



Town of Camp Verde Vision Statement

"Camp Verde is welcoming, a safe community, a vibrant economy, thoughtfully growing, and offering an exceptional quality of life."

**AGENDA
TOWN OF CAMP VERDE
BUDGET WORK SESSION
MAYOR AND COUNCIL
473 S. MAIN STREET, SUITE 106
THURSDAY, MAY 7, 2026 at 5:00 P.M.**

ZOOM MEETING LINK:

<https://us02web.zoom.us/j/82281792887?pwd=I9haIQBncCRKwH6B9aSnH9pbbrhmCt.1>

one Tap Mobile: 1-253-215-8782 or 1-346-248-7799

Meeting ID: 822 8179 2887

Passcode: 831471

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

- 1. Call to Order**
- 2. Roll Call.** Council Members Brian Bolton, Robert Foreman, Robin Godwin, Jessie Murdock, Patricia Seybold, Vice Mayor Wendy Escoffier, and Mayor Marie Moore.
- 3. Pledge of Allegiance**
- 4. Discussion, consideration, and possible approval of Resolution 2026-1214 supporting the Town's participation in the National Fitness Campaign and committing to securing the necessary match funding.** Staff Resource: Town Manager Miranda Fisher. Pg.3
- 5. Continued discussion of the FY27 Proposed Capital Improvement Plan.** Staff Resource: Town Manager Miranda Fisher & Finance Director Michael Showers. Pg.27
- 6. Adjournment**

Note: Upon a public majority vote of a quorum of the Town Council, the Council may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the purpose of discussion or consultation for legal advice with the Town Attorney as permitted by A.R.S. § 38-431.03(A)(3). Any other executive sessions will be separately included on the agenda above if an executive session will be held at the meeting.

Pursuant to A.R.S. §38-431.01 Meetings shall be open to the public - All meetings of any public body shall be public meetings and all persons so desiring shall be permitted to attend and listen to the deliberations and proceedings. All legal action of public bodies shall occur during a public meeting. Pursuant to Town Code, Section 2-3-7.1 the Mayor shall call for a vote of the Council to allow the meeting to continue past the deadline of 10:00 p.m. The Town of Camp Verde Council Chambers is accessible to persons with disabilities. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk at 928-554-0021.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at the Town of Camp Verde and Bashas on 04-30-2026 at 5:00 p.m. in accordance with the statement filed by the Camp Verde Town Council with the Town Clerk

Leah Rhodes

Leah Rhodes, Town Clerk

**Meeting Date:** May 7, 2026**Agenda Item Type:**

- | | | |
|--|---|--|
| ☐ Consent Agenda | ☐ Informational Presentation | ☐ Discussion Item |
| ☒ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Town Manager**Staff Resource:** Town Manager Miranda Fisher

Agenda Title: Discussion, consideration, and possible approval of Resolution 2026-1214 supporting the Town's participation in the National Fitness Campaign and committing to securing the necessary match funding.

Attached Documents:

- Resolution 2026-1214
- Fitness Campaign Slide Deck
- Award Letter

Estimated Presentation Time: 5 minutes**Estimated Discussion Time:** 10 minutes**Reviewed By:**

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable): TBD

- | | | | | |
|---------------------------------------|------------------------------|--|------------------------------|---------------------------------|
| • Funding Source / GL Account Number: | | | | |
| • Approved in the FY25 Budget? | ☐ Yes | ☒ No | ☐ N/A | ☐ Other: |
| • Is this an approved CIP Project? | ☐ Yes | ☒ No | ☐ N/A | ☐ Other: |

Background Information:

In May 2025, the Town of Camp Verde was awarded a \$50,000 grant through the National Fitness Campaign (NFC) to support the installation of an outdoor Fitness Court®. At that time, the Town intended to utilize funding from the Arizona State Parks & Trails grant associated with the Sports Complex to meet the required match. However, as Council is aware, those grant funds are now fully committed to the completion of remaining construction projects, and the Town was therefore unable to move forward with the NFC grant at that time.

