

**MINUTES
TOWN OF CAMP VERDE
JOINT WORK SESSION
MAYOR AND COUNCIL AND PLANNING & ZONING COMMISSION
473 S MAIN STREET, SUITE 106
WEDNESDAY, MARCH 13, 2019 AT 5:30 P.M.**

1. Call to Order

Mayor German called the meeting to order at 5:30 p.m.

2. Roll Call.

Council: Council Members Buck Buchanan, Joe Butner, Bill LeBeau, Jessie Murdock, Robin Whatley; Vice Mayor Dee Jenkins; and Mayor Charles German were present.

Commission: Commissioners Jackie Baker, Greg Blue, Michael Hough, Cristine McPhail, Steve Vanlandingham; Vice Chairman Bruce George; and Chairman Chip Norton were present.

Also Present: Town Clerk Judy Morgan, Town Marshal Corey Rowley, Community Development Director Carmen Howard, Community Development Planner Melinda Lee, Deputy Jeff Patten, Parks & Recreation Manager Mike Marshall, and Recording Secretary Marie Moore.

3. Pledge of Allegiance

Mayor German led the Pledge of Allegiance.

4. Joint Work Session. No legal action to be taken.

4.1. Town Council/Planning & Zoning Commission Sign Code Work Session.

[Staff Resource: Carmen Howard]

Community Development Director Carmen Howard provided a packet for Council review which included Supreme Court Rulings, detailing what Municipalities are within their rights to do in regards to signage laws. There have been 4 public input meetings over the past year, and the comments of those public workshops are incorporated in the materials. Howard presented Council and Commission members with a PowerPoint presentation regarding the types of signage; A-Frame Signs, District Signs, Wall Signs, Pole Signs, Window Signs as well as political sign free zones and the ability to designate 2 zones up to three (3) square miles each that would prohibit political signs. The town must abide by certain laws (state statute) when dealing with political signs.

Bruce George questioned if there is a way to designate an area for political signs. Howard explained that there is a designated area the signs may not be placed, as well as public rights-of-way; it is a difficult subject.

Carmen reviewed the proposed standards for portable/temporary signs, with maximum size, location, number of signs allowed, additional requirements and if a permit is needed.

Commissioner Mike Hough indicated that in years past, signs were required to have a phone number on them, so that if they are not picked up within a reasonable amount of time, the responsible party can be contacted. Carmen indicated she would notate that.

Commissioner Jackie Baker questioned where A-Frame signage would be allowed for locations not on Main Street since it is not allowed in the right-of-way. Carmen explained that each situation is different, and having a sign in a right-of-way is a liability.

Steve VanLandingham expressed concerns regarding a small size of 6 sq. ft. and feels 9 sq. ft. would be a better solution, therefore, traffic won't be affected by trying to slow down to read such a small sign.

Review of standards for permitted permanent signs was discussed including a home occupation sign. Carmen recommended nothing larger than 4 sq. ft.

Type and land use, location, maximum sq. ft. size, number allowed, additional requirements and whether a permit is needed for permanent signs, was discussed.

Commissioner Hough spoke of a past experience with McDonalds (fast food restaurant) and understanding all commercial signage is speed related (readability at higher speeds of travel), safety and size correlated.

Mayor German requested staff research appropriate signage requirements for future development on Hwy. 260 and what will be suitable.

Bruce George asked about the bright, back-lit, changing signs that are popular in Phoenix, how they easily blind a driver and what staff's stand point is. Howard explained that because Camp Verde is a Dark Sky Community, those types of signs would be prohibited.

Commissioner Mike Hough reminded Council that advertising and signage has a direct impact on revenue collected by businesses which then directly impacts the Town.

Bruce George asked if staff had a comparison from other communities, as he has heard that Camp Verde is stricter in their sign code than other towns. Commissioner Hough explained that in 2003 he brought in the sign code from Bull Head City and it predominately still is in effect, with the addition of the free-way signage changes. Howard indicated after review of other communities, feels that this sign code is simplified and generous for the community.

Mike Hough left the meeting at 6:21 p.m.

