

**MINUTES  
TOWN OF CAMP VERDE  
WORK SESSION  
MAYOR AND COUNCIL  
473 S MAIN STREET, SUITE 106  
FRIDAY, FEBRUARY 21, 2020 at 9:00 A.M.**

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

**1. Call to Order**

Mayor German called the meeting to order at 9:10 a.m.

**2. Roll Call**

Mayor Charles German, Vice Mayor Dee Jenkins, Councilor Robin Whatley, Councilor Bill LeBeau, Councilor Joe Butner and Councilor Buck Buchanan are present. Councilor Jesse Murdock is absent.

**Also Present**

Town Manager Russ Martin, Financial Director Mike Showers, Cris McPhail, Town Clerk Cindy Pemberton and Recording Secretary Jennifer Reed.

**3. Pledge of Allegiance**

Mayor German led the Pledge.

**4. Discussion regarding Strategic Plan Development. (Staff Resource Mike Showers)**

Financial Director Mike Showers explained the goal of this work session is to get everyone's mind on numbers before the start of the budget process. This process is to help decide where do we really want to be and what do we want the town to look like. This process has changed slightly. He explained that members were given homework to list top priorities and then bring them to discuss during the work session. Each member can share what strengths they have listed, discuss the top 5 items, and then put into an action statement. Mr. Showers reviewed the strategic plan summary from last year.

**SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)**

Members wrote down their ideas for (4) categories on big papers around the room for discussion.

1. What strengths should be further enhanced
2. What weaknesses should be given better support
3. What opportunities should be taken advantage of
4. What threats should be mitigated or removed

The top (5) will be posted together to eliminate duplicate ideas. Council members will then use a weighted voting system to determine the overall top five areas of focus.

**Strengths to be further enhanced:**

- Location/River/Natural Resources 7pts
- Infrastructure-waste water 1pt
- Open spaces/Natural Resources
- Parks and Rec activities & events 3pts
- Climate 3

**Weaknesses that need better support:**

- Communications-4pts
- Lack of affordable housing
- Support of local/small businesses
- Retail development
- Business diversification
- Lack of infrastructure where it is needed
- Lack of park spaces
- Lack of available funding

**Opportunities to take advantage of:**

- Purchase Water Company
- Opportunity zone
- Complete Existing Planned Parks/Trails- Rodeo and Sports Complex-18pts

**Threats that should be mitigated or removed:**

- Not finishing what has been started – 5 points
- Recession and downturns
- Retaining & Training a work force – 3 points
- Management of Natural Resources – 4 points

**Recess for break: 10:54 a.m.**

**Resume: 11:06 a.m.**

**Result of Voting:**

**Strengths to be further enhanced:**

- Location/River/Natural Resources – 7 points
- Parks and Rec activities & events – 3 points
- Climate – 3 points
- Infrastructure expansion-waste water – 1 point

**Weaknesses that need better support:**

- Communications – 4 points

**Opportunities to take advantage of:**

Complete Existing Planned Parks/Trails- Rodeo and Sports Complex – 18 points

**Threats that should be mitigated or removed:**

- Not finishing what has been started – 5 points
- Management of Natural Resources – 4 points
- Retaining & Training a work force – 3 points

The group thinks Infrastructure expansion-waste water should be higher on the list.

Top 5 concerns:

1. Complete Existing Planned Parks/Trails- Rodeo and Sports Complex - 18 points
2. Location/Open spaces/Natural Resources – 7 points
3. Not finishing what has been started – 5 points
4. Communications – 4 points
5. Management of Natural Resources – 4 points
6. Purchase Water Company – should be listed consensus it should be added to the list.

Council Members were asked how you can impact these items:

**#1. Finish Park/Trails**

- Put in the budget- debt ?
- Public outreach what is going and what is being done. Council out front.
- Community/Non Profit support (committees)

***(Councilor Whatley left the meeting at 11:26am)***

**#2. Natural Resources:**

- Friends of the Verde River
- Verde Front
- Deal with legislature
- Management Plan Developed (Promote planned use)
- Membership Fees

**#3. Communications**

- Policies
- Codes
- To citizens
- Amongst ourselves
- Proper Manpower-other agencies
- Accurate information

**#4. Retaining/Training Workforce**

- Work with youth, college and CTE
- County Land Use
- Impact HS Students

- Utilize Economic Development Programs

#5. Water Company Purchase

- Buy it
- Debt?
- Infrastructure Status
- Yavapai Apache Nation cooperation

***No decisions this is a collection of thoughts:***

Action Statements

1. The town will prioritize and execute the completion of parks and trails.
2. Continue to work with all entities that maximize the expenditures and political powers to protect, promote and utilize natural resources.
3. Implement policies and procedures & tools to effectively communicate amongst ourselves, staff, and community in order to effectuate transparency.
4. Direct staff to work with county, college and high school towards establishing retaining and training work force.
5. Facilitate the purchase of local water company through the collection of relevant information and directing potential mechanism for purchase.

**5. Adjournment**

Mayor German adjourned the meeting at 12:04 p.m.



Mayor Charles German



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 February 21, 2020. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 5<sup>th</sup> day of March, 2020.



Cindy Pemberton, Town Clerk