Kreme and custom analytics which led to the destination restaurant locating in Bartlett, TN. This "win" for the City has led to many additional retailers and restaurants being interested in locating the market.

Jacksonville Beach, FL – Another Broken Egg

When Retail Strategies first made contact with Another Broken Egg Café for Jacksonville Beach, FL they told us they had looked in the market but could not find any real estate that fit what their site criteria. Another Broken Egg wanted to be in the market, but admitted they had settled for a site in an adjacent community. Our team did not give up on this opportunity and sent Another Broken Egg a site in a soon to be redeveloped grocery anchored shopping center. Our team had insider information on the new grocery shopping center was and shared that info with Another Broken Egg. A year later Another Broken Egg had a lease signed at the center we sent them and have just updated their website to say "coming soon" to Jacksonville Beach, FL.

Moline, IL – Dick's Sporting Goods

During our Discover phase Retail Strategies identified Sporting Goods as a major opportunity for Moline, IL. The community had GAP/Leakage within Sporting Goods, they had real estate to support a major sporting goods store, and most Peer Communities to Moline had a major sporting goods retailer in the market. Our team reached out to the SouthPark Mall Manager in Moline, IL and identified that Dick's was interested in an open space within the SouthPark Mall. However, they hadn't yet committed to the site or community. Working with the Mall Manager, the City, a local Broker, and our contacts at Dick's Sporting Goods – Retail Strategies provided custom demographics and analytics to show the full opportunity. Over the course of time our team had several communications with the various parties and Dick's Sporting Goods located in the market.

Augusta, GA – Dunkin Donuts & Which Wich

Retail Strategies made contact with representatives from Which Wich and Dunkin' Donuts in 2014. The market was approved by the franchisee and corporate at both companies and Retail Strategies shared several sites to the real estate director(s) to identify where they may be best positioned. A final site was chosen and a local brokerage group is putting together the 3,400 SF multi-tenant development in downtown Augusta. The franchisee anticipates hiring at least 25 employees for Dunkin' Donuts and another 20 employees to work at Which Wich.

Lake City, FL – Harbor Freight and Tools

In 2013, Retail Strategies was engaged by the Columbia County-Lake City Chamber of Commerce to provide retail market research and retail recruitment services. Researched revealed an $11.3M gap in the trade area for building materials stores. As part of the strategic planning process, the Retail Strategies team identified a number of retail prospects to fill the gap and immediately began calling on them to discuss the market opportunity. One of the retail prospects, Harbor Freight Tools, expressed strong interest in the market in early 2014. By June of that year, the retailer had contracted with a developer to open a new store in Lake City.

Laurens, SC – Chick Fil A

Chick-fil-A has owned land in Laurens, SC for three years but there had been no official timeframe to begin construction and open a location on their site in Laurens. After four months of leveraging contacts with Chick-fil-A, Chick-fil-A announced to open a location in Laurens, SC in 2015. The ground breaking took place on March 12th of 2015 and they expect to be fully operating by October 2015.

Washington, NC – Zaxby's

Due to Retail Strategies' research, a need for quick service restaurants was quickly identified in Washington, North Carolina. Retail Strategies contacted Zaxby's and made introductions to the property owner. Zaxby's has since opened a new location in Washington and is currently fully operational. Zaxby's has committed to Washington and has been very involved in giving back to the community since its opening.

Jacksonville Beach, FL – Chipotle

During our research phase we identified Chipotle as a no brainer fit for Jacksonville Beach. We made multiple contacts with Chipotle tenant reps and Real Estate reps over a one year period regarding Jacksonville Beach. We sent them multiple sites in the market that fit their criteria on A1A and they are opening at the soon to be redeveloped Pablo Plaza Center.

Edmond, OK – Black Walnut Café

Edmond, OK partnered with Retail Strategies in 2013 to attract new retail and restaurants to the community. During our discovery process we identified an opportunity for new restaurants within the community and several pieces of real estate that would fit a restaurants site criteria. At the 2014 ICSC Texas Conference and Deal Making, Retail Strategies met with Black Walnut Café on behalf of Edmond, OK. At the time Black Walnut Café was looking to expand outside of Texas but was looking at opportunities in over ten different States. Our follow up with Black Walnut Café from the conference provided custom data, analytics, and real estate that enabled Edmond to stand out over the other areas they were considering. Within three months the real estate team for Black Walnut Café was in the market looking at sites we had sent them. While in the market Black Walnut Café identified two additional sites that we ran custom research on. Six months later they had a site under LOI and they are currently open in Edmond, OK.

