

**MINUTES  
TOWN OF CAMP VERDE  
WORK AND SPECIAL SESSION  
MAYOR AND COUNCIL  
473 S MAIN STREET, SUITE 106  
WEDNESDAY, DECEMBER 13, 2017 at 5:30 P.M.**

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

**1. Call to Order**

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

**2. Roll Call**

Mayor Charles German, Vice Mayor Jessie Murdock (arrived at 5:41pm), Councilor Robin Whatley, Councilor Dee Jenkins, Councilor Buck Buchanan, Councilor Brad Gordon and Councilor Jackie Baker were present.

**Also Present**

Town Manager Russ Martin, Deputy Clerk Virginia Jones, Economic Development Director Steve Ayers, and Recording Secretary Jennifer Reed.

**3. Pledge of Allegiance**

Mayor German led the Pledge.

Mayor German recommended moving Item 5.1 up on the agenda to accommodate guest Mark Reader, who was up from Phoenix.

**5. Special Session. Legal action can be taken**

**5.1 Discussion, consideration and possible approval of Resolution 2017-993, A Resolution of the Mayor and Common Council of the Town of Camp Verde, Arizona, acting as Trustees of Camp Verde Sanitary District of Yavapai County, Arizona, Pursuant to A.R.S. Section 48-2029 approving and authorizing the sale and issuance of Camp Verde Sanitary District of Yavapai County, Arizona General Obligation Refunding Bonds, Series 2017, and all matters related thereto; Prescribing certain terms and conditions of such bonds including the delegation to the Manager of the Town of the Authority to designate certain matters with respect to such bonds; Awarding a contract for the placement of such bonds and adopting Post-Issuance Tax Compliance Procedures in connection with issuance of Obligations of the District. [Staff Resource: Mike Showers]**

This resolution is needed to refinance the 2004 and 2006 Water Infrastructure Finance Authority loans under the Camp Verde Sanitary District.

Mark Reader handed out a Projected Secondary Tax Rate Spreadsheet. He wanted to remind everyone the Town is currently paying interest rates of 3.14% on the 2004 loan and 3.3% on the 2006 loan. Interest rates are historically low right now so the timing is good to refinance. They received refinancing "bids" from several different sources but would like to accept the offer from National Bank of Arizona because of their great rates (2.1% interest rate on the 2004 loan and 2.18% interest rate on the 2006 loan) and

because they are local. The combined principal amount is \$2,378,231.59 and the total expected savings is approximately \$85,000. This means the Town should be able to reduce the property tax rate up to about 32 cents.

**Motion** made by Councilor Whatley to approve Resolution 2017-993. Second was made by Councilor Baker. It was approved unanimously.

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

**4.1 Community Development Block Grant (CDBG) Project Review and Discussion.**  
[Staff Resources: Ron Long, Judy Morgan]

Mayor German requested Town Manager (TM) Martin explain the process.

TM Martin explained this meeting is the time to ask questions, get more details and review each of the proposed projects. This work session is not a required part of the process. There will be a formal Public Meeting in January (1/17/18). Mr. Martin stated that Council can only pick one of these projects. He suggests members go and speak to their neighbors about the projects. Mr. Martin also wanted to remind everyone the money for this is not funded yet but is expected to be in September 2018 and budgets **have** been known to change.

Mr. Martin stated that he owes Rainbow Acres an apology. When they first talked about the grant, he was under the assumption Council could pick more than one project and they didn't have a project that was worth the total amount of the grant.

Councilor Jenkins stated that it looks like all of these projects are dependent on a "survey". She asked who conducts it and how is it done. Mr. Martin explained each project is set in a neighborhood. Council will have to do a door to door survey and have a "hard conversation" with the residents. There will be forms to fill out while talking to the neighbors. Neighborhoods only qualify when 51% of people in the neighborhood qualify. He explained that projects could change because neighborhoods aren't qualified. He suggests keeping this in mind when thinking of the projects and prioritize the projects.

Councilor Whatley stated, when looking at Abide's application, it states they service low income people, do they have to be in a specific neighborhood? Mr. Martin explained it's about who they are serving. They have to prove who they are serving meet the qualifications to maintain funding.

Councilor Gordon asked how long the timeframe is to fulfill the benefit. Mr. Martin assumes it will be about 10 years. This is a HUD Program so the numbers might **have** changed since he has last worked with them.

**1) Abide Maternity Home - Income-based Low-income Housing: One Building, 4 Units**

Councilor Gordon stated this would be a worthwhile benefit for the community, but the benefit is narrow in scope. He would like to look at that prospective against other projects.

Councilor Baker stated that Councilor Gordon had a good point for this particular grant. She stated that at the bottom of the application, they weren't sure what "legally committed looks like". Mr. Martin stated the CDGB Coordinator Rollins,

would help them. This means they would have to show they have \$30,000 to commit to the project. Councilor Baker asked if the Town would be utilizing Ms. Rollins throughout the grant process. Mr. Martin stated that yes, she has laid out the terms and is ready to be here.

