



TOWN OF CAMP VERDE

Strategic Plan Summary

For fiscal year 2020-21

1. The Town will prioritize and execute the completion of current parks and trails projects. (ST)

Council has listed development of parks and ball fields as being a major priority over the last 4 years during strategic plan development. Completing these projects is of great importance to the Council.

Current activities:

- 1. The Town has obtained a loan and started work on a large sports park but has run into cost/bid issues on the final construction phase.*
- 2. The Town's Economic Development department is developing a local trail plan which has already had community meeting for feedback.*
- 3. We are continuing to expand our Maintenance department to provide more direct attention to our local parks.*

2. Continue to work with all entities to maximize our expenditures and political power to protect, promote and utilize our natural resources. (ST/LT)

The natural public areas of our Town are a big part our community, heritage and recreation/tourism activities. While access to these areas is key to families and visitors, we must make sure these areas are protected from misuse and other destructive forces.

Current activities:

- 1. Working with Verde Front group, a conglomeration of Verde Valley municipal employees, business owners and private land owners, to facilitate organized utilization and preservation of local rivers, trails and general recreation areas.*
- 2. Working with property owners to clean up river area and provide information and ground rules to those utilizing the river.*
- 3. Continue to engage attorney for protecting our local ground water rights.*
- 4. Working on developing trail systems that allow for public access and effective monitoring of the use of those areas.*

3. Implement policies, procedures and tools to effectively communicate amongst ourselves, our staff and our community in order to effectuate transparency. (ST/LT)

Miscommunication and distrust can sideline and even destroy positive progress towards any goal. The Town has seen these destructive forces in all 3 areas mentioned above and wishes to take a proactive step to curb these types of interactions making sure positive communication is a priority in all Town interactions.

Current activities:

- 1. Purchasing policies have been updated to support Council's request for more accountability and feedback throughout large projects.*

4. Direct staff to work with county, college and local high schools to establish, train and retain a local workforce. (LT)

If Camp Verde is going to grow economically, it must be able to attract businesses to this area. It is imperative to that end, that a growing workforce be cultivated and retained to support this growth.

Current activities:

1. *None at this time.*

5. Facilitate the purchase of a local water company through the collection of relevant information and directing potential mechanisms for purchase. (ST)

Council sees the acquisition of a local water company as having a significant impact on the Town's ability to effectuate economic growth in our community.

Current activities:

1. *We are engaged in talks with a local water utility for the prospect of purchasing those operations and bringing them under Town control.*

GOAL DEVELOPMENT PROCESS

Summary

Each year, at the beginning of the budgeting process, the Town of Camp Verde goes through a strategic planning process to develop focus on the short-term and long-term needs and direction of the Town, specifically as it applies to the budgeting process. The goal is to develop a document that can be used as a reference by Council members and Town staff as they prepare and prioritize the Town's 5-year Capital Improvement Plan and overall Town budget. Council members work through a SWOT analysis style process, pulling information from up to 12 different aspects of the Town including; Infrastructure, Families, Tourism, Heritage, etc. The values and concepts captured there are then utilized in a voting process where Council members determine their top 5-10 priorities from the identified strengths, weaknesses, opportunities and threats.

Value Analysis

Each member is given a worksheet ahead of time to work through in anticipation of the strategic planning meeting. The worksheet (see attachment A) focuses council member's attention on at least 11 separate topical areas affecting the Town. Each Council member lists a strength, weakness, opportunity and threat for each section. All listed entries are then grouped SWOT section with explanation from each Council member on their listings. Once the duplicates are removed or combined, members vote through a weighted point system to ascertain the overall top 5-10 values of the group. The top 5 values for FY21 are listed below:

Top 5 General Values:

- 1) Parks & Trails
- 2) Natural Resources
- 3) Communication
- 4) Workforce
- 5) Water Company Purchase

Goal Development

Once these exercises are completed, Council is asked to determine a list of short-term (1-2 years) and long-term (3-10 years) goals to help guide the development of the upcoming budget and overall direction for use of Town resources. For fiscal year 2020-21, 5 goals were created and are listed with activities that are currently in process for each goal.