Rockledge FL – Sky Zone

Retail Strategies formed a great working relationship with the leasing broker for an Aldi Anchored Shopping Center in Rockledge, FL and were assisting his recruitment efforts for a 30,000 vacancy next to Aldi. The broker had gotten some traction from Trampoline Park concept called Sky Zone but they were reportedly on the fence about the site and the market. The leasing broker asked us if we could run some custom demographic reports from the site. Our reports showed pent up demand for recreational activities and that consumer expenditures within the trade area aligned with Sky Zone's needs. Sky Zone opened in Rockledge, FL the last week of July 2016.

Jasper, AL – Aldi

In May of 2014 Retail Strategies met with ALDI's real estate director for the southeast Dave Hassen at ICSC RECON in Vegas. The Retail Development Director for Jasper showed him the market and he expressed a lot of interest in it. The Retail Development Director and Portfolio Director followed up with Dave Hassen after the show by sending specific sites. Shortly after the show they identified a site and put it under contract, but the real estate committee turned it down because they had to be at traffic signal for this size of a market. The Retail Development Director and Portfolio Director then reached back out to Dave Hassan and Aldi letting them know we were calling property owners whose sites matched their criteria. Our team made contact with a property owner who had the lot on a hard corner and after talking specifics we identified it had the right amount of acreage for Aldi. Our team then sent that site to the real estate director for ALDI and were initially told that they liked the site. Aldi's tenant rep took over the deal from there to work out the specifics with the land owner. In June 2016 the deal was executed and they plan to open in early 2017.

Clinton, SC – Zaxby's

In August of 2014 the Retail Development Director for Clinton, SC sent sites and market information to the tenant rep for Zaxby's. Zaxby's Tenant Rep's first response was that he did not think there was enough room for a second location since they had one in Laurens, SC which is in the same county. In October of the same year we met with the real estate director at ICSC in Atlanta to talk more about the market. The franchisee at that time was starting to looking at opening more stores and we believed Clinton was a premier location for an expansion store. The real estate director relayed the site information Retail Strategies presented to his franchisee. In March of 2016 they closed on the property and started construction in April 2016.

Fort Payne, AL – Dunham's Sporting Goods

In August of 2014 the Portfolio Director and Retail Development Director for Fort Payne reached out to Dunham's real estate director John Palmer to discuss the opportunities in Fort Payne. Retail Strateiges had identified Dunham's Sporting Goods, which is headquartered in Michigan, was expanding their footprint in to the Southeastern United States and that Northern Alabama was a focus zone. Fort Payne had a vacant Kmart building and we identified this as a site for Dunham's. After presenting this opportunity the real estate director got back with us and told us he was interested in the market and that specific site. At that time they sent our company an LOI to give to the owner of the vacant Kmart center. Unfortunately, the deal did not work with the property owner. Our team did not give up on this opportunity. Our team approached a development group out of Mississippi who we thought would be interested in the site because Dunham's was interested in locating there. Our team was able to work with them, Dunham's, and the City to make the economics of the deal work. On April 22, 2016 Dunham's had their grand opening in Fort Payne, AL.

Statesboro, GA – Panda Express

In May of 2014 Retail Strategies met with the real estate director for Panda Express at the ICSC RECON in Las Vegas. Our team spoke about the market and the Panda Express Real Estate Director identified Statesboro as a market for their strategic growth plan. The Real Estate Director told the Retail Development Director for Statesboro to help them find a site because they were having trouble getting the location they wanted for this market. Retail Strategies followed up with him for the next year sending sites and reaching out to property owners to see if they would sell. At the ICSC Deal Making Conference in Atlanta I met with brokers representing the an available outparcel in front of a new Walmart Neighborhood Market in Statesboro. This broker had a perfect corner lot next to McDonalds and our team told them that Panda Express wanted to be in the market and we thought their site would work. Our team then sent Panda's real estate director and tenant rep brokers that site. They have since then closed on that piece of property and have started construction.

