

**MINUTES**  
**TOWN OF CAMP VERDE**  
**SPECIAL SESSION**  
**MAYOR AND COUNCIL**  
**473 S MAIN STREET, SUITE 106**  
**WEDNESDAY, FEBRUARY 24, 2021 at 5:30 P.M.**

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

**1. Call to Order**

Mayor Dee Jenkins called the meeting to order at 5:30 p.m.

**2. Roll Call**

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

**Also Present**

Town Manager Russ Martin, Town Clerk Cindy Pemberton, Economic Development Director Steve Ayers and Rec Secretary Jennifer Reed.

**3. Pledge of Allegiance**

Councilor Murdock led the Pledge.

Mayor Jenkins asked if Council had any objections to Town Clerk Cindy Pemberton reading the agenda titles and descriptions until Council can approve updated policy Rules and Procedures. Council had no objections.

Mayor Jenkins reminded Council there will be no action taken on Items 4, 5, 6, and 7.

**4. Discussion on the potential for a Communications/Marketing Position or possible Contractual options.** Staff Resource Steve Ayers

Economic Development Director Steve Ayers explained the need for a Communication Position and a Marketing Positions. After completing his research and speaking with several departments he has decided this would be two different roles with different skill sets. There is a universal need for communication across all departments.

Mr. Ayers reviewed the importance of having a Communication position. The Town has an obligation to get correct information out to the public. He reviewed the duties this person could do for each department.

Mr. Ayers continued with his presentation and spoke about the need to have a separate Marketing Person. Budgetary restrictions has been a problem. He said we need an additional person to handle the social media aspects.

Vice Mayor Butner asked if he had any contractors in mind. Mr. Ayers stated yes, he received a quote from a local contractor who handles several surrounding town's needs. It lists her responsibilities and came in at \$45,000 a year. The Town would still need to send this position out for proposals-bids.

Mr. Ayers will send scope of work to Town Clerk Cindy Pemberton to distribute to Council Members.

**5. Discussion on the potential for an Employee Recruitment Incentives Program. Staff Resource Russ Martin/Brandy Cabrera/Corey Rowley**

H.R. Director, Brandy Cabrera explained how they came up with this recruitment incentive program. She also completed a comparison study of the surrounding towns to show what others are doing for their referral program. Policies and procedures would state when an employee would receive the money. She reviewed the statistics on the referral programs. Paying for relocation expenses could also be part of the Recruitment Incentive Program.

Vice Mayor Butner gave his opinion that peace officers are hard to find and hard to hold on to. He thinks we should think about a better incentive plan to sign on and then to stay on.

Councilor Murdock asked if the incentive program would be retroactive to specific employees or would this be from the adoption date moving forward. Ms. Cabrera said it would be from the adoption date moving forward.

**6. Discussion on the potential for an Employee Health Incentives Program in addition to the existing Health Benefits. Staff Resource Brandy Cabrera**

H.R Director, Brandy Cabrera reviewed the potential Health and Wellness Incentive Program. It would benefit the town to have a health and wellness program in place. Options could be to purchase a gym membership for each employee or create an on-site gym. Employees have been able to give some input about their preferences. Ms. Cabrera reviewed additional incentive options. She is focused on an onsite gym.

Vice Mayor Butner suggested possibility adding a half hour on to their lunch as an incentive. Ms. Cabrera still needs to look into liability and workers compensation cost comparisons.

**7. Review and Discuss Employee Survey Results. Staff Resource Brandy Cabrera**

H.R. Director, Brandy Cabrera reviewed engagement survey that was done in November 2020. It was a 38 question survey that was sent out to all employees. Fifty percent of employees responded. Town Clerk, Cindy Pemberton will get a copy of survey out to Council Members.

**8. Discussion and Consideration and Execution of the Town Manager's Annual Performance Review and/or Negotiations of the Town Manager's Employment Contract. Pursuant to A.R.S. §38-431.03(A)(1). Staff Resource: Russ Martin. The**

Council may, by majority vote, recess the Regular meeting, hold an executive session and then reconvene the Regular meeting for discussion and possible action on this item as covered under A.R.S. §38-431.03 (A)(1).

**Motion** by Councilor Baker to go into Executive Session. Second was made by Councilor McPhail.

**Roll Call Vote:**

Mayor Jenkins: aye  
Vice Mayor Butner: aye  
Councilor Whatley: aye  
Councilor Murdock: aye  
Councilor Baker: aye  
Councilor LeBeau: absent  
Councilor McPhail: aye

**Motion** carried 7-0

*Executive Session: 6:27p.m.*

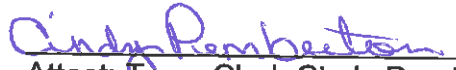
*Resume Meeting: 7:30 p.m.*

**9. Adjournment**

Mayor Dee Jenkins adjourned the meeting at 7:31 p.m.



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Mayor Dee Jenkins



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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 Regular Session of the Town Council of Camp Verde, Arizona, held on February 24, 2021. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 29 day of March, 2021.



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Cindy Pemberton, Town Clerk