

**MINUTES
REGULAR SESSION
MAYOR AND COUNCIL
COUNCIL CHAMBERS
WEDNESDAY, OCTOBER 19, 2011
6:30 P.M.**

Minutes are a summary of the actions taken. They are not verbatim.
Public input is placed after Council motions to facilitate future research.
Public input, where appropriate, is heard prior to the motion

1. **Call to Order**
The meeting was called to order at 6:30 p.m.

2. **Roll Call**
Mayor Burnside, Vice Mayor Kovacovich, Councilors Buchanan, George, Whatley, Baker and German were present.

Also Present: Town Manager Russ Martin, Public Works Director Ron Long, Community Development Director Mike Jenkins, Special Projects Administrator Melissa Preston, and Recording Secretary Margaret Harper.

3. **Pledge of Allegiance**
The Pledge was led by George.

4. **Consent Agenda** – All those items listed below may be enacted upon by one motion and approved as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Council requests.
 - a) **Approval of the Minutes:**
 - 1) Regular Session – October 5, 2011
 - b) **Set Next Meeting, Date and Time:**
 - 1) October 26, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters
 - 2) November 2, 2011 at 6:30 p.m. – Regular Session
 - 3) November 16, 2011 at 6:30 p.m. – Regular Session/Council Hears Planning & Zoning Tentatively Combined
 - 4) November 23, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters - **CANCELLED**
 - c) **Possible recommendation relative to the approval of applications for a Wine Festival License/Wine Fair License from Javelina Leap Estate Vineyard and Alcantara Vineyard for the Verde Fall Festival event to be held at Jackpot Ranch on October 21-23, 2011.** Staff Resource: Debbie Barber
On a motion by Kovacovich, seconded by Buchanan, the Consent Agenda was unanimously approved as presented.

5. **Special Announcements & Presentations.**
 - ❖ **Welcome to New Businesses:**
 - **Building & Engineering Contractors SW – Flagstaff**
 - **T&G Landscaping – 366 S. 3rd, Camp Verde**
 - **Home Tech Foundation Systems – Prescott Valley**
 - **Grommisch, Inc. – Prescott**
 - **Princess Fairy Mama Boutique – Cottonwood**
 - **Nick’s Keen Edge – 81 W. Head St., Camp Verde**
 - **Redbox Automated Retail, Inc. – Oakbrook Terrace, IL**
 - **Best Yard & Home Care – 723 Finnie Flat, Spc. 57, Camp Verde**
 - **Northern Arizona Home Improvements – Prescott Valley**
 - **TLP Plumbing – Sedona**
 - **Affinity RV Sales & Service – Prescott**
 - **Pretty Hair Things & More – Phoenix (Special Event)**
 - **Novelty Wizard – Phoenix (Special Event)**
 - **S&S Metals Inc. – Phoenix**
 - **The Cakestress LLC – 491 E. Cocktail Trl., Camp Verde**
 - **Advanced Cleaning Technologies – Sedona**
 - **Builders Wholesale, LLC – Prescott**

- **Frozen Fun Shaved Ice – Tempe**
- **Dr.'s Sweet Tea & Lemonade – Chandler (Special Event)**
- **Northern AZ Pump, Inc. – Cornville**

Mayor Burnside announced the new businesses as listed, and welcomed them to the Town of Camp Verde.

6. **Council Informational Reports.**

Whatley reported on her attendance at the October 7th Art Show Opening and the great time she enjoyed during Fort Verde Days. She participated in the Grand Opening of The Horn, visited the Fort, played Bingo and went to the Bull Bash. Whatley attended the Chamber Mixer on October 13, followed by the Sanitary District meeting, and reminded everyone of the upcoming Trick or Treat Main Street event on October 31, as well as the Kingdom of the Spiders event on October 29.

George said that he helped over at Fort Verde, adding that they always can use more volunteers, especially on the current painting projects; he also went to the Chamber Mixer last Thursday, and commented on the poor turnout at that event. George attended the Verde Watershed Association monthly meeting this morning, and enjoyed an interesting presentation on Sustaining Populations in Prehistoric Southwest.