Statesboro, GA – Krispy Kreme

Retail Strategies has a great relationship with Krispy Kreme and their real estate team. Our president Lacy Beasley met Krispy Kreme at the Charlotte ICSC and they identified Statesboro as a market they needed to be in. After Charlotte ICSC the Retail Development Director for Statesboro immediately began sending sites to Krispy Kreme. Krispy Kreme identified a site where a Title Max building was located at the time. They were able to tie up the land and plan on starting construction in August 2016. This is a great win for the community because they are inputting Krispy Kreme to a main site on their retail corridor. This retailer will increase traffic counts and enable more opportunities for retailers around them to attract dollars to their business.

Licenses & Professional Certifications

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Village of Plainfield, IL
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bmurphy@goplainfield.com

Our investment in Retail Strategies has been one of the best decisions passed by our Chamber's leadership. I strongly recommend you consider using their services. You will definitely be pleased with their product.

Linda Lewis, Walker County AL

We're pleased with the feedback from retailers and the work Retail Strategies has performed. In just a short time, Hartwell has a detailed report of our community demographics, a market study, and a road map for recruiting retail in the future. We've received good responses and have several interested parties to date. It's getting exciting.

Brandon Johnson, Hartwell GA

Liberal
economic development

I have been more than pleased with the work Retail Strategies has done on behalf of the city. Not only has Retail Strategies worked closely with us but they have also worked directly with a local investment group as well as with both local and regional developers to attract retailers to Liberal.

Jeff Parsons, Liberal KS

Think TULLAHOMA
economic development

Backed by a very talented and productive supporting cast, Retail Strategies has produced compelling demographic reports for our retail program, and have updated all information on a consistent basis. Their reputation with various corporate retail professionals and developers gives us "Instant" credibility. When Retail Strategies tells a prospective company that they "really ought to take a strong look" at our City, they do it.

Thomas Robinson, Tullahoma TN

FOURTEEN FOODS

Retail Strategies has become a constant resource for our development team. Currently, we leverage their insights and relationships along with their tech savvy approach and local market knowledge. This give us the advantage we need across a number of difficult markets."

Brian Peterson, Fourteen Foods

GRAMPP

The real estate brokerage community is able to work with Retail Strategies and expose them to the sites we have listed or under development. The company (Retail Strategies) allows us to maximize and multiply our efforts, exposing our Moline locations to potential users across the country.

Jeff Miller, Commercial Broker

What closed the deal finally was when Retail Strategies came in and gave the company the demographic information they wanted and showed the company how Macerich was making the investment in SouthPark Mall.

Ray Forsythe, Moline IL

It's a hard business, but Retail Strategies has a good track record of being able to help communities obtain businesses that are a good fit for them. The company already knows and works with many national and regional retailers to help them find new locations. We expect the contract with Retail Strategies is going to provide an excellent return on our local investment and is an important part of the revitalization of the Union County Development Association." - *Wayne Mitchell, New Albany MS*

Lynchburg VA

The LDC partnered with Retail Strategies to update previous market analytics, but again, more importantly, to implement a long-term recruitment strategy that recognizes and accounts for the city's changing needs, real estate challenges, and unique demographics. In the first year of this engagement, Retail Strategies has recruited a national, new to market, grocery concept to Lynchburg, assisted with research on several ad-hoc development projects in Downtown Lynchburg.

Marjette Upshur, Lynchburg VA

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Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: **November 2, 2016**

☐ *Consent Agenda* ☒ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation* ☐ *Special Session*

Requesting Department: Public Works and Library

Staff Resource/Contact Person: Russ Martin, Ron Long, Kathy Hellman

Agenda Title (be exact): Request for the re-allocation of CIP funds from General Fund Expense Account #03-490-20-851112 (Sewer Expansion SR-260) to General Fund Expense Account #15-000-20-811210 Community Library; in the amount of $202,057 and up to an additional $75,000 as may be necessary from Town Reserves.

