

**MINUTES
TOWN OF CAMP VERDE
WORK SESSION
MAYOR AND COUNCIL
473 S MAIN STREET, SUITE 106
WEDNESDAY, JANUARY 9, 2019 at 5:00 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 German called the meeting to order at 5:30 p.m.

2. Roll Call

Mayor Charles German; Vice Mayor Dee Jenkins; Council Members: Robin Whatley, Jessie Murdock, Joe Butner, Bill LeBeau and Buck Buchanan were present.

Also Present

Town Manager Russ Martin, Public Works Director Ron Long, Parks and Recreation Director Mike Marshall, Town Clerk Judy Morgan, and Recording Secretary Jennifer Reed.

3. Pledge of Allegiance

Mayor German led the Pledge

4. Work Session. No legal action will be taken.

4.1. Update and discussion regarding options for Recycling.

Town Manager Russ Martin handed out a Recycling Option Spreadsheet. He explained there are a handful of options that the town could consider for recycling. Mr. Martin reviewed each option, going over the cost and the details as to how each option could work, and explaining the Town had been paying \$25,000 a year for recycling.

Mayor German asked about the "staff maintained" option, if it would be monitored to protect from contamination (inappropriate dumping), like couches and other large items that are not items on the recycle list. Mr. Martin said fencing would be budgeted for in this option, having it open during office hours but closed overnight. Mr. Martin stated an attendant would not be stationed there. It would just be monitored by staff during the day.

Councilor Murdock asked if there is a local company that would put canisters at homes and have a company do individual pickups on a set day. This way people could opt into it and the Town could provide the service. Town employees would then not be responsible for it and there would be no capital expense. Mr. Martin stated he had not thought of this option but could look into it. He went on to say that this could be easily built into a bill, like the waste water is built in now.

Mr. Martin went on to say the Town could also opt to work with Yavapai County with recycling options. He said they are waiting to hear from the County to see which way they go with their recycling program and then the Town could go with them as an option.

Mayor German said the previous concern was dumping on forest and private land. Tons

of garbage had to be removed and he doesn't want to see that happen again. This is why the town got involved with recycling. We pay now or later when we have to do clean up.

Mayor German is concerned with competing with private industry. Mr. Martin also suggested the Town could budget for a couple of "clean up" days, this way we are not competing but encouraging clean up.

Mr. Martin would like the Council to take home the spreadsheet and really absorb what the options are and reminded them that they would have to budget for any of these options.

4.2. Discussion regarding agreement with Retail Strategies LLC, to include but not limited to, update and other options.

Town Manager Russ Martin stated he put together a letter to cancel the contract as of December 15, 2018. This letter told Retail Strategies the Town has decided to go in a different direction. Mr. Martin explained that the Council has ultimate say and could change that decision. This topic is here to get direction from the Council. If Council agrees to give notice the Economic Development Department could use the extra that is in their budget as the Council sees fit.

Economic Development Director Steve Ayers gave a history of the relationship with Retail Strategies (RT). The Town contracted with them to bring in retailers and businesses to the Highway 260 corridor, as a more cost effective approach. The 3-year contract was for a total of \$110,000 paid out over that period. A total of \$80,917.14 has been spent to-date. This contract included metric data research which is valuable information still being used today. The Town was told up-front that it is not likely to have a retailer in the first year. The contract was sign November 2016, but 16 months later there was a turnover in RT personnel and all three crew members left. Mr. Ayers contacted Retail Strategies and was assured that they would send in a new crew. After holding a meeting, they were instructed they would be given six months to perform or the Town would terminate the contract. The project was paid through the end of December 2018, but then a thirty-day notice for termination was submitted in December. He explained he was told two retailers were ready to come in to Camp Verde, Dutch Brothers and Dunkin Donuts; then those retailers decided to locate in Cottonwood.

Mr. Ayers was looking for questions or feedback from Council on this decision to terminate and suggestions on what to do with the \$17,000 that is now not earmarked for this purpose. He offered several options to use this money for.

Councilor LeBeau stated he is ok with terminating the contract since it is not doing what it is intended to do, but recommended saving the \$17k rather than spending it.

Councilor Butner supports getting out of the contract. He asked what Mr. Ayers is doing to achieve the goals that RT was hired to achieve for the Town. Mr. Ayers explained they are now working with the private property owners and developers. Councilor Butner asked Mr. Ayers what "HE" is doing to bring retailers in to Camp Verde. Mr. Butner said, "we need someone out there beating the bushes to bring businesses to Camp Verde. Now that Retail Strategies is gone, Mr. Ayers is there to fill in the void".

Mr. Ayers invited Mr. Butner to come by his office to talk about specifics. He is making contacts with people. Once the contract terminates, he contacts the property owners, and gives them specific business names and contacts. Mr. Ayers said he is not an expert at retail recruitment and is not something towns usually do. They usually hire economic recruiters.

Councilor Murdock said there is a problem with vacant properties not being site ready with facilities.

Councilor Whatley stated that Council has been aware that the Town needs to get things ready along 260, that is why sewer sleeves were placed, providing infrastructure. If you have businesses who want to come in here, they are dealing with the private property owner who is charging a lot of money for their property. We have no control over the rent or lease or cost of the land. That could be a deal breaker when it is not affordable.

Councilor Butner has heard from business owners, that they don't feel the town supports them very well, the Town Government, is not supportive. He is encouraging Mr. Ayers on their behalf to turn that around. To make our local business owners feel like the Town is supportive/encouraging. Encouraging new businesses to come in. We need our town to have a reputation that we are business friendly and we are reaching out and being supportive.