Kovacovich attended Fort Verde Days, and also enjoyed his 40-year high school reunion; Lynda Moore has asked the Council members if they would dress in costumes for the upcoming Trick or Treat Main Street event.

German also commented on participating in Fort Verde Days; on Monday, accompanied by Councilor Baker, she attended the Governor's Regional Educational Symposium in Prescott, by invitation; it was hosted by the Governor and the County Superintendent of Schools. Verde Valley was well represented there, with Cottonwood and Clarkdale.

Buchanan said he had also attended the Fort Verde Days Parade, a great event. This morning he attended a meeting of the Chamber regarding the Visitors Center; at which some progress has been made on its operation; this afternoon involved a Water Authority Commission meeting in Prescott through the Supervisors Center in Cottonwood.

Baker commented on the Governor's Symposium on Education, and said she would echo all that Whatley said about Fort Verde Days, a great event every year.

Burnside noted that he also enjoyed Fort Verde Days.

7. **Call to the Public for items not on the agenda.**

(Comments from the following individuals are summarized.)

Charlotte Salsman reported on the new Trailhead that is being constructed; over the weekend the road crew had left a loader on the project, and on Monday found that a battery and the lights on the machine had been stolen, which means that a host is truly needed for security purposes. She requested that the Town consider working with the Forest Service in that regard. Ms. Salsman also commented on the Visitors Center at the Interstate; there were no Camp Verde brochures and the emphasis was only on selling tours in Sedona, not promoting Camp Verde at all.

Linda Buchanan announced that on October 6 Yavapai College held its annual Fundraiser to benefit scholarships and programs; attendance from the Camp Verde community, including members of the Council and staff, was great, and it appears that the event netted almost \$20,000.

Steve Goetting, Chairman of the Board of Trustees for the Archaeological Center, announced the addition of Dr. Todd Bostwick who will serve as the first Executive Director, and described his impressive qualifications and experience in the field of archaeology, Goetting believes this will enhance the prestige of the Center and its growth. He also commented on the upcoming Kingdom of the Spiders event on October 29 and related entertainment.

There was no further public input.

8. **Presentation and possible discussion of the quarterly reports from the following:**

a. **Board of Adjustments**

b. Planning & Zoning Commission**c. Chamber of Commerce**

There was no action taken.

Community Development Director Mike Jenkins presented the reports on both the Board of Adjustments and the Planning and Zoning Commission, adding that the item heard by the Commission on Temporary Signs will be presented to the Council for approval shortly.

Tracie Schimikowsky distributed copies of magazines containing some of the ads that the Chamber has been publishing, followed by a detailed Power Point presentation of the quarterly report for the Visitor Center by the Chamber of Commerce, noting a 20% increase in the visitor count over last year, and reviewing the estimated benefits to the community from the visitor spending.

9. **Presentation by and discussion with Thomas Combrink, Northern Arizona University, W.A. Franke College of Business, concerning the Arizona Wine Tourism industry. Mr. Combrink served as senior researcher for the Arizona Office of Tourism study that included 11 wineries across the State. This report was released in June 2011 and has been presented to other Councils. Staff Resource: Melissa Preston**

There was no action taken.

Special Projects Administrator Melissa Preston introduced Thomas Combrink, adding that she first saw the subject presentation last July at the Verde Valley Wine Consortium quarterly meeting. Mr. Combrink then gave a comprehensive Power Point presentation consisting of a summarized version of the study made and sponsored by the Arizona Office of Tourism last year. Eleven wineries and vineyards were surveyed around the State, with 60 percent of them in the north, in the Verde Valley. Mr. Combrink included the demographic detail on the visitors to this region, 40% of which come from out of State, and noted that wine tourism has a great future. Mr. Combrink pointed out that the members have been provided with copies of the complete study consisting of approximately 220 pages.

There was a brief discussion with Mr. Combrink regarding the study, the Camp Verde vineyards, and the potential economic impact on the region from the growing wine industry.

10. **Discussion, consideration, and possible approval of Ordinance 2011-A379, an ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona amending Town Code Chapter 12, Article 12-3, Parking, Section 3-4, Authority to Erect Signs. This amendment will allow staff to determine the type of parking that is permitted, restricted, or limited. Staff Resource: Ron Long**

On a motion by **Buchanan**, seconded by **German**, the Council by a **6-1 vote** approved Ordinance 2011-A379, an ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona amending Town Code Chapter 12, Article 12-3, Parking, Section 3-4, Authority to Erect Signs; with **Burnside opposed**.

