



Town of Camp Verde Vision Statement

"Camp Verde is welcoming, a safe community, a vibrant economy, thoughtfully growing, and offering an exceptional quality of life."

**AGENDA
TOWN OF CAMP VERDE
REGULAR SESSION
PARKS & RECREATION COMMISSION
473 S. MAIN STREET, SUITE 106
MONDAY, MAY 5, 2025 at 6:00 P.M.**

ZOOM MEETING LINK:

<https://us02web.zoom.us/j/87196066273?pwd=FtDrr902vjTDgGiqJXoKINuqP7Y6sH.1>

one Tap Mobile: 1-253-215-8782 or 1-346-248-7799

Meeting ID: 871 9606 6273

Passcode: 120261

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

- 1) **Call to Order**
- 2) **Roll Call.** Chairperson Dave Grondin, Vice Chairperson Candra Faulkner, Commissioner Glenda Duncan, Commissioner Mary Hughes, Commissioner Zach McKay, and Commissioner Charlotte Salsman.
- 3) **Pledge of Allegiance**
- 4) **Consent Agenda** - All those items listed below may be approved by one motion as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Commission requests.
 - a) **Approval of Minutes:**
 - 1) Regular Session – April 7, 2025 Pg. 3
 - b) **Set Next Meeting Date and Time:**
 - 1) Monday, June 2, 2025 at 6:00 p.m.
 - 2) Monday, July 7, 2025 at 6:00 p.m.
- 5) **Call to the Public for items not on the Agenda. (Please complete Request to Speak Card and turn in to Town Staff).** Residents are encouraged to comment about any matter NOT included on the agenda. State law prevents the Commission 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))

- 6) **Presentation of the updated FY25-30 Strategic Plan and the FY26 Action Plan.** Staff Resource: Town Manager Miranda Fisher. Pg. 7
- 7) **Presentation of the Capital Improvement Project Plan budget proposals for the Parks & Recreation Division.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 29
- 8) **Presentation of Draft Character Area Maps and Goals/Strategies for the General Plan Update.** Staff Resource: Town Manager Miranda Fisher. Pg. 43
- 9) **Update on the Parks & Recreation Master Plan Request for Proposal.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 81
- 10) **Update on a Request for Proposal for an outside party to host and organize a concert series.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 83
- 11) **Update on the pool discussions regarding renovations of the existing Heritage Pool and development of a new pool at the Sports Complex.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 85
- 12) **Discussion, consideration, and possible recommended approval Resolution 2025-1180, supporting the Town's participation in the National Fitness Campaign and committing to securing the necessary match funding.** Staff Resource: Town Manager Miranda Fisher. Pg. 87
- 13) **Discussion regarding the Town of Camp Verde's 40th Anniversary celebration.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 95
- 14) **Commission Informational Reports.** These reports are relative to the committee meetings or events that Commission members attended.
- 15) **Update on Parks & Recreation current programming and events.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 97
- 16) **Adjournment**

Note: Pursuant to A.R.S. §38-431.03A.2 and A.3, the Parks and Recreation Commission 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.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at the Town of Camp Verde and Bashas on 04-29-2025 at 5:00 p.m. in accordance with the statement filed by the Camp Verde Town Council with the Town Clerk

Leah Rhodes

Leah Rhodes, Town Clerk



DRAFT MINUTES
TOWN OF CAMP VERDE
REGULAR SESSION
PARKS & RECREATION COMMISSION
473 S. MAIN STREET, SUITE 106
MONDAY, APRIL 7, 2025 at 6:00 P.M.

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

1) **Call to Order**

Chairman Grondin called the meeting to order at 6:01 p.m.

2) **Roll Call.**

Chairperson Dave Grondin, Vice Chairperson Candra Faulkner (via Zoom), Commissioner Glenda Duncan (Absent), Commissioner Jerry Morris, Commissioner Mary Hughes, Commissioner Zach McKay, and Commissioner Charlotte Salsman (absent).

Also Present

Town Manager Miranda Fisher, Parks and Recreation Manager Shawna Figy and Acting Deputy Town Clerk Jadie Edwards.

3) **Pledge of Allegiance**

Commissioner Morris led the Pledge.

4) **Consent Agenda** - All those items listed below may be approved by one motion as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of the Commission requests.

a) **Approval of Minutes:**

1) Regular Session – March 3, 2025

b) **Set Next Meeting Date and Time:**

1) Monday, May 5, 2025 at 6:00 p.m.

2) Monday, June 2, 2025 at 6:00 p.m.

Motion was made by Commissioner Hughes to approve the next meeting dates, times, and approve the meeting minutes. Second was made by Commissioner Morris.

Roll Call:

Commissioner Hughes: Aye

Commissioner Morris: Aye
Commissioner Duncan: Absent
Commissioner McKay: Aye
Commissioner Salsman: Absent
Vice Chair Faulkner: Aye
Chair Grondin: Aye
Motion Passed: 5-0

- 5) **Call to the Public for items not on the Agenda. (Please complete Request to Speak Card and turn in to Town Staff).** Residents are encouraged to comment about any matter NOT included on the agenda. State law prevents the Commission 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))

No public comments.

- 6) **Introduction to our new Parks & Recreation Supervisor Tiffany Smith.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Town Manager Fisher introduced the new Parks & Recreation Supervisor Tiffany Smith.

Parks & Recreation Supervisor Tiffany Smith thanked the Commission and spoke on her event planning experience and stated she was excited to be a part of the Parks and Recreation team.

- 7) **Update on the Parks & Recreation Master Plan Request for Proposal.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks & Recreation Manager Figy provided an overview of the Request for Proposal (RFP) process for the Parks & Recreation Master Plan. Parks & Recreation Manager Figy stated the RFP was awarded to Kimley-Horn.

Town Manager Fisher and Parks & Recreation Manager Figy responded to questions from the Commission.

- 8) **Review, discussion, and possible recommendation for Heritage Pool renovations.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks & Recreation Manager Figy stated that the Heritage Pool closed last fall due to the filtration system and the water quality. Staff met with Landmark Aquatics to discuss proposals for renovating the current pool facility versus a new pool facility.

The Heritage Pool item is scheduled to be heard at the April 16, 2025 Town Council meeting to assess how they would like to proceed regarding the pool.

Town Manager Fisher and Parks & Recreation Manager Figy responded to questions from the Commission.

Motion was made by Commissioner Hughes to approve the recommendation to the Town Council to move forward with the renovations to the existing Heritage Pool. Second was made by Commissioner Morris.

Roll Call:

Commissioner Hughes: Aye
Commissioner Morris: Aye
Commissioner Duncan: Absent
Commissioner McKay: Aye
Commissioner Salsman: Absent
Vice Chair Faulkner: Aye
Chair Grondin: Aye

Motion Passed: 5-0

- 9). **Discussion and possible recommendation for a Request for Proposal for an outside party to host and organize a summer concert series.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks & Recreation Manager Figy indicated that, rather than having Parks & Recreation manage a concert series, the department is exploring alternative options, such as engaging an external organization or nonprofit to host and coordinate the events.

Town Manager Fisher noted that this recommendation originated from her, suggesting the issuance of a Request for Proposal (RFP) as a way to expand Town services while alleviating the workload on Town staff.

Town Manager Fisher and Parks & Recreation Manager Figy responded to questions from the Commission.

Motion was made by Commissioner McKay to approve the recommendation of seeking an RFP for a vendor to execute the concert series for the Town of Camp Verde. Second was made by Commissioner Hughes.

Roll Call:

Commissioner Hughes: Aye
Commissioner Morris: Aye
Commissioner Duncan: Absent
Commissioner McKay: Aye
Commissioner Salsman: Absent
Vice Chair Faulkner: Aye

Chair Grondin: Aye
Motion Passed: 5-0

- 10) **Commission Informational Reports.** These reports are relative to the committee meetings or events that Commission members attended.

The Commission reported on current events they attended.

Chair Grondin voiced the need for additional parking and signage for the Pecan and Wine Festival. Commissioner Hughes echoed the need for more signage at the Pecan and Wine Festival. Vice Chair Faulkner voiced her concern on the lack of designated handicapped parking and requested that when advertising the event, the public be notified that no dogs are allowed at the Pecan and Wine Festival.

- 11) **Update on Parks & Recreation current programming and events.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks & Recreation Manager Figy reported on past and current events in the Town.

- 12) **Adjournment**

Motion was made by Commissioner McKay to adjourn the meeting. Second was made by Commissioner Morris.

Chairman Grondin adjourned the meeting at 6:43 p.m.

Chair Dave Grondin

Town Clerk Leah Rhodes

CERTIFICATION

I hereby certify that the foregoing minutes are a true and accurate accounting of the actions of the Parks & Rec Commission of the Town of Camp Verde, Arizona during the Regular Session held on the 7th day of April, 2025. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this _____ day of _____, 2025.

Leah Rhodes, Town Clerk



Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: May 5, 2025

Agenda Item Type:

- ☐ Consent Agenda ☒ Informational Presentation ☐ Discussion Item
☐ Action/Decision Item ☐ Executive Session Request ☐ Other:

Requesting Department: Town Manager

Staff Resource: Town Manager Miranda Fisher

Agenda Title: Presentation of the updated FY25-30 Strategic Plan and the FY26 Action Plan

Attached Documents:

- Updated FY25-30 Strategic Plan
- Year Two Action Plan

Estimated Presentation Time: 10 minutes

Estimated Discussion Time: 10 minutes

Reviewed By:

- ☒ Town Manager ☐ Legal ☐ Risk Management ☐ Finance ☐ Other:

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☐ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

The Town of Camp Verde's Strategic Plan is designed to guide strategic investments and decision-making over a 3–5 year period. It does not encompass the full scope of the Town's operations but instead focuses on key areas that require intentional, strategic effort. As a living document, the plan is revisited annually to ensure it remains relevant and responsive to the evolving needs of the community. Action items are updated each year, and long-term goals and focus areas may be refined as objectives are achieved and new opportunities arise.

In February 2025, Council and staff reconvened for a follow-up work session to build upon the foundation laid the previous year. On Day One, the Council reaffirmed and updated its priorities for Year Two of the FY25–30 Strategic Plan. On Day Two, staff developed the attached Year Two Action Plan, aligning specific and measurable goals with the updated direction provided by Council. The Strategic Plan has been amended to mirror the adjusted objectives, and the Action Plan updated accordingly to reflect Year Two goals.

On April 16, 2025, the Town Council unanimously voted to approve the updated FY25-30 Strategic Plan and FY26 Action Plan.



Parks and Recreation Commission Agenda Information Memorandum

Connection to the [FY25-FY30 Strategic Plan](#)

The Strategic Plan will be reviewed annually throughout its five-year span, allowing the Council and staff to adjust goals and priorities as needed to reflect changing community needs and emerging opportunities.

Question(s) before the Council:

- Does the Commission have any questions about the FY26 Action Plan?

Camp Verde

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Town of Camp Verde Strategic Plan FY25-FY30 (Updated April 2025)

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Parks & Recreation Commission Regular Session



May 5, 2025

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Strategic Plan

This strategic plan was initially created by the Town of Camp Verde Council and Staff in January 2024. In February 2025, the Council and Staff reconvened for a two-day work session to build upon the foundation laid the previous year. During the work session, the Council reaffirmed and updated its priorities for the FY25–30 Strategic Plan and staff developed a “FY2026 Action Plan”, aligning specific and measurable goals with the updated direction.

The strategic plan is intended to highlight issues and areas of effort requiring strategic investment for a 3-5 year period. Strategic plans intentionally do not capture the full scope of operations for an organization, but rather they focus on key areas that require strategic efforts. This plan is meant to be a living document that evolves over time to meet the changing needs of the community. Action items will change annually. Focus areas or goals will evolve over the longer term as items get completed and new opportunities and needs become apparent.

Community vision, organizational mission and core values are essential elements that we've embedded in our Strategic Plan to ensure success in Camp Verde. Our Vision reflects our ambition for Camp Verde in 20 years. It describes our long-term goals, dreams and aspirations for the community. Our Mission shows the actions our municipal organization will take in support of realizing that vision. Our Core Values are the essential and enduring principles that guide our individual actions, our interactions and our decision-making in support of our organization's mission and the achievement of our community's vision.

The relationship between community vision, organizational mission, focus areas, goals and objectives, core values and operational decisions and actions are central to Camp Verde's success moving forward.



Vision

Camp Verde is welcoming; a safe community, a vibrant economy, thoughtfully growing, and offering an exceptional quality of life.

Mission

We serve by honoring our past and embracing our future.

Core Values

Respect, Sustainability, Accountability, Collaboration, Leadership, Integrity, Excellence, and Diversity.



Core Value Definitions



Accountability

We take responsibility for our actions. We value open and candid communication, access to information, and honesty and consistency between our words and actions. We take our role as stewards of public funds and resources seriously and manage them with transparency.



Collaboration

We work with individuals, teams and organizations to share knowledge and use our collective expertise to foster deeper engagement and shared responsibility. We value and promote civil discourse and focus on possibilities instead of problems. We create a culture that encourages teamwork, sharing of resources, and partnerships.



Diversity

We value the strengths that result from inclusion, respect, and tolerance for different perspectives, experiences, and identities. We expect a culture of humility and continuous learning where we reflect on lessons learned, question the status quo, and create an inclusive community where all feel supported and heard.



Excellence

We are dedicated to excellence and innovation. We set strategic and ambitious goals and approach every challenge with a determination to succeed. We embrace creativity and seek traditional and nontraditional solutions. We strive to improve every day.



Integrity

We align our values, work, and actions. We are honorable, trustworthy, reliable, responsive and transparent. We do what is right and strive for the highest moral and ethical behavior.



Leadership

We step forward, both as an organization and as individuals, to make a positive difference for our community. We exhibit professionalism, humility, and compassion. By collaborating with others, we move toward our goals.



Respect

We conduct Town business with courtesy and civility to create an environment of trust and safety. We are responsive and work actively to eliminate barriers, ensuring full participation in organizational and community life. We treat people as we would like to be treated.



Sustainability

We meet the economic, environmental, and social needs of the present without compromising the ability of future generations to meet their own needs. We measure progress through improvement to the health and well-being of our residents, environment, and economy.

Focus Areas



Resilient Economy

A diversified economy that supports the community's ability to grow, thrive, and adapt.



Recreation & Activities

Enhancing our unique location and historic culture through building, maintaining, and marketing amenities and events while engaging the community.



Community Infrastructure

The public structures and facilities that support community and economic development. Infrastructure expansion and maintenance is planned through fiscally responsible policies.



Effective Government

An awareness of citizen needs and providing necessary services through fiscal responsibility, transparency, innovative business practices, use of new technology, investing in employees, and leveraging Town partnerships.





Resilient Economy

A diversified economy that supports the community's ability to grow, thrive, and adapt.

Goal #1: Increase tourism and retail-related revenue by 2027.

Goal #2: Create a vibrant and active downtown through collaborative partnerships.



Recreation and Activities

Enhancing our unique location and historic culture through building, maintaining, and marketing amenities and events while engaging the community.

Goal #1: Adopt a Parks and Recreation Master Plan with 50% funding for priority #1 projects incorporated into the CIP by June 30, 2026.

Goal #2: Retain and promote Dark Sky designation.

Goal #3: Increase total number of events through partnerships.





Community Infrastructure

The public structures and facilities that support community and economic development. Infrastructure expansion and maintenance is planned through fiscally responsible policies.

Goal #1: Quantify the impact of future development on water, sewer and electric infrastructure to assess system capacities, identify constraints and support sustainable growth planning by June 30, 2027.

Goal #2: Adopt a Facilities Master Plan with identified funding structure by June 30, 2026.



Effective Government

An awareness of citizen needs and providing necessary services through fiscal responsibility, transparency, innovative business practices, use of new technology, investing in employees, and leveraging Town partnerships.

Goal #1: Increase citizen satisfaction and trust each year for five years.

Goal #2: Cultivate a community-driven culture of civic engagement and public participation.

Goal #3: Retain, develop, and engage a highly effective workforce.

Moving Forward with the Plan

- Town Manager to present quarterly progress reports on the Action Plans.
- Annually revisit the Action Plan with the Town Council.
- Connect items in Agenda Information Memorandums to the Strategic Plan Focus Areas & Goals.
- Communicate the Strategic Plan to the community.

New Ideas or Opportunities

As Camp Verde progresses through the years working with the Strategic Plan priorities and the additional operational workload of Staff, it's common for additional ideas or desired initiatives to be proposed. In order to help the Camp Verde team stay on track towards strategic priorities, the Council and Staff team discussed how they want to work with the plan moving forward to ensure everyone is on the same page for what to expect in terms of reporting and what to do when new ideas or opportunities arise.

How we'll Evaluate Ideas not in the Plan

- How does this idea fit within our existing plan?
- How does this new idea rank among the existing strategic priorities?
- What will NOT get done in order to accommodate the new priority?
- Is this idea attainable with given available resources?



CAMP VERDE

THE OLDEST SETTLEMENT IN THE VERDE VALLEY. SITE OF HISTORIC FORT VERDE. THE FIRST SETTLERS CAME INTO THE VALLEY IN FEBRUARY, 1865. FOLLOWED BY THE MILITARY IN AUGUST, 1865. ORIGINAL MILITARY AND HISTORIC BUILDINGS STILL STAND.

