

**MINUTES
TOWN OF CAMP VERDE
COUNCIL/MANAGER RETREAT
JACKPOT RANCH
2025 W. RESERVATION LOOP ROAD
CAMP VERDE, AZ 86322
FRIDAY, JANUARY 15, 2021 AT 8:00 A.M. – 2:00 P.M.**

1. Call to Order

Mayor Jenkins called the meeting to order at 8:00 a.m.

- 2. Roll Call** Council Members Jackie Baker, Bill LeBeau, Cris McPhail, Jessie Murdock, Robin Whatley via zoom joined the meeting at 8:30 a.m.; Vice Mayor Joe Butner joined the meeting at 8:27 a.m. and Mayor Dee Jenkins.

Also Present: Town Manager Russ Martin, Town Clerk Cindy Pemberton, Human Resource Director Brandy Cabrera, Interim Risk Manager and Code Compliance Officer Cliff Bryson via Zoom, Marshal Corey Rowley via Zoom, Economic Development Specialist Jessica Bryson via zoom, Economic Development Director Steve Ayers via Zoom, Library Directory Kathy Hellman via Zoom, Judge Paul Schlegel, Court Supervisor Veronica Pineda, Finance Director Michael Showers via zoom, Public Works Director Ron Long via Zoom, and Recording Secretary/Deputy Town Clerk Virginia Jones.

3. Pledge of Allegiance

Council Member McPhail led the Pledge of Allegiance

- 4. Council Retreat** – No legal action taken but direction to staff may be given relative to any of the following items. Times below are approximate:

8:00 – 8:30 a.m. (30 mins): Risk Management Discussion and Human Resources Update. Staff Resource Brandy Cabrera

Risk Management:

Manager Martin explained that Council would not be deciding today regarding Risk Management but staff would like feedback noting we have been working with a temporary solution.

Staff expressed concerns regarding the additional workload, not being not having one individual with the knowledge of risk management. Duties have been divided between several departments, creating an unexpected workload and primary duties of different departments are suffering.

It was agreed that staff should come back with a new job description and job qualifications perhaps including para-legal as a portion of the qualifications.

Human Resource

Highlights of accomplishments are:

- new on-line system with Neo-Gov.

- Monthly Newsletter for staff with help from Vista Volunteer Jason Parker
- Gold Award
- New hire orientation Program
- Power DMS program

Goals

- Update Personnel Manual
- Performance review tracking
- Salary Survey
- Incentives for Benefits-Health and Wellness
- Digital management of personnel forms

Council took a 5-minute break at 9:02 a.m.

Council reconvened at 9:06 a.m.

8:30 – 9:00 a.m. (30 mins): Social Media Staff Resource: Cindy Pemberton/Jessica Bryson

Jessica indicated that the primary social media platform used by the Town is Facebook followed by Instagram. Stating that Social media is a constant duty for every employee responsible for a site.

The Town does have a Communications Committee which consists of employees from various departments and are working on a Social Media Policy. A copy of her presentation is attached and becomes a permanent part of the record.

Town Clerk Cindy Pemberton addressed the risk portion of social media, citing several instances from across the nation where elected officials have been involved with social media scrutiny, and warned Council, they have freedom of speech, but as an elected official they are under public perception which could result in a negative outcome.

9:00 – 12:00 p.m. (15 mins or so each): Updates on operations from the following departments: Economic Development/Visitor Center, Court, Community Development, Clerk, Finance, Library, Marshal's Office, Public Works (Parks and Recreation, Stormwater, Streets and Wastewater Divisions), Information Technology (IT), Manager

Magistrate Court:

Judge Schlegel stated because of COVID-19 all retrials are telephonic, slowing down the process. He indicated they are scheduled for a Jury Trial in February and the challenges of CDC guidelines for COVID mandates. The Judge stated he believe that once the restrictions are lifter the Court will be overwhelmed.

Court Supervisor Veronica Pineda stated that they currently have 2 open

Economic Development:

Economic Development Director Steve Ayers gave a recap of the last 8 years of Economic Development Department that includes in part establishing an Opportunity Zone building a relationship with Verde Valley Archaeology Center, establishing a historic signage program, constructed a part on town property, celebrating the 150th anniversary of the community.

Steve reviewed 2020 accomplishments including keeping local businesses informed regarding COVID Assistance. Having a Vista Volunteer on board that has developed and revised marketing materials,

Goals for the following year are to continue supporting construction of wastewater mainline extension along State Route 260 by drafting an application for and EDA grant. Focusing on six tourism market segments to grow tourism and visitor numbers including outdoor recreation.

