

AGENDA



**REGULAR SESSION
MAYOR AND COUNCIL
TOWN OF CAMP VERDE
COUNCIL CHAMBERS
473 S. Main Street, Room #106
WEDNESDAY, FEBRUARY 20, 2008
at 6:30 P.M.**

1. **Call to Order**

As a reminder, if you are carrying a cell phone, pager, computer, two-way radio, or other sound device, we ask that you turn it off at this time.

2. **Roll Call**

3. **Pledge of Allegiance – (Please remove your hat.)**

4. **Consent Agenda – All those items listed below may be enacted upon by one motion and approved as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Council requests.**

a) Approval of the Minutes:

- 1) February 7, 2008 – Joint Work Session with the Sanitary District
- 2) February 7, 2008 – Emergency Meeting
- 3) February 7, 2008 – Executive Session (taped)
- 3) February 6, 2008 – Regular Session
- 4) February 6, 2008 – Executive Sessions

b) Set Next Meeting, Date and Time:

- 1) Joint Work Session – February 21, 2008 at 5:00 p.m.
- 2) Council Hears Planning & Zoning – February 27, 2008 at 6:30 p.m.
- 3) Regular Session – March 5, 2008 at 6:30 p.m.
- 4) Work Session – March 12, 2008 at 6:30 p.m.
- 5) Regular Session – March 19, 2008 at 6:30 p.m.
- 6) Council Hears Planning & Zoning – March 26, 2008 at 6:30 p.m.

c) Possible approval to purchase a diesel tractor with a gannon and a set of forks for the Parks Department, not to exceed \$38,000. This is a budgeted item in the CIP. Staff Resource: Lynda Moore

d) Possible approval of Ordinance 2008-A349, an ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona approving the submission of escrow papers to the Title Company for the purchase of real property, Parcel "A", 118.7 acres of the United States Forest Service Administrative Site located at Highway 260 and near McCracken Lane, Camp Verde, Arizona.

5. **Call to the Public for Items not on the Agenda.**

6. **Council Informational Reports** Individual members of the Council may provide brief summaries of current events and activities. These summaries are strictly for informing the public of such events and activities. The Council will have no discussion, consideration, or take action on any such item, except that an individual Council member may request that the item be placed on a future agenda.

- **Councilor Garrison's Liaison Report regarding Camp Verde Sanitary District (District) meetings and possible discussion and/or determination of requests for placement on the District's standard agenda item for Council Updates/Reports.**

Note: Requests may be identified, but no discussion of the item will occur at this time.

7. **Yavapai Apache Nation Chairman Thomas Beauty will update the Council on the Nation's activities and will present a check in the amount of \$46,368.75 to the Town as a contribution from the Cliff Castle Gaming Facility, pursuant to Section 12(d)(1) of the Tribal-State Gaming Compact.**

8. **Discussion, consideration, and possible approval of the Landscaping, Signage, and Lighting Site for the new Steve Coury Ford-Lincoln-Mercury dealership on parcel 407-09-043 and located on State Route 260, which may include a waiver of certain requirements of the Town of Camp Verde Sign and Lighting Regulations.** Staff Resource: Nancy Buckel
9. **Discussion, consideration, and possible direction to staff to amend the packet submittal for P&Z matters.** Staff Resource: Nancy Buckel
10. **Possible approval to go to bid for a solar heating system and solar blankets for the Camp Verde Heritage Pool not to exceed \$58,000.** This is a budgeted item in the CIP. Staff Resource: Lynda Moore
11. **Discussion, consideration, and possible direction to staff regarding the Parks & Recreation Commission's recommendation for the construction of a road off of Moser Lane, parallel to Montezuma Castle Highway as the entrance to Black Bridge Park and use of port-a-johns as the restroom facility.** Staff Resource: Lynda Moore
12. **Chamber of Commerce Executive Director Roy Gugliotta will present the Chamber's quarterly report. This item may include discussion of the report that is available in the Clerk's Office.** Resource: Roy Gugliotta
13. **Discussion, consideration, and possible approval of payment for \$36,000 to the Chamber of Commerce to participate in the TEAM Grant Program.** This amount from the General Fund may be budgeted in the FY08-09 budget. Resource: Roy Gugliotta
14. **Discussion, consideration, and possible direction to staff to proceed with a RFP process to identify a qualified personnel consulting service to complete a Human Resource Strategic Assessment to include a Classification/Compensation Study for all Town employees.** Staff Resource: David R. Smith
15. **Discussion, consideration, and possible approval of Resolution 2008-741, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, relating to adopting the "Public Safety Employee-Employer Relations; Meet and Confer".** Staff Resource: David R. Smith
16. **Discussion, consideration, and possible direction to staff concerning a \$93,217.39 funding allocation between the Capital Improvement Plan budget and the Mary Lyon's Fund for the Library Master Plan Design expenditure to Stroh Rogers Architects that was approved in April 2005.** Staff Resource: Michael Scannell
17. **Call to the Public for Items not on the Agenda.**

