



*Support your local merchants*

**AGENDA**

**TOWN OF CAMP VERDE  
WORK SESSION  
PARKS & RECREATION COMMISSION  
473 S MAIN STREET, SUITE 106  
MONDAY, JULY 1, 2024 AT 4:30 P.M.**

**ZOOM Link: <https://us02web.zoom.us/j/83624249189?pwd=Hu9EuI5PKATsWIWvJK9FHqIALdoDEA.1>**

**One Tap Mobile: 1-253-205-0468 or 1-253-215-7799  
Meeting ID: 836 2424 9189  
Passcode: 041746**

**If you want to speak ON ANY ITEM ON THE AGENDA, PLEASE complete the Request to Speak Form**

1. **Call to Order**
2. **Roll Call:** Chairperson Dave Grondin, Vice Chairperson Jerry Morris, Commissioner Glenda Duncan, Commissioner Mary Hughes, Commissioner Candra Faulkner, Commissioner Jeffrey Noonan, and Commissioner Wayne Smith
3. **Pledge of Allegiance**
4. **Discussion, review, and update on the Request for Proposal drafts for Parks & Recreation Master Plan.** (Staff Resource: Michael Marshall)
5. **Discussion and review regarding the Fort Verde Days Parade Theme and Grand Marshal.** (Staff Resource Michael Marshall)
6. **Discussion and review of the Parks & Recreation Commission schedule for their participation in this year's Corn Fest.** (Staff Resource Michael Marshall)
7. **Adjournment**

*Note: Pursuant to A.R.S. §38-431.03A.2 and A.3, the Parks and Recreation Commission may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item. The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.*

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 the Town Web site on 6/26/24 at 1:00 pm

Shawna Figy

Shawna Figy, Recreation Supervisor

# EXHIBIT A

## SCOPE OF WORK

### Camp Verde Parks, Recreation, Trails & Open Space Master Plan

#### **Purpose Statement:**

To create a document through community engagement to guide the parks, recreation, trails and open space planning, development, and operations for the Town of Camp Verde for the betterment of residents and visitors for the next ten years.

#### **Vision Statement:**

Camp Verde is welcoming; a safe community, a vibrant economy, thoughtfully growing, and offering an exceptional quality of life. (Vision statement from Council Strategic Plan CSP) Opportunities, facilities and programs for parks, recreation, trails, and open spaces enhance that vision for our community members.

#### **Mission Statement:**

We serve by honoring our past and embracing our future (Mission statement from CSP) utilizing the Focus Area of Recreation & Activities. Enhancing our unique location and historic culture through building, maintaining, and marketing amenities and events while engaging the community.(From Focus areas of CSP)

#### **Town Interface:**

The Town of Camp Verde will assign a Project Manager and create a Project Team to coordinate all interactions with the Consultant, provide all needed Town documents and support the public process. The Project Team will include at a minimum representatives from Parks & Recreation Division, Maintenance Division, Community Development, Economic Development and the Town Manager's office.

(Suggestion of Deputy Town Manager as Project Manager to coordinate Town wide Departments)

Support items to be provided by the Town of Camp Verde

- Project Manager and team.
- Copies of all existing studies, plans, programs, maps and other data and access to all applicable records.
- Existing Capital Improvement Plan, General Plan, and other applicable documents.
- Assistance with on-going community meetings, public forums, and survey meetings including assisting with distributing surveys. (Moved here from Development of Final Plan)

**Action Plan:**

- Collect and analyze information on participation, needs, desires, operations, programming, and land use/leisure trends and create Level of Service options based on industry standards, guidelines, community input and best practices.
- Identify the current service needs gap between the amenities and services currently offered and the Community wants and needs; and the future gap based on projected future trends and growth.
- Tour and compile an inventory of existing Town-owned parkland, recreation facilities, programs, and services **including user demographics** in the **Town limits** service area, and provide design, green infrastructure, benefits/cost and analytical analysis.
- Provide a recommended future parkland acquisition/development plan.

**Elements to be investigated include the following:**

- Condition and location of existing facilities and amenities.
- Develop standards of care similar to levels of service for operations, staffing, and maintenance.
- Provide a clear plan for development of programming direction based on standards and demands analysis.
- Identify opportunities for available funding and acquisition alternatives.
- Develop an action plan that includes strategies, priorities and an analysis of budget support and funding mechanisms for the short-term, mid-term, and long-term for the Sports Complex, Heritage Pool, parks system, open space, trails, and recreation programs and services.
- Develop an action plan for probable future land acquisitions, recreation facilities and park development based on growth and infill.