Request for 2021-2022 continue marketing by establishing a communications and marketing position or outsourcing the cost. A copy of the report is attached and become a permanent part of the record. Steve requested a future work session, and Mayor Jenkins requested a work session be scheduled.

Community Development Department

Community Development Director Melinda Lee stated she does not foresee any major expenses for her department in the coming year and reviewed the organizational structure of the Department.

Community Development Includes Planning & Zoning, Building, and Code Compliance. Melinda stated that as Director she is the direct supervisor for Planning & Zoning staff, which is Bobbi Webb who serves a dual role as the Assistant Planner, and zoning clearances/inspections and the departments' Administrative Assistant.

Melinda also is direct supervisor for Cliff Bryson, Code Compliance Officer. Cliff is working on the Neighborhood assistance program, which needs special storage space due to the accumulation of equipment and supplies needed to be stored separately. Staff will be asking for funds for shipping container. Cliff is one of two drone operators with the Town and is working towards getting his Drone Instructor certification.

Robert Foreman is the Building Official and the direct supervisor over the staff in the building department. Staff includes:

- Permit Tech Lisa Carnevale staff is currently reviewing applications for a second permit tech.
- Plans Examiner Roxanne Jasman helps with plan review, trains and assists Permit Techs
- Inspector/Safety Officer; Jon Rivero. Licensed for Residential and Commercial inspections; assists with plan reviews and is the Town's Safety Officer.

Melinda reviewed upcoming certifications for Staff

Council took a short break at 10:33 a.m. and reconvened at 10:41 a.m.

Community Library

Library Director Kathy Hellman thanked Council and noted that the Library was closed to the public for 8 weeks offering only curbside service due to COVID and that is very rare in the state, most libraries are still closed. While closed they implemented distancing and disinfectant protocols and installed plexiglass screens throughout the areas of the Library. Discussed new hours of operation, only 12 hours short of normal hours. When questioned why Camp Verde was allowed to open and no other Libraries, Kathy responded it is because of the protocols they have put in place including a staff willing to take on the extra duties of disinfecting and quarantine of materials before placing on the shelf. Kathy stated they have partnered with other Valley Communities and formed a 'Verde Valley Library Group' and a 'We Heart Stem Team'. This has allowed the virtual programs to become more successful by combining all resources from all the communities.

Kathy indicated the Library currently has seven full time staff and five part time staff.

Currently the Library has the 'Smithsonian Voices and Votes' exhibit that was just installed. Working with Camp Verde Marshals Office on a mobile STEM lab.

Moving forward, Kathy would like to revitalize the volunteer program, refine vision statement and restructure the PC Help desk.

Marshal's Office

Marshal Corey Rowley stated when he arrived in Camp Verde they implemented setting a PACE model for the Marshal's Office (Professionalism, Accountability, Community and Excellence) to implement transparency.

Marshal Rowley reviewed the different departments: starting with the records department. Recently hired a new records specialist to work with Andrea while also training Andrea to work with Darby and understand that role and take on some of those responsibilities. A major accomplishment this year was becoming certified NIBRS (National Instant Base Reporting System) that is a Federal Program. Another huge accomplishment was able to purge a huge number of Records, working towards becoming paperless.

Evidence Department worked with the Health Department and other entities in order to purge a large number of pills to dispose of them safely. Also working on going paperless and cross training in that department.

Dispatch is fully staffed.

Investigations division is moving along, we have had several major incidents over the past year. Our investigators are very involved with other multi agency task forces the narcotics are a big part of the focus. A bit understaffed in investigations and working with a heavy load.

Patrol is very busy. Because of COVID they are not doing an abundance of traffic stops but they are working in a reactive mode doing business checks, checking doors, domestic violence has increased, alcohol incidents have increased along with narcotics going up. The Department is down 4 officers and at critical stage. It is hard to recruit, difficult to compete with other entities.

Accomplished supplying every vehicle with an AED through various grants and private donations.

Accreditation process should go into final testing phase in February. When completed we will be one of 10 departments in Arizona that has completed the accreditation.

Department Goals for the coming year are recruitment to become fully staffed and upgrade technology, would like discussion regarding a future Public Safety Building in 3 to 4 years. Create our own Task Force.

11:25 a.m. Council took a 5-minute break.

11:30 a.m. Council reconvened the meeting.

11:30 – 12:30 p.m. (30 mins): Lunch and Discussion

Finance

Finance Director Mike Showers stated that the Town has received it's 7th CAFR from GFOA (Government Finance Officers Association). Showers encouraged Council to review budget documents on the Finance Web page.

Preparing for extensive roll out of on-line credit card payment in February.