**2) Town of Camp Verde - Access and Drainage Improvements Verde Lakes Drive**

Mr. Martin reviewed the drainage plans and stated this would include replacing culverts.

Councilor Gordon asked if the first low point for this road is an all-weather crossing. Mr. Martin stated the first one is the one with the least amount of problems. The priority would be to get the larger section done.

Councilor Whatley asked if the Town has already done a lot of mitigation out there. Mayor German stated that if River Habitation Restoration funding is provided by the Federal Government then the Corps of Engineers can become involved in addition to what Camp Verde's proposal would provide.

Councilor Baker stated that over the years the Town has done a lot of work and has spent 100's of thousands of dollars out there. Hopefully, if this project is chosen, it will fix the whole problem.

Councilor Murdock asked if there were any property owners out there within the locked gates that are locked out of their property? Mr. Martin stated that no one is locked out of their property. They are able to get in. He also added that this neighborhood could easily be defined.

**3) Town of Camp Verde - Cherry Creek Crossing on Highway 279**

Mr. Martin explained that this project would be located on Highway 279, where pavement goes from dirt to pavement, and an appropriately-sized culvert needs to be built.

Councilor Baker asked if the Yavapai Apache Nation was willing to work together to fix the road, and asked if there has been any conversation regarding their interest. Mr. Martin stated that two weeks ago they went out with the Yavapai Apache Nation's Economic Development Group and gave them a tour of Highway 279 and showed them a design estimate showing plans to see what it would take to get this done. They are also hoping the County would be part of this project as well. All agreed there are things they could do. There are a lot of different funds available to use. This area is one of the biggest projects out there. Mr. Martin feels that because this project benefits an Indian Community it has a better opportunity to be seen in a positive light at HUD.

Councilor Whatley stated that this project is exciting because if there is a problem on Highway 260, traffic could be rerouted to Highway 279. Mr. Martin stated this is a huge area and a major project, and will be costly to repair.

**4) Town of Camp Verde - 7<sup>th</sup> Street Sidewalk**

Mr. Martin stated this project would connect the sidewalk on the south side of Walgreens to Holloman Street. This project would be the easiest because the

neighborhood is already defined and qualified from another project.

Councilor Whatley stated this project has been a consideration for some time.

**5) Town of Camp Verde - Utility Extension**

Mayor German asked if the Town has given up on the proposed project to replicate the old Black Bridge design (May 2016 - walking bridge and utility extension across river). Mr. Martin stated this would be an opportunity to address that. The benefit would be that HUD favors utility work, as it provides neighborhoods a significant and long-term improvement. Councilor Gordon explained that this is why he asked how long the benefit would be, because it might take a while before the lines could be extended across the river.

Councilor Whatley added that the grant would be about \$150,000 short. Mr. Martin wants to make sure they don't underestimate the realities.

**6) Town of Camp Verde - Verde Lakes Park and Fire Protection Improvements**

Council discussed investing into the community by lining the ponds, doing a spillway, and using the ponds for fire protection.

Mr. Martin stated the formal transfer of the property is now complete. With this money it could cover all the improvements to finish it, leaving on-going maintenance expenses only. The neighborhood would be fairly easy to define.

Councilor Murdock stated the money could be spent there easily. This would be an investment into a project for the community. This would cover a lot of things.

Councilor Buchan feels this project should be down the list to consider because there are so many other parks to be completed.

**4.2 Discussion, consideration and possible direction to staff regarding the future planning, coordination and execution of the Town's three major special events (Fort Verde Days, Spring Heritage Pecan and Wine Festival, and Cornfest). Discussion may include but will not be limited to future financial needs, coordination, partnerships, and partner roles. [Staff Resource: Steve Ayers]**

Economic Development Director Steve Ayers stated there have been changes in the planning of special events over the years. There was a fulltime employee and staff to handle these events. The cost was estimated to be about a quarter million dollars to do these events. During the downturn of the economy, the Town staff was released and it went to volunteers from the community to put on the events. It is now down to three events with a budget of about \$10,000. He has been speaking with volunteers about the problems they have been encountering and the burdens of the events. The volunteer coordinators would like to get help with the events, and have expressed the need for more money, and to consider exploring the idea of finding a new coordinator to carry out the events.

Nikki Miller spoke on working with these events for the last nine years. She is concerned the events will go away due to a lack of volunteers, because of the time and effort that needs to be put into the events. She would like to compel the public to become involved by volunteering to be on the board, or committees that coordinate the events. They only

received one response from the community offering to help. The Camp Verde Business Alliance has offered to help but they are made up of businesses and its members have businesses to run. She stated that it's not about the money, she just needs more help. She thinks an event coordinator would be beneficial to facilitate the events.

Julie Scott with Camp Verde Promotions and Camp Verde Business Alliance (CVBA) shadowed the board with each event. She stated the events are a lot to take on and the volunteer base is aging out, and it is difficult to find volunteers to help as planning events are time consuming. She is concerned that if the events go away, they won't get them back. There is only a handful of people to volunteer. The Heritage events in the community have been going on for 15+ years. She suggests maybe paying volunteers for their time. She feels these events help define the Camp Verde Community. There are hundreds of hours put into planning these events.