List Attached Documents:
Estimated Presentation Time: 30 Minutes

Estimated Discussion Time: 30 Minutes

Reviews Completed by: Town Manager, Russ Martin, Ron Long, Kathy Hellman

☒ ***Department Head: Town Manager, Russ Martin, Ron Long, Kathy Hellman***

☐ ***Town Attorney: N/A***

Finance Review: ☒ **Budgeted** ☒ **Unbudgeted** ☐ **N/A**

Finance Director Comments/Fund:

Library Building Fund Current Balance: $458,984
Sewer Expansion Project Balance: $202,057

Fiscal Impact: This would eliminate the funding for sleeves and sewer construction project requiring funding to be reallocated towards this project if prioritized in the future.

Background Information:

On April 23, 2014, seven bids were received to complete the construction of a new Community Library as designed; bids ranged from $3,110,000 to $4,149,100. At the June 18, 2014 Regular Meeting Council rejected all bids and directed staff to post a re-bid for an amount not to exceed $3,500,000.

Subsequently the project was re-bid; on January 7, 2015, and Council awarded the Agreement to Woodruff Construction in the amount of $3,796,229, without a contingency.

Funding for the library was a combination of a new loan, contributions/donations and Grants for a total of $4.2 million.

Prior to the second bid, Council representatives, members of the public and staff worked with the architect to remove the LEED certifications and provide value engineering by identifying items that could be reduced or re-worked.

Throughout construction, Staff and the Contractor worked together to control costs; they identified materials, procedures and applications that reduced costs. Having these conversations and cooperation effectively kept the net change orders to a minimum at 6% of the total original contract. (Gross change orders, $294,500,are 8% of the original contract sum. Reductions to the contract were $70,705 or 2%). Town staff and volunteers have been called upon to work on site improvements such as irrigation and parking to minimize expenses including removal of some of the components of the building to offset additional costs during construction.

The significant change orders can be grouped and identified as follows which were done with careful consideration to value and future maintenance:

- Fire, Flood and Building Codes, Utilities, $107,485
- Architectural/ Structural changes 53,339
- Electrical, Plumbing, Masonry/concrete 48,869

Items that were Not included in the Construction Agreement but are necessary and typical for the preparation and monitoring of the project include:

- Required Site Prep and utility costs $146,606
  Utilities, abatement & demolition of old building
- Professional fees (other than Architect) 50,757
  Required for Flood Certification
- Additional Architectural Fees (donation of time not included) 22,685
- Materials Inspections & Testing 30,483

Thank you to the team who worked through all of this to prepare an explanation and with the above information we have left Town Council with no choice at this point but to determine where the funding will come from. As Town Manager I am responsible and apologize for not being able to make sure the final 3 months since we last came to you were not better aligned with the additional resources we allocated originally. I am responsible for scope of this project and truly believe in this project and the quality that came from it and the value it will be to the community for decades to come. I am also proud of the team that was assembled to get the project done and I should have ensured when we borrowed the money we would be able to have a contingency adequate to cover these problems the team was unable to avoid during construction.

The resources originally allocated for the sleeves for sewer expansion along Highway 260 would be used to offset the overage in our library construction account. The engineering is complete but unfortunately the need to bore will be predominately necessary as ADOT is retaining as much of the pavement as possible to save on the project construction. As boring the project will be more necessary than laying sleeves/pipe in the roadway prior to pavement our initial incentive to place this prior to construction no longer exists. This will need to be now included in a larger project in the future.

Recommended Action (Motion):

Move to approve the re-allocation of CIP funds from General Fund Expense Account #03-490-20-851112 (Sewer Expansion SR-260) to General Fund Expense Account #15-000-20-811210 Community Library; in the amount of $202,057 and an additional $75,000 as may be necessary from Town Reserves.

Instructions to Clerk: N/A

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: **November 2, 2016**

☐ *Consent Agenda* ☒ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation* ☐ *Special Session*

Requesting Department: Public Works

Staff Resource/Contact Person: Ron Long/Russ Martin

Agenda Title (be exact): Discussion, direction and possible award of Bid# 16-118 Municipal Court Room Remodel to the low responsive bidder TSG Constructors and authorize Mayor to execute an agreement including a budget amendment transferring from reserve balances of the Court Enhancement Fund and General Fund Reserves in the amounts necessary to cover the total project budget cost of $447,333.

List Attached Documents: Bid Posting (1 Page)

Estimated Presentation Time: 10 Minutes

Estimated Discussion Time: 30 Minutes

Reviews Completed by: N/A

☒ ***Department Head: Ron Long/Russ Martin*** *(comments within)*

☒ ***Town Attorney***

Agreement reviewed and approved by William Sims including the ability to reduce the cost as outlined below.