Town of Camp Verde
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Town of Camp Verde Strategic Plan Supplemental Documents

- FY 2026 Action Plan -



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Resilient Economy

Goal #1: Increase tourism and retail-related revenue by 2027

FY 2026 Action Items	Responsible Party(ies)
Launch tourism marketing strategy to increase tourism revenue and visitation and leverage the expertise of the Tourism Working and Engagement Group.	Economic Development
Implement marketing campaigns to stimulate local resident and visitor spending. Explore how to further promote local businesses. Leverage partnerships such as the Greater Verde Valley Chamber of Commerce.	Economic Development
Continue proactive outreach to retail developers and boost retail and business recruitment by increasing Town participation/representation at retail development events (e.g. ICSC).	Economic Development
Expand efforts through social media campaigns, potential influencer partnerships, regional partnerships, and the Arizona Office of Tourism (AOT) rural cooperative initiatives.	Economic Development
Continue to track and monitor relevant sales tax data.	Finance Economic Development
Explore merchandising opportunities at the Visitor Center and Town events as well as credit card payment capability.	Finance Economic Development Parks & Recreation
Utilize Technical Review Committee Meetings for developers which provides an opportunity to review the concept at a very general level and discuss how the proposal may align with existing development codes and policies.	Community Development Economic Development
Enhance digital presence with business success stories.	Economic Development
Increase education and training for businesses at the BRIC.	Economic Development
Streamline business licensing process to include online application and payment.	Town Clerk Finance
Recommend a comprehensive zoning code update to limit RV stays to less than 30 days.	Community Development
Encourage the continuation of the Opportunity Zone benefits beyond its expiration date of 2026.	Economic Development Community Development



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Resilient Economy

Goal #2: Create a vibrant and active downtown heritage area through collaborative partnerships.

FY 2026 Action Items	Responsible Party(ies)
Promote the downtown heritage area of Camp Verde as a destination for tourists and a source of community pride.	Economic Development
Facilitate a dedicated local coalition to champion downtown heritage area promotion.	Economic Development
Identify organizations and/or individuals interested in hosting events in the downtown heritage area.	Economic Development Parks & Recreation
Explore and implement initiatives to increase sales revenue for downtown heritage area businesses.	Economic Development



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Recreation and Activities

Goal #1: Adopt a Parks and Recreation Master Plan with 50% funding for priority #1 projects incorporated into the CIP by June 30, 2026.

FY 2026 Action Items	Responsible Party(ies)
Start Master Plan execution in accordance with funding prioritization.	Parks and Recreation Public Works

Goal #2: Retain and promote Dark Sky designation

FY 2026 Action Items	Responsible Party(ies)
Re-engage with the local Dark Sky Chapter to help with education and engagement.	Parks and Recreation Economic Development
Identify liaisons for Dark Sky Chapter to include at least one Town Council member, one Town staff member and one member from the Parks and Recreation Commission.	Town Manager Parks and Recreation
Collaborate with the local Dark Sky Chapter to host and leverage Dark Sky events.	Library Parks and Recreation
Identify and execute citizen and business education about Dark Sky initiatives and regulations (e.g. Lumens)	Community Development Library Parks and Recreation
Identify funding to acquire telescopes for additional community education and engagement.	Library



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Recreation and Activities

Goal #3: Increase total number of events through partnerships.

FY 2026 Action Items	Responsible Party(ies)
Identify partner groups to hold events that attract and serve desired demographics.	Parks and Recreation
Promote the use of the Sports Complex. Identify possible events to serve the residents and to attract visitors to the site. Create an information campaign to promote the Sports Complex as a tourism asset.	Parks and Recreation Economic Development
Create and implement a special event application packet. Ensure it is simple, user-friendly, easily available, and includes clear timelines.	Town Clerk Parks and Recreation
Create an open-container permit.	Town Clerk Parks and Recreation
Secure and implement a facility-reservation system.	Parks and Recreation



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Community Infrastructure

Goal #1: Quantify the impact of future development on water, sewer and electric infrastructure to assess system capacities, identify constraints and support sustainable growth planning by June 30, 2027.

FY 2026 Action Items	Responsible Party(ies)
Collaborate and start a regional groundwater model.	Utilities Community Development
Execute the Growing Water Smart Action Plan.	Utilities Community Development Economic Development
Draft the Town's buildout plan, which will include quantifying potential development and related infrastructure needs.	Utilities Public Works Community Development Economic Development

Goal #2: Adopt a Facilities Master Plan with identified funding structure by June 30, 2026.

FY 2026 Action Items	Responsible Party(ies)
Select a consultant to complete the Town's Facilities Master Plan.	Town Manager Public Works
Complete development of the Facilities Master Plan.	All Departments



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Effective Government

Goal #1: Increase citizen satisfaction each year for five years.

FY 2026 Action Items	Responsible Party(ies)
Update and educate the community on the completion of projects and the related public benefits.	All Departments
Expand social media efforts by incorporating more human-interest stories and leveraging a personal angle. Provide a recap of Council, Board and Commission meetings.	Town Manager Marshal's Office Economic Development Library Parks and Recreation
Invest in a new website that prioritizes community engagement, accessible information, and ease of use.	Town Manager Town Clerk
Create opportunities for Town Staff, Boards, and Commissions to interact more with the public (e.g. info booths and integration into current events).	Town Manager Community Development Parks and Recreation
Explore additional community outreach opportunities such as "Town Talk" articles, and intentional news releases and educational pieces.	Town Manager All Departments
Continue the annual satisfaction survey and compare it year over year.	Town Manager
Conduct customer service training for all staff. Ensure that citizen complaints are acknowledged promptly.	All Departments
Prioritize high-quality Weekly Town Manager Updates.	Town Manager
Encourage more community engagement by celebrating departments, providing tours, and hosting open houses.	All Departments
Educate the community (e.g. videos, write op-eds, etc.) on Town finances, particularly on Town revenue and expenses.	Finance
Create an internal, coordinated communications taskforce.	Town Manager



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Effective Government

Goal #2: Cultivate a community-driven culture of civic engagement and public participation

FY 2026 Action Items	Responsible Party(ies)
Conduct robust engagement on the draft General Plan.	Town Manager Community Development
Hold Citizen's Academy bi-annually. Explore how to include tours.	Town Manager
Utilize Town Manager working groups more for key community issues and Town priorities.	Town Manager
Develop a more robust recruitment process for Town Board and Commission vacancies.	Town Manager Town Clerk
Highlight and market Town volunteer opportunities.	Human Resources
Work with the High Schools to reactivate the youth/teen council.	Town Manager
Launch the "Tell-a-Librarian" Program to get public input and feedback on issues.	Library



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Effective Government

Goal #3: Retain, develop, and engage a highly effective workforce.

FY 2026 Action Items	Responsible Party(ies)
Provide regular statistics on turnover rates to Town Department Directors and Town Council.	Human Resources
Execute the Core Values Action Plan.	All Departments
Incorporate interdepartmental interaction complete with site visits into the Core Values Action Plan.	All Departments
Create an action plan in response to the annual employee engagement survey.	Town Manager Human Resources
Continue to evaluate COLA & merit-based pay adjustments.	Town Manager Human Resources
Create a policy to address certifications and raises.	Town Manager Human Resources
Create a pay step program that will include additional classifications and a career ladder.	Town Manager Human Resources
Annually track market wage evaluations and share with Town Council.	Town Manager Human Resources

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: May 5, 2025

Agenda Item Type:

- ☐ Consent Agenda ☒ Informational Presentation ☐ Discussion Item
☐ Action/Decision Item ☐ Executive Session Request ☐ Other:

Requesting Department: Parks & Recreation

Staff Resource: Parks & Recreation Manager Shawna Figy

Agenda Title: Presentation of the Capital Improvement Project Plan budget proposals for the Parks & Recreation Division.

Attached Documents:

- CIP – Parks and Rec Master Plan
- CIP – Perry Weather system
- CIP – Redinger Ramada Stairs
- CIP – Facility Reservation Software
- CIP – Shuttle Bus
- CIP – Butler Park Tennis Court resurface

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- ☒ Town Manager ☐ Legal ☐ Risk Management ☐ Finance ☐ Other:

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☐ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

The Town staff, led by our Finance Director and Town Manager, met to prioritize all Department Town CIP projects for FY26 in March 2025. In this discussion, staff were able to talk about and answer questions regarding each of their requested projects. Then the projects were scored and prioritized based on budget numbers over the next 5 years. This 5-year plan matches up with Council's for a 5-year Strategic Plan. Staff were informed that we needed to be very decisive and ask for only the things that were top priority as the budget is tight due to lower revenue.

Parks and Recreation had several requests which included a new shuttle bus, Perry Weather warning system, facility reservation software, Parks and Recreation Master plan, Redinger Ramada stairs, and Butler tennis court resurfacing. Not all projects were approved by the Town Manager for consideration in the in the FY26 CIP budget but are all part of the 5-year plan at this point. Currently, the master plan, Perry Weather warning system, and facility reservation software are a part of the FY26 proposed budget. It is important to note that some of the projects have been on the CIP list for previous years and will



Parks and Recreation Commission Agenda Information Memorandum

remain there until approved or removed due to the possible Council decision to move in a different direction.

Connection to the [FY25-FY30 Strategic Plan](#)

Funding for Capital Improvement Projects continues to support the Parks and Recreation Division's efforts to build, maintain, and promote amenities and events that celebrate our community's unique location and historic culture, while fostering greater community engagement.

Question(s) before the Commission:

- Do you have any questions about CIP projects?

TOWN OF CAMP VERDE

FY26 Capital Improvement Project

Project Title: *Parks & Recreation Master Planning*

FY26 Impact: \$125,000

5-Yr Project Cost: \$150,000

New Project or Rollover: *Rollover*

Dept/Div: *Parks & Recreation*

Contact: *S. Figy*

Requested by: *S. Figy*

Date Completed: *2/6/25*

Project Summary:

Hire contractor to work with P&R Commission and Parks & Recreation to develop a strategic Town Parks & Recreation Master Plan in accordance with Council Strategic Plan. The Request for Proposal went out to bid in January 2025.

Location: 395 S. Main Street



Community Impact:

A strategic Parks & Recreation Master Plan will coordinate and guide future Council, Parks and Recreation Commission, Parks & Recreation Division, Maintenance Division and other Town staff in prioritizing, planning and decision making for parks & recreation improvements for the public for several years.

Project Title: *Parks & Recreation Master Planning*

Operational Impact:

Impact on Staffing: Parks & Recreation and other Town staff will need additional time for working with the P&R Commission collecting information, reviewing existing plans and resources, and developing a scope of service.

Impact on operational costs: There is not an expected additional operational cost associated with developing the plan.

Project Budget:

Fiscal	Activity / Segment	Timeline	Cost
FY25	P&R Master Plan preparation		\$ 25,000
FY26	P&R Master Plan		\$ 100,000
FY27	P&R Master Plan Implementation		\$ 25,000
	Total		\$ 150,000

Estimated Annual Operational Impact – Cost/(Savings):

Starting Year	Category	Cost
		\$
		\$
	Total	\$

Project Funding:

Tracking Fund: CIP Fund

Funding Source: Operating Transfer from the General Fund.

Staff Rating Score:

Need	Cost/ Efficiency	Safety	Strategic Plan	Total Points

TOWN OF CAMP VERDE

FY26 Capital Improvement Project

Project Title: *Perry Weather Outdoor Warning System*

FY26 Impact: \$6,500

5-Yr Project Cost: \$6,500

New Project or Rollover: *New Project*

Dept/Div: *Parks & Recreation Department*

Contact: *S. Figy*

Requested by: *S. Figy*

Date Completed: *2/19/25*

Project Summary:

This is a weather monitoring system for the Sports Complex. It monitors weather and issues warnings for lightening, monitors heat index, and more.

Location: Camp Verde Town limits



Community Impact:

Because we do not have staff at all of our outdoor facilities, especially after hours and on weekends when the parks get the most use, this system would give us a way to have weather warnings. This is particularly important with lightning strikes. This system will help to ensure there is a warning when there is a lightning strike and let people know to take cover. It will also let them know when it is safe to return to play. This increases safety for the public using our facilities. It will also alert staff to weather emergencies, lightning, rain, heat index and more.

Project Title: *Perry Weather Outdoor Warning System*

Operational Impact:

Impact on Staffing: Will benefit Maintenance, CVMO, P&R, and Streets with monitoring weather.

Impact on operational costs: There is an annual fee for 7 years

Project Budget:

Fiscal	Activity / Segment	Timeline	Cost
FY26	P&R Projects	Variable	\$ 6,500
	Total		\$ 6,500

Estimated Annual Operational Impact – Cost/(Savings):

Starting Year	Category	Cost
FY26	Wages & ERE	\$ 0
FY26	Supplies	\$ 0
	Total	\$ 0

Project Funding:

Tracking Fund: CIP Fund

Funding Source: Operating Transfer from the General Fund.

Staff Rating Score:

Need	Cost/ Efficiency	Safety	Strategic Plan	Total Points

TOWN OF CAMP VERDE

FY26 Capital Improvement Project

Project Title: *Jim Redinger Ramada/Community Center Field Stairs*

FY26 Impact: \$35,000

5-Yr Project Cost: \$35,000

New Project or Rollover: *New Project*

Dept/Div: *Parks & Recreation Department*

Contact: *S. Figy*

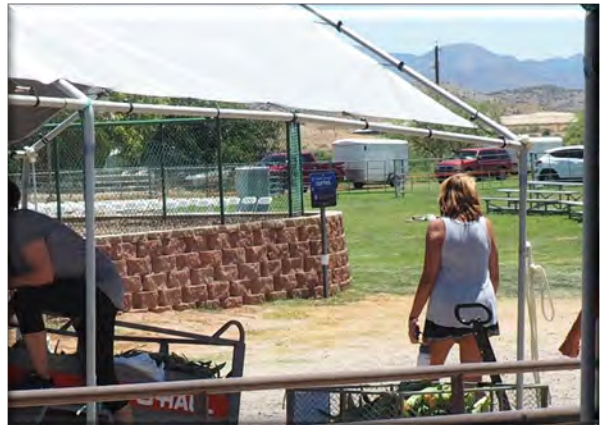
Requested by: *S. Figy*

Date Completed: *2/11/25*

Project Summary:

Adding a second set of stairs connecting Redinger Ramada to Community Center Field to enhance connectivity and foot traffic flow for events.

Location: Camp Verde Town limits



Community Impact:

With Town events, partner events like the Verde Valley Farmer's Market, and all the other activities that take place in Redinger Ramada and on Community Center Field, a second set of stairs connecting the Ramada to the field would be very beneficial to the community. It would allow for better flow of foot traffic to the Ramada area, which would allow us to extend the footprint of events as well.

Project Title: *Jim Redinger Ramada/Community Center Field Stairs*

Operational Impact:

Impact on Staffing: Allow for additional event space around the ramada, increased event space.

Impact on operational costs: Outside of construction, there should be no additional operational costs.

Project Budget:

Fiscal	Activity / Segment	Timeline	Cost
FY26	P&R Projects	Variable	\$ 35,000
	Total		\$ 35,000

Estimated Annual Operational Impact – Cost/(Savings):

Starting Year	Category	Cost
FY25	Wages & ERE	\$ 0
FY25	Supplies	\$ 0
	Total	\$ 0

Project Funding:

Tracking Fund: CIP Fund

Funding Source: Operating Transfer from the General Fund.

Staff Rating Score:

Need	Cost/ Efficiency	Safety	Strategic Plan	Total Points

TOWN OF CAMP VERDE

FY26 Capital Improvement Project

Project Title: *Facility Reservation Software*

FY26 Impact: \$16,000

5-Yr Project Cost: \$16,000

New Project or Rollover: *New Project*

Dept/Div: *Parks & Recreation*

Contact: *S. Figy*

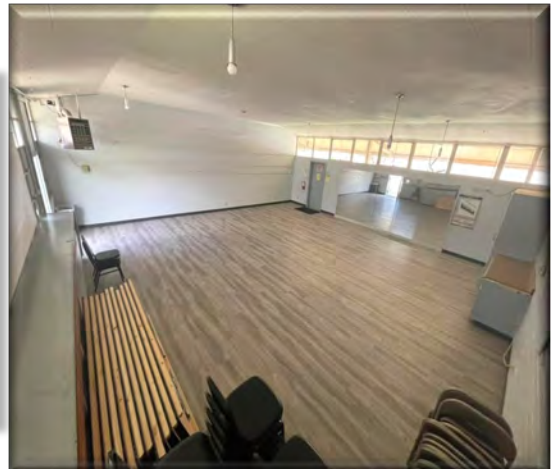
Requested by: *S. Figy*

Date Completed: *2/6/25*

Project Summary:

Facility Reservation Software Program is needed to increase our efficiency and manage the increase in facility use.

Location: Parks & Recreation



Community Impact:

Parks & Recreation is currently using Google calendar to manage all our facility and field reservations. The process must be handled with paper reservation forms and in-person payment. We do not have a software that can handle these reservations online which causes inefficiency for staff and inconvenience for the public. The addition of this software would allow the public to reserve a facility all online, including making the payment. It would also allow them to see the facility calendar and check availability of the facility they are interested in. The refund process would also be improved as most software can process the refund with the click of a button. In our current system, to process a refund, staff must request they be set up as a vendor with Finance and then submit the paperwork through AP. This causes a delay in the refund getting back to the public.