Showers indicated he is Part of local GFOA chapter and on the education committee. Jenifer McKenzie, Payroll Clerk plans on retiring in April.

Showers stated in the future Finance is hoping to make changes in process to meet new criteria's set by GFOA. Desperately want to do a better analyses and review of sales tax but need additional staff. Made strides in moving toward digital documents. Would like to provide better Grants Management for the Town.

Desire changes to the 300 building for future expansion for Finance not only physical changes to the building, perhaps organizational changes of 'who' would fall under the finance department.

Public Works

Public Works/Engineer Ron Long started with the history of Public Works stating that when he started in 2006 Public Works was strictly a street department with 6 employees, Parks & Recreation was not a part of Public Works and it included Building and Grounds maintenance. In 2020 we now have 28 employees under Public Works and 7 divisions. Only 5 of the 28 employees have had COVID, none of them contracted it from work.

Streets Division-5 full time employees, same since 2006 currently one vacancy. They maintain over 100 miles of roads and rights of way, plus storm water. Assisted with cleaning and grubbing the Sports Complex, currently helping with maintenance of the park by keeping it mowed, hauled dirt for the arena, built a road into arena from State Route Highway 260. Needs for Street Division is definitely more employees. Long thanked Council for the equipment they have provided. Long stated it is important to the community to continue our chip seal program.

Storm Water- this has always been the responsibility of the street crew, maintaining over 42 square miles of drainage. We receive funding from Yavapai County Flood Control District. Needs for Storm Water include additional

employees and equipment along with some technical help. The Environment Protection Agency and the State of Arizona has designated Camp Verde now an MS4 (Municipal Separate Storm Sewer System). With this designation there are more reports and inspections along with sampling after any storm event. This is a Federal program for the Clean Water Act that has been mandated without any funding.

Public Works Administration and Engineering– total of 4 employees that include the Public Works Director, Deputy Director and 2 Administrative Assistants. Provide support for all division of Public Works including billing, invoices, building preparation, and coordination with finance and work orders. Engineering and Project Management, this is what everyone sees, we are out in the community busy building things and preparing bids, same 4 people do all of that. Providing support for other departments, including Community Development reviewing plans for development. Tech support in that area would be helpful.

Parks and Recreation-moved under Public works along with maintenance in 2008-2009. Despite COVID the managed to pull off Fort Verde Days, Trunk or Treat, Summer Day Camp and opened the Pool. Needs for Parks and Recreation is getting volunteers and facilities. Building 300 is starting to fill up.

Maintenance - currently has 9 employees, 2 positions that we have not yet filled, just waiting for the Complex to be complete. Maintenance provides service to all departments, facilities and parks including janitorial service for the entire town. They are currently remodeling the old weight room, currently remodeling the maintenance area and making a conference room, they remodeled the old conference room and made the Human Resource Office. Needs for Maintenance will be more equipment when the new park opens.

Waste Water-currently has 7 employees out at the plant. COVID has not changed the operations, other than they do switch to shift work when an employee has been exposed.

Improvements include finishing the filtration system, installing the drying beds. Needs include equipment to handle the processing. A front-end loader to spread the drying beds, a large dump truck to haul of the solids that are removed.

Concerns for the Department include compensation for employees who take on more than there share. As minimum wage increase, take care of employees that have been loyal. Facilities 300 building is having growing pains, if we take on the water company, we have to fit them in somewhere. Consider hiring a Grant Writer.

When questioned regarding the JOC process, including the bid process, Ron stated that prior to a bid being awarded, they check with Registrar of Contractors to make sure they are in good standing, with no complaints. The Town has, in the past denied a bid to the lowest responsible bidder because they had been involved in lawsuits, however, you must have to have a valid reason not to award to the lowest responsible bidder.

Clerk's Office

Town Clerk Cindy Pemberton stated 2020 was very interesting for the Clerk's Office, upon her arrival there were a lot of noted areas where they were struggling and far behind. In December their records request were as far behind as July 2019. There was reform that was needed. To date the Clerk's Office has purged 44 boxes of documents and are current on their records request. None of this could have been accomplished if COVID did not happen. Because they were allowed to lock the doors and work from home this gave their department the time to concentrate on these projects without interruptions and phone calls. Moving forward they are functioning fine, with those doors closed. There are concerns related to a bus factor in that if the Deputy Clerk were to leave for vacation or otherwise, no one knows her job functions and it would stop the Clerk's office. The Deputy Clerk is currently doing 3 positions, Records Specialist, Administrative Assistant as well as the Work of the Deputy Clerk.

