

**MINUTES
SPECIAL/WORK SESSION
MAYOR AND COUNCIL
COUNCIL CHAMBERS - 473 S. Main Street, Room #106
WEDNESDAY, SEPTEMBER 11, 2013 at 6:30 P.M.**

**Minutes are a summary of the discussion. They are not verbatim.
Public input is placed after Council discussion to facilitate future research.**

1. Call to Order

Mayor German called the meeting to order at 6:30pm.

2. Roll Call

Mayor German, Vice Mayor Baker, and Councilors Bruce George, Brad Gordon, and Jessie Jones were present. Councilor Carol German was absent. Councilor Whatley arrived at 6:47pm.

Also Present

Town Manager Russ Martin, Economic Development Director Steve Ayers, Community Development Director Mike Jenkins, Assistant Planner Jenna Owens, Building Official Robert Foreman, Administrative Assistant Kendall Welch, Code Enforcement Officer Lisa Diacik, Deputy Town Clerk Virginia Jones, and Recording Secretary Saepyo Warren.

3. Pledge of Allegiance

Mayor German led the pledge.

4. Approval of Proclamation Declaring 9-11-2013 "A Day to Remember" Staff Resource: Virginia Jones
Mayor German approved the Proclamation declaring 9-11-2013 "A Day to Remember."

5. Possible recommendation of approval of special event liquor license application for Sedona Verde Valley Firefighters Charities to be held at 2025 Reservation Loop Road in Camp Verde on September 21, 2013. Staff Resource: Virginia Jones

On a motion by Baker, seconded by George, the Council voted unanimously to approve the special event liquor license application for Sedona Verde Valley Firefighters Charities to be held at 2025 Reservation Loop Road in Camp Verde on September 21, 2013.

There was no public input.

6. Public Hearing, followed by discussion, consideration, and possible recommendation of approval of a Series 13 liquor license application (Domestic Farm Winery) for White Hills Winery, LLC, located at 325 S. Main Street in Camp Verde, owner Barbara Goetting. Staff Resource: Virginia Jones

On a motion by Gordon, seconded by Baker, the Council voted unanimously to approve the Series 13 liquor license application (Domestic Farm Winery) for White Hills Winery, LLC, located at 325 S. Main Street in Camp Verde, owner Barbara Goetting.

Barbara Goetting explained that the Series 13 allows them to make their own wine, although they will not grow their own grapes. The wine will be made in Camp Verde and the majority of the business' 21 employees are Town residents.

Steve Ayres said that he appreciated Goetting's investment in the entertainment district of Main Street. He congratulated and thanked her for becoming the first tasting room in Camp Verde.

Council discussed ensuring that Camp Verde is included on Verde Valley Wine Trail maps.

WORK SESSION

7. **Presentation and discussion with Community Development Director Michael Jenkins regarding Council's recommendations during the June 2013 Annual Retreat to include, but not limited to, possible joint meetings with business owners and contractors for input early in the process of policy-making and building code adoption; identifying options to increase user-friendliness of permit procedures; and options to address negative perceptions of the department.**

Mayor German expressed the importance of the Town Council and Staff improving their reputation as being user-friendly, supportive, and having the confidence of the business and contractor community to the point that they expectantly report any issues directly with the Town staff.

Jenkins explained the complaint process for zoning issues. The zoning administrator must train all staff to be able to cite infractions, conduct investigations and address nuisances, according to a process much like that of detectives for the marshal's office. Planning and zoning codes are protected by state law and hold up in court. The zoning violation process is as follows: 1) Code enforcement officer investigates the validity of a complaint or violation; 2) sends a courtesy letter detailing the violation and requiring action completed by a deadline; 3) notice of violation; 4) citation, much like a traffic ticket; 5) turned over to a judge; 6) must pay a fine or face jail time. The nuisance complaint process is similar and is as follows: 1) Code officer investigates; 2) violation letter is sent; 3) if the issue is not addressed by the deadline, contractors are hired to address the issue and the violator must pay for the hired service. Otherwise, violators receive a citation and face a judge in court. Council and Staff recommended that an initial phone call be made to the person filing the complaint to assure the person that the case is being worked. This would also provide the person with predictability as to the realistic timeline of the resolution process. Code Enforcement Officer Lisa Diacik explained that most of the complaints received are anonymous, making it challenging to follow-up.

Town Manager Russ Martin explained that it is important to make the complaint forms clear and user-friendly for the public and Staff in order to properly differentiate the types and levels of complaint processes. It is best for complaints to be filed directly with the staff in order to ensure accuracy and efficiency.