Project Title: *Facility Reservation Software*

Operational Impact:

Impact on Staffing: Increased efficiency.

Impact on operational costs: There will be an increased cost for purchase, set-up, and training initially, but with increased efficiency, staff will have additional time to allocate to other responsibilities. There will be an impact annually of about \$8,000 to our operational budget for this software.

Project Budget:

Fiscal	Activity / Segment	Timeline	Cost
FY26	P&R Facilities	Variable	\$ 16,000
	Total		\$ 16,000

Estimated Annual Operational Impact – Cost/(Savings):

Starting Year	Category	Cost
FY26	Wages & ERE	\$
FY26	Supplies	\$
	Total	\$ 0

Project Funding:

Tracking Fund: CIP Fund

Funding Source: Operating Transfer from the General Fund.

Staff Rating Score:

Need	Cost/ Efficiency	Safety	Strategic Plan	Total Points

TOWN OF CAMP VERDE

FY26 Capital Improvement Project

Project Title: *New Shuttle Bus*

FY26 Impact: \$140,000

5-Yr Project Cost: \$140,000

New Project or Rollover: *New Project*

Dept/Div: *Parks & Recreation*

Contact: *S. Figy*

Requested by: *S. Figy*

Date Completed: *2/6/25*

Project Summary:

The 2007 Turtle Top Chevy 13 passenger shuttle bus needs replaced.

Location: Parks & Recreation



Community Impact:

A promotional poster for 'NEW YEAR 2025 TRIPS' from January to March. It lists several destinations with their respective costs: Ripley's Believe It or Not (\$43), Musical Instrument Museum (\$46), Goldfield Gold Mine (\$63), Arabian Horse Show (\$31), Phoenix Zoo (\$63), and Museum of Indigenous People (\$24). The poster also includes general trip information and contact details for registration.

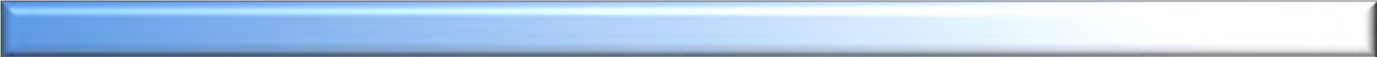
NEW YEAR 2025 TRIPS
JANUARY-MARCH

All trips leave at 9:00 am and returns at 4:00 pm unless otherwise stated.
Subject to the destination, choose to buy lunch on site or pack your own.
Cancellations with at least 48 hours' notice are eligible for a full refund.

Destination	Cost
Ripley's Believe It or Not	\$43
Musical Instrument Museum	\$46
Goldfield Gold Mine	\$63
Arabian Horse Show	\$31
Phoenix Zoo	\$63
Museum of Indigenous People	\$24

TO REGISTER OR FOR MORE INFORMATION:
<https://campverde.sportsites.com/player>
parks@campverdeaz.gov | 928-954-0820 #3 | 395 S. Main Street, Camp Verde

The Parks & Recreation shuttle bus is used for a variety of programming, as well as by different Town Departments, Council, Boards, and Commissions throughout the course of a year. Currently the shuttle bus is used every other Friday for our Friday Day trips, taking interested members of the public to different locations within a two-to-two-and-a-half-hour radius of Camp Verde. Over the last several years, we have had over 300 people take trips with us. The bus is also used daily for our Summer Day Camp program, transporting campers to the Heritage Pool and Library. Without the bus, we would not be able to provide our community trips or be able to have campers go to the pool or library. Our current bus is not ADA compliant, which is a feature we will be adding with a new one.



Project Title: *New Shuttle Bus*

Operational Impact:

Impact on Staffing: A new bus would require less maintenance for staff.

Impact on operational costs: The operational costs should remain the same or be lower due to less repair.



Project Budget:

Fiscal	Activity / Segment	Timeline	Cost
FY26	P&R Projects	Variable	\$ 140,000
			\$
	Total		\$ 140,000

Estimated Annual Operational Impact – Cost/(Savings):

Starting Year	Category	Cost
FY25	Wages & ERE	\$
FY25	Supplies	\$
	Total	\$ 0

Project Funding:

Tracking Fund: CIP Fund

Funding Source: Operating Transfer from the General Fund.

Staff Rating Score:

Need	Cost/ Efficiency	Safety	Strategic Plan	Total Points

TOWN OF CAMP VERDE

FY26 Capital Improvement Project

Project Title: *Resurface Butler Park Tennis Court*

FY25 Impact: \$40,000

5-Yr Project Cost: \$40,000

New Project or Rollover: *Rollover*

Dept/Div: *Parks & Recreation Department*

Contact: *S. Figy*

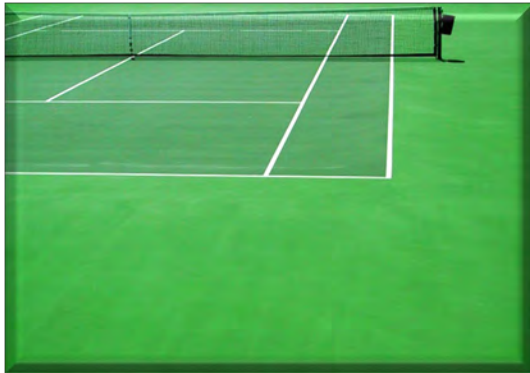
Requested by: *S. Figy*

Date Completed: *2/6/25*

Project Summary:

Repair, resurface and stripe existing single tennis court at Butler Park to include under 10 tennis striping and pickleball options.

Location: 1213 Garner Lane



Community Impact:

Camp Verde has one current tennis court at Butler Park in need of repair. Currently we have three indoor pickleball courts but none outside. This improvement to the tennis court and the addition of two pickleball courts would help transition until the larger court complex is complete at the Sports Complex.

Project Title: *Resurface Butler Park Tennis Court*

Operational Impact:

Impact on Staffing: Minimal impact with potential grant writing and construction oversight in cooperation with CIP Project Manager.

Impact on operational costs: None

Project Budget:

Fiscal	Activity / Segment	Timeline	Cost
FY26	Resurface Butler Park Tennis Court	FY 25	\$ 40,000
	Total		\$ 40,000

Estimated Annual Operational Impact – Cost/(Savings):

Starting Year	Category	Cost
FY26	Wages & ERE	\$ 0
FY26	Supplies	\$ 0
	Total	\$ 0

Project Funding:

Tracking Fund: CIP Fund

Funding Source: Operating Transfer from the General Fund. There may be USTA Grant available for up to half project cost.

Staff Rating Score:

Need	Cost/ Efficiency	Safety	Strategic Plan	Total Points



Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: May 5, 2025

Agenda Item Type:

- ☐ Consent Agenda ☒ Informational Presentation ☐ Discussion Item
☐ Action/Decision Item ☐ Executive Session Request ☐ Other:

Requesting Department: Town Manager

Staff Resource: Town Manager Miranda Fisher

Agenda Title: Presentation of Draft Character Area Maps and Goals/Strategies for the General Plan Update.

Attached Documents:

- Draft Character Area Maps and Goals/Strategies

Estimated Presentation Time: 10 minutes

Estimated Discussion Time: 10 minutes

Reviewed By:

- ☒ Town Manager ☐ Legal ☐ Risk Management ☐ Finance ☐ Other:

Financial Review (if applicable): N/A

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☐ Yes ☐ No ☐ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☐ No ☐ N/A ☐ Other:

Background Information:

As part of the General Plan update process, the Technical Advisory Group (TAG) has been working closely with staff to develop draft Character Area maps, goals, and strategies for the Town of Camp Verde. These drafts represent an important milestone in the update process.

At this meeting, staff will provide a presentation on the draft Character Area maps and associated goals and objectives. Following the presentation, we welcome the Commission's feedback and discussion to further refine these drafts.

The TAG will then incorporate Commission comments as we continue to build out the Land Use and Character Areas Element of the updated General Plan.

What is a Character Area in a General Plan?

Character Areas are a planning tool used within a General Plan to describe distinct parts of the community that share similar land use patterns, development styles, physical features, and community values. Instead of prescribing specific zoning or regulations, Character Areas provide broad guidance for future land use, development, infrastructure improvements, and design expectations in a way that respects the unique identity and vision for each part of the community. They help link land use planning with the community's goals for growth, conservation, and place-making.



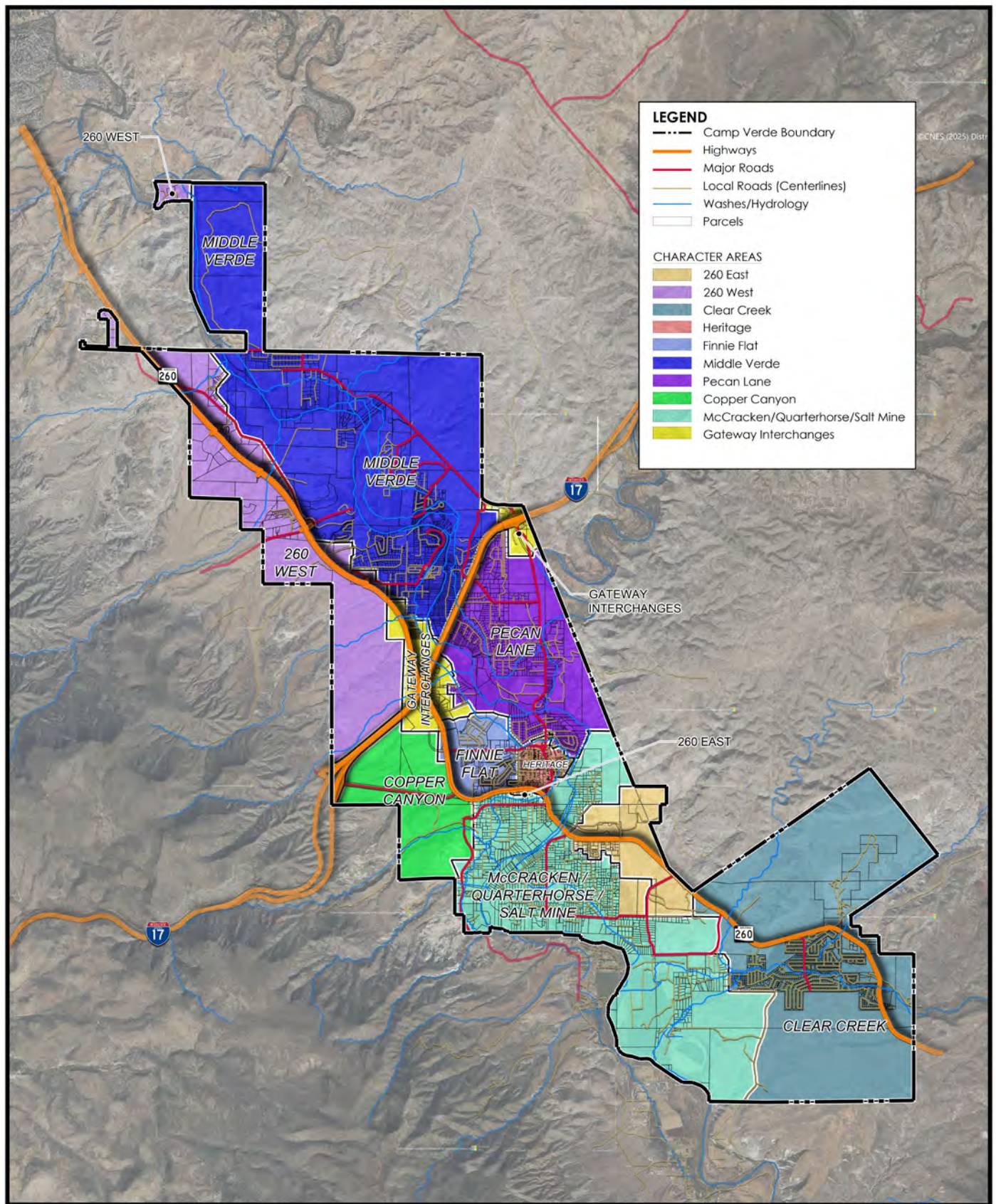
Parks and Recreation Commission Agenda Information Memorandum

Connection to the [FY25-FY30 Strategic Plan](#)

This work directly supports the FY25–FY30 Strategic Plan goal of promoting sustainable growth and development while preserving the Town’s unique character, by providing a clear framework for future land use decisions aligned with community values.

Question(s) before the Council:

- Does the Commission have any questions, comments or feedback on the draft General Plan character areas and subsequent goals/strategies?



COMMUNITY DEVELOPMENT DEPARTMENT
473 S. MAIN STREET
CAMP VERDE, ARIZONA 86322
(928) 554-0024

Parks & Recreation Commission Regular Session

DATE: 01/30/2025

May 5, 2025

CAMP VERDE

VISION 2050 GENERAL PLAN

CHARACTER AREAS MAP

Page 45 of 105

260 WEST CHARACTER AREA

LEGEND

- Camp Verde Boundary
- 260 West Character Area
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

- Open Space
- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/4 Ac. Max
- High Density - 11 DU/Ac. Max
- Mixed Use
- Public Facilities
- Commercial
- Industrial
- Mining
- Yavapai/Apache Nation
- MU - Commercial/Industrial

N

SCALE

0 1500' 3000' 6000'

PlanCampVerde
ARIZONA

COMMUNITY DEVELOPMENT
DEPARTMENT
473 S. MAIN STREET
CAMP VERDE, ARIZONA 86322
(928) 554-0024

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The Town of Camp Verde assumes no responsibility for any errors, omissions, and/or inaccuracies in this mapping product.

260 WEST CHARACTER AREA

Goal #1: Secure funding for extending sewer infrastructure to support development along State Route 260 West.

- **Strategy 1:** Prioritize the extension of sewer infrastructure as part of the Town's capital improvement plan to ensure it is included in long-term planning and budgeting efforts.
 - **Strategy 2:** Apply for state and federal grants, partner with regional entities, and explore loans and bonds as financial options to secure funding for the sewer extension project.
 - **Strategy 3:** Engage with developers and businesses to explore potential partnerships or development agreements that include cost-sharing arrangements to support the extension of sewer services.
-

Goal #2: Ensure sufficient water infrastructure to support business development along State Route 260 West.

- **Strategy 1:** Engage with developers and businesses to explore potential partnerships or development agreements that include cost-sharing arrangements to support sufficient water supply and access.
-

Goal #3: Promote Opportunity Zone and business development.

- **Strategy 1:** Develop strategic marketing materials, including the Opportunity Zone map, to promote the Opportunity Zone, highlight the benefits and boundaries of the zone, ensuring residents, businesses, and investors understand its potential.
 - **Strategy 2:** Partner with state and regional economic development organizations to attract investors and developers to the Opportunity Zone.
 - **Strategy 3:** Actively recruit large-scale retailers that will generate sales tax, attract high traffic and serve both travelers and residents, ensuring these businesses complement the community's needs and long-term economic growth.
 - **Strategy 4:** Actively recruit businesses offering high-wage jobs to enhance economic stability and provide sustainable employment opportunities for residents.
 - **Strategy 5:** Work with regional, state, and federal partners and entities to extend the Opportunity Zone designation and/or its related benefits beyond the current term of 2026.
-

Goal #4: Evaluate the potential for annexation to expand the Town's boundaries and services along State Route 260 West.

- **Strategy 1:** Conduct a comprehensive analysis of the feasibility and benefits of annexing the area along State Route 260 West, considering factors such as infrastructure needs, land use, additional associated costs, and potential for economic development.
 - **Strategy 2:** Engage with property owners and residents in the area to gather input on annexation, addressing concerns and providing information about the benefits and processes involved.
 - **Strategy 3:** Align with broader development goals and long-term infrastructure planning.
-

Goal #5: Design and landscape standards specific to the 260 West Character Area.

- **Strategy 1:** Establish setback requirements and protect key viewsheds by ensuring structures are placed at a sufficient distance from the road and utilizing hillside setbacks and natural ravine contours.
 - **Strategy 2:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 3:** Utilize landscaping and other creative solutions to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #6: Promote higher-density and mixed-use development.