Carmen Howard indicated that she wants codes that are fair, enforceable and easily regulated.

For commercial signage the terminology "professionally crafted" was used rather than requiring a design review board.

Vice Mayor Dee Jenkins indicated that after reading the definition she approved.

Councilor Butler requested clarification on what staff is looking for in definition of a commercial tourism zone. Carmen Howard outline the area.

Bruce George asked if Out of Africa was included in the area. Howard explained that not at this time, the area west of Hwy 260 is not included yet but could be added as a second zone in the future.

Commissioner Baker questioned what the businesses along Hwy 279 are

allowed to do. Howard explained that the commercial tourism zone is specific about prohibiting political signs. The businesses on Hwy 279 could be well served to use the allowed directional signs and/or pole signs for visibility on Hwy. 260.

Steve Vanlandingham explained that he is fairly new to the community, having moved here 6 years ago. Vanlandingham asked for input from Council and Commission members regarding the Casino and their billboard signage and whether they felt this was a good representation for the town.

Bruce George questioned the status of wayfinding signage off the highways proposed previously by Steve Ayers. It involved ADOT and obtaining a grant for wayfinding signage.

Councilor Murdock explained that Ayers followed up on all of the requirements and the matter came back to Council for consideration.

Cristine McPhail explained that the project is complete and is ready for action.

Mayor German asked what the intentions are for existing signs that are currently allowed if the new code restricts them. Howard explained that any existing sign that is allowed within the current code that signage will be grandfathered in. As long as it stays in place it is grandfathered, but once removing it would not. Any existing sign illegally placed will not be, and will be in violation, as it currently is.

Howard spoke about the code enforcement officer and what he has accomplished and what he will be doing in the future, proactively enforcing the sign code.

A public workshop will also be held to inform the public on the new sign code and recommendations.

Council Butner requested clarification again on the political signs. Howard explained that she is asking Council to designate a Commercial Tourism Zone that would prohibit political signs in certain zones. They currently will remain prohibited in public rights-of way. Howard explained that the political signs can be prohibit (by Town Code), but the Town may not remove them due to State Statutes prohibiting removing, defacing, altering. The Town can ask them to be removed and if they are not they can be cited for placing them incorrectly.

Mayor German requested Councilor Butner do further research regarding the case between the Goldwater Institute and the Flagstaff Attorney.

Planning & Zoning Chairman Chip Norton complimented Howard on the Sign Table that was provided for review and also feels more feedback is needed regarding information for property west of I-17 and feels it is complicated.

Councilor Jenkins appreciated the inclusion of the definition of "Bandit" signs as well as description of signage.

Cristine McPhail commended staff for their work in reworking the sign code.

Carmen Howard indicated that after the final edits are made, the draft sign code will go to Town Attorney Bill Sims, and then to Planning & Zoning for their final recommendation to Council.

Mayor German called a recess at 6:51 p.m.

The meeting resumed at 6:57 p.m.

5. Work Session. No legal action to be taken.

5.1. Discussion and direction on Camp Verde Special Events planning. [Staff Resource: Mike Marshall]

Parks and Recreation Manager Mike Marshall gave a presentation to Council regarding special events planning with options of consideration for Council to review. Mike Marshall reviewed objectives and purposes of the special events, fundamental concepts and each events specific principles.

Councilor Butner spoke about his views of Corn Fest and his hopes that it can be restored to as close to what it used to be as possible. Mike Marshall explained that due to the fact that the festival is weather dependent, it limits crowd size. Marshall explained that the increased chance of receiving afternoon rain due to the monsoons that time of year, reduces the events of the festival.

Vice Mayor Dee Jenkins questioned if the date of the Corn Fest could be moved, if any way possible. Mike Marshall explained that due to the production of corn as well as the date of other festivals, it has traditionally been scheduled in July.

Councilor Butner indicated that the language describing the Corn Fest is limiting and requested striking the term "small" and "focused on local residents".

Councilor Whatley expressed the importance of keeping dates consistent regardless of the weather for consistency and clarity.