In April 2026, the Town was provided the opportunity to reapply and was subsequently awarded \$60,000 in grant funding (see attached award letter). This grant continues to require a local match. . The required match is estimated at \$165,000, with the potential to increase to approximately \$222,000 should the Town need to contract out the concrete slab installation and Fitness Court assembly.

The initial intent was to utilize the \$500,000 allocated in the FY27 Capital Improvement Program (CIP) for this project; however, those funds will now need to be used to offset the deficit associated with the final Sports Complex projects. As a result, if the Town wishes to proceed with this project, funding would need to be reallocated from the \$250,000 designated for Wayfinding within the CIP.



Town Council Agenda Information Memorandum

It is also important to note that, due to the reallocation of the \$500,000 toward completing existing Sports Complex obligations, no additional development at the Sports Complex is anticipated in FY27. However, should Council choose to fund the Fitness Center using a portion of the Wayfinding CIP funds, it could be advanced during this period as a standalone addition to the site, while Phase II projects remain on hold.

To proceed, Town Council would need to adopt Resolution 2026-1214, confirming the Town's intent to fund the required match. Adoption of this resolution does not obligate the Town to accept the grant or expend matching funds at this time, but rather represents the initial step necessary to advance the project for further consideration.

Additional Information about the National Fitness Campaign

The National Fitness Campaign is a nationwide initiative that partners with municipalities, schools, and other organizations to create accessible, free-to-the-public outdoor fitness spaces. Founded in 1979, NFC is dedicated to improving health outcomes by providing communities with innovative wellness infrastructure and programming support. Website: [National Fitness Campaign | Building Healthy Communities Across America](https://nationalfitnesscampaign.com/building-healthy-communities-across-america) / Video: <https://nationalfitnesscampaign.com/watch>

The centerpiece of the campaign is the Fitness Court®, a specially designed outdoor bodyweight circuit training system. Each Fitness Court® is approximately 38 feet by 38 feet and can accommodate up to 28 individuals per hour across seven functional fitness zones that target strength, agility, flexibility, balance, and cardiovascular fitness. It is designed for all fitness levels and includes instructional signage as well as access to a free mobile app offering guided workouts. In addition to the physical asset, the National Fitness Campaign provides marketing support, wellness programming templates, and national recognition opportunities through its Healthy Infrastructure Initiative.

Attached is a slide deck providing more information, including diagrams of the Fitness Court®

Connection to the [FY25-FY30 Strategic Plan](#)

The National Fitness Campaign Fitness Court® project supports the FY25–FY30 Strategic Plan by enhancing community amenities, promoting health and wellness, and leveraging external grant funding to improve recreational infrastructure.

Question(s) before the Council:

- Does the Council have any questions about the National Fitness Campaign Fitness Court®?

Proposed Motions:

I move to **APPROVE** of Resolution 2026-1214 supporting the Town's participation in the National Fitness Campaign and committing to securing the necessary match funding.

OR

I move to **DENY** of Resolution 2026-1214.



RESOLUTION 2026-1214

RESOLUTION TO ADOPT AND ALLOCATE FUNDS FOR AN OUTDOOR FITNESS COURT® AS PART OF THE 2026 NATIONAL FITNESS CAMPAIGN

WHEREAS, the Town of Camp Verde has submitted a Grant Application to National Fitness Campaign (NFC) for participation in the 2026 initiative to install and activate outdoor Fitness Courts® in over 1000 municipalities and schools across the country; and

WHEREAS, the Town of Camp Verde will accept a \$60,000 National Grant from the NFC Grant Committee and Statewide Partners, and endeavors to provide a local funding confirmation in the amount of \$165,000 in compliance with the attached Grant Program Requirements to promote and implement a free-to-the-public outdoor Fitness Court®; and

WHEREAS, the Town of Camp Verde understands the scope of this project includes the installation of a concrete pad, as well as the assembly of the Fitness Court, both to be completed by separate vendors external to the National Fitness Campaign. Additional funding requirements for the concrete installation and Fitness Court assembly can be found on the attached Grant Program Requirement document provided by the National Fitness Campaign.