- **Strategy 1:** Encourage mixed-use developments that combine residential units with commercial spaces to enhance livability.
 - **Strategy 2:** Conduct robust engagement with developers and landowners to communicate the Town's vision and identify opportunities for collaboration on higher-density housing.
-

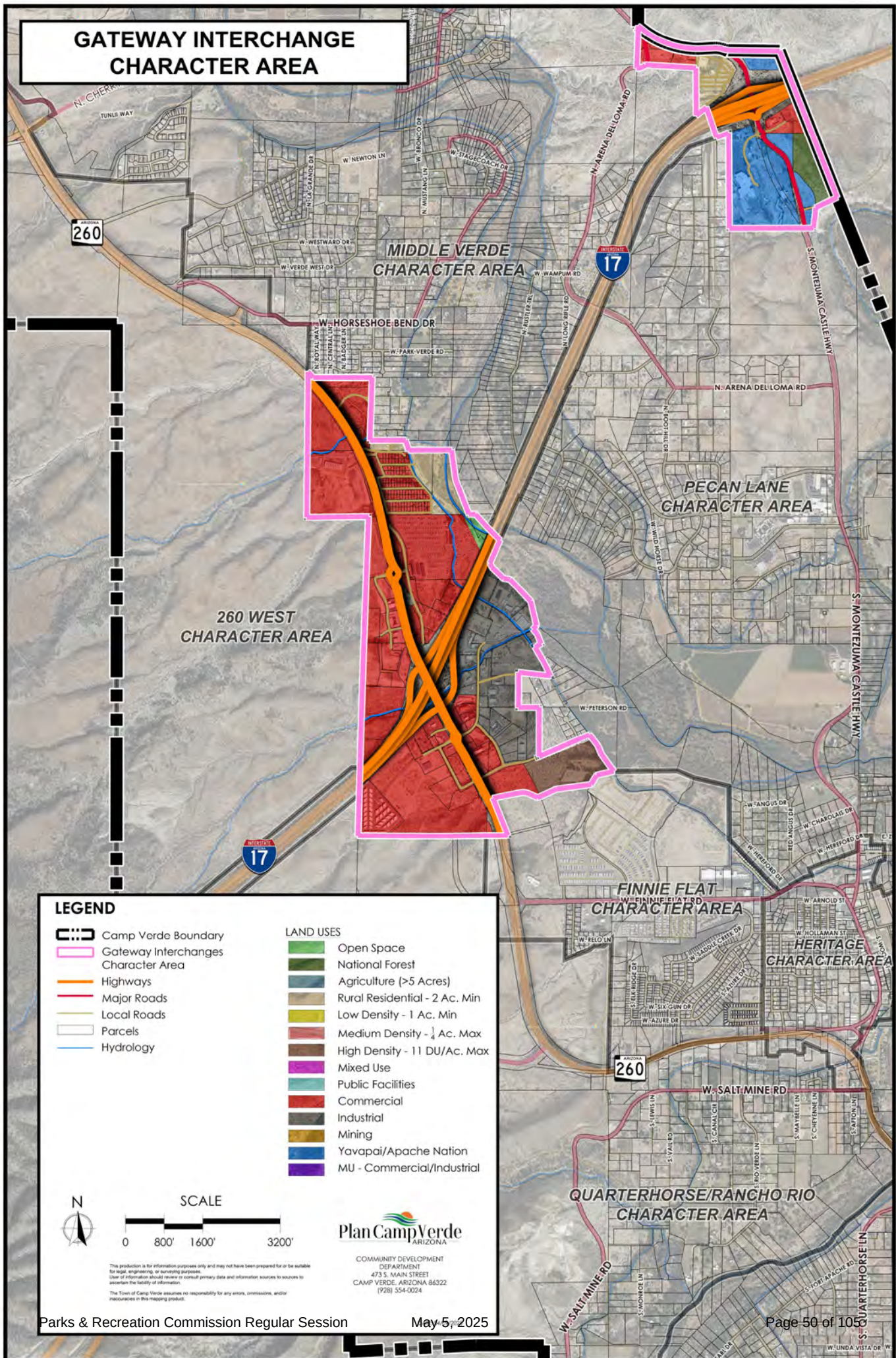
Goal #7: Ensure the execution of current wayfinding efforts.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan with a focus on signage placement along State Route 260 to guide visitors and residents effectively.
 - **Strategy 2:** Protect the viewshed and promote low-impact signage to preserve the natural beauty of the 260 West Character Area.
-

Goal #8: Partner with the Yavapai-Apache Nation on the planning and development of land in the 260 West Character Area.

- **Strategy 1:** Designate a Council member as a liaison to the Yavapai-Apache Nation to ensure consistent communication and collaboration on shared goals.
- **Strategy 2:** Host biannual meetings with the Yavapai-Apache Nation to discuss development progress and address emerging issues collaboratively.
- **Strategy 3:** Encourage development in alignment with the 260 West Character Area particularly commercial development.
- **Strategy 4:** Pursue joint funding opportunities and partnerships to support infrastructure, community projects, and economic development in the 260 West Character Area.
- **Strategy 5:** Collaborate with the Yavapai-Apache Nation to develop and implement tourism and marketing strategies that promote Camp Verde as a premier destination, highlighting the unique cultural and natural assets.
- **Strategy 6:** Leverage the existing Intergovernmental Agreement (IGA) between the Town of Camp Verde and the Yavapai-Apache Nation to guide development efforts and ensure mutual benefits.

GATEWAY INTERCHANGE CHARACTER AREA



GATEWAY INTERCHANGES CHARACTER AREA

Goal #1: Promote Opportunity Zone and business development.

- **Strategy 1:** Develop strategic marketing materials, including the Opportunity Zone map, to promote the Opportunity Zone, highlight the benefits and boundaries of the zone, ensuring residents, businesses, and investors understand its potential.
 - **Strategy 2:** Partner with state and regional economic development organizations to attract investors and developers to the Opportunity Zone.
 - **Strategy 3:** Identify and recruit quick-service establishments, such as convenience stores, gas stations, and small-scale dining, to generate sales tax and meet the needs of highway travelers and residents.
 - **Strategy 4:** Work with regional, state, and federal partners and entities to extend the Opportunity Zone designation and/or its related benefits beyond the current term of 2026.
-

Goal #2: Design and landscape standards specific to the Gateway Interchanges Character Area.

- **Strategy 1:** Establish comprehensive design and landscaping standards for the Gateway Interchanges, prioritizing a visually cohesive and welcoming environment.
 - **Strategy 2:** Implement setback requirements in the Town's Zoning Ordinance ensuring structures are placed a sufficient distance from the road to maintain open sightlines and improve traffic safety.
 - **Strategy 3:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 4:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #3: Ensure the execution of current wayfinding efforts.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan with a focus on signage placement along State Route 260 to guide visitors and residents effectively.
 - **Strategy 2:** Protect the viewshed and promote low-impact signage to preserve the natural beauty of the Gateway Interchanges.
-

Goal #4: Promote public art to enhance the gateway's appeal.

- **Strategy 1:** Commission art installations, such as sculptures or murals, that reflect the cultural heritage and natural beauty of Camp Verde.

- **Strategy 2:** Partner with local artists and schools to create temporary or permanent art displays within the Gateway Interchanges.
 - **Strategy 3:** Use public-private partnerships and/or funding opportunities to fund public art projects without burdening the Town's budget.
 - **Strategy 4:** Work with ADOT to obtain the necessary permits for art installations within the Gateway Interchanges Character Area to ensure compliance with state regulations.
-

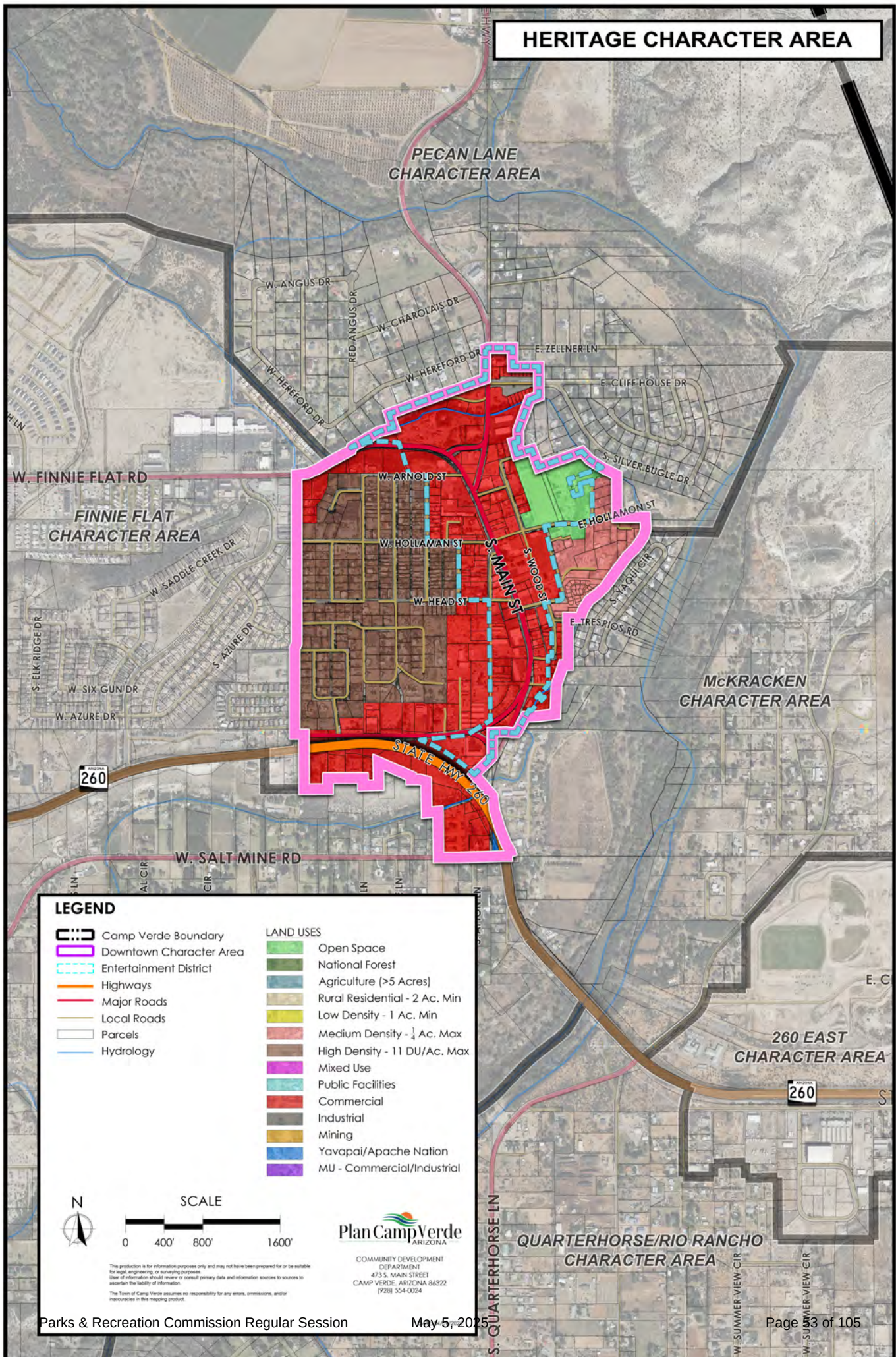
Goal #5: Partner with ADOT to address safety and infrastructure challenges in the Gateway Interchanges.

- **Strategy 1:** Conduct a joint traffic study with ADOT to assess safety issues and recommend improvements for areas such as the I-17 exits and the roundabout at State Route 260 and Industrial Drive.
 - **Strategy 2:** Pursue state and federal funding opportunities to implement safety enhancements such as additional signage, lighting, or road markings.
 - **Strategy 3:** Collaborate with ADOT on long-term infrastructure planning to accommodate future growth and ensure the Gateway Interchanges meets regional transportation needs.
-

Goal #6: Partner with the Yavapai-Apache Nation on the planning and development of land in the Gateway Interchanges Character Area.

- **Strategy 1:** Designate a Council member as a liaison to the Yavapai-Apache Nation to ensure consistent communication and collaboration on shared goals.
- **Strategy 2:** Host biannual meetings with the Yavapai-Apache Nation to discuss development progress and address emerging issues collaboratively.
- **Strategy 3:** Encourage development in alignment with the Gateway Interchanges Character Area particularly commercial development.
- **Strategy 4:** Pursue joint funding opportunities and partnerships to support infrastructure, community projects, and economic development in the Gateway Interchanges Character Area.
- **Strategy 5:** Collaborate with the Yavapai-Apache Nation to develop and implement tourism and marketing strategies that promote Camp Verde as a premier destination, highlighting the unique cultural and natural assets of both communities.
- **Strategy 6:** Leverage the existing Intergovernmental Agreement (IGA) between the Town of Camp Verde and the Yavapai-Apache Nation to guide development efforts and ensure mutual benefits.

HERITAGE CHARACTER AREA



HERITAGE CHARACTER AREA

Goal #1: Cultivate a vibrant and dynamic downtown Heritage Character Area built for our community, shared with visitors and resulting in increased Town revenue

- **Strategy 1:** Establish a unique brand that highlights the Heritage area, specifically the cultural, historical, and community assets.
 - **Strategy 2:** Launch a comprehensive marketing campaign to attract new businesses promote existing ones and generate more retail and restaurant spending in the Heritage Character Area.
 - **Strategy 3:** Encourage locally owned and independent small business development and expansion in the Heritage Character Area. .
 - **Strategy 4:** Encourage the development of short-term lodging options, such as boutique hotels in the Heritage Character Area to accommodate tourists and encourage overnight stays.
 - **Strategy 5:** Host regular community events such as farmers' markets, art walks, and music festivals to increase foot traffic, promote local businesses, and create a lively atmosphere.
 - **Strategy 6:** Collaborate with local artists and organizations to install public art, street murals, and other creative enhancements that make the Heritage Character Area visually appealing and a destination for visitors.
 - **Strategy 7:** Provide grants or low-interest loans to encourage entrepreneurship, small business development, renovations to properties, and the revitalization of vacant or underused properties, prioritizing businesses that enhance the entertainment and cultural offerings of the Heritage Character Area.
-

Goal #2: Design and landscape standards specific to the Heritage Character Area.

- **Strategy 1:** Create and implement a downtown beautification, streetscaping, façade, and landscaping plan to enhance the area's visual appeal and ensure cohesive design standards, focusing on maintaining architectural consistency, preserving historical elements, and promoting walkability and greenery.
 - **Strategy 2:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 3:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
 - **Strategy 4:** Explore the potential for creating a Historic District with enhanced preservation guidelines to maintain the authenticity of historic buildings and strengthen the Heritage Character Area's unique identity.
-

Goal #3: Encourage the development of a Heritage Character Area association.

- **Strategy 1:** Support key Heritage Character Area stakeholders, including business owners, residents, and organizations, in organizing a meeting to establish an association and define its goals and priorities.
 - **Strategy 2:** Collaborate with the community organizations and partners to provide resources and guidance that can assist the Heritage Character Area association in driving economic growth and supporting downtown businesses.
 - **Strategy 3:** Encourage the downtown association to promote the Heritage Character Area as a vibrant place to work, develop, and visit, showcasing its unique attributes and fostering community pride.
-

Goal #4: Secure additional Main Street funding to work on the roadway and infrastructure.

- **Security 1:** Secure additional funding for infrastructure improvements, such as streetscape improvements, enhanced dark sky compliant lighting, pedestrian walkways, and public gathering spaces, to create an inviting environment for events, businesses, and entertainment.
 - **Strategy 2:** Submit funding requests to state and federal funding sources that focus on revitalization, transportation, infrastructure, and development.
 - **Strategy 3:** Collaborate with regional organizations and entities to identify additional funding opportunities and form partnerships that can pool resources for infrastructure improvements.
-

Goal #5: Town of Camp Verde to complete a facility study to assess moving Town and other non-related commercial facilities off Main Street and opening those spaces for retail.

- **Strategy 1:** Conduct a comprehensive facility study that evaluates the potential benefits and challenges of relocating Town facilities off Main Street and the impact on revitalization of the Heritage Character Area.
 - **Strategy 2:** Collaborate with Copper Canyon Fire and Medical Department and religious institutions to assess the feasibility and benefits of relocating their facility off Main Street, aligning their transition with the broader revitalization efforts.
 - **Strategy 3:** Engage the public and businesses in the planning process by collecting feedback on how moving Town facilities could benefit the Heritage Character Area .
 - **Strategy 4:** Partner with developers, businesses, and property owners to explore potential retail and commercial uses for the available spaces, ensuring that the transition adds value to the Heritage Character Area .
-

Goal #6: Ensure the execution of current wayfinding efforts.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan with a focus on signage placement along Main Street to guide visitors and residents effectively.
-

Goal #7: Enhance the Heritage Character Area's bike and pedestrian friendliness.

- **Strategy 1:** Expand sidewalks, crosswalks, and bike lanes to ensure safe and accessible pathways for pedestrians and cyclists.
 - **Strategy 2:** Install additional bike racks and pedestrian amenities, such as benches, shaded areas, and water fountains, to encourage alternative transportation and walkability.
 - **Strategy 3:** Collaborate with organizations and community members to host events like walking tours to promote active transportation.
 - **Strategy 4:** Implement traffic-calming measures, such as reduced speed limits, raised crosswalks, and curb extensions, to create a safer and more inviting environment for pedestrians and cyclists.
 - **Strategy 5:** Pursue grant opportunities and partnerships to fund bike and pedestrian infrastructure improvements and maintenance.
-

Goal #8: Evaluate and expand parking options.

- **Strategy 1:** Conduct a parking needs assessment to determine current and future demand for parking in the Heritage Character Area, taking into account increased tourism, events, ADA-accessible parking, and new development.
 - **Strategy 2:** Identify underutilized spaces or vacant lots that could be repurposed or developed into additional parking areas, including opportunities for multi-use parking structures.
 - **Strategy 3:** Explore partnerships with private property owners and businesses to create shared parking solutions.
 - **Strategy 4:** Secure funding for parking expansion projects through grants, public-private partnerships, or Town budget allocations.
 - **Strategy 5:** Incorporate wayfinding signage to direct visitors to available parking areas, improving accessibility and reducing congestion.
 - **Strategy 6:** Create and maintain a parking inventory.
-

Goal #9: Increase the number and variety of events in the Heritage Character Area.