Mr. Ayers spoke on how that is no longer the case and how the Town/Staff does support businesses. He wants Council Members to reach out to Community Development Director Carmen Howard or himself to have them address their specific issues. Mr. Ayers stated they have changed 20+ codes and they are doing their best to create a business-friendly atmosphere. He wants to speak to those who still feel this way, one-on-one. He wants to know what is still missing.

Vice Mayor Jenkins said Retail Strategies was Plan A. She would like to know what Plan B is. She suggests covering this in a budget meeting or a separate work session to figure out what direction the town wants to take to fill in that void.

Recessed for a break at 6:46 p.m.

Resumed meeting at 6:50 p.m.

4.3. An initial discussion regarding ideas for Current Event planning and future ways to put on events such as Ft. Verde Days, Spring Heritage Festival, Corn Fest, etc.; including involving Volunteers and Staff or other Entities.

Town Manager Russ Martin invited the Parks and Recreation staff (P/R Manager Mike Marshall and P/R Coordinator Shawna Figy) to join the table for discussion. He said there are lots of models of how things get done and different ways to produce these types of events. Staff does know these three events are wanted by the town. As the Council moves forward with the budget, there will be a lot of competing interest. Council will really have to consider the size of the event to be able to budget for them. The question today is how to limit the amount needed to pull off each event. Camp Verde Promotions is not walking away completely. They would like to be part of some of these events. He needs thoughts from Council regarding Town involvement, and types of events so staff can put together some ideas of how to pull them off.

Councilor Whatley asked for a definition of Camp Verde Promotions role; are they part of these events and at what level. Mr. Martin said they will partner with CVP to see what they need, but they don't have the desire to control any one event. The control of these events is going back to the town. The Town could consider hiring a 3rd party to put on these events.

Councilor Murdock said the volunteer base is limited in the Town.

Mayor German said historically Fort Verde Days was put on by the Historical Society and the Cavalry. These events raised funds for 501c3's. He would like to see the newspaper, encourage the town to go back to raising money for various 501c3's.

Councilor Murdock spoke on the amount of work to plan and execute these events. It is hard to volunteer with so much going on.

Mr. Martin said to consider paying people to do specific jobs in the days leading up to the event. Organization is what is difficult for Camp Verde Promotions to do. These are things to consider when making an event model.

Parks and Recreation Manager Mike Marshall said they are looking for more direction from Council. Do you want them to look at third party event planners; do this for some events but not others; does Council feel this is Parks and Rec's job. Mr. Marshall said the event planning portion can take weeks/months prior to the event. Who is responsible to set up/tear down events, and how does council want this to be taken care of? Some could be done with contracts; are there volunteer groups that would be interested in participating if they get a stipend; who would run the operation of the event?

Mr. Martin explained if no direction is given from Council, then staff will do what works for them. These events are community-oriented events. Maybe forming committees to handle each event. We need to have basic plans in place.

Councilor Whatley said one of the conversation we need to have with Camp Verde Promotions is, do they want to be involved and if they do, what portion are they willing to take care of. Mr. Marshall wants to be authorized to talk with them.

Parks and Rec Coordinator Shawna Figy asked for direction from Council, what they would like to see different, then staff can make a plan and come back with options.

Councilor Whatley stated that Camp Verde Promotions has set a precedence and there are expectations that we might want to maintain, such as the carnival.

Mayor German said to have staff meet with Camp Verde Promotions, and find out if they want to be involved, what they want to be involved with, and what are their expectations on how that could be successful. Even if we had to hire staff on a part time basis to come in and do that planning for each one of those events.

Councilor Murdock said the event primary contact should be Town Staff. Budget wise, is there a number that we'd be willing to hire a person to fulfill this? Do we have that or do we go third party?

Ms. Figy said their department can handle the planning but will need additional staff to maintain the other stuff they have going on. Instead of hiring an event planner, they would rather hire a part-time person to handle the other things. This would be a better

way to spend the money.

Vice Mayor Jenkins you could still have a committee, or volunteers to help with the planning process.

Mike Marshall feels strongly their mission and goal is to get the results the people in town want, and would like to get as many people involved that want to be. We will have to figure out what Camp Verde Promotions wants to be involved with. They will go out and get information and bring back.

Mr. Martin reminded Council when working with Camp Verde Promotions on this, they (CVP) may not agree with what we want their role to be. They have a board that has to give them direction.

Councilor Butner wants clarification, we have three events that are necessary. The Town should have one, point person that is the event person for the town. They would assist with citizen committees for each event. Part-time employees could assist. He doesn't think we can throw money at one specific entity.

Councilor Murdock would like to help and encourages Council Members to help out where they can.

Public Comment:

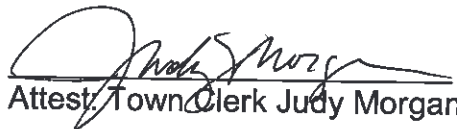
Alex Goetting, Verde Brewing Company- When he was involved in the event planning process prior, marketing and getting the word out about festivals was a challenge. He suggested the Economic Development Department could help with marketing each festival/event.

5. Adjournment

Mayor German adjourned the meeting at 7:36 p.m.



Mayor Charles German



Attest: Town Clerk Judy Morgan

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 January 9, 2019. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 25th day of January, 2019.



Judy Morgan, Town Clerk