WHEREAS, the Town Council believes joining the National Fitness Campaign is an important step in building a healthier community, commits to funding/fundraising to participate in NFC's 2026 Campaign, and will earn local and regional recognition as a leader in providing accessible health and wellness infrastructure and programs.

NOW THEREFORE, BE IT RESOLVED by the Mayor and Common Council of the Town of Camp Verde, Arizona, as follows:

Section 1. The Town Council will collaborate with NFC to join the National Fitness Campaign, implement the outdoor Fitness Court® program, and make fitness free for community residents and visitors.

PASSED AND APPROVED by a majority vote of the Common Council at the regular meeting of May 7, 2026.

Marie Moore, Mayor

Attest:

Leah Rhodes, Town Clerk

Approved as to form:

Trish Stuhan, Town Attorney



Congratulations!

Camp Verde, AZ has been selected as a 2026 AZ Complete Health Campaign Grant Recipient!

Dear Miranda ,

On behalf of the National Fitness Campaign Grant Committee, we are pleased to share that Camp Verde, AZ has been selected as a grant eligible partner in the 2026 AZ Complete Health Campaign! This notification letter confirms eligibility for one (1) 2026 NFC Grant of \$60,000. The next step is to schedule your official Grant Eligibility Award Call within the next 10 days, where the qualifications submitted in your Grant Application will be confirmed by the NFC team, and your Grant Program Requirements (GPR) will be aligned for eligibility and participation in this year's campaign. A copy of your GPR Document is attached to this formal award letter for your review, and is based on dates submitted in your Grant Application.

The \$60,000 Grant Award will be confirmed pending 1) the submission of a Resolution of Adoption, endorsed by your local governing body or appropriate council within 30 days of the Award Call, 2) authorization to proceed, documented by formal funding confirmation (commonly a purchase order) and 3) confirmation of a scheduled shipping date for the Fitness Court and appropriate storage plans. Once set, GPR milestones must be met in order to maintain funding eligibility in the campaign.

To support this partnership and align your GPR milestones with your community's local adoption and funding processes, we have assigned a Partnership Manager – Aubrey Glendinning – as your dedicated partner and champion in support of this partnership. Over the coming months, Aubrey will work with your team to support the path outlined in the GPR Document, assisting in the confirmation of required remaining funding, installation, and launch of your program.

The 2026 AZ Complete Health Campaign is part of a national movement to make world-class fitness free and accessible in public spaces across the country, which is more important today than ever before – thank you for your commitment to supporting this goal.

Here is a sneak peak at what's ahead:

- Fitness Court® Launch – Cut the ribbon on your beautiful new outdoor gym & announce free fitness to the community!
- Classes & Challenges – Get residents moving & keep them engaged with ongoing group classes, individual training, and competitive events.
- Press & Promotions – Shine a spotlight on your community and local partners for joining this exciting and innovative wellness movement!

Once again, we are thrilled to invite you to join us as a partner in the 2026 AZ Complete Health Campaign, and we look forward to making world-class fitness free in Camp Verde, AZ!

Best in Fitness,

Mitch Menaged, Founder



Camp Verde, AZ - National Fitness Campaign

2026 Funding Cycle Grant Program Requirements (GPR)

Important: Grant Program Requirement (GPR) Dates must be adhered to in order to confirm grant availability within the awarded campaign year. While NFC strives to accommodate all approved applicants for participation, National Fitness Campaign cannot guarantee grant availability within each calendar year should approved milestone dates not be met, due to the volume of applicants joining the campaign and limited nature of Grant Funding in each state. Please contact your Partnership Development manager for more information.