Public Works Director Ron Long explained that this item is in response to the September 7, 2011 meeting at which staff was directed by Council to prepare the subject amendment to the Ordinance as discussed; the basic changes would streamline the process, allowing staff to put up or remove Parking signs, without the need to request approval from Council.

Opening the Council discussion, Burnside stated that he was still not in favor of the requested amendment; the ruling in the Town Code as it stands has been in effect forever in order to protect the citizens and the businesses; this gives staff complete control over all the parking requirements; he had understood that the idea was to be able to erect temporary signs, with the Council then making the final decision.

Councilor German requested the following item:

11. **Request for Council direction as to whether or not to prepare and amend the current budget to reallocate funds from the Chamber of Commerce Visitor Center Agreement to the General Fund to be used for economic development activities, such as placing the operation of the Visitor Center Services, marketing, and promotion under the direction of the Town.**

On a motion by **Whatley**, seconded by **Burnside**, the Council voted **3-4** for Option 1, to continue with the current Visitor Services Center and Lease Agreements; however, the Town and Chamber of Commerce would work more closely to develop and enhance the Chamber's marketing efforts; the Town would be more involved in the Chamber's marketing and planning campaigns and how the Town's funds are spent on these efforts; **with Kovacovich, Baker, Buchanan and German opposed.**

On a motion by **Baker**, seconded by **German**, the Council voted **5-2** to (*verbatim motion* stated twice, as requested by the Mayor follows:) "**direct staff to pursue Option 4, which would allow the longest period for both entities to transition successfully,**" with **Burnside and Whatley opposed.**

On a motion by **German**, seconded by **Kovacovich**, the Council voted **5-2** to (*verbatim motion* stated twice, as requested by the Mayor follows:) "**amend the motion to include Work Sessions with the Chamber**"; with **Burnside and Whatley opposed.**

Councilor German said that she wanted to keep the focus on the Visitors Center and the Town contracts with the Chamber of Commerce to manage and run the Visitors Center. There have been other talks on this budget item in the past; everyone is aware of what the economic situation is in Town, and it does not look very positive on the horizon. This Council has voted to hire an Economic Development Director for the purpose of getting more economic development in the Town, to try to increase the revenues. As elected officials, the Council has to be concerned about fiscal responsibility and managing taxpayer dollars, and cannot afford to be duplicating services. German reviewed the several ways the Town has had to resort to stringent measures, eliminating services, activities and not filling vacancies on the staff as they occur. Placing the marketing and Visitors Center under the position of the Economic Development Director would appear to be the best use of taxpayer dollars and would also clear up the well-known impression that the Town is supporting the Chamber of Commerce. This suggestion would also allow the Town and the Chamber to work together collectively toward improving the local economy. German said she felt it was time to bring the discussion to Council and to the public for open discussion.

In response to a request for staff input, Town Manager Martin responded that the goal tonight was to get direction from Council following discussion, as to working toward either the same arrangement or a different one now, or at some point in the future. He added that he has prepared some suggested options for the Council to consider in formulating such direction to staff. Burnside said he wanted to clarify that the Council is being asked to consider taking a line item that is in the General Fund for the Visitors Center services performed by the Chamber of Commerce, and reallocate or leave it in the General Fund, and the basis for that is that the money is needed to offset the hiring of the new Economic Development Director; German said that basically it is the marketing, under that direction of the Chamber. Burnside then invited public input.

PUBLIC INPUT

(Comments from the following individuals are summarized.)

Dave Freeman said he believes that what German said is very important, and that everyone needs to look seriously at the best way that Camp Verde can move forward, not just for certain interested parties, but the businesses and citizens as well. He spoke at length to explain his statement, stressing that a vital discussion needs to be held on all the assets in the Town, and all the valuable ideas and talents, to find the vision and better path that everyone is looking for. No decision should be made at this time without all the right facts and information, as well as input from all the stakeholders. Mr. Freeman strongly recommended that this item be tabled tonight and then taken up in a Work Session, or even a series of Work Sessions, bringing in all outside interested entities and parties who comprise the stakeholders.