**Plan Development Process**

The Consultant will be expected to provide regular briefings summarizing the metrics and results from on-going outreach efforts along with previewing upcoming planned activities. At the conclusion of this task, the Consultant will prepare a final summary of results and supplemental metrics. (Moved here from Public Process section)

The Consultant shall review with the Town's Project Manager all prepared information for the public meeting at least seven days prior to the scheduled meetings. (Moved her fro Deliverables)

**Public Process:**

The primary goal of the Camp Verde Parks, Recreation, Trails, and Open Space Master Plan is to create a roadmap that will guide the plans for 2026 – 2036. The Town seeks a comprehensive public involvement program. The program should include a multi-faceted process to reach all stakeholder institutions, and more specifically, to reach segments of the population that do not generally engage in civic dialogue. The objective is to provide meaningful, effective, early, and continuous public participation throughout the development of the 10-Year Master Plan process. Include descriptions of outreach methods, recommended frequency, and work products that will be generated detailing the results of those efforts.

~~The Consultant will be expected to provide regular briefings summarizing the metrics and results from on-going outreach efforts along with previewing upcoming planned activities. At the conclusion of this task, the Consultant will prepare a final summary of results and supplemental metrics. Move above to start of Plan Development section)~~ The public involvement process shall include the following:

- Meet with the Town's **Project Team and Manager to facilitate early meetings with Economic Development, Planning and Zoning** and Parks and Recreation divisions ~~early in the master plan process.~~
- Set up a website dedicated to the Parks and Recreation 10-Year Master Plan and determine the scope of website content management. Provide content to the Town Project Manager in a timely manner regarding project updates, announcements, etc.
- Identify, describe, and implement a comprehensive strategy and methodology for resident and service population involvement in this Master Plan process.

- Ensure that residents, user groups, associations and other stakeholders are provided with an opportunity to participate in the development of this plan.
- Conduct public community meetings, focus groups (participants to be determined) and individual stakeholder interviews including meeting with the Town's boards and commissions.
- Act as professional facilitators to gather specific information regarding services, use, preferences and any agency strengths, weaknesses, opportunities, and threats (number of community meetings TBD).
- ~~Formulate a Technical Advisory Committee comprised of Parks and Recreation professionals with a knowledge and understanding of master planning development.~~
- Formulate a Community Planning Committee comprised of a diverse group of parks and recreation stakeholders to help review and comment on public input.
- Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open and proactive public participation process is achieved.
- Provide written records and summaries of the results of all public processes and communications strategies.
- Help to build consensus and agreement on the plan and if consensus is not possible, provide information for informed decision making.
- Provide methods to hear from as many people as possible, including users and non-users of the services and facilities.
- Identify potential funding sources to support master plan recommendations.
- ~~Provide~~ Conduct a Town-wide statistically valid community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the recreation and park programs and facilities. Analyze the raw data to develop a baseline to determine needs, desires and willingness to pay. (Moved here from Deliverables section)

#### **Data Collection and Analysis Means and Methods:**

- Examine the need for additional park land, pocket parks, upgraded park amenities, and other recreation facilities needed to better serve Camp Verde citizens.
- Provide an assessment of all Natural and Cultural resource sites within the Camp Verde park system and Town owned property.

- Provide a master site plan for each existing park property with an emphasis on parks in the major geographical areas of Camp Verde.
- Determine the appropriate balance needed between greenspace, high-desert landscape, and water conservation.
- Evaluate the potential connectivity of Camp Verde's Park system to neighborhood trails utilizing utilities easements, National Forest Service trails, and State Parks land.
- Provide an assessment of current sport field inventory and analyze the need for future sport field development.
- Examine the current **Land Development Code** and recommend revisions to include providing and exploring revenue options for open space conservation and parks development. Researching this information will be accomplished by working with the Town's **Planning & Zoning Department**.
- Provide an assessment of accessible / adaptive recreation facilities.
- Identify recreation programming trends.
- Provide an assessment and analysis of the Parks & Recreation Division's current level of recreation programs and services and identify gaps in program services **and identify staffing levels and plans to maintain current levels and provide suggested expansion/improvements from plan.**
- **Provide an assessment and analysis of the Maintenance Division's current level of facility and field maintenance and identify gaps in services and identify staffing levels and plans to maintain current maintenance and provide suggested expansion/improvements from plan. (Note 1)**
- Provide an analysis of the best possible providers for programs and services needed.
- Provide recommendations for enhancing possibilities for collaborative partnerships where appropriate.
- Explore opportunities for expansion of services, programs and amenities at City-owned properties or other available space.
- ~~Examine technological needs for the department including how the Town Maintenance Division can more effectively maintain park properties and overall maintenance efficiencies. (Redundant see Note 1)~~
- ~~In addition, review the efficiency of the assets management system and overall effectiveness of current maintenance practices facilities and parks. (Redundant, see Note 1)~~
- Provide a future capital prioritization list based on public input, future trends, and economic opportunity.