PHASE 1

MILESTONE 1: ADOPTION

Summary: Commit to project adoption and confirm intent to provide remaining matching funding

- Requirement: Complete Resolution of Adoption
- **On or Before: 4/15/2026**

MILESTONE 2: AUTHORIZATION TO PROCEED - FUNDING CONFIRMED

Summary: Approve and secure funding (as needed) and confirm total required remaining funding listed below.

- Requirement: Funding confirmation document submitted to NFC for remaining program funding (typically a Purchase Order (P.O). Refer to Official Quote and Funding Requirements Summary for details.
 - **Remaining Funding Requirement After Grant: \$165,000**
- **On or Before: 7/22/2026**

MILESTONE 3: SHIPMENT FOR STORAGE

Summary: Identify Fitness Court® storage location and schedule Fitness Court® delivery

- Requirement: Accept Fitness Court® delivery and store at a secure location, prepare to be invoiced for remaining program funds due per Milestone 2.
 - **Deadline: Within 2-4 weeks from completion of Milestone 2**
-

PHASE 2

MILESTONE 4: PLANNING, DESIGN & ART

Summary: Confirm Fitness Court Orientation and Site Layout, Approve Fitness Court® Art Designs

- Requirement: Approve Site Orientation, Site Plan and Approve artwork.
- **Deadline: August 2026**

(Continued on Next Page)



MILESTONE 5: CONCRETE SLAB INSTALLATION

Summary: Review concrete slab drawings & schedule concrete installer, Confirm Art is produced and shipped.

- Requirement: Install concrete slab (cure time of 14 days before Fitness Court® installation, Spraylock additive required). Fill out the concrete slab inspection form upon completion.
 - **Estimated Funding Requirement: \$0-\$25,000 (Handled Locally)**
- **Deadline: September 2026 - pending weather**

MILESTONE 6: FITNESS COURT® ASSEMBLY

Summary: Select Fitness Court® Assembly Team - NFC'S Approved Installation Network (AIN) is recommended pending local procurement requirements and policies.

- Requirement: Confirm installation timeline with NFC, provide completed installation photos for NFC inspection
 - **Estimated Funding Requirement: \$30,000-\$32,000 (NFC Approved Installers)**
- **Deadline: October 2026 - pending weather**

MILESTONE 7: PRESS LAUNCH RIBBON CUTTING CEREMONY

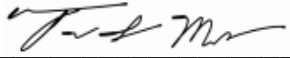
Summary: Hold Fitness Court® press launch & ribbon cutting event (in coordination with State Sponsor if applicable)

- Requirement: Promote press release, train ambassadors, hold launch within campaign year (weather permitting)
- **Deadline: November 2026 - pending weather**

MILESTONE 8: ATTEND OFFICIAL WELCOME TO CAMPAIGN VIRTUAL CALL

Summary: Attend NFC's official Welcome to Campaign call to share success of launch, initiate Fitness Court warranty, receive tools & services for Fitness Court activation, establish connection to long-term NFC Relationship Management Team

- Requirement: Schedule call with NFC & Local Leadership to attend Welcome to Campaign call. **Call completes formal grant obligations.*
- **Deadline: Scheduled within 2 weeks post Launch Event (Milestone 7)**

