



**MINUTES
TOWN OF CAMP VERDE
WORK SESSION
MAYOR AND COUNCIL
473 S. MAIN STREET, SUITE 106
WEDNESDAY, DECEMBER 11, 2024 at 5:30 P.M.**

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

1. **Call to Order**
Mayor Jenkins called the meeting to order at 5:30 p.m.
2. **Roll Call.**
Councilor Brian Bolton, Councilor Wendy Escoffier, Councilor Robert Foreman, Councilor Robin Godwin (Absent), Councilor Jessie Murdock, Vice Mayor Marie Moore, and Mayor Dee Jenkins.

Also, Present
Town Manager Miranda Fisher, Town Clerk Leah Rhodes, Economic Development Director Molly Davies and Code Enforcement Officer Jessica Bolton.
3. **Pledge of Allegiance** Councilor Foreman led the Pledge.
4. **Presentation of the strategic plan process for the Tourism Marketing Plan.** Staff Resource: Economic Development Director Molly Davies.

Economic Development Director Davies stated in the Strategic Planning process one of the key goals was to put together a 2-year tourism marketing strategy as well as implementing an advisory working group to work towards the strategy.

Economic Development Director Davies introduced Owner and Strategist Joe Klein and Consulting Manager Jon Hatch with Axis Culture Group. Mr. Klein and Mr. Hatch presented an overview of the Tourism and Marketing Strategy from Axis Culture Group. The presentation provided the purpose of tourism and marketing planning and engagement effort to develop a strategy that will increase tourism-related revenue for the Town in alignment with the Town's vision. The strategy will result in an understanding of Camp Verde's tourism market, unique value and identity, budget recommendations, communication strategies, establishment of tourism marketing working group, metrics to measure success, and additional guidance for implementation.

Economic Development Director Davies, Mr. Klein and Mr. Hatch responded to

questions from the Council.

Economic Development Director Davies requested a Council member to join the advisory work group. Vice Mayor Moore and Councilor Murdock both volunteered to serve on the group alongside the Economic Development team.

5. Discussion, consideration and possible direction regarding retail marijuana in Town of Camp Verde. Staff Resource: Economic Development Director Molly Davies.

Economic Development Director Molly Davies provided an overview of the results of the Retail Recreational Marijuana Community Survey. The results included concerns about potential impacts and the likelihood of residents to purchase recreational marijuana in the Town of Camp Verde as well as a summary of written feedback.

Councilor Foreman stated if the Council wants to rewrite the Ordinance, he recommended striking C2.

Vice Mayor Moore and Councilor Foreman stated they wanted to hear from the Town Marshal and Matforce to provide information regarding retail marijuana.

Town Manager Fisher and Economic Development Director Davies responded to questions from the Council.

Mayor Jenkins asked Executive Director Merilee Fowler with Matforce to provide her input on statistics. Executive Director Fowler stated Matforce's focus and goal is to protect youth from addiction. Executive Director Fowler presented data on marijuana use among youths in Yavapai County and the Town of Camp Verde and requested that the Town Council refrain from allowing retail marijuana establishments in the community.

Marshal Rowley emphasized that the safety of the youth in Camp Verde is his top priority. Marshal Rowley expressed concerns about the potential impact of opening a marijuana retail store, noting that it could result in youth bearing the consequences of their parents' decisions.

Mayor Jenkins stated the direction from Council was to not move forward with modifying Town Code to allow for retail marijuana establishments.

Mayor Jenkins recessed the meeting for a break at 6:40 p.m.
Mayor Jenkins reconvened the meeting at 6:52 p.m.

6. Presentation of the Code Enforcement Administrative Policies. Staff Resource: Code Enforcement Officer Jessica Bolton.

Code Enforcement Officer Jessica Bolton presented an overview of the changes and updates to the Town Code Enforcement Procedures/ Administrative Policies and how staff are striving to streamline and improve the Code Enforcement process for the

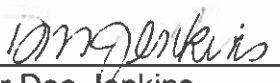
community.

Councilor Foreman suggested changes to Section 2001.Scope F.5 and 8; Section 2002.1. Mechanisms B. 5 and 6; Section 2002.2 Priorities A. and Section 4002.2 Investigation and Inspection of Property B.1.

Code Enforcement Officer Bolton and Panner 1 Cliff Bryson responded to questions from the Council.

7. Adjournment

Mayor Jenkins adjourned the meeting at 7:22 p.m.



Mayor Dee Jenkins



Attest: Town Clerk Leah Rhodes

CERTIFICATION

I, Town Clerk Leah Rhodes, hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Mayor and Common Council of the Town of Camp Verde during the Work Session of the Town Council of Camp Verde, Arizona, held on December 11, 2024. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 16 day of January, 2025.



Leah Rhodes, Town Clerk