

**MINUTES  
WORK SESSION  
MAYOR AND COUNCIL  
473 S MAIN STREET, SUITE 106  
FRIDAY, JANUARY 13, 2017 at 8:00 A.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 8:30 a.m.

**2. Roll Call**

Mayor Charles German, Vice Mayor Jessie Murdock, Councilor Robin Whatley, Councilor Brad Gordon, Councilor Jackie Baker, Councilor Dee Jenkins and Councilor Buck Buchanan were present.  
(Councilor Buck Buchanan left the meeting at 10:30 a.m.)

**Also Present**

Town Manager Russ Martin, Finance Director Mike Showers, Town Clerk Virginia Jones, and Recording Secretary Lynn Riordan.

**3. Pledge of Allegiance**

Mayor German led the Pledge of Allegiance.

**4. Discussion with Finance Director regarding the Town of Camp Verde Strategic Plan for Fiscal Year 2018 Budget.** Staff Resource: Michael Showers.

Mike Showers, Finance Director, advised the Mayor and Council that the Strategic Plan Development Work Session today was to participate in exercises to determine priorities, and develop a guideline and framework for council to direct staff for the upcoming budget. Mr. Showers presented the council with a handout/workbook pages, requesting the Mayor and council participate in the exercises without considering revenue, costs or financial restraints. Thereafter, the Mayor and council participated in three primary exercises creating the following priorities and values, and setting short-term and long-term goals:

**VALUES**

(Top five – in no particular order)

Planned Business Growth  
Recreation / Ball Fields  
Town Services  
River, Water and Natural Resources  
Infrastructure

**STATE OF THE TOWN**

(Top four – in no particular order)

Parks & Recreation / Ballfields  
River / Water / Natural Resources  
Police / Safety  
Streets

**SWOT ANALYSIS**

(Strengths, Weaknesses, Opportunities and Threats)

(Top four – in no particular order)

Lack of Recreational Activities  
Infrastructure  
Water, Natural Resources and Environment

The Mayor and Council set the following priorities and goals (in no particular priority order):

- Expand public services and infrastructure
- Maintain public safety and protection
- Protect natural resources, river and water rights
- Expand and/or develop ball fields
- Expand recreational facilities (including trails, river access, parks)
- Expand community recreational programs for all ages
- Maintain planned business community
- Increase economic development efforts

Mr. Showers advised that the categories listed will host a variety of services and projects, but will help give direction to staff for preparing budget requests and both short term and long term CIP requests.

**Adjournment.** Mayor German, with no objection from Council, pronounced the meeting adjourned at 11:00 a.m.



Charles German, Mayor



Lynn Riordan, 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 Strategic Plan Development Session Mayor and Common Council of the Town Council of Camp Verde, Arizona, held on January 13, 2017. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 2 day of Feb, 2017.



Virginia Jones, Town Clerk