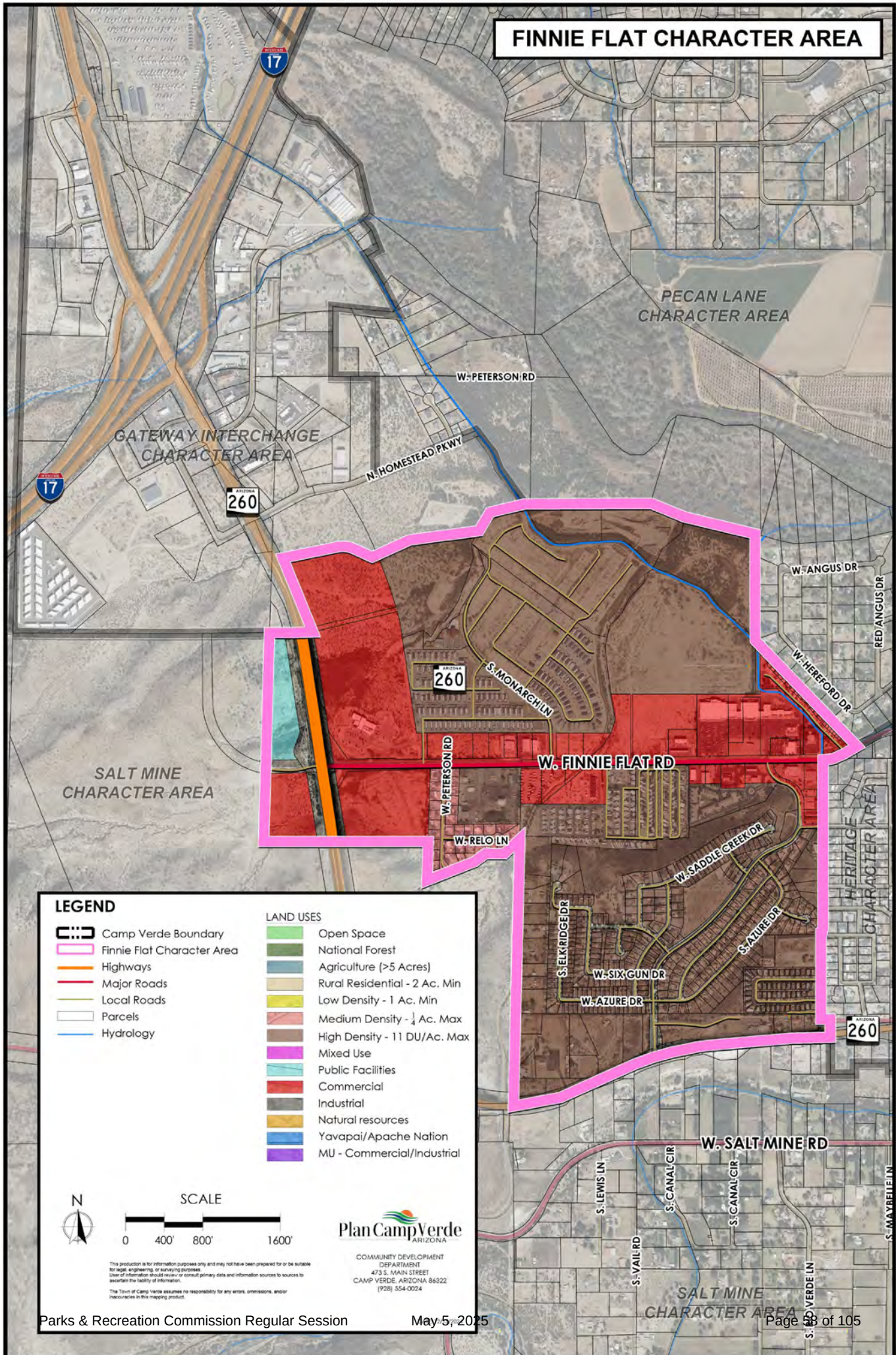
- **Strategy 1:** Develop an annual events calendar that includes diverse activities such as seasonal festivals, art shows, live music, cultural celebrations, and family-friendly gatherings to attract both residents and visitors.

- **Strategy 2:** Partner with businesses, organizations, and the Yavapai-Apache Nation to create collaborative events that reflect the unique character and heritage of Camp Verde.
- **Strategy 3:** Promote events through targeted marketing campaigns, including social media, publications, and partnerships with regional tourism organizations, to maximize attendance and visibility.

Goal #10: Partner with the Yavapai-Apache Nation on the development of land in the Heritage Character Area.

- **Strategy 1:** Designate a Council member as a liaison to the Yavapai-Apache Nation to ensure consistent communication and collaboration on shared goals.
- **Strategy 2:** Host biannual meetings with the Yavapai-Apache Nation to discuss development progress and address emerging issues collaboratively.
- **Strategy 3:** Pursue joint grant opportunities and funding sources to support infrastructure and community projects in the Heritage Character Area.
- **Strategy 4:** Collaborate with the Yavapai-Apache Nation to develop and implement tourism and marketing strategies that promote Camp Verde as a premier destination, highlighting the unique cultural and natural assets of both communities.
- **Strategy 5:** Leverage the existing Intergovernmental Agreement (IGA) between the Town of Camp Verde and the Yavapai-Apache Nation to guide development efforts and ensure mutual benefits.

FINNIE FLAT CHARACTER AREA



LEGEND

- Camp Verde Boundary
- Finnie Flat Character Area
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

- Open Space
- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/4 Ac. Max
- High Density - 11 DU/Ac. Max
- Mixed Use
- Public Facilities
- Commercial
- Industrial
- Natural resources
- Yavapai/Apache Nation
- MU - Commercial/Industrial



SCALE



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FINNIE FLAT CHARACTER AREA

Goal #1: Foster smaller commercial development.

- **Strategy 1:** Encourage independent businesses development and expansion that caters to residents.
 - **Strategy 2:** Collaborate and engage with community stakeholders to actively promote Finnie Flat as a prime location for more localized businesses that meet the specific needs of the community.
 - **Strategy 3:** Engage with regional healthcare providers and developers to discuss opportunities for expanding or establishing healthcare-related facilities in the Finnie Flat Character Area, specifically near the Northern Arizona Healthcare center on the corner of Finnie Flat and State Route 260.
-

Goal #2: Connect to upcoming sidewalks to ensure multi-modal connectivity on both sides of Finnie Flat.

- **Strategy 1:** Conduct a connectivity analysis to identify key gaps in the sidewalk network, prioritize projects, and evaluate opportunities to provide connectivity points to surrounding character areas.
 - **Strategy 2:** Secure funding through state and federal transportation grants, and/or partnerships with developers, to complete the sidewalk network.
 - **Strategy 3:** Work with property owners along Finnie Flat to obtain necessary easements for sidewalk development.
 - **Strategy 4:** Install pedestrian-friendly features such as crosswalks, bike lanes, and signage to improve safety and accessibility for all users.
-

Goal #3: Ensure the execution of current wayfinding efforts.

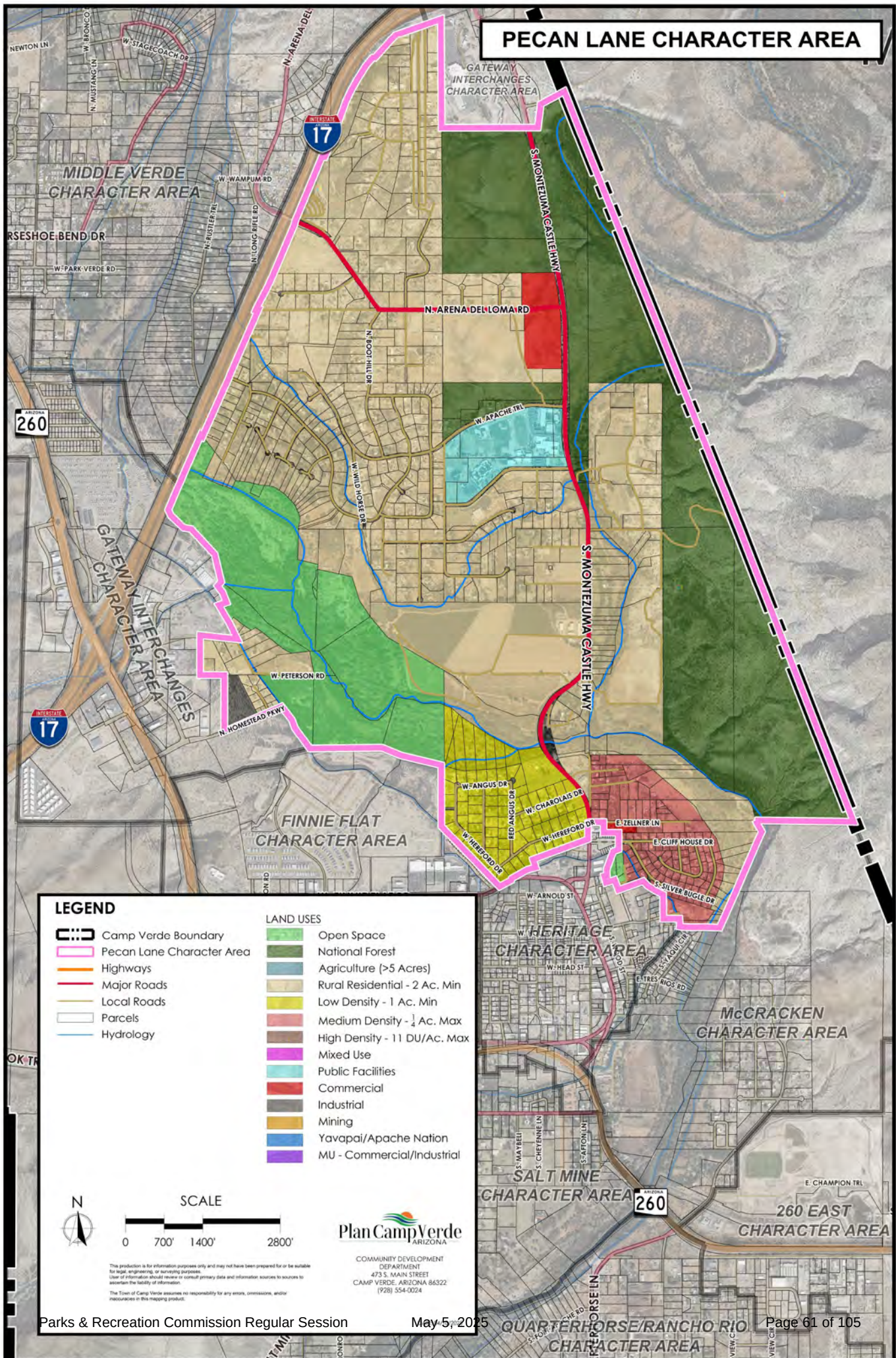
- **Strategy 1:** Finalize and implement the Town's wayfinding plan with a focus on signage placement along Finnie Flat to guide visitors and residents effectively.
-

Goal #4: Design and landscape standards specific to the Finnie Flat character area.

- **Strategy 1:** Implement setback requirements in the Town's Zoning Ordinance ensuring structures are placed a sufficient distance from the road to maintain open sightlines, improve traffic safety, and preserve the visual integrity of the Finnie Flat Character Area.
- **Strategy 2:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.

- **Strategy 3:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.

PECAN LANE CHARACTER AREA



LEGEND

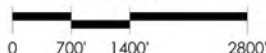
- Camp Verde Boundary
- Pecan Lane Character Area
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

- Open Space
- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/4 Ac. Max
- High Density - 11 DU/Ac. Max
- Mixed Use
- Public Facilities
- Commercial
- Industrial
- Mining
- Yavapai/Apache Nation
- MU - Commercial/Industrial



SCALE



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PECAN LANE CHARACTER AREA

Goal #1: Preserve the agricultural and historical significance of Pecan Lane.

- **Strategy 1:** Use the existing Visit Camp Verde website as a platform to expand content about Pecan Lane, linking it to other historic and cultural sites in the region to educate residents and visitors about its significance.
 - **Strategy 2:** Identify and map all land used for agricultural purposes so future residents understand neighboring land uses.
 - **Strategy 3:** Evaluate and adopt protections and incentives to promote and preserve agricultural uses.
 - **Strategy 4:** Develop public education campaigns that highlight the importance of agriculture to the community's identity and economy, reinforcing its role in Camp Verde's heritage.
-

Goal #2: Preserve the rural residential character of the area.

- **Strategy 1:** Review and revise zoning regulations to ensure they reflect the desired rural residential character, including larger lot sizes, open spaces, and limits on urban development.
 - **Strategy 2:** Encourage new housing developments to mirror the character, scale, and design of existing neighborhoods to maintain consistency and preserve the rural feel.
 - **Strategy 3:** Promote and support the establishment of farm stands to encourage local agriculture, preserve open spaces, and provide residents access to fresh, locally-grown produce.
-

Goal #3: Promote multi-modal transportation through the development of a walk/bike lane.

- **Strategy 1:** Conduct a feasibility study to identify optimal locations for walk/bike lanes, considering safety, connectivity, and access to key community areas.
 - **Strategy 2:** Secure funding through Town budgeted funds, state and federal grants, and/or public-private partnerships to build the infrastructure, with a current focus on obtaining funding for a walk/bike lane along Montezuma Castle Highway from Main Street to the schools.
 - **Strategy 3:** Install clear signage and markings for walk/bike lanes to ensure safety and usability and implement regular maintenance schedules to keep them in good condition.
 - **Strategy 4:** Design and construct a safe, well-marked crosswalk across Montezuma Castle Highway, accommodating pedestrians, cyclists, and equestrians to provide safe access to Forest Service land.
-

Goal #4: Design and landscape standards specific to the Pecan Lane Character Area.

- **Strategy 1:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 2:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #5: Protect the river and tributary corridors.

- **Strategy 1:** Develop a River Corridor Overlay District to encourage conservation easements for properties along the river and its tributaries, and provide resources for landowners to participate.
 - **Strategy 2:** Create and implement a Rural Water Management Plan overseen by a committee appointed by the Town Manager. The committee will monitor river health and guide sustainable practices for water use.
 - **Strategy 3:** Prioritize the implementation of the 2016 Verde River Recreation Management Plan, incorporating updated goals as necessary to align with community needs.
 - **Strategy 4:** Identify and secure funding through budget allocations, grants, and/or partnerships to enhance river access points for recreation. Collaborate with organizations to design and develop safe, eco-friendly trail access systems.
 - **Strategy 5:** Promote educational workshops and partnerships with organizations to inform residents about river conservation and sustainable water management.
-

Goal #6: Partner with the Yavapai-Apache Nation on the development of land in the Pecan Lane Character Area.

- **Strategy 1:** Designate a Council member as a liaison to the Yavapai-Apache Nation to ensure consistent communication and collaboration on shared goals.
- **Strategy 2:** Host biannual meetings with the Yavapai-Apache Nation to discuss development progress and address emerging issues collaboratively.
- **Strategy 3:** Pursue joint grant opportunities and funding sources to support infrastructure and community projects in the Pecan Lane Character Area.
- **Strategy 4:** Collaborate with the Yavapai-Apache Nation to develop and implement tourism and marketing strategies that promote Camp Verde as a premier destination, highlighting the unique cultural and natural assets of both communities.
- **Strategy 5:** Leverage the existing Intergovernmental Agreement (IGA) between the Town of Camp Verde and the Yavapai-Apache Nation to guide development efforts and ensure mutual benefits.

MIDDLE VERDE CHARACTER AREA

260 WEST
CHARACTER
AREA

GATEWAY
INTERCHANGE
CHARACTER
AREA

260 WEST
CHARACTER AREA

PECAN LANE
CHARACTER
AREA

260 WEST
CHARACTER AREA

GATEWAY
INTERCHANGE
CHARACTER AREA

FINNIE FLAT
CHARACTER AREA

LEGEND

-  Camp Verde Boundary
-  Middle Verde Character Area
-  Highways
-  Major Roads
-  Local Roads
-  Parcels
-  Hydrology

LAND USES

-  Open Space
-  National Forest
-  Agriculture (>5 Acres)
-  Rural Residential - 2 Ac. Min
-  Low Density - 1 Ac. Min
-  Medium Density - 1/4 Ac. Max
-  High Density - 11 DU/Ac. Max
-  Mixed Use
-  Public Facilities
-  Commercial
-  Industrial
-  Mining
-  Yavapai/Apache Nation
-  MU - Commercial/Industrial



SCALE

0 1200' 2400' 4800'

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MIDDLE VERDE CHARACTER AREA

Goal #1: Maintain and protect the agricultural character of the area.

- **Strategy 1:** Identify and map all land used for agricultural purposes for future residents to understand neighboring land uses.
 - **Strategy 2:** Evaluate and adopt protections and incentives to promote and preserve agricultural uses.
 - **Strategy 3:** Develop public education campaigns highlighting the importance of agriculture to the community's identity and economy.
-

Goal #2: Preserve the rural residential character of the area.