There will be no Public Input on the following items:

18. **Advanced Approvals of Town Expenditures**
 - a) **There are no advanced approvals.**
19. **Manager/Staff Report**
20. **Adjournment**

Posted by:

D James

Date/Time:

2-15-08

9:00 a.m.

Note: Pursuant to A.R.S. §38-431.03.A.2 and A.3, the Council 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.

**Minutes
JOINT WORK SESSION
MAYOR and COMMON COUNCIL
and the
CAMP VERDE SANITARY DISTRICT BOARD**

**435 S. Main Street, Rooms 206-207
Camp Verde, AZ**

**THURSDAY, FEBRUARY 7, 2008
5:00 P.M.**

1. **Call to Order:**

The meeting was called to order at 5:05 p.m.

2. **Roll Call:**

Mayor Gioia, Vice Mayor Hauser, Councilors Smith, Kovacovich, Garrison, Elmer and German were present. Camp Verde Sanitary District Board Members present were Chairperson Witt, Board members Dupuy, Bueler, Scherich were present. Member Gugliotta absent. Jodie Filardo was mediator.

Also Present: Town Manager Michael Scannell, Public Works Director Ron Long, Deputy Town Clerk Virginia Jones, Recording Secretary Sharon McCormick, and Sanitary District Employees Jan Grogan, and Rick Spears

3. **Pledge**

There was no pledge because due to the lack of a flag in Room 206-207.

Mayor Gioia introduced Facilitator Jodie Filardo and gave summary of Filardo's credentials.

Filardo thanked the Council for their trust, noting that the Town is facing a daunting task. She explained that she would be challenging each one during the meeting, stating the focus would be the work at hand and there would be no public input. She explained that she wanted to ensure the dialogue was with all of the elected officials and the focus remained on future items, solutions, respect, power of the pen, and the future for our kids and the Verde Valley.

4. **Update by the Sanitary District Board on the sewer extension projects followed by discussion.**

Chairman Witt reported that there is a huge amount of love and passion for this community and that we all needed to work together. He said that the problems were insignificant and that a consent order had been signed to start construction again. He noted that the District did not have many resources.

Filardo then began the questions and answers. They are as follows:

What area is included in the annexation that was discussed at the February 7th meeting?

The District provided a map indicating the proposed annexation. The Map becomes a permanent part of this record. The property to be annexed is located west of Dickison Circle on both sides of SR 260. The property owners will pay for assessment and for upgrade of lines. Three other properties on Peterson Lane were started three years ago and are being finalized.

Are the commercial developments on Finnie Flat going to be hooked up?

Scott Simonton, Haven Homes, was to install a main sewer line from collection up to the commercial area on Finnie Flat. The District could not give a completion date now that economy has slowed and the money is not being released by bank. Homestead Parkway is market driven and thus, there is no time frame.

What areas are currently hooked up? This is outlined on the second page of handout.

Communications, what would be your recommended communication plan?

Filardo suggested tabling this until a later meeting.

Who is contact person at the Sanitary District if any questions come up? Rick Spears

Each Council and Board member gave a brief overview of what he or she would like to see accomplished. In summary, they would like to see service to the commercial area on Finnie Flat, the tax burden to citizens in the District addressed, more revenue, commercial infrastructure, parks for our kids, more shopping opportunities while retaining rural identity, and an effluent use plan. In addition, improved communication with the citizens regarding the project plan and status of the project; a better understanding of funding; environmental protection; decommissioning of the septic tanks at the end of the project; and assurances that the District survive. Discussion also encompassed the expertise on this project and increasing the Town's lease period from 25 years to 50 years, regards to the IGA.

Mayor Gioia called a recess at 6:35 p.m. and reconvened at 6:45 p.m.

