

**MINUTES
TOWN OF CAMP VERDE
WORK SESSION
MAYOR AND COUNCIL
473 S MAIN STREET, SUITE 106
FRIDAY, FEBRUARY 19, 2021 at 9:00 A.M.**

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

1. Call to Order

Mayor Jenkins called the meeting to order at 9:14 a.m.

2. Roll Call

Mayor Dee Jenkins, Vice Mayor Joe Butner, Councilor Robin Whatley (zoom), Councilor Jesse Murdock and Councilor Cris McPhail are present. Councilor Bill LeBeau and Councilor Jackie Baker are absent

Also Present

Town Manager Russ Martin, Financial Director Mike Showers, Town Clerk Cindy Pemberton.

3. Pledge of Allegiance

Vice Mayor Butner led the Pledge.

4. Strategic Plan for FY22 Budget Session. (Staff Resource Mike Showers)

Finance Director Mike Showers explained the goal of this work session is to come up with a list of goals for the Council, to accomplish in the next 1-2 years or extended to 3-5 years. The end result will be a communication to staff to show them what Council is looking at and what direction to go. Council will be creating an action plan for staff to work on. Mr. Showers wanted Council to come up with words that would define us as a town:

- Location: at the Crossroads of I-17 & Hwy 260
- A people/family/community focused community
- Diverse population that includes Seniors, Tribal Community, Poverty
- History: Historical Roots and Western Character
- Rural Town
- Abundant Natural Resources focusing on the River. This includes trails and outdoor activities
- Pleasant weather

Mr. Showers explained the next step is to consider what we want to become. Consider the topics to be changed, enhanced, created, removed and/or preserved. Mr. Showers also asked Council to rate each category; Quality of Life, Infrastructure, Economy, and Town Government with an S-Strength, W-Weakness, O-Opportunity, and T-Threat. Council was able to discuss each category as Mr. Showers reviewed the results. The list will later become an action item:

- Retain the Western, Rural, Historical Character of the Town
- Keep Camp Verde a safe place to live
- Become a tourist destination-Market and recruit tourist activity
- Create more and better access points to the Verde River but preserve the river its heritage and as a natural resource.
- Keep Main Street successful, retain its Character and enhance it
- Create quality affordable housing
- Preserve Community and Family Focus
- Create an educated and skilled work force that attracts businesses
- Improve our healthcare facilities

Mr. Showers asked the Council what goals they want to accomplish:

Goals for 1-2 years

Create a marketing program; Business development and Tourism and support
Better river access

Significant progress on the Sports Complex

Infrastructure progress-water provider

Infrastructure progress- sewer expansion to development

Address Quality Affordable Housing

Make certain all development follows our western character, rural location,
historical roots, and our General Plan

Staff & Wage retention

Healthcare

Promote of professional leadership

Goals for 3-5years

Realignment of Main Street and Montezuma castle Hwy

Expand, improve, and maintain park systems

Educate skilled work force

Physical access to higher education-CTE Building

Infrastructure progress-Broadband

Expand Affordable Housing

Improve or resolve infrastructure safety issues- including storm water, roads, and
sidewalks.

Improve access to broadband services

Mr. Showers said he will take this information and put it into a written document
and Council will see it by CIP. Mr. Martin will have staff put a priority list together.

Council would like to change the process a little and have staff put everything into a priority list and Council would be the second reviewer.

5. Adjournment

Mayor Jenkins adjourned the meeting at 12:05 p.m.

DM Jenkins

Mayor Dee Jenkins

Cindy Pemberton

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 Work Session of the Town Council of Camp Verde, Arizona, held on February 19, 2021. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 8th day of March, 2021.

Cindy Pemberton

Cindy Pemberton, Town Clerk