Finance Review: ☒ **Budgeted** ☒ **Unbudgeted** ☐ **N/A**

Finance Director Comments/Fund: 03-300-20-811224 -Current Balance: $219,933

Fiscal Impact: Additional funding is necessary to complete this project based on the 7 competitive bids received. Further allocation of reserves or elimination of other budgeted items would be necessary to achieve a fully funded project. Covering the new expenses within the current over-all budget expenditures can be achieved through current available budget savings and/or elimination of other budgeted items.

Background Information: June 26, 2015, Architect, Joel Westervelt was hired to provide a design for the remodel of meeting rooms 206, 207 and 208 into the Town's Municipal Court.

Council approved $269,000 for the remodel in the FY 2016 budget. The current available balance in this fund is $219,933. The expenditures to date include Architectural fees, Asbestos Abatement and Electrical upgrades, all required to begin the remodel project. The current space is completely deconstructed and would need work done to allow for any use of 206-208.

The Courtroom Remodel, Bid #16-118, was advertised on September 11, 2016. On October 12, 2016 seven bidders responded; bids ranged from $417,000 - $574,520. The low responsive/responsible bidder is TSG Constructors, LLC.

As all bids exceeded the budget, Staff obtained consent from William Sims, Town Attorney, to award the Agreement and work with the Contractor to reduce the cost by providing more affordable options to fixtures and finishes as called for in the Specifications. Staff hopes to find products that are equal in utility to the specified items (such as finishes and fixtures) for possible significant savings.

Staff is requesting approval to award the bid and enter into an agreement. To fund this project the following amounts are proposed to be transferred to fully fund the project:

Proposed project Budget: $447,333

$447,333 including equipment etc.

Funding Sources: $447,333

$219,933 Current Remaining Funding/Budgeted Funds

(original $269,000 = 150 K from Court Enhancement, 50 K from General Fund and 69K from Impact Fees)

$ 65,000 Additional from Court Enhancement (Current Balance: $65,646)

$165,000 Additional from Town Reserves (*up to*)

($951K added to reserves from FY16, - 300K in original budget, - 75K used for Library, 576K+ remaining)

Recommended Action (Motion): Move to Award to the low responsive bidder, TSG Constructors, LLC, in the amount not to exceed $417,000 with the understanding that the Town will request cooperation and assistance from TSG Constructors, to provide more affordable options (cost reductions) to fixtures and finishes as called for in the Specifications. Additionally, approving the budgetary transfers up to the amount necessary to complete the project from the Court Enhancement Fund and Town Reserves for a total project cost not to exceed $450,000.

TOWN OF CAMP VERDE
BID POSTING

Request for Bids
Project # 16-118
Court Room Remodel

BID OPENING
10/12/16 10:00 a.m.
395 South Main Street
Camp Verde, AZ 86322

Present: Russ Martin, Town Manager, Steve Ayers, Economic Development Director, Deborah Ranney, Public Works Analyst

Bids

BIDS RECEIVED		
COMPANY	**ADDRESS**	**Total Bid**
Stratton Builders	2918 S. Alma School Rd. Mesa, AZ 85210	$488,000
Tierra Verde Investments	400 Finnie Flat Rd Camp Verde, AZ 86322	$477,600
BWC –Woodruff Const	2710 E Lakin Dr Flagstaff, AZ 86004	$450,700
Danson Construction LLC	2624 W. Lone Cactus Dr Phoenix, AZ 85027	$479,690
Kinney Construction Services	121 E. Birch Ave. #500 Flagstaff, AZ 86001	$497,300
Paul Peterson Construction	1119 W. Indian School Rd Phoenix, AZ 85013	$574,520
TSG Constructors, LLC	P.O. Box 71640 Phoenix, AZ 85050	$417,000

Posted By: Deborah Ranney **Time** 12:00 p.m.

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.

Town of Camp Verde - Public Works Department

Municipal Court Room Re-Model

16-118

AGREEMENT

THIS AGREEMENT, made and entered into this 2nd day of November, 2016, by and between the Town of Camp Verde, Yavapai County, State of Arizona (herein called the **"Town"**) acting herein by the **Mayor, Charles German,** and Common Council, party of the first part, and **TSG Constructors, LLC.** (hereinafter called the **"CONTRACTOR"**) party of the second part.