Filardo summarized the priorities as follows:

- Lower tax burden,
- Develop a long-term revenue plan for the District;
- Communication and education to community;
- Expert on project team;
- Develop long-term management plan; and
- Service to all commercial parcels and to all district members.

Chair Witt explained that the overall responsibility with the Sanitary District organization is governed by the legislation. The District has nothing to do with the taxes and ADEQ sets the requirements.

Filardo recommended another meeting with the two governing boards to discuss a job description for the expert, and asked that all of Council be placed on the District's mail distribution list.

The Council and Sanitary District Board has agreed to meet again February 21st, 2008 at 5 p.m. in Room 206-207 to discuss the job description of project manager and funding strategies. The Town Manager will provide sample job descriptions to the District.

Mayor Gioia informed Council of the emergency meeting immediately following the work session concerning purchase of the parkland.

5. **Discussion, consideration, and possible direction to staff regarding a possible amendment to the terms of the Intergovernmental Agreement that was approved on April 25, 2007 and ratified and affirmed on May 16, 2007 by Resolution 2007-726.**

Council did not address this item.

6. **Adjournment**

The meeting adjourned at 7:35 p.m.

Sharon McCormick, Recording Secretary

CERTIFICATION:

I hereby certify that the foregoing Minutes are a true and accurate accounting of the discussion 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 the 7th day of February 2008. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2008

Deborah Barber, Town Clerk

**Minutes
EMERGENCY MEETING
MAYOR and COMMON COUNCIL
Of the
TOWN OF CAMP VERDE
Parks & Rec. Conference Room
395 S. Main Street
Thursday, February 07, 2008**

Immediately following the Work Session at 5:00 p.m.

1. **Call to Order**

Mayor Gioia called the meeting to order at 7:55 p.m.

2. **Roll Call**

Mayor Gioia, Vice Mayor Hauser, Councilors Kovacovich, Elmer, Garrison, Smith, and German were present

Also Present: Town Manager Mike Scannell

3. **Discussion with designated representatives in order to consider Council's position and possible instruction to representatives regarding negotiations for the purchase of Forest Service land as a Town park site.**

On a motion by Elmer, seconded by Hauser, Council voted to go into Executive Session at 7:56 p.m. pursuant to ARS §38-431.03.A.7 for discussions or consultations with designated representatives in order to consider Council's position and instruct its representatives regarding negotiations for the purchase, sale, or lease of real property. The meeting was reconvened at 8:40 p.m.

On a motion by Gioia, seconded by Hauser, Council directed the Town Manager to acknowledge acceptance of our bid for the Forest Service Administrative site, parcel A, by the General Service Administration for 2.4 million dollars.

4. **Adjournment**

On a motion by German, seconded by Smith the meeting adjourned at 8:45 p.m.

Sharon McCormick, Recording Secretary

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 Emergency Session of the Town Council of Camp Verde, Arizona, held on the 7th day of February 2008. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2008.

Deborah Barber, Town Clerk

**MINUTES
REGULAR SESSION
MAYOR AND COUNCIL
TOWN OF CAMP VERDE
COUNCIL CHAMBERS
WEDNESDAY, FEBRUARY 6, 2008
6:30 P.M.**

**Minutes are a summary of the actions taken. They are not verbatim.
Public input is placed after Council motions to facilitate future research.
Public input, where appropriate, is heard prior to the motion.**

1. Call to Order

Mayor Gioia called the meeting to order at 6:30 p.m.

2. Roll Call

Mayor Gioia, Vice Mayor Hauser, Councilors Elmer, Garrison, Kovacovich, and Smith

Also Present:

Town Manager Michael Scannell, Town Attorney Bill Sims, Community Development Director Nancy Buckel, Accountant Lisa Elliot, and Town Clerk Deborah Barber

3. Pledge of Allegiance

Mayor Gioia led the pledge.