G.P.R. Authorized by:  Trent Matthias - Campaign Director



CAMPAIGN BRIEFING

WELCOME





AMERICA'S LARGEST PUBLIC-PRIVATE WELLNESS PARTNERSHIP



CELEBRATING 500TH
Healthy Community this Year



NOW FUNDED
to welcome 1000 Healthy
Communities by 2025

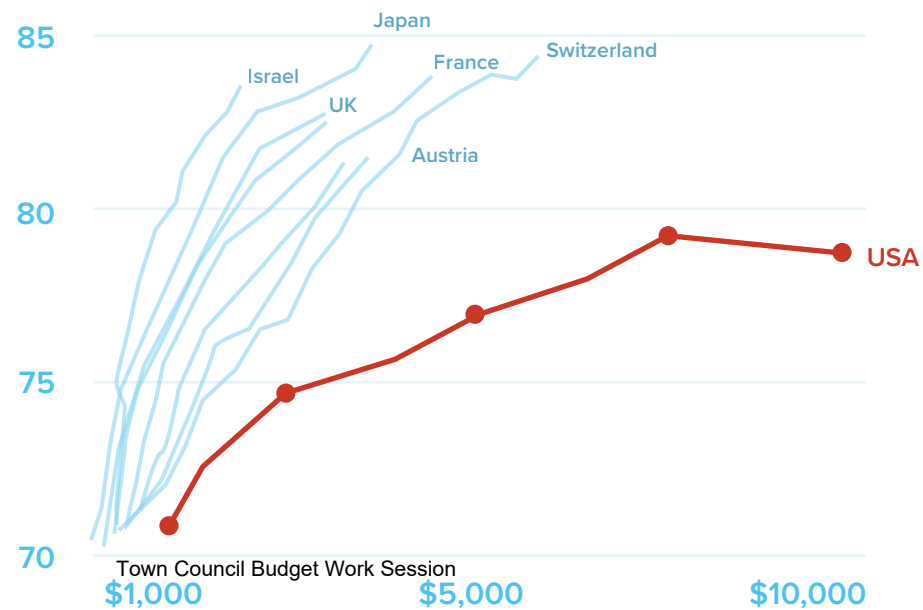
CAMPAIGN MISSION: to Build Healthy Communities

WHY THE CAMPAIGN DOES IT

TO MAKE WORLD CLASS FITNESS FREE



Life Expectancy vs Health Expenditure



UNDERSTANDING THE PROBLEM

AMERICA IS FACING A HEALTH CRISIS CAUSED BY SEDENTARY LIFE-
STYLES AND CITIES DESIGNED FOR CARS. USA SPENDS MORE MONEY
THAN ANY OTHER ON HEALTHCARE WITH POOR RESULTS.



BECOMING THE SOLUTION

WHEN COMMUNITIES ARE DESIGNED TO SUPPORT WELL-
BEING, HEALTH OUTCOMES CHANGE!



BROUGHT TO YOU BY





WHAT THE CAMPAIGN DOES

A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM

DESIGN & PLANNING

LAUNCH & PRESS

SPONSOR SUPPORT

PUBLIC ART

GRANT FUNDING

AMBASSADOR TRAINING

INSTALLATION

MOBILE APP





FITNESS COURT

WORLDS BEST OUTDOOR GYM



7 MOVEMENT FULL BODY WORKOUT
FUNCTIONAL TRAINING SYSTEM
DIGITALLY ACTIVATED | COACH IN YOUR POCKET



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND



FITNESS COURT

COMMUNITY WELLNESS HUB

STUDIO



COMMUNITY WELLNESS PROGRAMMING

WELCOMES ENTIRE COMMUNITY
Town Council Budget Work Session
MAYORS WELLNESS SERIES