## Progress Reporting

The Consultant and the Town's Project Manager shall hold progress meetings as often as necessary, but in no case less than twice per month with one in-person meeting until the final plan is approved by the Town Council. The Consultant shall supply the Project Manager with at least one copy of all completed or partially completed reports, studies, forecasts, maps or plans as deemed necessary by the Project Manager at least three working days before each progress meeting. The Project Manager shall schedule the meetings, as necessary, at key times during the development of the Master Plan. (Moved here from Deliverable section)

## Deliverables

### Plan Deliverables

Provide a **detailed 3-to-5 year** strategic plan of recommended actions required to successfully deliver parks and recreation facilities and services to the Camp Verde community.

~~Coordination of Planning Documents and work~~ **Develop strategic plan to work with and coordinate** with the following relevant documents

- Town of Camp Verde 2016 General Plan
- Camp Verde Parks & Recreation Five Year Plan 2009-2014
- Town of Camp Verde Urban Upland Trail Plan 2020
- Town of Camp Verde River Recreation Master Plan 2016
- Camp Verde Council Strategic Plan FY25 – FY30
- **Verde River Connections (A Comprehensive & Strategic Recreation Action Plan for Yavapai County and the Verde Front)**
- **Prescott National Forest Verde Trails & Access Plan, Verde Recreation Plan 2020, Land and**

- **Coconino National Forest and Land and Resource Management Plan**

### Community Needs Assessment

- The consultant shall ~~complete~~ **provide** a park and recreation needs assessment to determine citizen interest, need and satisfaction for all facilities, programs, maintenance, and services **including proposed improvements**.
- **Assess where the Town is underserving the community in parks, recreation, trails and open space. (Moved here from Demographic Trends section)**

### Park Facility Analysis and ~~Site Plan Development~~

- Consultant will provide an evaluation of existing park properties **with suggested improvements and expansion based on plan input and conclusions**.

### Statistically Valid Survey

- ~~Provide a Town wide statistically valid community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the recreation and park programs and facilities. Analyze the raw data to develop a baseline to determine needs, desires and willingness to pay. (Moved to Public Process section)~~

### Demographic Trends

- Review and interpret demographic trends and characteristics of the Town.
- Review, interpret and identify specific **resident** growth areas.
- ~~Assess where the Town is underserving the community in parks, recreation, trails and open space. (Moved to Community Needs Assessment section)~~

### Existing and Future Facilities-Analysis of Level of Service

- Compile an inventory and assessment of the existing parks, trails, preserves, open space, and recreation facilities. ~~Explore the GIS inventory methods that can be imported into~~ **Cartegraph** ~~and analyzed with ESRI tools~~. This assessment will include a comparative analysis to communities of similar size and regional density and use nationally accepted standards. The analysis should consider the capacity of each amenity found within the system (playgrounds, ball fields, trails, natural areas, special facilities, etc.) as well as functionality, accessibility, condition, comfort, and convenience. Each amenity should be evaluated regarding its service from both a resident and visitor perspective. Evaluation criteria should be based on the expressed values of the community through collective outreach measures. Consideration should be given to any significant land-use changes **since 2010**, the City's asset management approach to facilities and parks and the park improvements. The analysis also will include identification of best possible providers of community and recreation services and recommendations enhancing possibilities for partnerships where appropriate.

### Comparative Performance Measurement and Benchmarking of Parks and Recreation Services;

- The consultant shall compare the Town of Camp Verde resources that include open space, trails, facilities, parks, programs, services, maintenance, revenue, expenses, capital funding, uses of staff levels to cities and towns known for best practices that have similar size, composition, and demographics, as well as communities in the region.
- Evaluation tools such as Town standards, community demand, and professional standards such as National Recreation and Park Association resources or comparative data.