4. Consent Agenda – All those items listed below may be enacted upon by one motion and approved as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Council requests.

a) Approval of the Minutes:

- 1) January 30, 2008 – Special Session
- 2) January 16, 2008 – Regular Session
- 3) January 16, 2008 – Special Session
- 4) January 10, 2008 – Executive Sessions (2)
- 5) January 10, 2008 – Work Session
- 6) January 9, 2008 – Work Session

b) Set Next Meeting, Date and Time:

- 1) Joint Work Session with Sanitary District – February 7, 2008 at 5:00 p.m.
- 2) Special Session with Lance Decker – February 12, 2008 at 4:00 p.m.
- 3) Joint Work Session with Parks & Recreation – February 13, 2008 at 6:30 p.m.
- 4) Regular Session – February 20, 2008 at 6:30 p.m.
- 5) Council Hears Planning & Zoning – February 27, 2008 at 6:30 p.m.

c) Possible approval of an Intergovernmental Agreement with the Arizona Department of Revenue for the purpose of enforcement and collection of Privilege and Use taxes for the Town of Camp Verde. Staff Resource: Michael Scannell

On a motion by Smith, seconded by Gioia, the Council voted unanimously to approve the Consent Agenda as presented.

5. Call to the Public for Items not on the Agenda.

Tim Sykes explained that he had withdrawn his name from consideration for appointment to the Council because he did not realize that he had not lived within the incorporated Town limits for the required one-year period. He said that his mailing address has been Camp Verde Arizona for over five years and he did not realize that the Town limits the area off of Salt Mine Road.

There was no other public input.

6. **Council Informational Reports**

- **Councilor Garrison's Liaison Report regarding Camp Verde Sanitary District (District) meetings and possible discussion and/or determination of requests for placement on the District's standard agenda item for Council Updates/Reports.**

Vice Mayor Hauser said that the basketball and wrestling seasons were in full swing and that if people are looking for something to do, the games are exciting.

Smith advised that the next Stewards of Public Lands cleanup is scheduled for February 16 at 8:00 a.m. at the north end of the runway off of Howards Road and following that work, the group will head out to the west end of I-17 on General Crook Trail. He discussed road projects that were addressed at the Verde Valley Transportation Organization meeting, noting that Ron Long had given an update on Camp Verde's projects, which included sidewalk projects on Main Street and SR 260. The Clarkdale Main Street project started on January 2 and is expected to complete sometime in March. Cottonwood is working on two projects on Willard and Mingus. Sedona is installing traffic lights at Airport Road and 89-A and they are addressing additional lighting needs on 89-A in West Sedona. Beaver Creek improvements are underway and Cornville is developing multi-use trails from 89-A to the park. He further advised that the Village of Oak Creek residents were asking for round-abouts and were well on their way to collecting enough signatures to allow a property tax for the maintenance of the one million dollar landscaping grant that they received. Smith closed with advising that the ADOT road improvement project in Clarkdale on 89-A to the cement plant was to be completed by mid-March.

Garrison reported that she attended the Sanitary District meeting where they discussed a structural problem with the new wastewater plant. She said that they were trying to figure out why the cracks occurred and how to fix them. She said there was no talk about when the projects would resume.

Gioia reported that he had provided a copy of his letter to the governor regarding election complaints to Council and the media. He hoped that the situation of having only one inadequate polling place for the whole of Camp Verde and Beaver Creek would never happen again. He advised Council that Jodie Filardo would facilitate the meeting with the Sanitary District that is scheduled for tomorrow. He further advised that the meeting with the Yavapai Apache Nation is scheduled for February 26 at the Marshal's Office. He closed with reporting that he plans to ask the ADOT Director how to proceed in accomplishing the renovation of SR 260.

7. **Discussion, consideration and possible appointment of a Council member to fill former Council member Parry's term that expires in June 2011. The candidates for the position are Jackie Baker, Suzy Burnside, Harry Duke, Dave Freeman, Charles German, Jerry Tobish, and Robin Whatley.**

Gioia asked the candidates to give a brief presentation of no more than five minutes.

Jackie Baker said that Council had a copy of her resume, which is attached and a permanent part of the record. She spoke to her extensive background of serving the Town, which went back to 1986, when she went door-to-door to collect signatures to incorporate the Town. She also spoke to her service around the State that came as a result of her two terms as a Council member. She closed with noting at the last meeting, the Mayor referred to his scorecard where he ranked the candidates on items such as experience and service, and she believed that her score should be at least a 98.9.

Suzy Burnside said that she had worked with most of Council members at one time or another when she served on the Parks Commission. She said that she had turned in her application

because she did not realize that Council would consider the same candidates they had voted on at the previous meeting. She said that any of the candidates would be a good choice and she had the time to serve.