In 2021 the Clerk's Office will utilize Power DMS software. This will require multiple reviews for agenda items, prior to it ending up in the Clerk's Office to be placed on the Agenda. The Clerk's Office is also looking forward to the ability to accept business licenses and payments on line in the very near future.

Needs for the future include more technology in the Council Chambers to help the Mayor facilitate meetings and know who would like to speak and how each member voted.

Manager-IT

Manager Russ Martin stated he is IT, giving examples of items that he has recently approved, as Manager he is the only one in the organization that would know this. He reviews all the billings, make sure it is budgeted correctly. Russ indicated they are looking to send out a Request for Proposal, our current contract ends in June of this year. Manager Martin explained the price is not going to go down, needs the consultant to have a larger role, and there are some holes that need to be filled. Russ indicated at some point we will need a full-time person on staff to do the hands-on work.

Russ indicated when he started there were about 60 employees and 5 were in the Admin, 3 in Clerk's Office and 2 in the Manager. Now we are down to 3. We have made a transition, as we grow, administrative role becomes devalued, it is easier to see someone on the street working than the support staff in the office. As roles get shifted we do not have the support staff needed and things do fall through the cracks. Over the next few years, maybe consider a hybrid individual that could handle contracts and other items with a level of authority thru the manager would be helpful.

12:30 – 1:30 p.m. – Council Feedback/Future Work Sessions


There was no discussion was under this item.

5. Adjournment

Without objection, Mayor Jenkins adjourned the Meeting at 1:13 p.m.



Mayor Dee Jenkins



Attest: Town Clerk Cindy Pemberton

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/Manager Retreat for the Town Council of Camp Verde, Arizona, held on January 15, 2021. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 8th day of February, 2020.

Cindy Pemberton
Cindy Pemberton, Town Clerk



TOWN OF CAMP VERDE SOCIAL MEDIA PRESENTATION

JESSICA BRYSON, ECONOMIC DEVELOPMENT SPECIALIST



COMMUNICATIONS COMMITTEE

- Consists of employees from various Town Departments
- The Committee serves as a central point of contact for internal/external communications
- Participated in a social media training, put on by the City of Flagstaff's Communications Director regarding social media best practices, policies, and appropriate uses for municipalities
- One of our primary goals has been to draft the Social Media Policy for the Town
 - It was recently approved by the Communications Committee and is now in Human Resources hands to adopt as a formal policy
- To ensure compliance with record retention laws/requirements, our Town's Social Media is archived via Archive Social, which is managed by Carson Robison

SOCIAL MEDIA 101

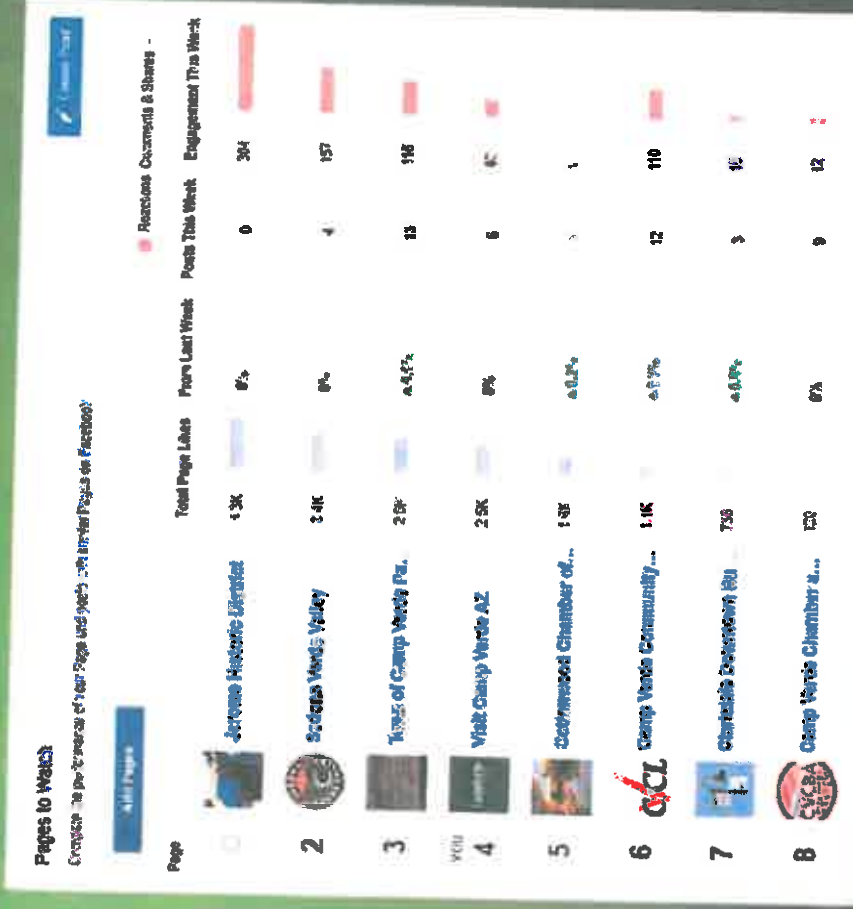
- The main social media platform utilized across departments is Facebook
- Social media effectiveness – primarily with Facebook - is measured in three primary ways:
 1. Followers = the number of people who have opted-in to “follow” your profile or page (they receive your updates in their timeline)
 - * On Facebook, when someone “likes” your page, they automatically begin following you.
 2. Reach = the number of people who see given content
 - * This number fluctuates with each post
 3. Engagement = number of reactions, comments, shares, etc. to your page or post
 - * Likes, Loves, “Wow,” “Haha”
 - * These actions help increase your reach