- Service area criteria and number of residents served.
- A comprehensive overview of existing facilities and services based on a GIS program. Utilize IT Services staff for existing GIS parks and trails mapping programs.

### **Progress Reporting**

~~The Consultant and the Town's Project Manager shall hold progress meetings as often as necessary, but in no case less than twice per month with one in-person meeting until the final plan is approved by the Town Council. The Consultant shall supply the Project Manager with at least one copy of all completed or partially completed reports, studies, forecasts, maps or plans as deemed necessary by the Project Manager at least three working days before each progress meeting. The Project Manager shall schedule the meetings, as necessary, at key times during the development of the Master Plan. (Moved to Plan Development Process section)~~

### **Development of Final Plan and Supporting Materials**

The 10-Year Master Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and "road map" and model for parks, recreation, trails, and open space future 2026 – 2036.

- One-on-one interviews will be required with Mayor and Council, Town Manager, Planning Commission, Parks and Recreation Commission, key Developers in community, business owners and various recreation stakeholders. Recreation stakeholders can be summarized as youth sports and activity boards, hiking and cycling clubs, along with senior clubs and organizations, and civic support organizations.
  - Meetings with the Parks and Recreation staff as well as other key Town departments including but not limited to Town Manager's Office, Planning & Zoning, Fire, Police, and Public Works as requested by Project Manager.
  - Appropriate written material and graphics (maps, charts, etc.) to be used for public presentations, to include a current map and a final map plan outlining future park development opportunities.
  - At least two Public Meetings (Forums) to garner community input and build consensus.
  - A minimum of two meetings with the Town Council, one at the time of the presentation of the draft 10-Year Master Plan and one at the adoption of the final 10-Year Master Plan.
- 
- A summary of existing conditions, inventories, and Level of Service analysis.
  - Charts, graphs, maps, and other data as needed to support the plan and its presentation to the appropriate audiences.
  - A financial plan.
  - A color version of the draft 10-Year Master Plan document consisting of an electronic copy in a PDF format, and a web res version.
  - A color version of the final Master Plan document including the Executive Summary consisting of (5) printed and bound color copies and an electronic copy in a PDF format.

~~The Consultant shall review with the Town's Project Manager all prepared information for the public meeting at least seven days prior to the scheduled meetings. (Moved to start of Public Process section)~~

~~Items to be provided by the Town of Camp Verde~~

- ~~• Project Manager and team.~~
- ~~• Copies of all existing studies, plans, programs, maps and other data and access to all applicable records.~~
- ~~• Existing Capital Improvement Plan, General Plan, and other applicable documents.~~
- ~~• Assistance with on-going community meetings, public forums, and survey meetings including assisting with distributing surveys. (Moved to Town Interface section)~~



DRAFT

## EXHIBIT A SCOPE OF WORK

### Camp Verde Parks, Recreation, Trails & Open Space Master Plan

#### Purpose Statement:

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### Town Interface & Support

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**Action Plan:**

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#### **Data Collection and Analysis Means and Methods:**

- Examine the need for additional park land, pocket parks, upgraded park amenities, and other recreation facilities needed to better serve Camp Verde citizens.
- Provide an assessment of all Natural and Cultural resource sites within the Camp Verde park system and Town owned property.

- Provide a master site plan for each existing park property with an emphasis on parks in the major geographical areas of Camp Verde.
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- Provide an assessment of current sport field inventory and analyze the need for future sport field development.
- Examine the current **Land Development Code** and recommend revisions to include providing and exploring revenue options for open space conservation and parks development. Researching this information will be accomplished by working with the Town's **Planning & Zoning Department**.
- Provide an assessment of accessible / adaptive recreation facilities.
- Identify recreation programming trends.
- Provide an assessment and analysis of the Parks & Recreation Division's current level of recreation programs and services and identify gaps in program services **and identify staffing levels and plans to maintain current levels and provide suggested expansion/improvements from plan.**
- **Provide an assessment and analysis of the Maintenance Division's current level of facility and field maintenance and identify gaps in services and identify staffing levels and plans to maintain current maintenance and provide suggested expansion/improvements from plan. (Note 1)**
- Provide an analysis of the best possible providers for programs and services needed.
- Provide recommendations for enhancing possibilities for collaborative partnerships where appropriate.
- Explore opportunities for expansion of services, programs and amenities at City-owned properties or other available space.
- Provide a future capital prioritization list based on public input, future trends, and economic opportunity.

