



Support your local merchants

**AGENDA
TOWN OF CAMP VERDE
WORK SESSION
MAYOR AND COUNCIL
473 S. MAIN STREET, SUITE 106
WEDNESDAY, AUGUST 11, 2021 at 5:30 P.M.**

ZOOM MEETING LINK:

<https://us02web.zoom.us/j/89862215271?pwd=Q1hhcjN2NWRIbnloNnk4Uz10UUNHdz09>

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

Meeting ID: 898 6221 5271

Passcode: 312013

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

- 1. Call to Order**
- 2. Roll Call.** Council Members Jackie Baker, Bill LeBeau, Cris McPhail Jessie Murdock, Robin Whatley, Vice Mayor Joe Butner, and Mayor Dee Jenkins.
- 3. Pledge of Allegiance**
- 4. Presentation of Camp Verde Community Library Community Assessment Findings.** Staff Resource: Kathy Hellman
- 5. Presentation on the Opportunity to Create a Workforce Development Center in the Verde Valley Archaeology Center Once it is Vacated.** Staff Resource: Steve Ayers
- 6. Discussion, consideration and possible direction to staff regarding use of the budgeted Capital Improvement Fund for projects in the current fiscal year.** Staff Resource: Russ Martin
- 7. 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 following purposes: (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1)); (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2)); (3) Discussion or consultation for legal advice with the attorneys of the public body. (A.R.S. §38-431.03(A)(3)); (4) Discussion or consultation with the attorneys of the public body in order to consider its position and instruct its attorneys regarding the public

body's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation (A.R.S. § 38-431.03(A)(4)); (5) Discussion or consultation with designated representatives of the public body to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5)); (6) Discussion, consultation or consideration for negotiations by the town or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6); (7) Discussion or consultation with designated representatives of the town to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(7)).

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.

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 Bashes on 08-05-2021 at 2:00 p.m. in accordance with the statement filed by the Camp Verde Town Council with the Town Clerk

Cindy Pemberton

Cindy Pemberton, Town Clerk



Agenda Item Submission Form – Section I

Meeting Date: August 11, 2021

- Consent Agenda Decision Agenda Executive Session Requested
- Presentation Only Action/Presentation Work Session

Requesting Department: Camp Verde Community Library

Staff Resource/Contact Person: Kathy D Hellman

Agenda Title (be exact): Presentation of Camp Verde Community Library Community Assessment Findings Discussion

List Attached Documents: Outline of Community Assessment Report

Estimated Presentation Time: 30 min

Estimated Discussion Time: 15 min

Reviews and comments Completed by:

- Town Manager: Included in Background **Department Head:** _____
- Town Attorney Comments: N/A
- Risk Management: N/A
- Finance Department**
Fiscal Impact:
Budget Code: N/A **Amount Remaining:** _____
Comments:

Background Information: Using funds from an LSTA Grant, the library contracted with James LaRue of LaRue and Associates to lead us through a three phase community assessment project. Though we have excellent support from Town Council and feel great appreciation from our community, we described our need for the project in the grant application like this:

Camp Verde Community Library is the victim of its own success. We are constantly offered so many opportunities to provide programs and resources to our community that we can barely keep up and find space in our own building for the programs the library is planning. We need an outside consultant to help us take an objective view of our mission and our Town's mission so that we can create a workable strategy for evaluating these opportunities and better align ourselves with our Town's plan and avoid staff burnout.

We stated our objectives as:

1. Revisit and refine our mission to align with that of our governing body
2. Create a workable strategy to better connect the right opportunities to our mission
3. Get an outside perspective of our organization to give us insight into ourselves and our community

Library staff will give a final report of the findings of the community assessment project to council and look forward to hearing insight from Council members in return.

Recommended Action (Motion):

Instructions to the Clerk: Please provide copies of the attachment, *Outline of Community Assessment Report*, to council members. We will need access to equipment to show a PPT presentation.

Camp Verde Community Library

2020-2021 LSTA-Funded COMMUNITY ASSESSMENT Project with James LaRue

Phase One: Planning to Plan

Looking at library trends, where do we fall on the continuum?

- Physical to Virtual
- Individual to Community
- Collection to Creation
- Portal to Archive

Phase Two: Community Interviews

Purpose

- To assess through one-on-one conversations with community leaders the issues that matter most to Camp Verdeans.
- To sort and categorize the responses in order to inform Community-Centric planning vs. Library-Centric planning

Findings

- Community Culture
- Community Health
- Environment
- Economy
- Family Support
- Social Issues
- Information Access

Phase Three: Key Initiatives

Community-Centric Planning – How can the library *contribute* to the community?