Mike Marshall spoke of interaction with surrounding communities and input received and the most viable option for Camp Verde would be for the town to control and operate their own events using staff volunteers and contractors. Marshall indicated that the department would need to bring on an additional staff member (full-time Recreation Leader) to help operate events as well as other purposes.

Mike Marshall explained that regardless if there are volunteers helping, there is still funding needed to ensure the festivals take place.

Councilor Buchanan left the meeting at 7:16 p.m.

Mike Marshall indicated that most communities do 1-day events only, including the City of Sedona.

Councilor Murdock requested clarification regarding vendors coming in to take over certain events and how that may affect the event year from year? Mike Marshall gave examples of what profit sharing situations would be and consistency.

Councilor Whatley expressed her gratitude in Mr. Marshall's work in putting this information together for Council's review and is in support of the Town resuming responsibility for the events again to provide stability for the public and vendors.

Councilor Murdock questioned if there is any software available to help assist in

planning these events. Marshall indicated that yes they do have access to scheduling/registration software, as well as a staffed office available 40 hours each week. Marshall expressed that cross-training employees within the Department is imperative to make this work well.

Councilor Murdock questioned equipment rental and asked if some equipment is more beneficial to purchase rather than renting. Marshall explained that there are problems with purchasing big ticket items, including storage as well as staffing for set-up and tear down and it is beneficial for now to continue renting.

5.2. Discussion regarding Council Policies, Rules and Procedures as they pertain to meeting protocol and decorum; to improve professionalism and service to our community as council members. [Resource: Mayor Charles German]

Mayor German explained that Council meetings are meetings for Council members, chaired by the Mayor. He asked Council's assistance in helping him keep track of when flags (Councilor wishes to speak flags) are raised for request to speak. German also expressed that any major changes to agendas should be directed to the Town Manager prior to the meeting so that information will be available with a green sheet as well, therefore, constituents have the opportunity to review changes as well. Mayor German also indicated that we have a Town Manager with 7 different bosses, and therefore, if a direction is made to staff, he will be stating "Is that a consensus of Council".

Councilor Butner interjected that sometimes things come up that are not contemplated which prompts vigorous discussion and doesn't want to see that limited.

Mayor German agreed with Councilor Butner's comment, but clarified the importance of giving the manager time to produce a memo which will allow other Council members the opportunity to review new information, which will assist in the flow of meetings.

Vice Mayor Jenkins indicated that she routinely cc's Russ Martin when requesting information from department heads, but recently had a situation that concerned her when a department head indicated by responding to VM Jenkins' request that that would be violating open meeting law. She asked the Town Clerk to clarify.

Town Clerk Morgan explained that if there are substantive changes requested, those matters need to be addressed in an open meeting.

Councilor Butner explained that objection for open meeting violation does not reside with staff. If necessary, then those staff members need to be at the next meeting for clarification. Ms. Morgan clarified concerns for open meeting law happen when Town Policy directs what is provided to one Council Member must go to all, not with the communication with staff directly. Councilor Butner stated that policy concerned him.

Mayor German requested coverage from Council Members for the Welcome Home Vets on March 30, 2019 at 12:30 pm.

Councilor Murdock spoke of Call to the Public moments and when public speaks

and then has a follow-up response or question. Should Council strictly comply with Roberts Rules of Order or to be more relaxed and flexible to those rules allowing more back-and-forth dialog with the public in a public meeting.

Mayor German explained that technically, there should be a motion and a second, and then have the discussion on the matter.

Councilor Butner spoke in support of being more relaxed in the rules since it is a small town and public speaks up as they feel a need to be heard.

Councilor Whatley expressed that there are blue cards that serve the purpose to allow the public's moment to speak to council, otherwise meetings can get out of control quickly.

6. Adjournment

The meeting adjourned at 8:00 pm.


Mayor Charles German

Attest:

Town Clerk Judy Morgan

CERTIFICATION

I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Mayor and Common Council of the Town of Camp Verde during Joint Work Session of the Town Council of Camp Verde, Arizona, held on March 13, 2019. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 4th day of April, 2019.


Judy Morgan, Town Clerk