BJ Davis, President of CVBA has been observing the events, and gave his opinion that the Town wouldn't be the same without the events, and it brings people into the community. Committees would be useful for each event. The current volunteers are ready to retire but would help with future events. He thinks the Council needs to decide if these events are worth it. He feels an event coordinator is needed and suggested asking a current event coordinator to come in as a consultant and get a big picture of management of three events. See what it takes to keep them sustainable.

Julie Keenie works in the healthcare field and has been with the group for five years. These events have brought her joy and pleasure because of what is brought to the community. She gets feedback from people outside the community that come to the event and gets lots of great compliments. Camp Verde Promotions has invested a lot of money into the events and own all the equipment. They have it running like clockwork. She stated that this is an investment for the community. She complimented Camp Verde Promotions for all the work that they have done. She feels an event coordinator would be an extra plus. A budget has been created, it just needs manpower and money.

Trish Peterson of Camp Verde Promotions would hate for the events to go away. It's not just about the event, the events are getting bigger. She is worried about what will happen to the community without the events. She is not sure that getting a coordinator from outside the community is the answer.

Ron Posten stated he first came to Camp Verde by attending a Cornfest. He suggests, each Member of Council pick one volunteer to follow and then choose a person to cover the next year to prevent burn out. Each person would then bring in another three people to be on the committee. This could continue into the future.

Sheila Stubler from Fort Verde, with Parks and Rec feels that doing special events kept the Fort open. She doesn't want special events to go away. Everyone is passionate about what they do for the community. She feels partnerships are the lifelines to continuing the events. It is important to re-evaluate what is most important to keep; what are the ramifications if the event goes away; the costs to keep them here, and costs if they go away forever. She stated the Park looks for sponsors to help with events, maybe create a partnership to help with the workload; make it a package deal.

Ken Zoll with Verde Valley Archeology Association stated he attends nonprofit training, and has always been told nonprofits are not about making money. It's to benefit the community. Events are important. He is impressed with Nikki and thinks there is a need for an event coordinator. People will find the time if they get paid for their time. He also suggests a stipend for volunteers. He feels it's important to market events.

Debra Finner stated a lot of people come to these events; the vendors are happy; without the events the town will die; money would be going into economic stability, with people from outside the community come and stay, which makes the town and businesses make money; the Council needs to decide if it benefits town.

Bobbie Tennet said the ball is in the Council's court.

Cat Davis stated that Camp Verde Productions has been doing a wonderful job taking over the events, and to consider what happens if the events go away. She feels people are not inspired to volunteer and that a coordinator is needed. A person from outside will figure out what is important for the community. This situation needs to be broken down. The Town will not go away if the events go away. There are a lot of things that can tie into the events. Everything the town has to offer, brings people in. She encourages the Council to look at the economic benefit, and the plan to make the events grow for the entire town.

Councilor Baker stated there is a room full of volunteers that need to sit down to figure out how to be successful. She suggested that each organization takes an event and creates it and organizes it, with committed volunteers and businesses to run the events.

Councilor Gordon feels more money should've been put into these events. The drawback is the age of the volunteers, and there is a need to get more participation from younger people. He is not sure what the answer is, but suggests looking at the Economic Development Director for feedback. He stated the events shouldn't go away.

Councilor Jenkins said she would like to know someone is going to drive this and start working on this. It makes sense for Parks and Rec to get the ball rolling and its going to take a committee to make this happen. The Town has to be a part of this.

Councilor Whatley agrees. The Town has to be the umbrella to step back into it again and direct what is going on. She feels the Town went overboard in the past, then cut back too much. There needs to be a middle ground. She stated that its not Camp Verde without Fort Verde Days. All of these events are what Camp Verde is about. It could take years to rebuild the events if they let it go. The vendors will go somewhere else. She expressed her thanks to those who saved the events in the interim.

Steve Ayers stated there is a short-term and long-term need, with a budget that could be worked with. He would like direction from Council allow him to meet with Ken, Camp Verde Promotions and representatives from CVBA and sit down to figure out in the short-term what is needed to pull off the Pecan Festival this year and then figure out what is needed for a long-term plan. He is willing to take this on and help with the event coordinator selection. This could mean tremendous income for the Town.

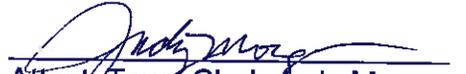
Mayor German would like for them to talk and discuss a project within the community with any profits from these events going back into it. There have been improvements

with fundraising. He would like them to consider how these events benefit the town and then share that information back to the public; incorporate the schools into this plan.

**6. Adjournment**

Mayor adjourned the meeting at 7:41 p.m.

  
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 the Work and Special Session of the Town Council of Camp Verde, Arizona, held on December 13, 2017. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 4<sup>th</sup> day of January, 2018.

  
Judy Morgan, Town Clerk