Harry Duke said that he had been a Camp Verde resident for over 32 years and the Post Master for 32 years, working for the Post Office for 42 years. He said that he had extensive experience in management, personnel, finance, and budgeting. He noted that since he has retired, he has found himself with a lot of extra time that he would like to volunteer and serve the Town. Speaking to Councilor Garrison's previous comments about how she could not vote for anyone who had been involved in the campaign, he said he felt that she was holding him to a double standard. He said that he campaigned with Garrison and there were no candidates with ugly campaign tactics. He said that he did not know of a hostile environment in the last election and he said that he ran a clean campaign, as did the other candidates and that his campaign should not be her basis for eliminating him from consideration. He noted that the voters overwhelmingly supported in the election 6 months ago and more recently, in the Bugle's newspaper poll. He further noted that he received considerably more votes in the Primary than Garrison did. He said that everyone knew, including Council members, that Mike Parry was seated illegally. He respectfully requested that Council seat the candidate who got the votes.

Dave Freeman asked Council to take the time to think about the people who voted for them, noting that each one of them brings a different constituency. He said that they were counting on Council to be their voice and that Mike Parry's empty chair meant that those citizens did not have a champion right now. He said it was Council responsibility to fill the seat with someone who would represent the 1,186 people that voted for it. He said this was not a popularity contest, but a decision that needed to be based on the issues that faced the Town. He said they should select a person with proven leadership and not bring someone on who had no experience. He said that Council needed to put the Town first and not select someone just because they like them. He noted that the Town is in crisis with finances and the sewer issues, and that it was vital to select someone who could build consensus. He said that he did not want this exercise to continue to be deadlocked and divisive and asked if Council could go into executive session or get an arbitrator, or just wait until the next election. He also suggested that something be put into the Code to avoid this from happening again.

Charles German gave his background, noting that he was an Arizona Native and had graduated from Camp Verde School District and NAU. He spent four years in Viet Nam. He was a teacher, principal, and superintendent for over 33 years, as well as a volunteer firefighter and fire chief. He served on the Camp Verde Unified School District Board for 12 years and had over 23 years of voluntary service. He said he was experienced in teamwork, policy setting, debate, and the development of budgets. He said that he would vote his conscience and that after the vote; everyone would need to agree to support the decision. He said that he had been asked over the years to run for Council and had been asked to put his name for this position. He said that he is here in the interest of people who have not been heard and who think that Camp Verde will "never get it together". He said that he is very concerned about Council getting along and he was encouraged by the unanimous vote to hire the manager, as well as recent actions that Council was taking with regard to the audit. He said that he would like to serve on the administrative team, and was dedicated to joining the debate, compromise, and decision while being respectful and bring respectability to the Council. He closed with reminding Council that a 'house divided cannot stand'.

Jerry Tobish spoke to his qualifications noting that his experience lies not only in being a businessperson, but also in his 30-year consulting business. He works with Arizona Department of Gaming and Las Vegas. He has worked for Scotland Yard. He said that he stands on his integrity, noting that he has refused to take hundreds of thousands of dollars to allow popup ads on his website, ciaglobal.com. He said that it is important to him that when he makes a recommendation, that his clients know that it is the best product and not one that has paid him

for his recommendation. He said that he did not understand how Council came to be divided on their vote for him. He said that he was not in anyone's pocket and would vote for what is best for the Town, even if it did cost him business. He noted that there were many qualified candidates and he would like to serve.

Robin Whatley gave her background, noting that she was born in Yavapai County. She said that she would be at Council meetings whether or not she was appointed to Council. She said that she was not surprised by the previous vote because she had talked to the Mayor. She informed Council that the Mayor said he could not vote for her because there would be a perception that he was playing favorites because she had been his Campaign Manager. She told Garrison that she believed that she had Garrison's endorsement, even though she did not have her vote. She said that the Mayor took the high road in refusing to support her after the campaign and encouraged those members who supported Duke and Baker to do the same.

COUNCIL DISCUSSION:

Sims advised that an executive session was not permissible.

Smith said that there are two applicants that ran in the last election, who worked hard for six months handing out literature, talking to people, and attending meetings and forums. He said they had earned the position. He said that he was puzzled as to why these qualified and experienced candidates did not run in the election. He said that that Charlie German had been asked to run, but responded that he did not want to get involved in that mess. Smith explained that his vote would mean no disrespect to any candidate. He said that his priority was to the voters of Camp Verde and they had voted to put Harry Duke and Jackie Baker into office. He further noted that a recent Bugle poll indicated that voters overwhelmingly wanted Harry in office. He advised that he had no less than 50 people who came up to him unsolicited and asked what is wrong with this Council not doing what the voters wanted. Smith named the McDonalds, Rezzonicos, Hank Hoover, Lynn and John Reddell, John McReynolds, the Floyds, and the Parker as just a few of the citizens that had contacted him. He said that his vote would respect the citizens' vote and the recent poll, noting that he was very impressed with all of the candidates.