Cindy Walker spoke briefly to offer to relinquish her time back to Mr. Freeman. (*In response to a concern about protocol, Burnside proposed that so long as other input is not repetitive and is civil, individual speakers may continue with their full statements, without a time limit; Council members agreed. Mr. Freeman then completed his statement.*)

Rabbi Roy Birnbaum, in Camp Verde since May 1, 2011 said he has met with the Town Manager off and on discussing ways to reduce the expenses of the Town while creating a different environment of cooperation between the Council and all members of this community. Every decision made here tonight affects all the 11,000-plus residents of Camp Verde.

The media have created a perception of divisiveness and arguing within the community, but he believes everyone has the same interest, which is a good and vibrant Town.

Nancy Floyd said she completely agrees with Mr. Freeman and hopes the Council will table this item and get more information. She commented on the requirement for the Visitors Center to operate a certain number of hours per week, and questioned the limited number of hours that Town personnel would be available, if that were to be considered.

Linda Buchanan said she agrees with the previous speakers, that this is an item better handled in Work Session. However, she commented on the existence of the contract that the Town entered into with the Chamber and the long-range planning made by the Chamber depending upon that agreement. She recommended that the issue of a budget allocation be brought back to the public when the Town has a better plan.

Kyle French asked if the Council would break from protocol at this time and vote on the question of deciding on a Work Session so that the remainder of the material would not have to be addressed. *(Burnside said he would prefer to hear those who wanted to speak; he suggested that everyone should plan to attend and participate in Work Sessions.)*

Ramona Aldridge, a member of the Chamber Board, outlined a comprehensive list of problems and unforeseen costs that the Town would face if the Council no longer funded the Visitors Center.

Gary Thompson, a member of the Chamber Board, reviewed and refuted what he considered incorrect statements that were part of the background information accompanying the agenda involving the working relationship between the Town and the Chamber; he agreed that changes are necessary, but questioned the Town considering taking over the Center to start with.

Ashton Powell, from Out of Africa Wildlife Park, said that she and her husband have always tried to promote Camp Verde and the Verde Valley and encourage visitors to come back to stay longer in order to enjoy all that there is to do in this area. Everyone has the opportunity to participate together for the greater good of all.

There was no further public input.

A recess was called at 7:59 p.m.; the meeting was called back to order at 8:07 p.m.

Burnside said he appreciated the civility, the kindness, and the concerns shown this evening, and thanked everyone for their input. The discussion commenced with German pointing out that the Town Manager has been in contact with the Chamber on this issue so it has come as no surprise. George said he feels the contract should be honored since the Chamber has already pre-spent a good amount of the funding for marketing, and he would be in favor of a Work Session to try to solve any issues of concern. Buchanan said that after listening to the public, he agrees that Work Sessions would be warranted, and feels that there does need to be a change for the good, for the Town. Baker wanted to make clear that the discussion between the Town and the Chamber is not some argument or controversy; the issue at hand is the Visitors Center and the contract with the Town, and the goal of getting the greatest benefit from the public funds by perhaps going in a different direction at this time; economic development should be the focus for the Town of Camp Verde; Baker suggested that she would be in favor of Option 3, and if necessary would also agree on holding Work Sessions. Kovacovich said that Council does want to see some changes made, and that Work Sessions would be in order to see what changes can be worked out; it would be premature to cancel the contract right now. Whatley does not agree that a Work Session is needed; the Town signed a contract with the Chamber, and it should be honored. Whatley said she would be in favor of Option 1, and perhaps discuss changes when the end of the lease is up. German commented that she would go along with the suggestion to have Work Sessions, but they should take place as soon as possible, and the focus should be on more than just this one contract. In further discussion and in response to concern about canceling the contract, it was pointed out that the termination clauses were purposely built in for the benefit of either party to the contract.