HIIT



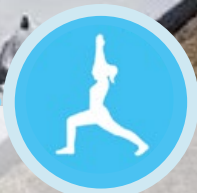
YOGA



ZUMBA May 7, 2026



DANCE



STRETCH



KICKBOXING



TAI-CHI



FITNESS COURT | ART

EVERY FITNESS COURT IS A WORK OF ART



WORK WITH LOCAL ARTISTS
Town Council Budget Work Session
NFC DESIGN STUDIO



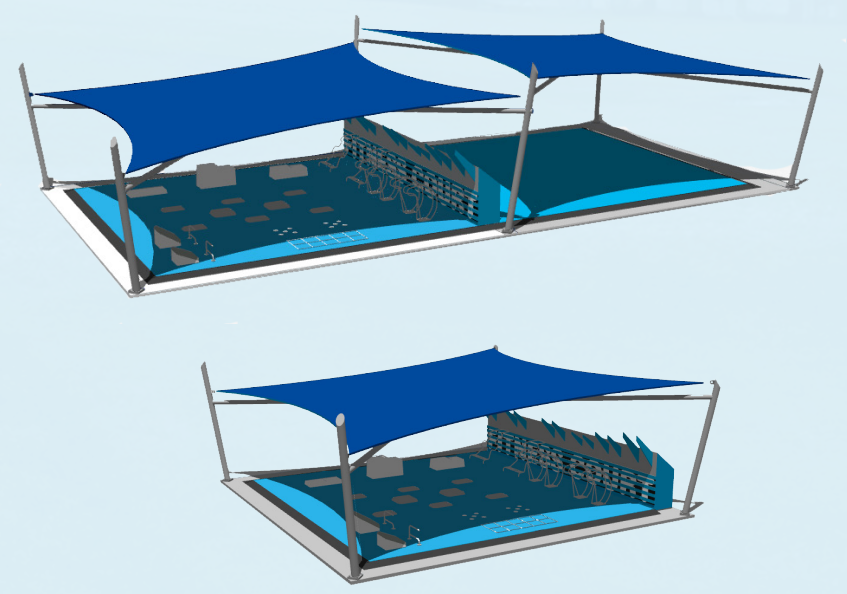
May 7, 2026



WORLD RENOWN ARTIST GALLERY
Page 17 of 27
KEITH HARING | JEAN MICHEL BASQUIAT

NEW FOR 2025

NOW AVAILABLE FOR
**FITNESS COURTS &
FITNESS COURT STUDIOS**



FITNESS COURT | SHADE

WORLDS BEST OUTDOOR GYM JUST GOT COOLER



EXTENDED
SEASONAL USE



UV & SUN
PROTECTION



INTEGRATED
DESIGN



