

MINUTES
TOWN OF CAMP VERDE
WORK SESSION
MAYOR AND COUNCIL
473 S MAIN STREET, SUITE 106
WEDNESDAY, AUGUST 11, 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 Bill LeBeau, Councilor Robin Whatley (Zoom), Councilor Jackie Baker, Councilor Jesse Murdock and Councilor Cris McPhail are present.

Also Present

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

3. Pledge of Allegiance

Vice Mayor Butner led the Pledge.

Mayor Jenkins would like to move Agenda Item 5 before Item 4 due to a scheduling conflict with the presenter. Council has no problems with moving the items.

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

Economic Development Department Steve Ayers stated the Town of Camp Verde 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 they think this as an excellent opportunity to fill that void. The space would feature an incubator/shared workspace 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, they 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. Mr. Ayers would also like to move the Economic Development Department into the same building. He went on to list several other items that could be housed there; a few that he mentioned are:

- Spaces that could be leased

- Work with the Community Kitchen
- Economic gardening

Mr. Ayers introduced Director of Rural First Az Eliza Noland, who was attending via ZOOM. She stated she has worked all over Arizona. Her focus is on the Success Program. She spoke on feedback from the different community meetings. Feedback included focusing on trails & open spaces, quality of life and entrepreneurship & work force.

Yavapai College has also created an entrepreneurship curriculum that 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. The center would feature a classroom, where that programming could be carried out. They also hope to incorporate the Town's commercial kitchen into the program so that they can kick-start some small restaurateurs. The benefits of such a facility would help bolster the 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, they 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.

The Rise Grant could cover some of the costs, but they are not ready to apply for this grant just yet. There would be no additional cost to the town. NACOG can help with workforce costs. Mr. Ayers proposed Council give to the department 3 years and then re-evaluate the programming.

Councilor LeBeau stated the big issue is the location and would rather see something commercial in there. This building is a prime piece of real estate right now. There is a lot of "government" on Main Street right now. Mr. Ayers stated it has been vacant for three years and will be vacant again in November. Let us do this for right now while we work on what to put in there. He doesn't have another space for this center. The Town could get some ROI out of this while we work on getting town government off of Main Street.

Eliza Noland stated this center could attract remote workers to the area. They could avoid it looking like a government building.

After some discussion Councilor Baker and Vice Mayor Butner both stated some frustration with working with Yavapai College. The Town has tried to work with them before and has been unsuccessful.

Vice Mayor Butner doesn't feel a need to take another building off the market on Main Street for Government use.

Councilor Murdock stated this is an idea brought to us by the Economic Development Department. Council is not here to make a decision and scold Yavapai College. Don't let this presentation be overshadowed by what Yavapai College has done in the past. She appreciates the work that has gone into the proposal.

Councilor McPhail stated that nothing could happen until November. Mr. Ayers is asking for three years, and she is inclined to give it a try. It could be a short-term solution that could turn out successful.

Councilor Whatley understands the frustration with the college but believes this is a good plan for that building.

Mayor Jenkins appreciates the presentation and appreciates getting the partners together.

Councilor Baker wants to see what Yavapai College would do with an entrepreneur center but would like to see other options. They haven't worked well with the Town in the past.

Councilor Whatley would like to get a commitment from Yavapai College to remodel or build something to move this entrepreneurship in to if the Town goes through with this.

After more discussion Mr. Ayers wants to know what do from here? What do we tell the partners for now? He feels he can show and prove to Council what he has in mind. We have to move forward. New developers and manufacturers will require a workforce.

Mayor Jenkins says we need to move forward.

Councilor McPhail- heard that we like the workforce development.

Councilor Butner said the empty spaces out near the park and equestrian center could be used. Yavapai College needs to bring something to the table. They need to step up.

Mr. Ayers said that Yavapai College is offering to bring the entrepreneur program to the location. This would be a shared space area; build off of one another. He would like suggestions from the Council as to where to put this center and where to go looking for it.

Councilor Murdock would like information sent to the Council how much money has been generated from this business.

Mr. Ayers said that he will work with the Town Manager and will put together more components of what this idea would look like.