Community Culture - lead

- Civic Engagement through volunteerism – recruitment, retention, and appreciation
- Cultural Bridge: build common ground between Town, Tribe, and Latin community through programs and signature events

Family Support – lead/partner

- Focus on Youth Leadership
- Engage a STEM professional to integrate the love of STEAM and the love of reading into quality out-of-school learning experiences
- Support adult/continuing education, workforce, and professional development

Information Access – lead/partner

- Focus on effective communication between local government and community voice
- Increase community partnerships through meaningful involvement

Community Health – lead/partner

- Engage health professionals to provide support groups and access to information in a trusted environment
- Continue training on emerging health issues and partnering with healthcare providers to offer affordable services

Social Issues – lead/partner

- Engage a social worker to provide support groups, access to information, and a culture of acceptance in a trusted environment

Phase Four: 3-5 Year Directives

- Which Key Initiatives are critical?
- Which Key Initiatives support Council and Town Leadership goals and efforts?
- Which Key Initiatives align with the Library Team's strengths and where do we need support?



Agenda Report Form – Section I

Meeting Date: August 11, 2021

- Consent Agenda Decision Agenda Executive Session Requested
- Presentation Only Action/Presentation Work Session

Requesting Department: Economic Development

Staff Resource/Contact Person: Steve Ayers

Agenda Title (be exact): Presentation on the Opportunity to Create a Workforce Development Center in the Verde Valley Archaeology Center Once it is Vacated.

List Attached Documents: PowerPoint Presentation

Estimated Presentation Time: 15 minutes

Estimated Discussion Time: 15 minutes

Reviews and comments Completed by:

Town Manager: Russ Martin Department Head: _____

Town Attorney Comments: _____

Risk Management: _____

Finance Department
 Fiscal Impact:
 Budget Code: _____ Amount Remaining: _____
 Comments:

Background Information: The Town of Camp Verde Economic Development Department has initiated discussions with Local First Arizona and Yavapai College relative to the possibility of bringing a Workforce/Entrepreneurship Center to Camp Verde. Currently, there are no business incubators in the Verde Valley, and we view this as an excellent opportunity to fill that void. The space would feature an incubator/shared work space which would allow start-up businesses, gig workers, and our creative class to come together and cultivate their new endeavors and explore mutually beneficial partnerships.

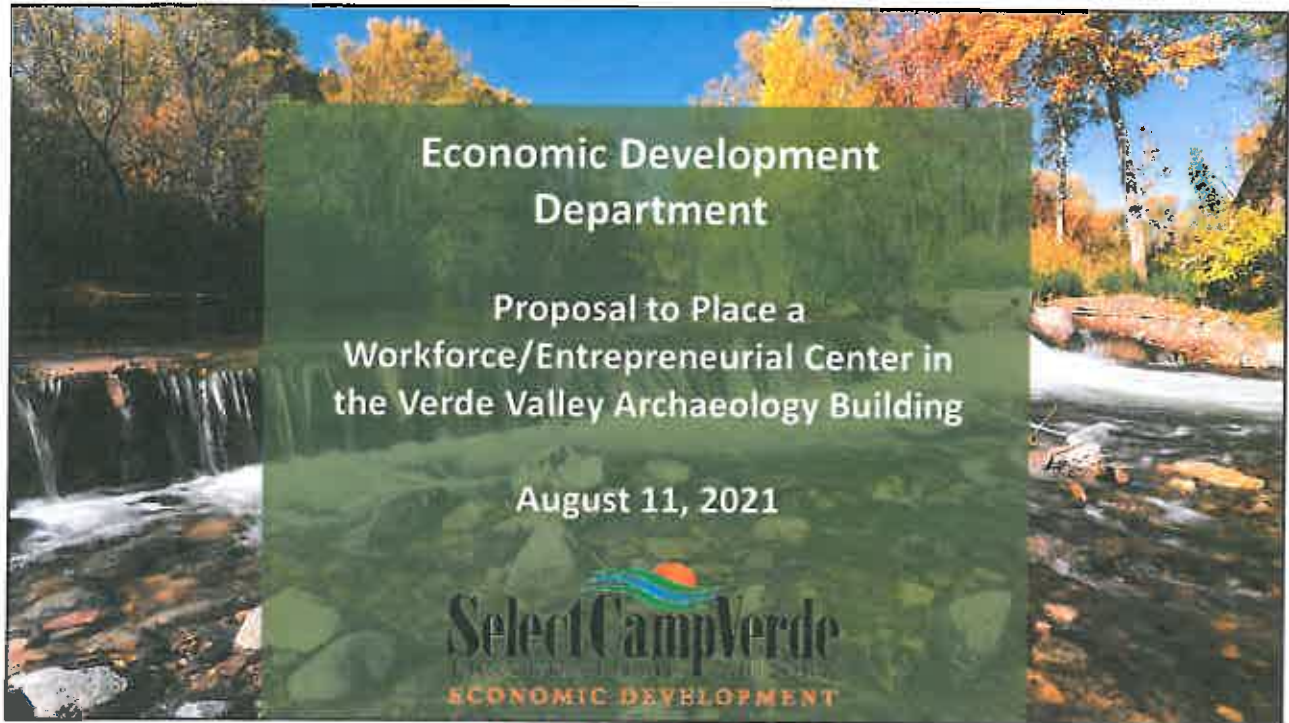
As part of the Workforce/Entrepreneurship Center, we plan to work with community organizations (such as the Small Business Development Center, Arizona@Work, and Goodwill) to provide space, programming, and business consultation for entrepreneurs. This programming would be focused on provide guidance relative to the creation of business plans, how to start and grow a business, how to locate/access available funding, and many other small-business-related services. Yavapai College has also created an entrepreneurship curriculum and the center would