ENHANCED
AESTHETICS



MADE IN
USA



LONG LASTING
MATERIALS

2025 STATEWIDE CAMPAIGN



NATIONAL FITNESS CAMPAIGN

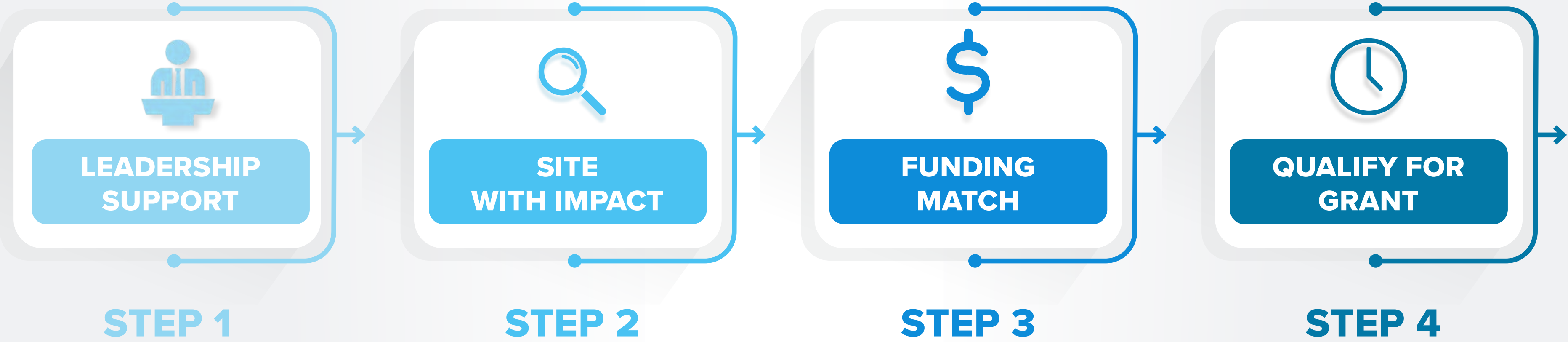
2025

200 NEW PARTNERS

WE'RE PLEASED TO ANNOUNCE THE 2025 CAMPAIGN

NFC Grant Requirements

Program Qualification



JOIN THE CAMPAIGN



STEP 1

LEADERSHIP SUPPORT

*BUILD CONSENSUS / CONFIRM FEASIBILITY
MUNICIPAL LEADER SUPPORT*

SHARE 3 MINUTE VIDEO



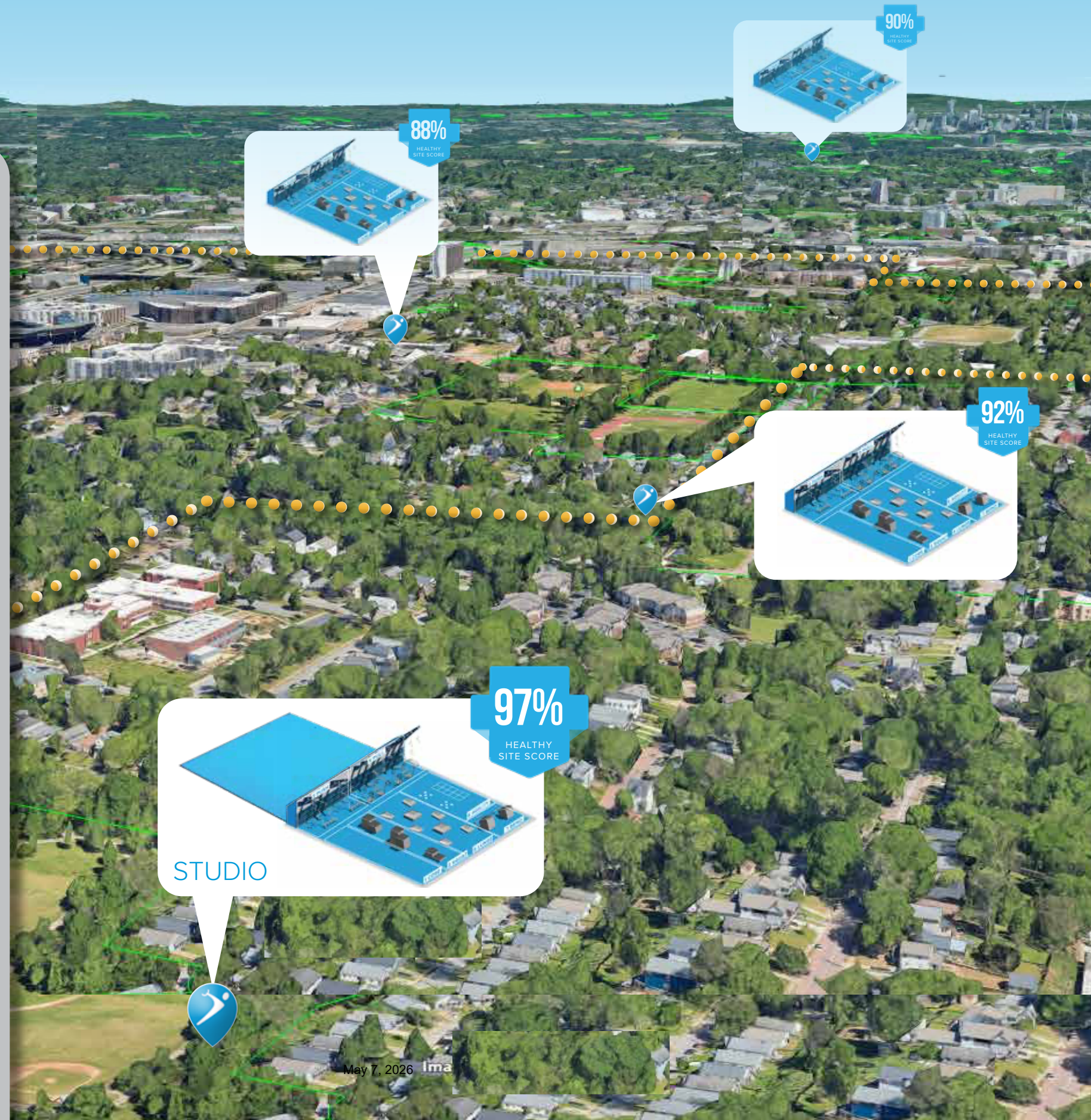


STEP 2 SITES WITH IMPACT

Supported by NFC's Expert Consulting Services, Identify Site Locations that Meet Criteria for Funding Qualification & Health Impact

