

**MINUTES
COUNCIL / MANAGER'S RETREAT
MAYOR AND COUNCIL
DENNY'S RESTAURANT
1630 W. State Route 260, Camp Verde, AZ
FRIDAY, JUNE 21, 2013 at 9:00 A.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 9:00.

2. Roll Call

Mayor German, Vice Mayor Baker, and Councilors Whatley, George, Jones, German, and Gordon were present.

Also Present

Town Manager Russ Martin, Economic Development Director Steve Ayers, Town Clerk Debbie Barber, and Recording Secretary Saepyol Warren.

3. Welcome Address

Mayor German and Town Manager Russ Martin welcomed the Council, explaining that the purpose of the meeting was to set the foundation for the next 3.5 years by discovering what is important to the Council, establishing common goals, determining best practices for the future based on lessons-learned, and being transparent and clear about issues in a "safe zone."

4. Discussion of, but not limited to the following and in no particular order:

a. Economic Development – what we can do to encourage and support economic sustainability and growth? Identify and work to eliminate potential burdens on local businesses or businesses looking to locate in Camp Verde that prevent or discourage or have the perception of preventing and/or discouraging them from opening or growing their business and/or improving the look of their locations.

- Steve Ayers presented a comprehensive update on the status of all economic development projects such as The Visitor Center, Rio Verde Plaza, Prescott National Forest, Clear Creek Ruins, Verde Valley Archeology Center, Fort Verde State Park, Hwy 260, Yavapai-Apache Nation, Camp Verde Trails, e-Civis, Hauser Farms, and a possible medical facility coming to Town. Ayers explained points of progress and areas of issue regarding these projects. He advised the Council that the Town has received a \$20,000 grant through the Walton Foundation for an evaluation for water preservation that is planned to take place in November.

Mayor German called a recess at 9:40 a.m. The retreat reconvened at 10:08 a.m.

Council discussed whether the \$24,000 sewer fees for motels and other fees were an appropriate cost of doing business or unnecessary hurdles to economic development in Camp Verde. It was agreed that the fees are comparable if not lower than fees charged throughout the Verde Valley, and necessary for creating revenue to benefit the Town residents. Council determined it is of chief importance to invite and evaluate feedback from contractors and businesses in order to better support them.

Recommendations were made for: 1) joint meetings with business owners and contractors for their input early on in the process of policy-making, 2) a business advocate hotline manned by volunteers, 3) a survey to gauge user-friendliness of permit procedures and the like, 4) investing in the Council Chambers to improve its effectiveness, 5) identifying the problems by asking contractors and business owners for a specific list and explanation of their complaints, 6) countering the problem of negative perceptions through public relations and the press, such as better publicizing that impact fees and design reviews are no longer required, that the Town invested \$2 million in extending sewer lines to encourage economic development by Out of Africa, and that the Council is dedicated to continually improving business processes.

Residents offered their insights on the perceptions of the Town and Council. Many returning from the housing market crash are unaware of all the changes made since 2004. Some perceptions include that the Council is always in conflict, that department heads are only concerned with their own arenas, that Camp Verde is most difficult for businesses to work with, and that it resists ethnic diversity.

Mayor and Council agreed that unique requirements, such as: historic preservation, water conservation, Leadership in Energy & Environmental Design (LEED), Verde River conservation, and the "dark sky" regulation--safeguard the values and identity of Camp Verde. It is important to help people see beyond the immediate cost increase, to educate the public when there is opposition, and to stay true to the unique identity and strengths of the Camp Verde.

Ayers recommended bringing the contractors at the beginning of such policy discussions. Councilor Gordon suggested heeding the contractors' valid objections to many of the Town codes, and expressed that he was wary of making LEED recommendations mandatory. Martin pointed out that it is important for the Council to be informed with third-party technical input when making policy decisions; to make changes when policies are not working, and to ensure residents are following Town codes when they build on their property.

Council discussed changing the name of Finnie Flat Road to Main Street, agreed that the advantages outweighed the disadvantages, and that it was a valid recommendation from ADOT, but that they would first solicit feedback from the business owners along that street.