Robert Foreman introduced the new Permit Tech Kendall Welch. He shared that the feedback from professionals is that Camp Verde's Permit and Building department is one of the easiest to work with. Welch explained the Commercial building permit packet and process which included the: Building Permit Application, Application for Permit, Designation of Agent Property Development, Community Development Department Plot Plan Sketch, Exemption from Licensing, Utilities Information, Application for Permit to use Camp Verde Roads or Dedicated Streets, Lighting Permit and Lumens Calculation, Special Structural Inspections Certificate, Public Works Fee Schedule, Engineering Plan Review Fee Schedule, Fire department requirements, Commercial Building Checklist, Permit Check List tracker, Approval from other Agencies, and sample illustrations. The Permit Tech assigns each packet a Permit Application Number, starts a file, communicates with agencies, and tracks the progress of the application. Welch will be working on streamlining this process in the next 60-90 days with public and professional input.

Martin emphasized that commercial permits require licensed contractors, not general contractors—even for putting up signs. Jenna Owens maintained the importance of the lumens calculation in order to consider impact on neighbors and adhere to the Town's "dark skies" ordinance.

Staff explained that the permit process moves along quickly when the application is complete. Public perception is that the Town changes their standards or requirements, although this is rarely the case. Barring major safety issues, permit applicants are protected from changing requirements.

Council commended the Community Development department for putting together a comprehensive, understandable permit packet for the public and Council's education.

Mike Jenkins expressed that it is most important to his staff that the Council trust that they are doing their absolute best to make the permit process user-friendly. He invited any questions, challenges, and requests so they can continue to build trust with the Council and public.

Staff announced upcoming "green" or environmental codes being considered for adoption that are going to be controversial. They expressed that it will be paramount that contractors join the conversation from the outset if they want to influence the outcome; and asked that everyone encourage contractors to attend the meetings where these issues will be discussed.

8. Discussion and update of the General Plan process. Staff Resource: Mike Jenkins

Mayor German asked that Council address issues with businesses or contractors generally, and not by name, in order to avoid any litigation. The General Plan is the people's plan that will be approved next November. It is important for the community to stay privy to all developments in the discussion for the General Plan. He requested a bird's eye view as well as flexibility.

Mike Jenkins reported that businesses do not want to be required to resemble rural western brand architecture. He cited Scottsdale and Globe, which both have "character areas" which allow for flexibility. Such a model would be appropriate for Camp Verde's "growth areas," such as along the 260 corridor. He and Chip Norton, after much deliberation, agree that the most important approach to the General Plan is flexibility.

Council addressed a need to balance historical preservation and business-friendliness. Staff explained that the design review requirement has been lifted, but that planning and zoning strongly recommends that new buildings take the surrounding architecture into consideration.

Steve Ayers spoke to the question of having a historical district downtown. The definition of "character area of planning" is that it considers character first, community value, what the community wants to protect, and sense of place. This requires a vision and goals for specific areas. "Character areas" can refer to "business corridors," "historic areas," "pedestrian-friendly" zones--where you can set different standards and display different characteristics. The next step is to draft an implementation strategy, calculate feasibility, and consider form-based or hybrid codes. He explained that A-frame signs, for instance, enhance some areas and are not as appropriate in others. Citing Temecula, CA as a great model, he recommends implementing uniform signage to reflect and delineate character areas. He anticipates that this type of "character area" delineation will likely invite genuine input from the public. He recommends bringing in Felipe Zubia on a retainer for this time-consuming process, believing it to be a good investment that would produce a better document.

Council reminded that opting-in or opting-out options for a historical district would be something to consider. Staff expressed that it would be most effective to provide businesses with incentives to preserve buildings of historical value.

The General Plan is a planning tool and a guideline, while the planning and zoning code is the vehicle of implementation.

Council wants to avoid Flagstaff's type of General Plan that specifically addresses every street and leaves little room for flexibility.

Mayor German reported that the Verde Valley with its population of 70,000 is much like one metropolitan area; and that a successful shopping center planner shared with him that from a city planner's standpoint, Camp Verde is sitting on a gold mine.

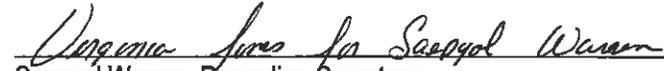
Building Official Robert Foreman, who has had some interaction with General Plans in the past, emphasized that public input is a significant part of the process and expressed that our General Plan provides an excellent starting point.

9. **Adjournment**

On a motion by Baker, seconded by Jones, the meeting was adjourned at 8:47 p.m.



Charles German, Mayor



Saepyoel Warren, Recording Secretary

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 Special/Work Session of the Town Council of Camp Verde, Arizona, held on September 11, 2013. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 7 day of October, 2013.



Deborah Barber, Town Clerk