WITNESSETH THAT:

The Town of Camp Verde desires to engage the CONTRACTOR to render construction services for the remodel of the Town's Municipal Court Room in Camp Verde, Arizona - Bid NO: 16-118

1. **Work**

   CONTRACTOR shall complete all work as specified in the bid documents and set forth in the 15 page Plan Set, Specifications and General Provisions attached and incorporated in this Agreement. CONTRACTOR shall furnish the qualified personnel, materials, equipment and other items necessary to carry out the terms of this Agreement. CONTRACTOR shall be responsible for, and in full control of, the work of all such personnel.

2. **Access to Information**

   It is agreed that all information, data reports, records as exist, available and necessary for carrying out of the work outlined in the 15-Page Plan Set, Specifications and General Provisions have been furnished to the CONTRACTOR by the TOWN and its agencies. CONTRACTOR hereby acknowledges receipt of same. The TOWN and its agencies will cooperate with the CONTRACTOR in every way possible to facilitate the performance of the work described herein.

3. **Project Manager - Administration**

   The TOWN has designated the Public Works Director, Ron Long P.E., as Project Administrator; Project Management will be facilitated by Ron Long and Mike Dumas, Maintenance Division Supervisor. The Project Manager(s) shall be empowered to perform all administrative functions as required for management of the project.

4. **Agreement Times**

   The work will be completed and ready for final payment within 120 calendar days of the date in the Notice to Proceed. The CONTRACTOR has submitted a project schedule to the TOWN Project Manager with their sealed bid.

5. **Compensation**

   The maximum amount of compensation and reimbursement to be paid hereunder shall not exceed: $417,000 (Four Hundred Seventeen Thousand Dollars) Originals of the Applications for Payment are to be submitted to:

The Town of Camp Verde
Attention: Public Works
395 S. Main Street
Camp Verde, AZ 86322

Project Manager shall verify completion of all work as outlined in Plan Set, General Provisions and Exhibit "A". Payment under this contract shall be made as outlined in Exhibit "A, Item 5".

6. Termination of agreement

a. If, for any reason, the CONTRACTOR shall fail to fulfill in a timely and proper manner his/her obligations under this agreement, or if the CONTRACTOR shall violate any of the covenants, agreements, or stipulations of this agreement, the TOWN shall thereupon have the right to terminate the agreement by giving written notice to the CONTRACTOR of such termination and specifying the effective date thereof. In such event, all finished or unfinished site or structural improvements as well as all materials or equipment acquired or stored by the CONTRACTOR under this agreement shall, at the option of the TOWN, become the TOWN's property and the CONTRACTOR shall be entitled to receive just and equitable compensation for any work satisfactorily completed hereunder.
Notwithstanding the above, the CONTRACTOR shall not be relieved of liability to the TOWN for damages sustained by the TOWN by virtue of any breach of the agreement by the CONTRACTOR, and the TOWN may withhold any payments to the CONTRACTOR for the purpose of set-off until such time as the exact amount of damages due the TOWN from the CONTRACTOR is determined.

b. The TOWN may terminate this agreement at any time by giving at least ten (10) days' notice in writing to the CONTRACTOR. If the agreement is terminated by the TOWN as provided herein, the CONTRACTOR will be paid as provided in the Addendum for the time expended and expenses incurred up to the termination date. If this agreement is terminated due to the fault of the CONTRACTOR, Paragraph 7.a hereof relative to termination shall apply.

c. This agreement may be terminated as per A.R.S. §38-511, Conflict of Interest.

7. Miscellaneous Provisions

a. This Agreement shall be construed under and in accordance with the laws of the State of Arizona, and all obligations of the parties created hereunder are performable in Camp Verde, Yavapai County, Arizona.

b. This Agreement shall be binding upon and ensure to the benefit of the parties hereto and their respective heirs, executors, administrators, legal representatives, successors and assigns where permitted by this Agreement.

