

**MINUTES  
SPECIAL WORK SESSION  
MAYOR AND COUNCIL WITH YAVAPAI COLLEGE REPRESENTATIVES  
473 S. MAIN STREET, SUITE 106  
FRIDAY, FEBRUARY 9, 2018 at 8:30 A.M.**

1. **Call to Order.** The meeting was called to order at 8:30 a.m., Mayor German presided.
2. **Roll Call.** Councilors Jackie Baker, Dee Jenkins, Brad Gordon, Robin Whatley; Vice Mayor Jessie Murdock; and Mayor Charles German were present. Councilor Buck Buchanan was absent.

**Yavapai College Representatives:** Dr. James Perey, Executive Dean, Verde Valley Campus, Richard Hernandez, Director of Yavapai College Regional Economic Development Center, and Linda Buchanan, Community Education Coordinator were present.

**Staff present:** Economic Development Director Steve Ayers, Economic Development Specialist Sebra Choe (arrived at 8:50 a.m.), Town Manager Russ Martin, Town Clerk Judy Morgan (taking minutes).

3. **Pledge of Allegiance.** Led by Mayor German
4. **Discussion to include at a minimum update on cooperative economic/business development services and ideas for current and future projects with Yavapai College addressing the needs of Camp Verde residents including but not limited to the potential for internships with local businesses and the Town.**

EDD Steve Ayers spoke on the history of working with Yavapai College for various regional services such as workforce and small-business development. REDC Director Richard Hernandez introduced himself and spoke on his team. He shared the efforts the College and Town have partnered on to provide best practices, support and guidance to small business owners.

Dr. Perey spoke on enrollment numbers for the college, online classes and creating pathways to learning for high school students. Ms. Choe arrived at 8:50 a.m.

Councilmember Whatley asked for the College's specific investments in the Town of Camp Verde and how the taxpayers' dollars benefit the community. There was discussion on working on a Camp Verde job fair for the near future. Mayor German suggested Council may be off-task from the agenda item. Councilmember Baker called a point of order as she felt the discussion was part of the agenda.

Council continued to talk about the perception that even though Camp Verde is centrally located in the region it is excluded from a "Brick and Mortar" facility for the college, and therefore the Town "doesn't matter". Staff continued to speak on partnering with the College on regional and local programs for economic development. College representatives spoke on matching regional needs with local opportunities and for Council to consider what businesses to incubate in Camp Verde to draw an educational/training need to the town. There was discussion on public/private partnerships and what some of those might look like, possibly grow facilities/agriculture and senior targeted living.

Ms. Choe spoke on developing design solutions for workforce development, including

internships to act as a clearing house to vet and match the workforce for local and regional businesses, for college to career advancement. Mr. Ayers included working with the Verde Valley Regional Economic Organization (VVREO) and Yavapai College on a "Shark Tank" project. Vice Mayor Murdock spoke on believing the college meets the needs of the community. She asked what the town can do to enable the development of the college in Camp Verde. Mayor German spoke on land designated for educational purposes in town.

Councilmember Whatley spoke on her frustration with the College, having provided a letter to them in preparation for this meeting asking the College for ideas for Camp Verde, but not hearing any answers. Ms. Buchanan suggested the Council developing unique programs to draw from the area and create an educational/training need in Camp Verde. The college is responsive to the community's needs but doesn't drive it, by putting out courses that show a demand. Councilmember Gordon summarized the options as a new need, a demand to develop or to move existing facility to Camp Verde. Economic Development staff spoke on some of the industries coming here, the town being a part of the process of ideas, solutions and answers and showing the need for Yavapai College to craft solutions. Possible ideas included lab space for field work/practical hands-on learning.

Mayor German thanked the college representatives for coming to the table for this discussion and getting together again for a follow-up to this discussion.

**5. Adjournment.** The meeting was adjourned at 10:04 a.m.

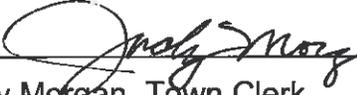
  
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Mayor Charles German

  
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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 Council Meeting of the Town Council of Camp Verde, Arizona, held on January 10, 2018. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 22nd day of February, 2018.

  
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Judy Morgan, Town Clerk