- **Strategy 1:** Review and revise zoning regulations to ensure they reflect the desired rural residential character, including larger lot sizes, open spaces, and limits on urban development.
 - **Strategy 2:** Encourage new housing developments to mirror the character, scale, and design of existing neighborhoods to maintain consistency and preserve the rural feel.
-

Goal #3: Design and landscape standards specific to the Middle Verde Character Area.

- **Strategy 1:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 2:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #4: Protect the river and tributary corridors.

- **Strategy 1:** Develop a River Corridor Overlay District to encourage conservation easements for properties along the river and its tributaries, and provide resources for landowners to participate.
- **Strategy 2:** Create and implement a Rural Water Management Plan overseen by a committee appointed by the Town Manager. The committee will monitor river health and guide sustainable practices for water use.
- **Strategy 3:** Prioritize the implementation of the 2016 Verde River Recreation Management Plan, incorporating updated goals as necessary to align with community needs.
- **Strategy 4:** Identify and secure funding through budget allocations, grants, and/or partnerships to enhance river access points for recreation. Collaborate with Verde Front to design and develop safe, eco-friendly trail access systems.

- **Strategy 5:** Promote educational workshops and partnerships with organizations to inform residents about river conservation and sustainable water management.
-

Goal #5: Promote multi-modal transportation through the development of a walk/bike lane.

- **Strategy 1:** Conduct a feasibility study to identify optimal locations for walk/bike lanes, considering safety, connectivity, and access to key community areas.
 - **Strategy 2:** Secure funding through Town budgeted funds, state and federal grants, and/or public-private partnerships to build the infrastructure.
 - **Strategy 3:** Install clear signage and markings for walk/bike lanes to ensure safety and usability and implement regular maintenance schedules to keep them in good condition.
-

Goal #6: Develop a centralized trail system to access the White Hills.

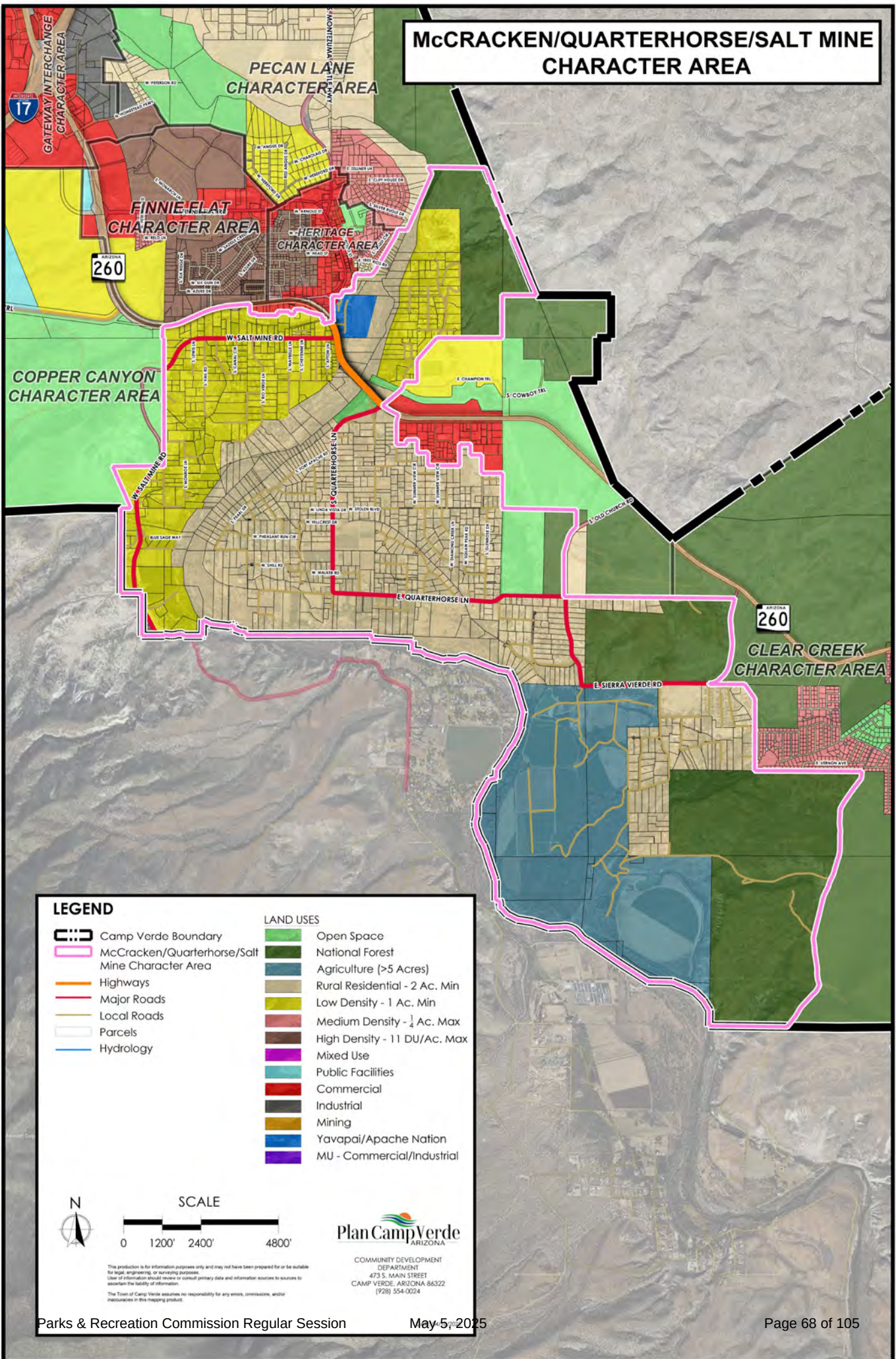
- **Strategy 1:** Collaborate with stakeholders, including Verde Front and neighboring property owners, to determine the best trail alignment and access points.
 - **Strategy 2:** Secure funding through Town budgets, grants, and/or partnerships with organizations focused on outdoor recreation.
 - **Strategy 3:** Design trails that are sustainable and minimally invasive, prioritizing the preservation of natural habitats and scenic views.
 - **Strategy 4:** Create informational signage along trails to educate users about the natural history, geology, and cultural significance of the White Hills.
 - **Strategy 5:** Establish partnerships with volunteer groups for ongoing trail maintenance and improvement.
-

Goal #7: Partner with the Yavapai-Apache Nation on the development of land in the Middle Verde Character Area.

- **Strategy 1:** Designate a Council member as a liaison to the Yavapai-Apache Nation to ensure consistent communication and collaboration on shared goals.
- **Strategy 2:** Host biannual meetings with the Yavapai-Apache Nation to discuss development progress and address emerging issues collaboratively.
- **Strategy 3:** Pursue joint grant opportunities and funding sources to support infrastructure and community projects in the Middle Verde Character Area.
- **Strategy 4:** Collaborate with the Yavapai-Apache Nation to develop and implement tourism and marketing strategies that promote Camp Verde as a premier destination, highlighting the unique cultural and natural assets of both communities.

- **Strategy 5:** Leverage the existing Intergovernmental Agreement (IGA) between the Town of Camp Verde and the Yavapai-Apache Nation to guide development efforts and ensure mutual benefits.

McCRACKEN/QUARTERHORSE/SALT MINE CHARACTER AREA



MCCRACKEN/QUARTERHORSE/SALT MINE CHARACTER AREA

Goal #1: Maintain and protect the agricultural character of the area.

- **Strategy 1:** Identify and map all land used for agricultural purposes for future residents to understand neighboring land uses.
 - **Strategy 2:** Evaluate and adopt protections and incentives to promote and preserve agricultural uses.
 - **Strategy 3:** Develop public education campaigns highlighting the importance of agriculture to the community's identity and economy.
-

Goal #2: Preserve the rural residential character of the area.

- **Strategy 1:** Review and revise zoning regulations to ensure they reflect the desired rural residential character, including larger lot sizes, open spaces, and limits on urban development.
 - **Strategy 2:** Encourage new housing developments to mirror the character, scale, and design of existing neighborhoods to maintain consistency and preserve the rural feel.
-

Goal #3: Design and landscape standards specific to the McCracken / Quarterhorse / Salt Mine Character Area.

- **Strategy 1:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 2:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #4: Protect the river and tributary corridors.

- **Strategy 1:** Develop a River Corridor Overlay District to encourage conservation easements for properties along the river and its tributaries, and provide resources for landowners to participate.
- **Strategy 2:** Create and implement a Rural Water Management Plan overseen by a committee appointed by the Town Manager. The committee will monitor river health and guide sustainable practices for water use.
- **Strategy 3:** Prioritize the implementation of the 2016 Verde River Recreation Management Plan, incorporating updated goals as necessary to align with community needs.
- **Strategy 4:** Identify and secure funding through budget allocations, grants, and/or partnerships to enhance river access points for recreation. Collaborate with Verde Front to design and develop safe, eco-friendly trail access systems.

- **Strategy 5:** Promote educational workshops and partnerships with organizations to inform residents about river conservation and sustainable water management.
-

Goal #5: Promote multi-modal transportation through the development of a walk/bike lane.

- **Strategy 1:** Conduct a feasibility study to identify optimal locations for walk/bike lanes, considering safety, connectivity, and access to key community areas.
- **Strategy 2:** Secure funding through Town budgeted funds, state and federal grants, and/or public-private partnerships to build the infrastructure.
- **Strategy 3:** Install clear signage and markings for walk/bike lanes to ensure safety and usability and implement regular maintenance schedules to keep them in good condition.

COPPER CANYON CHARACTER AREA

260 WEST
CHARACTER AREA

GATEWAY INTERCHANGE
CHARACTER AREA

FINNIE FLAT
CHARACTER AREA

17

260

N. HOMESTEAD PKWY
W. PETERSON RD

W. RELO LN

W. GENERAL CROOK TRL

W. SALT MINE RD

McCRACKEN/
QUARTERHORSE/
SALT MINE
CHARACTER AREA

LEGEND

- Camp Verde Boundary
- Copper Canyon Character Area
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

- Open Space
- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/4 Ac. Max
- High Density - 11 DU/Ac. Max
- Mixed Use
- Public Facilities
- Commercial
- Industrial
- Mining
- Yavapai/Apache Nation
- MU - Commercial/Industrial



SCALE

0 500' 1000' 2000'

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COPPER CANYON CHARACTER AREA

Goal #1: Promote outdoor recreation through collaboration with the Forest Service and other stakeholders to enhance and develop recreational assets.

- **Strategy 1:** Work with the Forest Service and other stakeholders to assess existing recreational facilities and identify opportunities for new development, ensuring public access while preserving natural resources.
 - **Strategy 2:** Explore opportunities for joint grant applications and funding sources to enhance recreational infrastructure.
-

Goal #2: Ensure the execution of current wayfinding efforts to enhance accessibility and navigation.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan, focusing on strategic signage placement along State Route 260 to guide visitors and residents to the Copper Canyon area.
 - **Strategy 2:** Protect the viewshed by using low-impact signage that blends with the natural surroundings, maintaining the scenic integrity of the area.
 - **Strategy 3:** Install directional signage within the character area to guide people to different recreational assets, including trails and key historical landmarks.
-

Goal #3: Preserve open space and educate the community on environmental stewardship

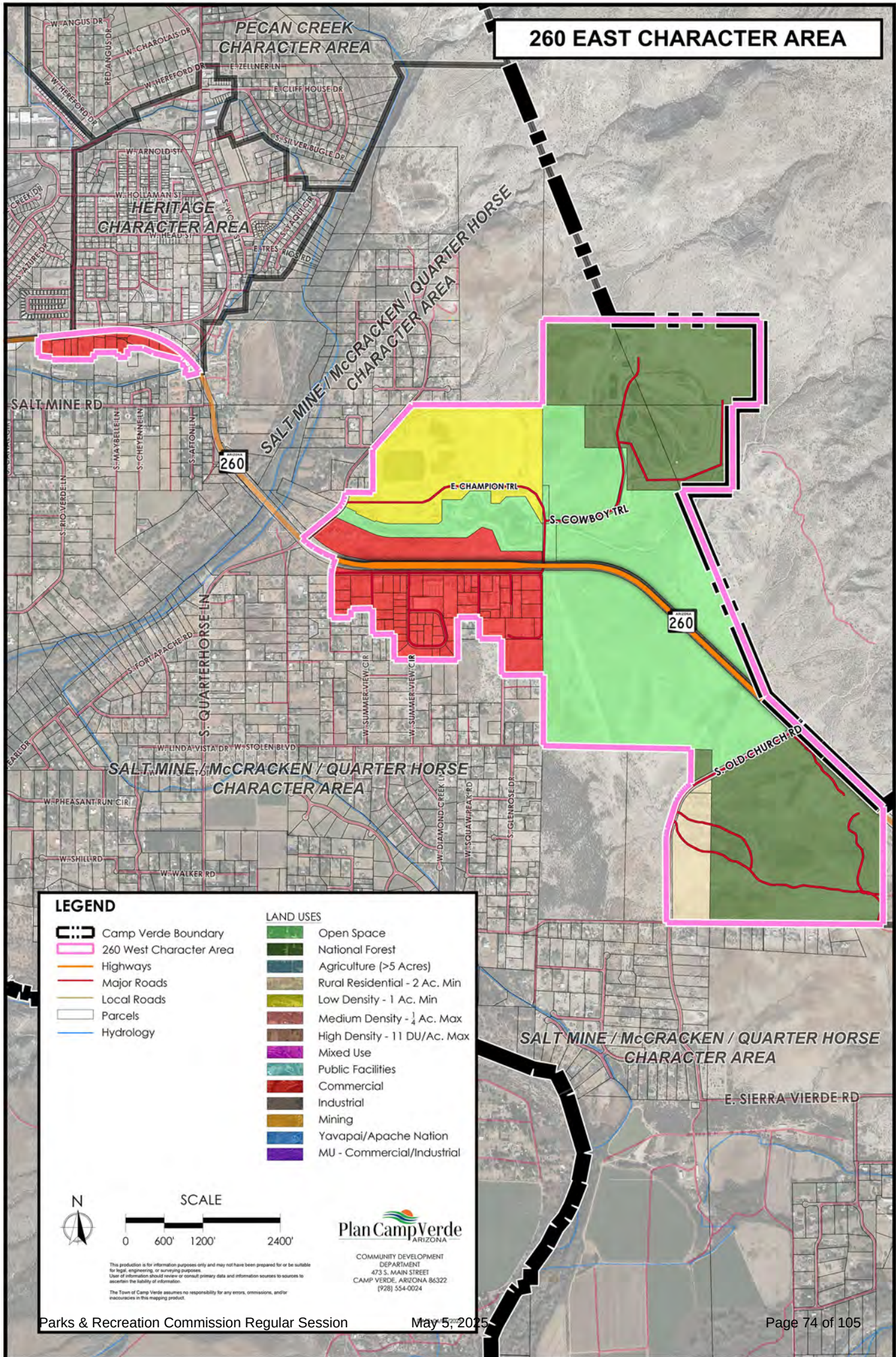
- **Strategy 1:** Develop educational programs and workshops on topics such as responsible recreation, Leave No Trace principles, and habitat conservation.
 - **Strategy 2:** Install interpretive signage along trails to inform visitors about local ecosystems, wildlife, and historical significance.
 - **Strategy 3:** Collaborate with municipalities, state agencies, the U.S. Forest Service, and the Yavapai-Apache Nation to enhance public access to historical and cultural information, improve educational outreach, and highlight current amenities throughout the Verde Valley.
-

Goal #4: Continue to develop the looped trail system.

- **Strategy 1:** Identify and prioritize key trail connections that improve accessibility and enhance the overall user experience.
- **Strategy 2:** Ensure new and existing trails meet sustainable design standards, minimizing environmental impact while maximizing durability and usability.

- **Strategy 3:** Integrate multi-use trails that accommodate hikers, cyclists, and equestrian users while maintaining safe and designated areas for each.

260 EAST CHARACTER AREA



LEGEND

- Camp Verde Boundary
- 260 West Character Area
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

- Open Space
- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/4 Ac. Max
- High Density - 11 DU/Ac. Max
- Mixed Use
- Public Facilities
- Commercial
- Industrial
- Mining
- Yavapai/Apache Nation
- MU - Commercial/Industrial



SCALE



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260 EAST CHARACTER AREA

Goal #1: Develop the character area into a premier recreational hub, offering diverse outdoor activities such as sports, biking, hiking, equestrian trails, and off-highway vehicle recreation.

- **Strategy 1:** Expand and enhance multi-use sports facilities to accommodate a variety of recreational activities and tournaments.
 - **Strategy 2:** Develop and maintain equestrian and off-highway vehicle friendly trails, ensuring accessibility while minimizing environmental impact.
 - **Strategy 3:** Encourage local, regional, and other sports organizations to host tournaments and events in Camp Verde to increase visibility and tourism.
 - **Strategy 4:** Partner with businesses and sponsors to support recreational programming, facility improvements, and community engagement.
-

Goal #2: Ensure the execution of current wayfinding efforts to enhance accessibility and navigation.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan, focusing on strategic signage placement along State Route 260 to guide visitors and residents effectively.
 - **Strategy 2:** Protect the viewshed by using low-impact signage that blends with the natural surroundings, maintaining the scenic integrity of the area.
 - **Strategy 3:** Install directional signage within the character area to guide people to different recreational assets, including trails, sports fields, and key landmarks.
-

Goal #3: Rezone all town-owned public facilities as designated public-use parcels.