Garrison said that she would match his phone calls and up the ante with e-mails and people on the street. She said that she was going to stand by her original decision not to be a party to continuing to divide the Town. She said that she wished we could have another election so the people could choose. She said that she could work with Harry Duke and that he did run an honorable campaign, but if she could vote her heart, she would vote for Robin Whatley because Robin has attended Council meetings faithfully for nearly two years and she knew Robin would be dedicated. She noted that Jackie Baker did an excellent job on NACOG and that before Garrison was seated on Council, she had never heard of NACOG. She said that it was hard, took a lot of homework, and was time consuming. She said that if Norma was going to vote what Norma wants, she would vote for Robin. She said that she could not vote for what Norma wants, but she had to vote what was best for her entire community and be able to look anyone in the eye and say, "I did the best for my community."

Gioia said that he could not have said it any better. He said that he was grateful for all of the interest and he was sorry that he could not ethically vote for the one person who dedicates the most time, Robin Whatley. He said there are others who have served, noting that Dave Freeman currently serves on two commissions. He said that he had gotten a call from a radio station asking him about how this is going. He responded by saying that he is looking forward to seeing more difficult times because so many had come forward to help.

Kovacovich said that he felt this posturing was heading the Council toward another tie vote.

Hauser said that she was using a common sense approach, noting that she had campaigned for Norma Garrison and Mike Parry and Ron Smith and Harry Duke were on another group. She said

it made sense to put someone in that seat that had nothing to do with either campaign and end the divisiveness.

Elmer said that was why he voted for Jerry Tobish at the last meeting. He said he is not on any side, but votes for the whole community. He said that he felt he was put on a side at the last meeting.

PUBLIC INPUT

Ray Floyd said that the people voted for Harry Duke and they were cheated out of that seat.

Helen Zimmerle supported Jerry Tobish, noting that he was devoted to the Town, and he was honest, would do what is right, and could get along with anyone.

Jos Driver asked Council to ask Jackie Baker how she voted for the audit like Ron Smith and how they voted to keep Mr. Bullard and Mr. Lee in office when they were not qualified. He said that if she voted with 'these folks', she should not be considered.

Bob Johnson said that he did not like Harry Duke because he stretches the truth to the limits and has no idea about the water situation. He said that he was not impressed with Jackie Baker either and would not like to see either one on Council.

Jackie Baker said that she would challenge any of the Council members to go back 8 years to defend voted they had made without having the full information.

Harry Duke said he respected Garrison's decision not to vote for him and out of that same respect for the community-at-large, that did support him, he was withdrawing his name. He said his decision is in the best interest of the Town, noting that we are the laughing stock of Arizona. He said it was really a shame that personal feelings could not be put aside. He said that Charlie, Jackie, and Jerry Tobish were all qualified. He said again that he ran a good and clean campaign and that the divisiveness in this Town needed to cease now.

There was no other public input.

In response to Jos Driver's accusations, Ron Smith clarified that he voted against a CAFR, not against the audit. He explained that the only thing a CAFR does is give you a plaque for the wall. He noted that the CAFR was cancelled, so he was vindicated.

Hauser said that she would hate to have to go back and defend her votes.

Garrison said that she looked at Suzy Burnside's and Charlie German's resumes and wondered why they were not in her position. She said that Burnside has been serving the Town for years, as has German. She said a decision could be made tonight.

Elmer said that he would go back to the last motion because he thought that is what they wanted – someone who did not participate in the last election and someone with no experience who could come in with an open mind.

Motion #1:

A motion by Elmer, seconded by Smith to appoint Jerry Tobish **failed** with Gioia, Hauser, and Garrison voting no.

Discussion:

Hauser said that she could not vote for Tobish because he had criticized and chastised Council on more than one occasion.

Garrison said that she could not vote for Tobish because there were other candidates that had donated more time and had more experience. She said that she felt more comfortable having someone with experience. Gioia agreed.