In any case one or more of the provisions contained in this Agreement shall, for any reason, be held to be invalid, illegal or unenforceable said holding shall not affect any other provision hereof and this Agreement shall be construed as if such invalid, illegal, or unenforceable provision and never been contained herein.

c. Action at law or in equity is necessary to enforce or interpret the terms of this Agreement, the prevailing party shall be entitled to recover, in addition to costs, such sum as the court including the appellate court, may adjudge reasonable as attorney fees.

d. This Agreement represents the entire understanding of the TOWN and CONTRACTOR as to those matters contained in this Agreement, and no prior oral or written understanding shall be of any force or effect with respect This Agreement may be amended only by mutual agreement of the parties hereto in writing to be attached to and incorporated into this Agreement.

8. Project Familiarity and Identification of Conflicts

In order to induce the TOWN to enter into this Agreement, CONTRACTOR makes the following representation:

a. CONTRACTOR has familiarized himself/herself with the nature and extent of the agreement documents, work, site, locality, and all local conditions and laws and regulations that in any manner may affect cost, progress, performance, or furnishing of the work.

b. CONTRACTOR has given the Project Manager a written notice of all conflicts, errors, or discrepancies discovered in the agreement documents and the written resolution thereof by the Project Manager is acceptable to the CONTRACTOR.

c. CONTRACTOR has examined and carefully studied the agreement documents and other related data identified in the bidding documents.

d. CONTRACTOR is familiar with and satisfied as to all federal, state and local laws and regulations that may affect cost, progress, performance and furnishing of the work.

9. Insurance

The CONTRACTOR shall procure and maintain, at CONTRACTOR's sole expense, until completion of the contract, coverage's as specified in "General Provisions" pages 7 - 9

Certificate(s) of Insurance naming the Town of Camp Verde as Additional Insured verifying the minimum coverage's specified in Exhibit "A, Item 3" shall be delivered to the Town prior to issuance of the Notice to Proceed:

10. Indemnity

CONTRACTOR agrees, to the fullest extent permitted by law, to indemnify, defend, save and hold harmless the Town of Camp Verde, its departments, agencies, boards, commissions, and its officers, officials, agents, and employees (hereinafter referred to as "Indemnities") from and against any and all claims, actions, liabilities, damages, losses, or expenses (including court costs, attorneys' fees, and costs of claim processing, investigation and litigation) (hereinafter referred to as "Claims") for bodily injury or personal injury (including death), or loss or damage to tangible or intangible property caused, or alleged to be caused, in whole or in part, by the negligent or willful acts or omissions of CONTRACTOR or any of its owners, officers, directors, agents, employees or sub-CONTRACTORs. This indemnity includes any claim or amount arising out of or recovered under the Workers' Compensation Law or arising out of the failure of such CONTRACTOR to conform to any federal, state or local law, statute, ordinance, rule, regulation or court decree. It is the specific intention of the parties that the Indemnitee shall, in all instances, except for Claims arising from the negligent or willful acts or omissions of the Indemnitee, be indemnified by CONTRACTOR from and against any and all claims. It is agreed that CONTRACTOR will be responsible for primary loss investigation, defense and judgment costs where this indemnification is applicable. In consideration of the award of this Agreement, the CONTRACTOR agrees to waive all rights of subrogation against the Town of

Camp Verde, its officers, officials, agents and employees for losses arising from the work performed by the CONTRACTOR for the TOWN.

11. Agreement Documents

The agreement documents which comprise the entire agreement between the TOWN and the CONTRACTOR concerning the work consist of the following:

a. This Agreement including:
   i. Call for Bids
   ii. General Information
   iii. General Provisions
   iv. Special Provisions – Plan Set and Specifications included therin
   v. Bid Documents
   vi. Plans, Specifications, Special Notes

b. Bid, Performance, Payment and other Bonds: The bidder to whom an award is made will be required to execute a Bid Bond in 10 percent of the amount of the bid and Performance and Payment Bond, each in 100 percent of the amount of the bid.

c. Certificate(s) of Insurance – General Liability, Worker's Comp., Builder's Risk

d. Notice of Award

f. Notice to Proceed

g. All bidding documents

IN WITNESSETH HEREOF, the parties have hereunto set their hands and seals.

Town of Camp Verde

Approved as to Form:

Town Attorney

Mayor, Charles German

Attest:

Town Clerk, Virginia Jones

CONTRACTOR:

Stanley Showalter, Owner/Agent