- **Strategy 1:** Establish a clear definition of "public facilities" in the zoning ordinance to determine allowable uses and ensure consistency in land use regulations.
 - **Strategy 2:** Identify and rezone all town-owned parcels designated for public use to ensure long-term protection and appropriate development.
-

Goal #4: Establish overlay districts to guide future development.

- **Strategy 1:** Create a Recreation Overlay District to prioritize outdoor and sports-related development while protecting natural resources.
 - **Strategy 2:** Establish an Overlay Recreational Vehicle Park District to accommodate RV travelers and enhance tourism opportunities.
-

Goal #5: Promote business development to support economic growth and community needs.

- **Strategy 1:** Attract and support businesses that complement the recreational and tourism-focused character of the area.
 - **Strategy 2:** Support mixed-use development that integrates retail, dining, and service businesses with recreational amenities.
-

Goal #6: Encourage mixed-use residential and workforce housing to support sustainable growth.

- **Strategy 1:** Promote zoning policies that allow for a mix of residential and commercial uses to create a balanced and vibrant community.
 - **Strategy 2:** Support workforce housing initiatives that provide affordable living options for residents and employees in the area.
 - **Strategy 3:** Ensure that new housing developments align with infrastructure capacity and community needs.
-

Goal #7: Promote multi-modal transportation by developing safe and accessible walk/bike lanes.

- **Strategy 1:** Conduct a feasibility study to identify optimal locations for walk/bike lanes, particularly connecting the Downtown and Finnie Flat areas.
- **Strategy 2:** Secure funding through town budget allocations, state and federal grants, and public-private partnerships for infrastructure improvements.
- **Strategy 3:** Install clear signage and pavement markings to ensure safety and usability of walk/bike lanes, with regular maintenance schedules.
- **Strategy 4:** Establish safe crossing points along State Route 260 to improve pedestrian and cyclist accessibility.
- **Strategy 5:** Work with ADOT to develop a dedicated turn lane into the Sports Complex, improving traffic flow and safety.

CLEAR CREEK CHARACTER AREA

LEGEND

- Camp Verde Boundary
- Clear Creek Character Area
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

- Open Space
- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/4 Ac. Max
- High Density - 11 DU/Ac. Max
- Mixed Use
- Public Facilities
- Commercial
- Industrial
- Mining
- Yavapai/Apache Nation
- MU - Commercial/Industrial



SCALE

0 1,000' 2,000' 4,000'

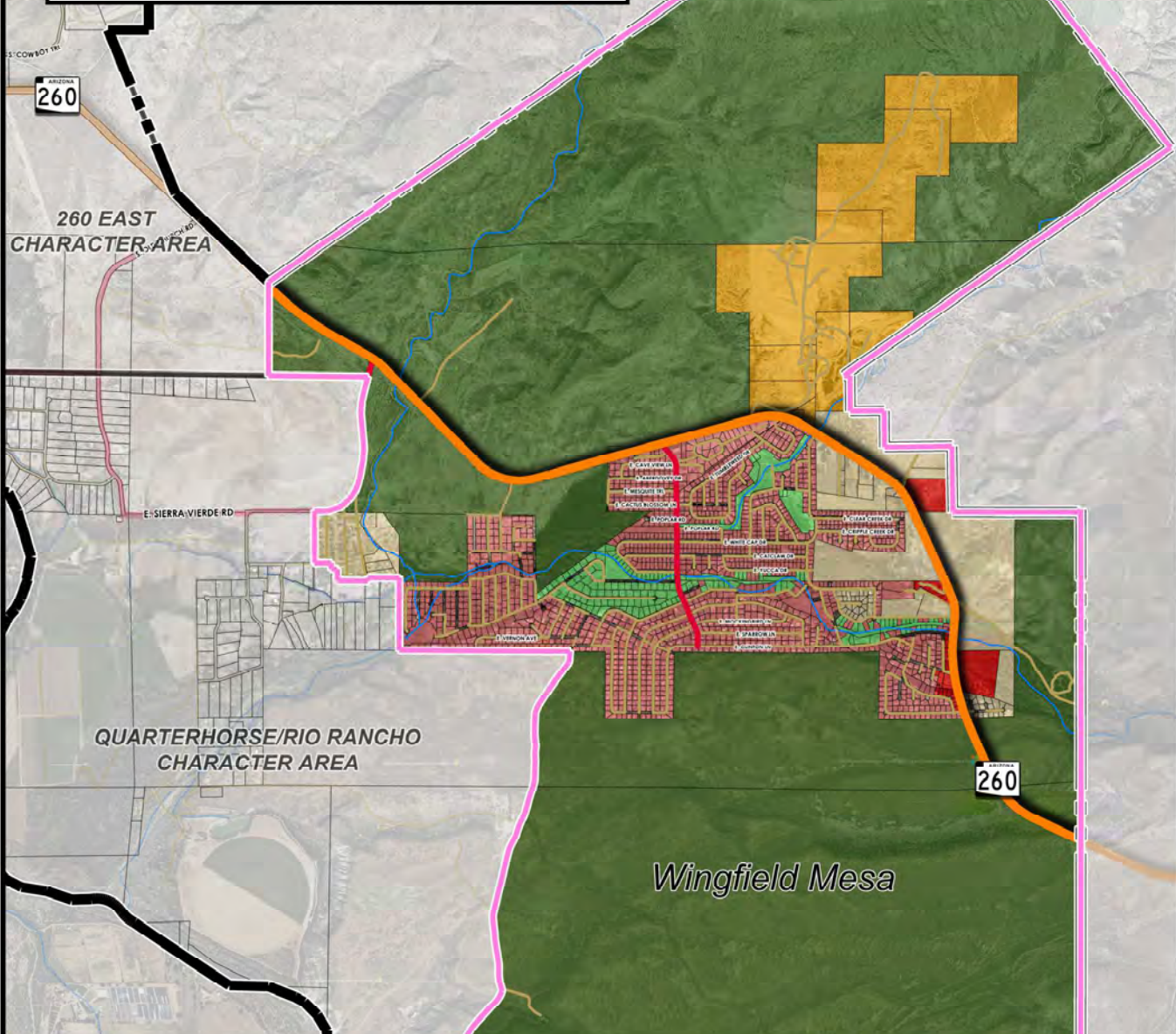


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DATE: 12/03/2024

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CLEAR CREEK CHARACTER AREA

Goal #1: Expand trail systems to showcase the area's natural beauty and improve access to existing hiking trails.

- **Strategy 1:** Establish public-private partnerships to provide responsible public access to petroglyph sites while ensuring their protection and preservation.
 - **Strategy 2:** Develop and enhance trails that connect to existing regional hiking networks, ensuring sustainable and environmentally sensitive design.
-

Goal #2: Maintain and protect the residential and agricultural character of the area.

- **Strategy 1:** Encourage single-family residential development while promoting higher-density housing closer to State Route 260 East and lower-density housing further into the character area.
 - **Strategy 2:** Identify and map all land used for agricultural purposes for future residents to understand neighboring land uses.
 - **Strategy 3:** Evaluate and adopt protections and incentives to promote and preserve agricultural uses.
 - **Strategy 4:** Develop public education campaigns highlighting the importance of agriculture to the community's identity and economy.
-

Goal #3: Protect the river and tributary corridors.

- **Strategy 1:** Develop a River Corridor Overlay District to encourage conservation easements for properties along the river and its tributaries, and provide resources for landowners to participate.
 - **Strategy 2:** Create and implement a Rural Water Management Plan overseen by a committee appointed by the Town Manager. The committee will monitor river health and guide sustainable practices for water use.
 - **Strategy 3:** Prioritize the implementation of the 2016 Verde River Recreation Management Plan, incorporating updated goals as necessary to align with community needs.
 - **Strategy 4:** Identify and secure funding through budget allocations, grants, and/or partnerships to enhance river access points for recreation. Collaborate with Verde Front to design and develop safe, eco-friendly trail access systems.
 - **Strategy 5:** Promote educational workshops and partnerships with organizations to inform residents about river conservation and sustainable water management.
-

Goal #4: Design and landscape standards specific to the Clear Creek Character Area.

- **Strategy 1:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 2:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #5: Protect the floodway.

- **Strategy 1:** The Town will continue to accept gifted parcels within the floodway to ensure their long-term protection and prevent inappropriate development.
 - **Strategy 2:** Provide educational resources and outreach programs to inform property owners about building restrictions, flood mitigation strategies, and the environmental importance of floodplain areas.
 - **Strategy 3:** Collaborate with regional and state agencies to enhance flood protection measures and promote sustainable land use practices.
-

Goal #6: Rezone town-owned parcels for open space preservation.

- **Strategy 1:** Identify and rezone appropriate town-owned parcels, specifically in the floodway, to ensure their long-term conservation as open space.
 - **Strategy 2:** Develop management plans for designated open space areas that balance recreation, conservation, and community needs.
-

Goal #7: Promote multi-modal transportation through the development of a walk/bike lane.

- **Strategy 1:** Conduct a feasibility study to identify optimal locations for walk/bike lanes considering safety, connectivity, and access to key community areas.
 - **Strategy 2:** Secure funding through Town budgeted funds, state and federal grants, and/or public-private partnerships to build the infrastructure.
 - **Strategy 3:** Install clear signage and markings for walk/bike lanes to ensure safety and usability and implement regular maintenance schedules to keep them in good condition.
-

Goal #8: Support the Verde Lakes Recreation Corporations development and use of the Verde Lakes Ponds.

- **Strategy 1:** Execute the objectives outlined in the Verde Lakes Strategic Plan.
- **Strategy 1:** Partner with community organizations and event planners to facilitate outdoor recreational and educational events at Verde Lakes.

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: May 5, 2025

Agenda Item Type:

- ☐ Consent Agenda ☒ Informational Presentation ☐ Discussion Item
☐ Action/Decision Item ☐ Executive Session Request ☐ Other:

Requesting Department: Parks & Recreation

Staff Resource: Parks & Recreation Manager Shawna Figy

Agenda Title: Update on the Parks & Recreation Master Plan Request for Proposal

Attached Documents:

- N/A

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- ☒ Town Manager ☐ Legal ☐ Risk Management ☐ Finance ☐ Other:

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☒ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☒ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

The Parks & Recreation Master Plan Request for Proposal was put out to bid in January. Parks & Recreation staff and Martin Smith, the Town's Capital Improvements Project Manager, held a pre-bid meeting on January 22 with 12 participants on the virtual call. There was a question period where potential bidders could ask questions to clarify anything within the Request for Proposal. The question period ended February 12 and all interested parties were provided with an addendum that included all the questions that had been submitted with answers. All bids were to be submitted February 19th. A review committee was established and scored the submitted proposals on March 5, 2025. The highest scoring proposal was submitted by Kimley-Horn. Their proposal was taken to Council and the bid was awarded to Kimley-Horn on March 19th. The contract has been signed by both parties. The next step will be for relevant staff to meet with the Kimley-Horn team.

Connection to the [FY25-FY30 Strategic Plan](#)

Adopting a Parks & Recreation Master Plan has been identified as a priority in the Strategic Plan.

Question(s) before the Commission:

- Do you have any questions about this update on the Request for Proposal?

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: May 5, 2025

Agenda Item Type:

- | | | |
|---|--|--|
| ☐ Consent Agenda | ☒ Informational Presentation | ☐ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Parks & Recreation Manager Shawna Figy

Agenda Title: Update on a Request for Proposal for an outside party to host and organize a concert series.

Attached Documents:

- N/A

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☐ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

As part of the FY25–30 Strategic Plan, the Town Council identified a goal to “increase total number of events through partnerships.” In the FY25 Action Plan, Council expressed an interest in establishing a concert series, beginning with one concert per year and expanding to three concerts annually by June 2027. While staff are supportive of this initiative, existing capacity constraints make it difficult to successfully manage and produce these events in-house. Therefore, Town staff and the Parks and Recreation Commission recommended approval of a Request for Proposal (RFP) process to solicit bids for a concert series.

On April 16, 2025, Town Council unanimously approved releasing a RFP on Public Purchase and the Town’s website: [Request for Proposals for Concert Series in Camp Verde](#) | [News List](#) | [Town of Camp Verde, AZ](#)

Any questions about the RFP should be directed to Parks & Recreation Manager Shawna Figy at Shawna.Figy@campverde.az.gov.

Connection to the [FY25-FY30 Strategic Plan](#)



Parks and Recreation Commission Agenda Information Memorandum

The release of this RFP aligns with the Town Council's FY25–30 Strategic Plan goal to “increase the total number of events through partnerships.” Specifically, the FY25 Action Plan outlines the intent to establish a concert series, starting with one concert per year and growing to three concerts annually by June 2027.

Question(s) before the Commission:

- Do you have any questions about the Request for Proposal?



Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: May 5, 2025

Agenda Item Type:

- ☐ Consent Agenda ☒ Informational Presentation ☐ Discussion Item
☐ Action/Decision Item ☐ Executive Session Request ☐ Other:

Requesting Department: Parks & Recreation

Staff Resource: Parks & Recreation Manager Shawna Figy

Agenda Title: Update on the pool discussions regarding renovations of the existing Heritage Pool and development of a new pool at the Sports Complex.

Attached Documents: N/A

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- ☒ Town Manager ☐ Legal ☐ Risk Management ☐ Finance ☐ Other:

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☒ Yes ☐ No ☐ N/A ☐ Other:
- Is this an approved CIP Project? ☒ Yes ☐ No ☐ N/A ☐ Other:

Background Information:

Camp Verde Heritage Pool was closed early last season due to filtration system failure and poor water quality. Town Council approved the purchase of a new filtration system and that system is on order with an anticipated delivery in the next few weeks. The new filtration system will allow the pool to open for the 2025 season. While companies were evaluating the pool filtration system, it was noted that the pool needed several additional repairs which included new decking, a new gutter system, new plaster and tile, and a new slide. These were issues that staff knew were going to need addressed soon. Council requested that staff investigate options for repair and the option of building a new facility elsewhere.

Staff have been working with Landmark Aquatics over the last few months, gathering information about the cost of a new facility versus the renovation of our current facility. In speaking with pool experts and doing some research, a new facility of similar size to our current facility in a different location is estimated to cost between \$9-10 million dollars and that number would increase due to lack of infrastructure at the anticipated new location at the Sports Complex. It is estimated that a renovation of our current facility would cost about \$3,885,490 if the Town were to incorporate all the features proposed by Landmark Aquatics.

A presentation was made to Town Council on April 16, 2025. Town Council gave staff direction to look into a long-term lease or purchasing the land where the current



Parks and Recreation Commission Agenda Information Memorandum

facility is located. Council stated they would feel more comfortable with the investment if the Town owned the parcel. Town Manager Miranda Fisher is taking the lead on coordinating conversations with the Camp Verde Unified School District about the possible purchase of the land.

Once it is determined by Manager Fisher on the land ownership or long-term lease, a survey will be released to the public asking for feedback on whether the community wants the Town to invest in the current Heritage Pool, build a new pool out at the Sports Complex, or pursue both.

Connection to the [FY25-FY30 Strategic Plan](#)

This project complies with the Community Infrastructure section described in the Strategic Plan.

Question(s) before the Commission:

- Do you have any questions about the steps being taken regarding the future of the pool?



Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: May 5, 2025

Agenda Item Type:

- ☐ Consent Agenda ☐ Informational Presentation ☐ Discussion Item
☒ Action/Decision Item ☐ Executive Session Request ☐ Other:

Requesting Department: Town Manager

Staff Resource: Town Manager Miranda Fisher

Agenda Title: Discussion, consideration, and possible recommended approval of Resolution 2025-1180, supporting the Town's participation in the National Fitness Campaign and committing to securing the necessary match funding.

Attached Documents:

- Award Letter
- Resolution 2025-1180

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 10 minutes

Reviewed By:

- ☒ Town Manager ☐ Legal ☐ Risk Management ☐ Finance ☐ Other:

Financial Review (if applicable): TBD

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☐ Yes ☒ No ☐ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☒ No ☐ N/A ☐ Other:

Background Information:

The Town of Camp Verde has been awarded a \$50,000 grant through the National Fitness Campaign (NFC) to support the installation of an outdoor Fitness Court®.

The National Fitness Campaign is a nationwide initiative that partners with municipalities, schools, and other organizations to create accessible, free-to-the-public outdoor fitness spaces. Founded in 1979, NFC is dedicated to improving health outcomes by providing communities with innovative wellness infrastructure and programming support. Website: [National Fitness Campaign | Building Healthy Communities Across America](#)

The centerpiece of the campaign is the Fitness Court®, a specially designed outdoor bodyweight circuit training system. Each Fitness Court® is approximately 38 feet by 38 feet and can accommodate up to 28 individuals per hour across seven functional fitness zones that target strength, agility, flexibility, balance, and cardiovascular fitness. It is designed for all fitness levels and includes instructional signage as well as access to a free mobile app offering guided workouts. In addition to the physical asset, the National Fitness Campaign provides marketing support, wellness programming templates, and national recognition opportunities through its Healthy Infrastructure Initiative.