ECONOMIC DEVELOPMENT DEPARTMENT

- Visit Camp Verde (Facebook): @visitcampverde
- Followers: 2,787 (as of Monday, Jan 12, 2021)
- Engagement: varies constantly depending on content:
 - This measure was up 1.4% for Jan 5th - Jan 11th compared to the preceding week
- Reach: fluctuates with each post, but some posts reach several thousand users
 - One post in November reached 5,300 people
- Used for:
 - Primary Marketing Tool
 - Event promotion (for both us and other departments)
 - Information dissemination (very helpful during COVID-19)
 - Promotion/support of local businesses (Local Lovin' campaign)
 - Promotion of our PPE Grant and distribution programs
 - Promotion/support of our community partners and their events
 - Anything that we see as relevant information that our community would want to see

ECONOMIC DEVELOPMENT DEPARTMENT (CONTINUED)

- We also have an Instagram account, that we are planning on resurrecting in the near future
- Currently our VISTA, Jason, has been primarily managing our social media accounts
- Challenges:
 1. Very time consuming to keep up with it while doing other job functions
 2. Limited marketing budget, so everything is "organic"
- Despite these challenges, we are currently ranked #4 in comparison to similar Facebook pages that we track



CAMP VERDE COMMUNITY LIBRARY

- Uses both social media and Constant Contact to manage eNewsletters and 3,819 subscribers
- Facebook: @campverdelibrary
 - Followers: 1,129
- Instagram: [Instagram.com/cvc/team](https://www.instagram.com/cvc/team)
 - Followers: 14
- Band: CVCL Quaranteens
 - Followers: 10
- YouTube: YAC Camp Verde
 - Followers: 0
- They would like to start using Discord and TikTok as well to reach more users
- Used For:
 - Promoting programming
 - Keeping the public informed
 - Communicating with customers

PARKS AND RECREATION DEPARTMENT

- Town of Camp Verde Parks & Recreation (Facebook): @cvparksandrec
 - Followers: 3,074
 - This number has grown from 500 people to it's current state in the past 2 years
- Instagram: [Instagram.com/campverdeparksandrec](https://www.instagram.com/campverdeparksandrec)
 - Followers: 78
 - Not used as much as Facebook and will need to be improved
- Used for:
 - Reaching the community for programming (advertising, promotion, registration, PR info)
 - Sharing Parks and Rec – related articles and information
 - Sharing other departments' information that may be relevant

HUMAN RESOURCES DEPARTMENT

- Town of Camp Verde Human Resources (Facebook): @TOCVHR
- Followers: 327
- Used For:
 - Advertising for open positions
 - Employee Recognitions
 - Promoting employee-related news and events (such as Breast Cancer Month awareness and support, Denim Day, COVID-related information)

CAMP VERDE MARSHAL'S OFFICE

- Camp Verde Marshal's Office (Facebook): @campverdemarshalsoffice
 - Followers: 24
 - Used for:
 - Press releases
 - Citizen assistance with crime information
 - Road closures and public safety information
- Camp Verde Animal Control Officer (Facebook): @campverdeACO
 - Followers: 4
 - Used for:
 - General ACO information
 - Dog license information
 - Lost & found animals
- Camp Verde School Resource Officer (Facebook): @campverdeSRO
 - Followers: 0
 - Used for: events to interact with students at the school

• Although CVMO does not have many followers, its reach and views are high due to its location.