Mayor German called a recess at 11:35 am. The retreat reconvened at 11:48 am.

b. Water Management

Economic Development Director Steve Ayers led the discussion regarding water management, stating that the Verde River is the key to our economic development. He reported that disappearance of rivers in the southwest is rampant and that our economic future depends on maintaining the river. All the water projections indicate that Camp Verde is the only community that will have enough water in its aquifers 50 years from now based on growth projections. Ayres advised Council that we want to keep the river flowing and therefore need to consider rain water harvesting in housing subdivisions, adopting pertinent legislation, and leveraging the resources available.

Council determined the following actions to be necessary: 1) Prepare for adjudication by working with the Salt River Project's (SRP) legal services to determine who manages water rights. 2) Partner regionally and nationally with same-goal-oriented entities, 3) Educational seminars by TNC, SRP, and Army Corps of Engineers for the Council, public, and property owners in order to debunk myths, share scientific data, and

shed light on issues such as--efficient water irrigation, grey water usage, mitigating damming effects, sustainable recreation, "in-stream flow rights" of fish, flooding, tree and invasive species removal, owner's rights, altering river bottoms, and water quality.

Ayers announced that SRP has set up an office on 7th Street in Town to service water users with aerial photographs, original maps, court information on water rights, and consultation.

Mayor German noted that the adjudication needs money and staffing in order to effectively determine clear water rights. He shared a newspaper article about the closing of Bull Pen, stating the importance of communication and working together at all levels.

c. Verde River. See section b.

d. Organizational Structure – what works and where Council members would like to see changes or improvements? (i.e. improving transparency through actions such as, but not limited to reinstating reports to Council relative to employee status; communications, and/or methods in which we inform the public, Council, staff, etc.)

Martin asked that the Council use his administrative assistant Carol Brown as the primary contact for scheduling meetings and requesting information.

Mayor German requested that the Council and Town Manager to consider scheduling another retreat if they felt this one was beneficial.

e. Developing a Bicycle Friendly Community and seeking certification

Councilor George reported that building a bicycle-friendly community would attract people to the Town. He recommends: 1) adding bike lanes, 2) new road signs, and 3) encouraging businesses to provide bike racks. The Council supported these recommendations along with sidewalk projects, sponsoring events to draw in visitors, and tying in with the Wellness program to qualify for grants. Mayor German asked Staff to research Town codes that would allow us to support these initiatives.

f. Review of Council Policies, Rules, and Procedures Manual to include discussion of Council conduct, meetings to include additional work sessions, agendas, and related topics to include in Council Informational Reports, etc.

Council discussed how they could improve communication with the public and design meetings to be more effective and efficient. Council considered inviting the public to Council's work sessions in order to: include them in the policy discussions early on, alleviate concerns, gather feedback, provide more predictability, and secure buy-in. Martin stated that if work sessions take on this new purpose, it is critical for Council to view them as invaluable as opposed to optional. It will also be necessary to train the public to attend the work sessions rather than the regular sessions if they want to have the most impact.

Council agreed it was a good idea to publicize the new trail system to property owners and learn from the United States Forest Service's (USFS) lessons with Fossil Creek.

Martin said he would ask department heads to appear on a regular basis to answer questions, and suggested regularly-scheduled work sessions for predictability and consistency, as well as scheduling as-needed work sessions for special issues.

Recording Secretary Saepyl Warren suggested guidelines to facilitate transcription: 1) Mayor summarizes discussion in one succinct "bottom-line" statement after a long, complex discussion, 2) Spell out names and acronyms the first time as you would for a news article, 3) Specify page locations when referring to items in the Agenda Packet, and 4) Consider use of cue cards for quick communication between the transcriptionist and Council. Mayor German agreed that he would summarize long discussions and call for a motion when he begins to hear repetition. He asked that Council continue to show mutual respect during meetings.

g. Policy guidance relative to strategic objectives that Council wishes to pursue and/or achieve in the upcoming year

Mayor German asked Council to e-mail Debbie Barber and Russ Martin with anything else they would like to cover in another retreat. He appreciated the retreat, learned much from it, and thanked the residents for their input and support.

5. Adjournment

On a motion by Mayor German, seconded by Baker, Council voted to adjourn the meeting at 1:55 pm.



Charles German, Mayor



Saepyl 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 Council Retreat of the Town Council of Camp Verde, Arizona, held on June 21, 2013. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 22 day of July, 2013.



Deborah Barber, Town Clerk