Elmer expressed concern because he had understood that they wanted someone with 'no ties'.

Kovacovich said that Council probably deserved to be chastised and quoted former President Lyndon Johnson who said, "I'd rather have him on the inside of the tent peeing out, rather than on the outside peeing in."

Smith said that he has known Jerry since he moved here and that he is passionate about this Town. The Chamber and local businesses have said that we need a businessperson on Council to give a new set of eyes. He said that Tobish has been involved in events and works hard and does so with a vested interest. He said that Tobish was a good compromise, but he understands that "you have your friends and we've got ours". Smith said that this was an opportunity for resolution, noting that Tobish did not have 10 years of experience like Jackie Baker, but they did not want her either. He said that Tobish would be a good choice.

Gioia said that he did not vote for Tobish because of what Hauser had said and more. He said it was not right for him to analyze Tobish's motivation, but that it had come to that. He said that he considered Tobish a friend, but he evaluated the applicants on what they have proven they want to do for the Town. He said that he commended Tobish's work on Main Street and his motivating efforts, but that was only one subject. He noted that the only time they have seen Tobish at Council meetings was to criticize. He said there are folks who have worked toward a seat on Council more diversely.

Elmer said that they talked about having something different and there is a different group behind Tobish that introduces a different government.

Motion #2:

A motion by Smith, seconded by Kovacovich to appoint Jackie Baker **failed** with Gioia, Hauser, and Garrison voting no.

Discussion:

Smith said that Baker had over 10 years of experience, noting that she had been appointed to the highest board in the State for Risk Management and had won the position with the support of 91 cities and towns throughout Arizona. She was on the board of NACOG and noted that she had to work her way up to that position. He said that she had been his mentor while he was on Council.

Elmer said that if it was experience that they wanted, then this was the route to go. Baker had a lot of experience.

Garrison said that she was sorry, but she had put her word on the line that she was not going to vote for either side. She said that Baker was qualified and a great person who had given her blood, sweat, and tears for this Town. She noted that NACOG was hard and so much work. She said that she had to vote for the whole Town and that the last three campaigns were divisive. She said that she was terribly sorry.

There was no public input.

Motion #3:

A motion by Hauser, seconded by Gioia to appoint Dave Freeman **failed** with Elmer, Kovacovich, and Smith voting no.

Discussion:

Gioia said that Dave works tirelessly for the Town and hands out posters to notify the public of meetings. He said that Freeman once came to him to say that it should be a requirement for Council members to spend a week seeking out people in order to get a thumb on the pulse of the public.

There was no public input.

Motion #4:

A motion by Hauser, seconded by Garrison to appoint Suzy Burnside, failed with Elmer, Kovacovich, and Smith voting no.

Discussion:

Gioia spoke highly of Burnside, noting that she always has information, documentation, and paperwork that is very helpful.

Motion #5:

A motion by Garrison, seconded by Hauser to appoint Charlie German passed with Elmer, Gioia, Garrison, and Hauser voting 'yes', and Kovacovich and Smith voting 'no'.

Discussion:

Elmer asked if there would be an issue with Charlie serving as the president of the non-profit organization that was being formed to build the library. Bill Sims advised that the Council would need to make sure to keep the organization at arms length because if it appeared to be an extension of Council to avoid procurement laws there would be a problem.

Charlie German said that he would resign from the Board.

Gioia discussed with Sims the primary issue of the organization was donations. Sims explained that if the instrumentality is the government, then the funds become public funds and not private funds. Sims said his concern was not a conflict of interest, but rather, it must not be a part of Town government.

Town Clerk Barber administered the Oath of Office and Mr. German took his seat at the dais with instruction that he could not be a voting member for 24 hours.

The meeting was recessed at 8:00 p.m. and reconvened at 8:17 p.m.

8. **Discussion, consideration, and possible appointment to the Library Advisory Commission to fill the vacant term that expires in September 2009. The candidate for the position is Timothy E. Sykes.** Staff Resource: Debbie Barber

On a motion by Hauser, seconded by Smith, the Council voted unanimously to appoint Timothy Sykes to the Library Advisory Commission.

Mayor Gioia introduced the item and Barber explained that the position had been advertised since November, with Mr. Sykes as the only candidate.

Mr. Sykes said that he had already addressed Council and asked if they had further questions. Garrison said that she knew he did not know that he was not residing within the incorporated Town limits until recently and that she was glad he was interested in serving on the commission.