ADDITIONAL INFORMATION AND KEY TAKEAWAYS

- Facebook is the primary social media platform used by the Town
 - Total number of followers across all of our Facebook sites: 7345
- Other social media platforms used
 - Instagram: 92 Followers
 - Band: 10 Followers
 - YouTube: 0 Followers/Subscribers
- Social Media management is a peripheral job duty for each employee who is responsible for managing their respective sites
- As a whole, we do a pretty good job of getting the word out and are limited by two facets:
 - Capacity
 - Budget

Eight Year recap

From the time I started the position of EDD, the department has pursued an ED model that blends conventional ED with the concept of creative place making. I refer to the concept as simply "Investing on two sides of the ledger."

On the conventional side we initially landed a \$65 million, road widening project on SR260, a \$10 million NAH healthcare campus, which by the way set to expand again in the not too distant future. We established a thriving Opportunity Zone with a \$20 million RV park completed, an \$80 million manufactured home subdivision under construction, an 80-acre industrial park also under construction, we've built roads, seen sewer system infrastructure expansion, built relationships with investors that have seen the purchase of over 600 acres of properties, representing an investment of over \$15 million, built a solid reputation in the region as a business friendly town government, launched a marketing program to promote our agricultural producers, built incentive programs to meet the needs of new businesses while offering new opportunities to existing and future businesses. We have set, and continue to set, all-time records for construction tax revenues, accommodation tax revenues and sales tax revenues. With minimal investment we have developed a portfolio of marketing materials, a well-staffed visitor center, a dynamic tourism website, social media platforms, and been a full participant in creating a regional ED and tourism marketing network that is stronger than the sum of its parts.

On the creative placemaking side of the ledger we have built on our past, nurturing the VVAC, collaborating with the CVHS, establishing a historic signage program, constructed a park on town property that celebrates our 150th anniversary as a community and are on the cusp of developing the historic salt mine as a visitor destination. Designations that celebrate our night skies and our urban forests have been put in place. We have launched a long-awaited outdoor recreation initiative, first by creating a master plan that manages and takes advantage of the 17 miles of free flowing Verde River that pass through the heart of Camp Verde, and more recently a master plan to construct a network of trails and trailheads that will one day link neighborhoods to neighborhoods and the community to both the river and the surrounding public lands. These planning documents have played a key role in acquiring funding for the construction of Rezzonico Park, in developing plans for Parsons Riverfront Preserve and initiated

the complex and collaborative planning currently underway for Homestead Park. We have built the first of five planned trailheads and are currently working with the Prescott and Coconino National Forests to plan, fund and construct a robust list of new trails, starting with the Camp Verde Loop trail out of the newly constructed equestrian center and Sports Park, starting next month.

And we have accomplished much of this on relatively little investment from the General Fund. We have a mantra in the office that says, "Don't let money stand in the way of a good idea." What hasn't been funded by the community coffers has been funded through an aggressive grant writing program and a deliberate effort to build relationships with outside partners where needed. To date, the Camp Verde EDD has brought in over \$7.5 million in outside funding at an overall expense to the Town, budget-wise, of just under \$2 million. Among the long list of grants and outside funds the department is responsible for securing are \$2.5 million for the sports complex, \$1.5 million to purchase the Toy parcel and convert it to public land, \$900,000 to construct the Wilshire Boulevard roundabout, \$600,000 towards river restoration, \$270,000 to establish and construct a permanent access road to Homestead Park, \$211,000 to build Ryal Canyon TH, \$150,000 towards regional tourism, \$125,000 in strategic planning grants, \$75,000 in business assistance grants, tens of thousands toward landscaping and design of town properties and a score or more of smaller grants and donations to assist a variety of local, citizen based projects. The point here that for every dollar the council has allocated to the department to fund our mission, over the last eight years, we have bought in an additional \$4.

2020 Review

COVID-19 Efforts:

-We spent a significant amount of time working to:

- * Keep our businesses informed about assistance programs**
- * Helping them stay safe**
- * And keeping them connected to what was happening around the state and country**

-To accomplish this, we:

1. Worked on the gargantuan task of manually creating a new business database to build better communication methods

- We found – as did many other communities – that our business database was not sufficient for the type of information dissemination that we needed to accomplish, so we worked hard to build that database with the specific purpose of reaching our local business community

2. During the early stages of COVID, we sent out electronic communications several times per day: Primarily using E-blasts and Social Media

3. We also:

- sent out printed materials about available assistance programs**
- visited businesses in person so we could answer questions one-on-one**
- developed and administered the Council-initiated PPE Grant program**
- distributed PPE equipment to local business (which we were able to secure from the County)**
- developed the Local Lovin' campaign as a response to the challenging business times**

-Throughout the pandemic we also:

- Participated in – and continue to participate in – a Yavapai-county-wide COVID Taskforce, aimed at cushioning the blow from the pandemic**
- We also stayed in communication with our elected officials at the state level, as well as Representative Tom O'Halleran's office at the federal level to ensure that our community's concerns were heard loud and clear**
- We also participated extensively with NACOG and NAU's Economic Policy Institute on regional studies of the pandemic's impact on Yavapai County communities**

Once the initial shock of COVID passed:

- 1. As the surge in construction tax revenue has shown, we continued to move forward on several development projects (Primarily representing developer/clients in discussions with Town staff)**
- 2. We guided a construction tax rebate incentive through Council to assist in bringing an 80-acre business park to Camp Verde - which is currently under construction**
- 3. Our office worked closely with Community Development – and the community - on developing solutions to issues along the Town's riparian corridors**
- 4. We worked with the Wastewater division to fulfill a sewer buy-in agreement with VVMC**

5. We also worked with the Wastewater division to adjust user fees for our hotels and RV parks so they would be administered in a more equitable manner, thus providing some relief from the impacts of COVID
6. We networked with surrounding municipalities- namely Cottonwood, Sedona, and Flagstaff- on a potential workforce development initiative that we are expecting to launch in 2021

On the creative placemaking side of things:

7. The construction of Homestead Parkway was completed, enabling access to the future site of an 80-acre riverfront park
8. We constructed the Ryal Canyon Trailhead, with the help of an Arizona State Parks and Trails grant.
 - a. It was completed 6 months ahead of deadline and \$43,000 under budget
9. On the eve of Covid, we launched the Town's first-ever comprehensive trail planning effort, resulting in the Councils recent adoption of that Urban Upland Trail Plan.
10. We wrote – and were awarded - a Rural Business Development Grant through USDA, out of which we launched a program called Verde Grown (which is an agricultural marketing program, aimed at increasing capacity for our local producers)
11. We wrote a very complex \$2.5 million-dollar Land and Water Conservation Fund grant to assist with the Sports Complex project- (In the record time of 2 weeks!)
12. We wrote an Arizona State Parks and Trails grant to pay for the creation of a new trail guide to accompany the Urban Upland Trail Plan
13. We wrote several smaller grants to further our community's Arts and Culture programming- including assistance for our Dark Sky Community Group and Arts Alliance
14. We obtained the assistance of ASU students to assist with community outreach relative to the Urban Upland Trail System, and plan to utilize their services moving forward to build out various components of the Urban Upland Trail System (such as signage)
15. We are also in the process of writing another Arizona State Parks and Trails grant for the future construction of a regional multi-use trailhead at Grief Hill

Jason (VISTA):

Jason has spent a significant amount of time filling the marketing and communication void that can sometimes occur due to our departments limited capacity.

He has:

1. Developed and revised some of our marketing materials;
 - a. Specifically, the rack cards that focus on Camp Verde's areas of attractions, wineries, lodging, and restaurants
2. He has managed our Visit Camp Verde Facebook page
 - a. And was responsible for recording and posting videos that helped educate the public on the Base Rate Adjustment

- 3. He worked w/almost every other Town Department during the launch of the Town's Granicus website**
 - a. And he has continued to work across departments to fine-tune the website and keep it up to date, in professional order**
- 4. Jason has also worked closely with Human Resources to develop and publish our internal newsletter (which is disseminated on a monthly basis)**
- 5. He has also worked on the Local Lovin' campaign to help promote and support local businesses**
- 6. And he has lent his assistance to the Camp Verde Chamber and Business Alliance as they start to get up and running**
- 7. Jason has also networked and assisted some of our community-based groups such as: The Arts Alliance, Camp Verde Arena Association and Friends of the Verde River**

2021-2022 goals and strategies

For the remainder of this year and FY2022, the EDD will remain focused on finishing projects that can be completed this year, engaged with its partners on regional initiatives and launching a handful of new projects. Among the goals for 2021 are the following:

- Continue supporting efforts to construct a wastewater mainline extension along State Route 260, by drafting an application for a \$2.8 million EDA infrastructure construction grant
- Continue to leverage the Opportunity Zone with landowners and developers
- Work with the NACOG EDC on a regional broadband initiative and with VVREO on a \$300,000 EDA planning and conceptual design grant
- Get final approval from the National Park Service for a previously submitted \$2.5 million Land and Water Conservation Grant to assist in the construction of the Camp Verde Sports complex
- We have received funding from APS for the next step in the Focused Future Community and Economic Development Strategic Planning process. It will be a primary focus of the department to carry out and complete that planning process over the next year.
- Partner with VACTE, Yavapai College and others to grow Career and Technology education and workforce training opportunities
- Assist Friends of the Verde River in developing River Friendly Living development standards to help involve the development community in regional efforts to protect the river and our water resources
- Begin building out the components of both the 2016 River Recreation Master Plan and the 2020 Urban Upland Trail Plan. These include the construction of a network of urban pathways, development of Parsons Riverfront Preserve and partnering with the Prescott National Forest and Arizona State Parks to begin development at Homestead Park
- We will be focusing on six tourism market segments to grow tourism and visitor numbers: Outdoor recreation, outdoor adventure venues, our three vineyards, vintage retail markets, agricultural producers and cultural tourism
- Work interdepartmentally on coordinated communications and marketing programs

- **Jessica is leading an partnership project with the City of Flagstaff in workforce recruitment at NAU and the pursuit of cross-promotional opportunities**
- **And, as always, we will continue building strategic partnerships wherever the opportunities arise to help the Town of Camp Verde carry out its short-term and long-term goals**

Our 2022 Ask

As we have tried our best to demonstrate this morning. We have accomplished a lot on a minimal investment from the town, leveraging what we have been given to bring in a whole lot more, and we have used what we have been given wisely and prudently. But the EDD has never spent its time living off its laurels. So there are two initiatives that are hugely important to us that we consider for the upcoming year.

- 1) Marketing.** With a marketing budget that has run between \$12,000 and \$25,000 annually, our marketing efforts over the last eight years have been limited compared to other communities and as an overall share of our workload,. If it is the Town's intention to take marketing to any level other than just checking the box to say we do it, a larger commitment will need to be made. Five years ago, it wasn't such a big deal. We didn't have the tourism venues that we have developed in the last three years. We now have three vineyard wineries, we have horseback tours, jeep tours, river rafting tours, a growing list of outdoor recreational opportunities in the form of parks and trails, a strong vintage resale marketplace, a concerted effort to grow the agricultural producers market, new opportunities connected to the sports complex and equestrian facility, not to mention the old standbys of Fort Verde, Montezuma Castle and Out of Africa. To put it as clearly as possible, Jessica and I do not have time in the day to do marketing to the level that will ever be able to keep up with the market. It is our opinion that the time has come to turn marketing over to a professional, who can give it the attention it needs. There are options as to how we do this. Over the last eight months our marketing efforts have been augmented by Jason Parker, our VISTA. Jason will, most likely, be moving on when his time is up in May. We are recruiting another VISTA that will, at the earliest, start in late June. If that is the preferred option, then we can proceed down the road we are currently on for one more year. However, that option will expire in a year and will all need to find a solution. One solution is the establishment of a communications and marketing positions, which was the point behind the VISTS project from the beginning. The other is to find an outside contractor. Our estimated cost for either of these solutions is \$75,000 annually, at a

minimum. We are asking that you give serious consideration to this issue and as such we are asking for a work session to give us the opportunity to share with you the details of where we are, where we believe we need to go and to get an idea of where you stand.

- 2) **Outdoor recreation:** In 2016 the town council unanimously approved the River Recreation Master Plan. It called for the development of Homestead, Parsons and Rezzonico as riverfront parks, the development of a trail system into the White Hills area, the establishment of a nationally recognized Important Bird Area, and the development of programs to manage the Town's riparian corridors, prevent issues related to trespass on private land, protect resources and create an overall community appreciation for what we have. Then, in October 2020, the council unanimously approved the Urban Upland Trail Plan, which calls for the construction of miles of urban pathways, connecting neighborhoods, parks and the river corridor, with the adjacent public lands. It calls for constructing trailheads and signage, the creation of trail guides and promotional material and it laid out an action plan to make it all happen. To date, relative to the two plans, we have established the IBA, made inroads towards the establishment of a trail system in the White Hills, constructed a trailhead at Ryal Canyon, develop amenities at Rezzonico Park and are working on additional grants towards trail and trailhead construction and a trail guide. But what has been accomplished has been done so only with in-kind contributions from the town in the form of staff time and town equipment, with the assistance of volunteers. All major funding has come from outside funders and grants. If we hope to see these two plans carried to fruition, any time soon, we need to commit funding on a yearly bases. In our departmental budget request this year you will see a \$50,000 funding commitment towards outdoor recreation, and we will ask that the council maintain that commitment for a total of five years. With that kind of commitment from the Town, and our department's history of leveraging money, we honestly believe both plans will be largely completed within five years. And, once again, we are asking the council for a work session to give us all the opportunity to share details and get an idea of where you stand.