feature a classroom, where that programming could be carried out. We also hope to incorporate the Town's commercial kitchen into the program so that we can kick-start some small restauranteurs.

The benefits of such a facility would help bolster our local economy, support the concept of economic gardening, and fill a void that clearly exists across our region. In order to leverage an asset that the Town already has, mitigate costs associated with building such a center from scratch, and deliver the greatest return on investment for our community, we are proposing that the Center be housed in the building that is currently being occupied by the Archaeology Center. We believe that having a business center directly facing Main Street would help with exposure and marketing, would draw business to our downtown area, and would be easily accessible for visitors.

Recommended Action (Motion):

Instructions to the Clerk: The Economic Development Department will have a PowerPoint presentation for Council. Members from Local First Arizona and Yavapai College may be present and have input to share.



LN1

Town of Camp Verde
Archaeology Center Proposal

Our Proposal

Once the Archaeology Center building comes available:

- Move the Economic Development Department into that space
- Create a Workforce & Entrepreneurship Center for our community
- Classroom space for the new entrepreneur certification program in partnership with Yavapai College
- Workforce certification and training including soft skills, technology training, and others
- Co-working space for remote workers and start-up entrepreneurs
- Office space for partners including SBDC, Yavapai College, ARIZONA@WORK, and Internship/Apprenticeship Liaison
- Community Kitchen space for food entrepreneurs



Slide 2

LN1 Liza Noland, 7/28/2021

Town of Camp Verde
Archaeology Center Proposal

Why should you support this idea?

- Falls directly in line with Council's desire to recruit and develop businesses
- Supports the concept of Economic Gardening
- Significant ROI for our community
 - jobs, businesses, education, business resources/training
- It will be called for in our Focused on Success Strategic Plan
- Our community wants it!



Town of Camp Verde
Archaeology Center Proposal

Where did this idea originate?

- A local entrepreneur came to us with a "space request"
 - A growing business that just needed space, but we have been unable to find something that fits the need
- Focused on Success Focus Groups
 - This concept was specifically called out in the Business Attraction and Workforce focus groups
- Local First Arizona RISE Grant Proposal
 - USDA Grant for rural innovation



Town of Camp Verde
Archaeology Center Proposal

Statistics

- The five-year survival rate for incubator clients has been reported from 75% to as high as 87% (NBIA, 2002)
- Incubators contribute to both job creation and the survival of new business in the United States (Purdue University and Ohio University, 1995)
- Business incubators can help reduce the costs of launching and operating a startup by 40-50% (Center for Entrepreneurial Innovation, 2020)
- An estimated 40% of investment-seeking member companies source investment through a direct incubator program connection (Center for Entrepreneurial Innovation, 2020)
- More than 150 companies were accepted into Arizona incubators in 2013 and incubated startups raised more than \$110 million in private capital (Center for Entrepreneurial Innovation, 2020)



Town of Camp Verde
Archaeology Center Proposal



Town of Camp Verde Archaeology Center Proposal

Examples

- NACET (Flagstaff)
- R Space (Durango)
- Center for the Future (Prescott)



Town of Camp Verde Archaeology Center Proposal

Questions?