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### Deliverables

### Plan Deliverables

Provide a **detailed 3 to 5 year** strategic plan of recommended actions required to successfully deliver parks and recreation facilities and services to the Camp Verde community.

**Develop strategic plan to work with and coordinate** with the following relevant documents

- Town of Camp Verde 2016 General Plan
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- The consultant shall **provide** a park and recreation needs assessment to determine citizen interest, need and satisfaction for all facilities, programs, maintenance, and services **including proposed improvements**.
- **Assess where the Town is underserving the community in parks, recreation, trails and open space. (Moved here from Demographic Trends section)**

### Park Facility Analysis

- Consultant will provide an evaluation of existing park properties **with suggested improvements and expansion based on plan input and conclusions**.

### Demographic Trends

- Review and interpret demographic trends and characteristics of the Town.
- Review, interpret and identify specific **resident** growth areas.

### Existing and Future Facilities-Analysis of Level of Service

- Compile an inventory and assessment of the existing parks, trails, preserves, open space, and recreation facilities. This assessment will include a comparative analysis to communities of similar size and regional density and use nationally accepted standards. The analysis should consider the capacity of each amenity found within the system (playgrounds, ball fields, trails, natural areas, special facilities, etc.) as well as functionality, accessibility, condition, comfort, and convenience. Each amenity should be evaluated regarding its service from both a resident and visitor perspective. Evaluation criteria should be based on the expressed values of the community through collective outreach measures. Consideration should be given to any significant land-use changes **since 2010**, the City's asset management approach to facilities and parks and the park improvements. The analysis also will include identification of best possible providers of community and recreation services and recommendations enhancing possibilities for partnerships where appropriate.

### Comparative Performance Measurement and Benchmarking of Parks and Recreation Services;

- The consultant shall compare the Town of Camp Verde resources that include open space, trails, facilities, parks, programs, services, maintenance, revenue, expenses, capital funding, uses of staff levels to cities and towns known for best practices that have similar size, composition, and demographics, as well as communities in the region.
- Evaluation tools such as Town standards, community demand, and professional standards such as National Recreation and Park Association resources or comparative data.
- Service area criteria and number of residents served.
- **A comprehensive overview of existing facilities and services based on a GIS program. Utilize IT Services staff for existing GIS parks and trails mapping programs.**

### Development of Final Plan and Supporting Materials

The 10-Year Master Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and "road map" and model for parks, recreation, trails, and open space future **2026 – 2036**.

- One-on-one interviews will be required with Mayor and Council, Town Manager, **Planning Commission**, Parks and Recreation Commission, key Developers in community, business owners and various recreation stakeholders. Recreation stakeholders can be summarized as youth sports and activity boards, hiking and cycling clubs, along with senior clubs and organizations, and civic support organizations.

- Meetings with the Parks and Recreation staff as well as other key Town departments including but not limited to Town Manager's Office, **Planning & Zoning**, Fire, Police, and Public Works as requested by Project Manager.
- Appropriate written material and graphics (maps, charts, etc.) to be used for public presentations, to include a current map and a final map plan outlining future park development opportunities.
- At least two Public Meetings (Forums) to garner community input and build consensus.
- A minimum of two meetings with the Town Council, one at the time of the presentation of the draft 10-Year Master Plan and one at the adoption of the final 10-Year Master Plan.

- A summary of existing conditions, inventories, and Level of Service analysis.
- Charts, graphs, maps, and other data as needed to support the plan and its presentation to the appropriate audiences.
- A financial plan.
- A color version of the draft 10-Year Master Plan document consisting of an electronic copy in a PDF format, and a web res version.
- A color version of the final Master Plan document including the Executive Summary consisting of (5) printed and bound color copies and an electronic copy in a PDF format.

DRAFT

**Parade Theme Suggestions:**

Hats & Boots – X3

Science

**Grand Marshal Nominations:**

T.C. Noble

Chip Norton

Crystal Tucker – 46 yr. resident

Buck Buchanan

Lou Blazquez

Rebekah – Tile project

Mike Marshall – X3

These were all collected at Touch A Truck and Pecan & Wine. We do not have any additional information on why these people were nominated.



PRC Corn Fest Schedule

<b>11:00-1:00</b>	<b>1:00-3:00</b>	<b>3:00-5:00</b>	<b>5:00-7:00</b>

We should try to have at least 2 Commission members in the tent throughout the event.