

**MINUTES
TOWN OF CAMP VERDE
WORK SESSION
MAYOR AND COUNCIL
473 S MAIN STREET, SUITE 106
WEDNESDAY, JANUARY 25, 2023 AT 5:30 P.M.**

ZOOM MEETING LINK:

<https://us02web.zoom.us/j/85468692891?pwd=aXJmRG82T21kVkVOR0VYV3UyeFN3Zz09>

One Tap Mobile: 1-669-444-9171 or 1-669-900-9128

Meeting ID: 854 6869 2891

Passcode: 768996

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.** Council Members Jackie Baker, Wendy Escoffier, Robin Godwin, Cris McPhail, Jessie Murdock, Vice Mayor Marie Moore (Absent), and Mayor Dee Jenkins

Also Present. Finance Director Mike Showers, Interim Town Manager Gail Mabery, Town Marshal Cory Rowley, Risk Management Director Heather Vinson, Town Clerk Cindy Pemberton

3. **Pledge of Allegiance** Councilor Baker led the pledge of allegiance.
4. **Strategic Planning for FY24 Budget session.** Staff Resource: Mike Showers

Interim Town Manager, Gayle Mabery said Council should anticipate in the budget a line item for some facilitative strategic planning. It has been a while since Camp Verde has done facilitative strategic planning. Mayor Jenkins thanked her.

Mayor Jenkins thanked Council for allowing Vice Mayor Moore to take over for her at the last meeting when she lost her voice. She gave Mr. Showers the floor.

Mr. Showers said the reason for what they're doing tonight is that they are trying to focus Council on direction and big picture. They aren't focusing on projects. They are trying to obtain a better overall budget document. They are working to analyze what they want to become. This gets attention off of budget numbers and onto town direction. They are creating a guidance framework for decisions, not a to-do list.

He said they will be developing a foundational framework of who and what the town is and determine the critical issues that will help get the town where they want to go.

He said that he hopes what they will accomplish tonight will be that staff will be able to put together a CIP plan and departmental budget that better lines up with Council's desired outcomes.

Council was given a worksheet to complete ahead of time. This worksheet was to help

Council focus on specific segments of the town. The four main segments were 1. Quality of life, 2. Infrastructure 3. Economy, and 4. Town Government. Within each segment are multiple categories for Council members to reflect on as they determine individually what the major issue is within that category. The desire is to keep Council focused on overriding issue, not their specific solution. Once the issue is determined, its level of importance is assigned with a value as follows: 4-critical/imperative, 3-necessary/needed, 2-secondary/desire, and 1-consider/review. Finally, each issue is determined to be a Strength, a Weakness, an Opportunity, or a Threat. These sheets are turned in ahead of time and summarized by staff, with similar topics combined into one issue. Council members received the summarized version tonight. They spent 30 minutes discussing and rating the remaining issues. Once completed, the forms were given to Mr. Showers to be entered onto the completed segment sheet where all levels for each line time/issue were averaged together. From the averages, the top priorities rise to the top and are reviewed with Council to make sure the majority agrees with end results.

Once these exercises are completed, Council utilizes the top results established in each exercise to propose and validate a list of short term (1-2 years) and long term (3+ years) goals to help guide the development of the upcoming budget and overall direction for use of town resources.

Council and Mr. Showers worked to put together these goals. They each shared what they felt was most dire.

Meeting Recessed at 7:57 PM.

Meeting Resumed at 8:05 PM.

The consensus amongst the Council was the following goals and outcome statements:

1. Promote methods for encouraging investment into affordable housing.
2. Explore opportunities to expand healthcare access in the community.
3. Create and support policies that attract retail and entertainment businesses.
4. Develop a comprehensive economic and revitalization plan for Historic Main Street.
5. Develop a strategic planning model for facilities, operations, infrastructure, CIP, and land use.
6. Fund a strategic plan for marketing and tourism.
7. Identify and create policy to preserve and protect historic resources in the community.
8. Create an environment that encourages business growth, retention, revitalizations, and employment opportunities.

Mr. Showers said these outcome statements will give staff and community members understanding as to what Council is looking to see accomplished.

5. Adjournment Mayor Jenkins adjourned the meeting at 8:47p.m.

Dee 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 Regular Session of the Town Council of Camp Verde, Arizona, held on January 25, 2023. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 11th day of February, 2023.

Cindy Pemberton

Cindy Pemberton, Town Clerk