Burnside commented on the importance of keeping one's word; when the Town has made a commitment, that commitment should be fulfilled. The contract is based on "mutual promises" of the parties. The funds have been

budgeted; one-half of the year has already been paid. Burnside said that the Town Manager needs time to come up with a plan on which the Council could make a decision; if a Work Session is considered, it should be for the purpose of discussing a plan, a vision, and how to work together, not to discuss dissolving the existing agreement. Burnside said he would be in favor of Option 1 or 4, preferably Option 1, leaving it as it is. Whatley then moved to approve Option 1. That was followed by input from Martin explaining his reasoning for the four options he had proposed, with Option 4 being his personal preference since it would allow both entities the time necessary to come up with an alternate agreement, or some other type of plan that would allow both entities to be healthy and moving forward July 1, 2012. If Work Sessions are to be held, it is imperative that the products, the type of representation that the funding covers, be addressed. Something different needs to be arrived at for both entities, to the ultimate benefit of the community. Martin said he had his own ideas of what would be necessary, but needs the input from both sides of this particular issue in order to come up with a plan to bring to Council. Martin confirmed that Options 1 and 4 are basically the same, but Option 4 gives a definitive approach to the different type of relationship that is being discussed; Option 1 does not provide the opportunity to negotiate a different option than what is in the current agreement. After further discussion of the proposed options, the motion made by Whatley to approve Option 1 was voted upon and failed; the ensuing motions were made, discussed, and carried by majority vote.

Councilor George requested the following:

12. **Discussion, consideration, and possible authorization to place the Verde River Basin Partnership back into the Council Committee Assignments, and if approved, possible appointment of a Council member to serve on the committee. Councilor George has volunteered to serve as the representative for the Town in this organization.** On a motion by Buchanan, seconded by German, the Council unanimously approved authorization to place the Verde River Basin Partnership back into the Council Committee Assignments, and appoint Bruce George to serve on the Verde River Basin Partnership committee through May 2012.

Councilor George explained that he has gone to several of the Verde River Basin Partnership meetings, and found that the Town has a voting right to be on the Partnership, but the seat is vacant at this time, and he believes it would be good to have Camp Verde represented. The members discussed the history of the Town's participation in the VRBP meetings, the decision to discontinue because of a funding issue, and a question of what the voting right consists of. After further discussion, it was generally agreed that it would be helpful for the Town to have a place at the table, and Baker volunteered to serve as an alternate if needed.

13. **Call to the Public for items not on the agenda.**
(Comments from the following individuals are summarized in the Minutes.)
Ramona Aldridge said that, in the interest of economic development, she is expanding her current business, Healthy Thymes, in Camp Verde; it will be a first for the Town and is called "Healthy Pleasures Adult Boutique," for adults only, selling toys, gels, DVDs, and party novelties; it will open on Monday.

Sheila Stubler thanked everyone for all the hard work contributed during Fort Verde Days, and invited volunteers to participate in the upcoming annual Tom Sawyer fence-painting day this Saturday. A flag-retirement ceremony is being planned, and anyone who wishes to retire a flag should bring it to the Fort; two new youth have become involved at the Fort; this Friday there will be a group of tourists coming through; she is looking forward with optimism to the future.

There was no further public input.

14. **Manager/Staff Report**
Martin said he wanted to update the Council on the ongoing Redistricting saga with the State, and that he had some maps that might be of interest. The group that spoke to the Town earlier has requested that the Council consider a new Resolution that would be more relevant to one of the options that is being considered by the IRC, and Martin said to let him know if anyone wanted to sponsor an agenda item to bring that forward. Martin outlined the currently proposed Legislative redistricting, and the proposed Congressional districts. Martin said that staff is working on plans for the 25-year party to celebrate the December 8, 1986 date of incorporation of Camp Verde, possibly scheduling December 10 to coincide with all the other events being planned for that date. A staff potluck is being considered for the following Friday, the 16th, in the Gym.

Burnside requested that Martin include the IRC issue on the Agenda for next Wednesday, and asked that Martin do some research on just what is the Town's official logo in order to be consistent.

15. **Adjournment**

On a motion by German, seconded by Baker, the meeting was adjourned at 9:17 p.m.



Bob Burnside, Mayor 11/16/11



Margaret Harper, 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 Regular Session of the Town Council of Camp Verde, Arizona, held on the 19th day of October 2011. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 16 day of November, 2011.



Debbie Barber, Town Clerk