Break: 6:15pm

Resume: 6:19pm

4. Presentation of Camp Verde Community Library Community Assessment Findings. Staff Resource: Kathy Hellman

Kathy Hellman stated that with using funds from an LSTA Grant, the library contracted with James LaRue of LaRue and Associates to lead them through a three-phase community assessment project. She described the need for the project. They would need an outside consultant to help them take an objective view of their mission and the Town's mission so they could create a workable strategy for evaluating these opportunities. Ms. Hellman ran through a PowerPoint presentation

Staff member and Tribal Member Jaye Valles was able to interview Tribal Council Members and the manager of Basha's during the community leader interviews section of the assessment. He said he learned a lot from these interviews; for instance, what has affected the community, personal health, substance abuse, and alcoholism. This gave him insight as to what his focus could be for the library going forward.

Ms. Hellman reviewed the community's findings and how the library can support additional programs. She also reviewed how the library can contribute to the community with five key initiatives.

They have revised the Vision Statement and the Mission Statement. With these changes they can support the goals for the Town of Camp Verde. This will also help them support the Town's Strategic Plan.

Ms. Hellman would like to know where the Council would like them to focus their support.

Councilor McPhail attends the Tribal Council Meetings. This gives her a holistic view of their citizens because of the way they are funded. We can show that type of care through the library programs.

Vice Mayor Butner suggests doing some collaborative zoom meetings with the Tribal Council to connect with them and explore other ways we can use social media to reach out to their community.

Councilor Murdock asked if the library would be interested in hosting a youth program at the school. Ms. Hellman said yes.

Mayor Jenkins said the customer survey should help them to know what the task is. Staff is the face of the community at the library. The Council can support the library staff. They could phase in the different things the community has suggested.

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

Town Manager Russ Martin stated the town has 1 million plus dollars that were moved from the Reserve to be used as Capital. Some projects are time based. Council needs to make some decisions as to which projects to start moving forward with. Some projects to consider working on now include:

- Streets
- Storm Water related projects
- Entryway into the park

Marshal Rowley said a project the Marshall's Office would like Council to consider completing would be purchasing COMSTAT. This data base software helps determine crime trends, grants, accountability for officers, and shows what is happening in the community. Community can log in and see the trends. This project is roughly \$35,000.

Ron Long listed some design projects listed on a handout. He said we don't have anything to take out to bid right now, but they need plans drawn and ready for when the funding does come in. Other items that could be done now in the meantime include: studies, permits, and low mar process (alter flows of streams).

Mr. Martin said Council could give 2-3 top projects they'd like to start on. Staff can get better numbers and bring back to Council for formal approval.

Councilor Murdock would like more information on item #3 on the list. She asked if this would be a completely new design with a new bridge or culverts? What are the plans. She said it is hard to predict the flow of that creek. She doesn't support multimillion dollar plans when there is alternate route. She needs more information on this before moving ahead. What would be the level of investment? Some items on the list are more attainable than others.

Mayor Jenkins stated the Council is on the same page with starting Items 1 & 2:

1. Finnie Flat/Montezuma Castle Highway Streetscape-complete design	\$25,000
Main Street/MCH Signalized Intersection- New Design	\$50,000
2. Old Highway 279 Paving- New Design	\$10,000
Old Highway 279 Crossing at Cherry Creek Wash- New Design	\$80,000
Out of Africa Way Connection to Old Highway 279- New Design	\$35,000

Mr. Martin said staff can start with those two. Mr. Martin asked if Council would want to go out to bid for chip seal and at what amount. Mr. Long said they could go out to bid to finish area three, which starts around school, goes to apache trail, by the freeway and then back toward town. Target amount would be about \$4-\$500,000. Go out to bid in September to start in October. Mayor Jenkins said to add the Marshall's project as well. Mr. Martin stated this will be formalized at a future Council Meeting.

7. Adjournment

Mayor Dee Jenkins adjourned the meeting at 7:35 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 Work Session of the Town Council of Camp Verde, Arizona, held on August 11, 2021. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 20th day of September, 2021.



Cindy Pemberton, Town Clerk