Parks and Recreation Commission Agenda Information Memorandum

In order to move forward with accepting the grant award, the Town must secure a match of approximately \$120,000 to \$150,000 by July 9, 2025. Staff is currently exploring options to meet this requirement, including working with Arizona State Parks & Trails to determine if the Fitness Court® can be incorporated into the existing Sports Complex grant as a main entrance feature. If that is not feasible, we will evaluate using any remaining Sports Complex matching funds or applying for an additional Arizona State Parks grant to fulfill the obligation.

At this time, Town staff are requesting that the Parks & Recreation Commission recommend approval to the Town Council of the attached Resolution to Adopt and Allocate Funds for an Outdoor Fitness Court®. Adoption of this Resolution will allow the Town to formally accept the grant award and continue efforts to finalize the match funding strategy.

A summary of key points in the attached Resolution includes:

- Acceptance of the \$50,000 National Fitness Campaign grant award.
- Commitment to securing the required matching funds to complete the project.
- Participation in the National Fitness Campaign's initiative to promote free, accessible fitness opportunities.

Staff will continue to work on finalizing the funding plan and will provide updates to the Commission and Council as they become available.

Connection to the [FY25-FY30 Strategic Plan](#)

The National Fitness Campaign Fitness Court® project supports the FY25–FY30 Strategic Plan by enhancing community amenities, promoting health and wellness, and leveraging external grant funding to improve recreational infrastructure.

Question(s) before the Commission:

- Does the Commission have any questions about the National Fitness Campaign Fitness Court®?

Proposed Motions:

I move to recommend APPROVAL of Resolution 2025-1180, supporting the Town's participation in the National Fitness Campaign and committing to securing the necessary match funding.

I move to recommend DENIAL of Resolution 2025-1180.



Congratulations!

Camp Verde, AZ has been selected as a 2025 Arizona Complete Health Grant Recipient!

Dear Miranda,

On behalf of the National Fitness Campaign Grant Committee, we are pleased to share that the Town of Camp Verde, AZ has been selected as a grant eligible partner in the 2025 Arizona Complete Health Campaign! This notification letter confirms eligibility for one (1) 2025 NFC Grant of \$50,000. The next step is to schedule your official Grant Eligibility Award Call within the next 10 days, where the qualifications submitted in your Grant Application will be confirmed by the NFC team, and your Grant Program Requirements (GPR) will be aligned for eligibility and participation in this year's campaign. A copy of your GPR Document is attached to this formal award letter for your review, and is based on dates submitted in your Grant Application.

The \$50,000 Grant Award will be confirmed pending 1) the submission of a Resolution of Adoption, endorsed by your local governing body or appropriate council within 30 days of the Award Call, 2) authorization to proceed, documented by formal funding confirmation (commonly a purchase order) and 3) confirmation of a scheduled shipping date for the Fitness Court and appropriate storage plans. Once set, GPR milestones must be met in order to maintain funding eligibility in the campaign.

To support this partnership and align your GPR milestones with your community's local adoption and funding processes, we have assigned a Partnership Manager – Aubrey Glendinning – as your dedicated partner and champion in support of this partnership. Over the coming months, Aubrey will work with your team to support the path outlined in the GPR Document, assisting in the confirmation of required remaining funding, installation, and launch of your program.

The 2025 Arizona Complete Health is part of a national movement to make world-class fitness free and accessible in public spaces across the country, which is more important today than ever before – thank you for your commitment to supporting this goal.

Here is a sneak peak at what's ahead:

- Fitness Court® Launch – Cut the ribbon on your beautiful new outdoor gym & announce free fitness to the community!
- Classes & Challenges – Get residents moving & keep them engaged with ongoing group classes, individual training, and competitive events.
- Press & Promotions – Shine a spotlight on your community and local partners for joining this exciting and innovative wellness movement!

Once again, we are thrilled to invite you to join us as a partner in the 2025 Arizona Complete Health Campaign, and we look forward to making world-class fitness free in Camp Verde, AZ!

Best in Fitness,

Mitch Menaged, Founder



Town of Camp Verde, AZ - National Fitness Campaign 2025 Funding Cycle Grant Program Requirements (GPR)

Important: Grant Program Requirement (GPR) Dates must be adhered to in order to confirm grant availability within the awarded campaign year. While NFC strives to accommodate all approved applicants for participation, National Fitness Campaign cannot guarantee grant availability within each calendar year should approved milestone dates not be met, due to the volume of applicants joining the campaign and limited nature of Grant Funding in each state. Please contact your Partnership Development manager for more information.

PHASE 1

MILESTONE 1: ADOPTION

Summary: Commit to project adoption and confirm intent to provide remaining matching funding

- Requirement: Complete Resolution of Adoption
- **On or Before: 5/22/2025**

MILESTONE 2: AUTHORIZATION TO PROCEED - FUNDING CONFIRMED

Summary: Approve and secure funding (as needed) and confirm total required remaining funding listed below.

- Requirement: Funding confirmation document submitted to NFC for remaining program funding (typically a Purchase Order (P.O). Refer to Official Quote and Funding Requirements Summary for details.
 - **Remaining Funding Requirement: \$120,000-\$155,000 (Pending Fitness Court Configuration)**
- **On or Before: 7/9/2025**

MILESTONE 3: SHIPMENT FOR STORAGE

Summary: Identify Fitness Court® storage location and schedule Fitness Court® delivery

- Requirement: Accept Fitness Court® delivery and store at a secure location, prepare to be invoiced for remaining program funds due per Milestone 2.
- **Deadline: Within 2-4 weeks from completion of Milestone 2**

PHASE 2

MILESTONE 4: PLANNING, DESIGN & ART

Summary: Confirm Fitness Court Orientation and Site Layout, Approve Fitness Court® Art Designs

- Requirement: Approve Site Orientation, Site Plan and Approve artwork.
- **Deadline: August 2025**

(Continued on Next Page)



MILESTONE 5: CONCRETE SLAB INSTALLATION

Summary: Review concrete slab drawings & schedule concrete installer, Confirm Art is produced and shipped.

- Requirement: Install concrete slab (cure time of 14 days before Fitness Court® installation, Spraylock additive required). Fill out the concrete slab inspection form upon completion.
 - **Estimated Funding Requirement: \$0-\$45,000 (Pending Standard or Studio Configuration)**
- **Deadline: September 2025 - pending weather**

MILESTONE 6: FITNESS COURT® ASSEMBLY

Summary: Select Fitness Court® Assembly Team - NFC'S Approved Installation Network (AIN) is recommended pending local procurement requirements and policies.

- Requirement: Confirm installation timeline with NFC, provide completed installation photos for NFC inspection
 - **Estimated Funding Requirement: \$28,500-\$38,500 (Pending Standard or Studio Configuration)**
- **Deadline: October 2025 - pending weather**

MILESTONE 7: PRESS LAUNCH RIBBON CUTTING CEREMONY

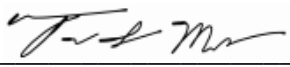
Summary: Hold Fitness Court® press launch & ribbon cutting event (in coordination with State Sponsor if applicable)

- Requirement: Promote press release, train ambassadors, hold launch within campaign year (weather permitting)
- **Deadline: November 2025 - pending weather**

MILESTONE 8: ATTEND OFFICIAL WELCOME TO CAMPAIGN VIRTUAL CALL

Summary: Attend NFC's official Welcome to Campaign call to share success of launch, initiate Fitness Court warranty, receive tools & services for Fitness Court activation, establish connection to long-term NFC Relationship Management Team

- Requirement: Schedule call with NFC & Local Leadership to attend Welcome to Campaign call. **Call completes formal grant obligations.*
- **Deadline: Scheduled within 2 weeks post Launch Event (Milestone 7)**

G.P.R. Authorized by:  Trent Matthias - Campaign Director



RESOLUTION NO. 2025-1180

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA, TO ADOPT AND ALLOCATE FUNDS FOR AN OUTDOOR FITNESS COURT® AS PART OF THE 2025 NATIONAL FITNESS CAMPAIGN

WHEREAS, the Town of Camp Verde has submitted a Grant Application to National Fitness Campaign (NFC) for participation in their 2025 initiative to install and activate outdoor Fitness Courts® in over 1000 municipalities and schools across the country; and

WHEREAS, the Town of Camp Verde will accept a \$50,000 National Grant from the NFC Grant Committee and Statewide Partners, and endeavor to provide a local match from budgeted or internal funds within fiscal year 2026 to promote and implement a free-to-the-public outdoor Fitness Court®; and

WHEREAS, the Town of Camp Verde will endeavor to provide a local funding confirmation in the amount designated on the quote detailing the remaining funds for participation, provided by the National Fitness Campaign no later than July 9, 2025 as identified on the official Grant Program Requirement document; and

WHEREAS, the Town of Camp Verde Council believes joining the National Fitness Campaign is an important step in building a healthier community, commits to funding/fundraising to participate in NFC's 2025 Campaign, and will earn local and regional recognition as a leader in providing accessible health and wellness infrastructure and programs.

NOW THEREFORE, BE IT RESOLVED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA:

Section 1. The Town of Camp Verde will collaborate with NFC to join the National Fitness Campaign, implement the outdoor Fitness Court® program, and make fitness free for community residents and visitors.

PASSED, AND APPROVED BY A MAJORITY VOTE OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA, THIS ____ DAY OF _____, 20__.

Marie Moore, Mayor

ATTEST:

Leah Rhodes, Town Clerk

APPROVED AS TO FORM:

Trish Stuhan, Town Attorney
Pierce Coleman, PLLC

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: May 5, 2025

Agenda Item Type:

- | | | |
|---|---|---|
| ☐ Consent Agenda | ☐ Informational Presentation | ☒ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Parks & Recreation Manager Shawna Figy

Agenda Title: Discussion regarding the Town of Camp Verde's 40th Anniversary celebration.

Attached Documents: N/A

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☐ Yes ☒ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☒ No ☒ N/A ☐ Other:

Background Information:

The Town of Camp Verde will celebrate its 40th anniversary in December 2026. In preparation for this milestone, staff would like to establish a committee to begin planning a special 40th Anniversary celebration. The committee should include representation from Town staff, Commission members, Council members, and members of the public. If this Commission supports this makeup of the committee, Town staff will release a letter of interest process for the community member positions.

As part of the formation process, there should be discussion regarding the ideal number of committee members, the frequency of meetings, and the types of activities or events the Town may wish to host.

It is important to note that the celebration will take place in Fiscal Year 2027. If budget allocations are needed to support the event, they would be incorporated into the FY27 budget. To ensure proper planning, any budget requests should be identified no later than February 2026.

Connection to the [FY25-FY30 Strategic Plan](#)

Hosting a 40th Anniversary Celebration is consistent with the Council, Commission and community's desire to host more events.



Parks and Recreation Commission Agenda Information Memorandum

Question(s) before the Commission:

- Does the Commission support creating a committee to help with planning this event?
 - o If so, which members of the Commission want to serve on this committee? How often should the committee meet? And what types of activities should be considered for this event?



Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: May 5, 2025

Agenda Item Type:

- | | | |
|---|--|--|
| ☐ Consent Agenda | ☒ Informational Presentation | ☐ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Shawna Figy

Agenda Title: Update on Parks and Recreation current programming and events

Attached Documents:

- Current Press Releases
- Program marketing fliers

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☐ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

This is a standard update added to the agenda at the request of the Commission. This update will include information about upcoming events including Corn Fest, along with fliers, press releases, and summaries for upcoming events and programming. Some months it will include event summaries and improvement lists.

Question(s) before the Commission:

- Do you have any questions about our upcoming events or programming?

Coming Soon

**MEN'S
BASKETBALL
LEAGUE**

**LEAGUE PRE-SEASON MEETING
ON TUESDAY 4/15 AT 8 PM AT
THE COMMUNITY CENTER GYM**



On behalf of the Town of Camp Verde,
you are cordially invited to our

VOLUNTEER* APPRECIATION LUNCHEON

SUNDAY, APRIL 27, 2025

12:30 - 2:00 pm

Redinger Ramada
75 East Hollamon Street

**THANK
you**

***VOLUNTEER + 1 RSVP**

Carson.Ralston@campverde.az.gov

phyllis.nettik@campverde.az.gov

FOOD TRUCK NIGHT

APRIL 17TH

Menu



Kelley's Kitchen



The Old Crow



Redinger Ramada
4pm-8pm



Camp Verde Parks and Recreation Division
395 South Main Street
Camp Verde, AZ 86322
parks@campverde.az.gov

For Immediate Release

Date: April 17, 2025

Contact: Tiffany Smith, Recreation Supervisor

Phone: (928)554-0828

tiffany.smith@campverde.az.gov

Help Us Give Every Kid a Summer to Remember

Camp Verde Parks & Recreation is getting ready for the eighth season of our Summer Day Camp—a trusted, enriching program for local kids who've completed Kindergarten through sixth grade. It's the only municipal-run camp in Arizona accredited by the prestigious American Camp Association, and it offers a safe, active, and affordable place for kids to spend their summer days learning, exploring, and having fun.

Camp runs June 2 through July 24, Monday through Thursday, from 8 a.m. to 4 p.m. Kids take part in themed weeks, hands-on activities, sports, swimming, arts and crafts, and field trips—plus partnerships with the Community Library and local guest speakers. While campers bring their own lunch, we provide snacks, water, transportation, and all activity costs. The camp is located at the Town Complex in Downtown Camp Verde, using classrooms, the gym, the kitchen, and outdoor fields.

Here's where we need your help: While the full camp cost is \$22 per camper per day, we're committed to keeping it affordable at just \$13 per day so more families can participate. To do that, we're seeking \$11,000 in sponsorships to cover the difference.

We're asking individuals, businesses, and community organizations to step in and help. Donations can be made as a one-time gift, split into two installments (end of June and July), or structured in a way that works for you. You can also choose to sponsor based on actual camper attendance.

Every dollar goes directly to reducing fees for families and creating a better experience for our campers. As a thank-you, sponsors will be recognized in flyers, registration materials, press releases, signage at camp, and in our weekly newsletter that goes to families each week.

Your support helps make summer camp possible for every child in our community, regardless of income. If you'd like to be part of something that truly makes a difference for local families, please reach out to Camp Verde Parks & Recreation at Parks@campverde.az.gov or call (928) 554-0820, Option 3.

Let's make Summer 2025 one to remember—for everyone.

ADULT CO-ED SOFTBALL REGISTRATION BEGINS APRIL 28



SEASON DATES

April 28 – May 23

Late Registration

May 24 – June 6

LIMITED TO 16 TEAMS

\$375 per team

\$400 per team

GAMES BEGIN JUNE 16

Mondays &
Wednesdays
6, 7, & 8PM

Must be 16 years old, only 2 players under 18 per team

REGISTER AT
CAMPVERDE.SPORTSITES.COM/PLAYER



Camp Verde Parks and Recreation Division
395 South Main Street
Camp Verde, AZ 86322
parks@campverde.az.gov

For Immediate Release
Date: March 31, 2025

Contact: Tiffany Smith, Recreation Supervisor
Phone: (928)554-0828
tiffany.smith@campverde.az.gov

Food Truck Night is returning in 2025

Camp Verde Parks and Recreation will be bringing back Food Truck Night in 2025! These will take place in downtown Camp Verde at the Redinger Ramada (75 E. Holloman St.) on the third Thursday of the month, starting April 17th and continuing through the summer until September 18th, from 4pm – 8 pm.

Enjoy diverse specialty foods and drinks from local food trucks and experience a different culinary adventure each time! Bring your friends and family for an unforgettable evening of foodie delights and community fun.

For more information, contact the Camp Verde Parks & Recreation Division via email at parks@campverde.az.gov, or call (928)554-0820 Option 3.



KID'S SUMMER CAMP 2025

Join Us for a Summer Filled with Fun, Learning, and Exploration!

JUNE 2 - JULY 24

Come for a day or
the whole summer!

928-554-0820 X3

parks@campverde.az.gov

395 S. Main Street

MONDAY - THURSDAY 8:00 AM - 4:00 PM

NEW THIS YEAR!

- Group 305: K - 3rd - 8 & Under
- Group 204: 3rd - 6th - 9 & Over
- \$22.00 per day OR
- \$13.00 per day with scholarship

Campers must have
COMPLETED
Kindergarten - 6th grade
in May 2025



Face Painting



Foam Party



Water Adventure Class



Funny Magic For Kids



Horses with Heart



Field Trip to Bearizona

Camp Highlights:

- Classrooms located at Town Complex
- Swimming at Heritage Pool
- Creative Arts & Crafts
- Field Trips and Special Guests
- Cooking & Gym Time
- Weekly Themes



The **ONLY** Municipal Camp
in Arizona
with this prestigious
accreditation.



Registration begins May 5th!

<https://campverde.sportsites.com/player>

Spring Fest

Enjoy the warm weather and beautiful scenery at Verde Lakes Community Park! We'll have a variety of local vendors, delicious food, and fundraising raffles.

Partake in exciting activities such as Karaoke, A Bouncy House, and Fun Games to be enjoyed by children and adults alike with prizes to win for the kids!



April 26th, 2025

10:00 AM - 4:00 PM

Verde Lakes Community Park

3012 Aspen Way, Camp Verde, AZ

Interested in being a vendor, donating, or volunteering?

Visit VerdeLakesRecreation.com or contact us at (575)802-5294 or (928)274-3309 for more info!

Hosted by:

Verde Lakes
Recreation
Corp.