HEALTHY INFRASTRUCTURE PLANNING
• VISIBLE • CONNECTED • ACCESSIBLE •

Participate in Virtual Workshop led by NFC Expert Consultants to receive data & qualification information regarding your public spaces. See how your municipality or school benchmarks vs national averages.



POWERED BY

HSS

HEALTHY
SITE SCORE

**NFC HEALTHY SITE
SCORE**

NATIONAL INDEX & DATASET
EXPERT CONSULTING FOR
LOCATING SUCCESSFUL
OUTDOOR WELLNESS HUBS



STEP 3
FUNDING MATCH

*NFC GUIDES FUNDING PLAN
CIP • STATE/NATIONAL • LOCAL SPONSORS*

**GRANT FUNDING AVAILABLE:
\$30,000-\$60,000 PER SITE**

*GRANT FUNDING TYPICALLY SUPPORTS ABOUT
1/3 OF FUNDING REQUIREMENT*

**PROGRAM FUNDING REQUIREMENT
\$150,000-\$260,000**

*Town Council Budget Work Session PROGRAM CONFIGURATION AND
INSTALLATION METHOD*





STEP 4 QUALIFY FOR GRANT

- A. PRE-APPLICATION PHASE
- B. GRANT AWARD
- C. BUILD/SITE PLAN
- D. LAUNCH LOCAL CAMPAIGN

**SUBMIT GRANT
APPLICATION**





JOIN US

LET'S BUILD HEALTHY COMMUNITIES
TOGETHER

Discussion - Q&A

NEXT STEP



**ATTEND PARTNERSHIP QUALIFICATION
CALL IF APPROPRIATE**

DISCUSSED AT NEXT STEP:

- 1. *FEASIBILITY & ALIGNMENT WITH
LOCAL PRIORITIES***
- 2. *SITE ANALYSIS & LOCATION OPTIONS
FOR FUNDING CONSIDERATION***
- 3. *FUNDING REQUIREMENT DETAILS AND
GRANT PROGRAM & AVAILABILITY FOR
YOUR STATE***
- 4. *NON-BINDING GRANT QUALIFICATION
PROCESS***

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Town Council Agenda Information Memorandum

Meeting Date: May 7, 2026

Agenda Item Type:

- | | | |
|---|---|---|
| ☐ Consent Agenda | ☐ Informational Presentation | ☒ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Town Manager/Finance **Staff Resource:** Town Manager Miranda Fisher & Finance Director Mike Showers

Agenda Title: Continued discussion of the FY27 Proposed Capital Improvement Plan.

Attached Documents: None (please reference the FY27 budget book provided to each Council Member)

Estimated Presentation Time: 5 mins **Estimated Discussion Time:** 30 mins

Reviewed By:

- | | | | | |
|--|--------------------------------|--|---|---|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☒ Finance | ☒ Other: Dept Heads |
|--|--------------------------------|--|---|---|

Financial Review (if applicable): N/A

- Funding Source / GL Account Number: Various
- Approved in the FY25 Budget? ☐ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

On April 22, 2026, the Town Council received an overview of the recommended FY27 Capital Improvement Program (CIP) projects. At the May 7, 2026 meeting, Council will further discuss any projects for which they would like additional information or wish to reconsider.

This discussion will provide Town staff with guidance with regard to FY27 budget priorities.

Question(s) before the Council:

- Does the Council have any questions?
- Are there any concerns with listed or missing projects?
- Are there any concerns with proposed funding?