PUBLIC INPUT

TOM NIELSON supported the appointment because Sykes has a passion for people and knows what he is doing.

There was no other public input.

Garrison thanked staff for preparing the Commission form that included information about each commission. She said that she had asked a question and within four hours had produced a quality document.

9. **Presentation and discussion of the Steve Coury Dealership Sales Tax Incentive Report as required by ARS §9-500.11G.** Staff Resource: Lisa Elliott

Lisa Elliott, accountant, explained that ARS requires a public report every two years and that the development agreement was signed on February 26, 2005. She noted that the report should have been provided in February 2007, so this was a combined report, with the next report due in July 2009. A copy of this report is attached and becomes a permanent part of this record. Elliott explained that from the inception of the agreement, the Town has netted \$263,757.63, which was a huge benefit to the Town.

There was no public input.

10. **Discussion, consideration, and possible direction to staff concerning existing and proposed water conservation measures to include a review of the practices of surrounding communities.** Staff Resource: Michael Scannell

Council directed staff to send this matter to the Planning & Zoning Commission for the development of a water conservation plan for Council's review.

Manager Scannell reported that staff had researched and prepared the information as directed by Council in October. He explained that there were several options available for Council's consideration and staff was awaiting direction.

Council discussed gray water and associated costs and impacts to the sewer system; waterless urinals, and other items related to water conservation, including measures that Payson has taken. Council thanked staff for their work.

PUBLIC INPUT

Jos Driver said that if there is not enough water in the sewer pipes, someone should consider allowing tankers to discharge in a higher location since ADEQ had stopped the discharge at the ponds.

Howard Parrish said that Payson requires waterless urinals in their public buildings and it has saved a lot of water. He noted that he had given information to the Mayor.

There was no other public input.

11. **Discussion, consideration, and possible direction to staff to proceed with the RFP process to purchase permitting software and equipment necessary to implement the new program.** Staff Resource: Nancy Buckel

Staff was directed to proceed with the RFP.

Buckel advised that the study was complete and they were ready to go out to bid for permitting software. She advised that there was \$80,000 budgeted in the CIP for this project.

Smith questioned why this item was on the agenda since it was budgeted and likened it to

micromanaging. He said the manager should be able to make these decisions. Gioia responded that Council typically considers CIP, noting that with the recent budget constraints, this was an opportune time to consider whether the money should be spent or not. Smith said that it needed to be consistent then, because Council does not look at the purchase of the Marshal's vehicles.

Scannell advised that in many jurisdictions, once a budget is approved, staff does proceed. He said that he would follow whatever procedure Council decides.

Sims advised that the Code requires Council approval on expenditures over \$10,000 even when budgeted, but that it could be placed on the Consent Agenda. Gioia noted that this item was presented this way at the agenda meeting.

12. **Discussion, consideration, and possible prioritization of needs for the 2009 Federal Fiscal Year and direction to staff concerning the submission of a list to Congressman Renzi. Previous interests include 1) Small Business, 2) USDA Rural Development, and 3) Homeland Security.** Staff Resource: Michael Scannell

Staff was directed to prepare a letter to Congressman Renzi noting that education, infrastructure, veteran's needs, parks, water, agriculture, affordable housing, and small businesses are concerns in our rural area.

Manager Scannell reported that he received a communication from Congressman Renzi's office asking for interests in the upcoming legislation. He said the Town supported rural development, agriculture, small business, and Homeland Security in the past.

PUBLIC INPUT

Tom Nielson recommended low-income housing.

Jerry Tobish supported small business.

There was no other public input.

13. **Discussion, consideration, and possible approval of the proposed Non-Profit Funding Program Policies and Procedures, followed by possible direction to staff concerning Council's desires with regard to funding requests.** Staff Resource: Michael Scannell

Council approved the forms with minor changes and directed staff to put it to use. Gioia directed staff to place the Verde Valley Veterans' request on the next agenda.

Scannell reported that this was done per Council direction. He said that funding is recommended for non-profit organizations that meet the existing needs of the Town. He also explained that it is appropriate for Council to establish an appropriation for non-profit and other organizations that serve the needs.

Council discussed the policies and procedures and commended staff for their work on the project.

PUBLIC INPUT

Jerry Tobish asked if individuals could apply for funding or was it limited to organizations. He noted that his business had to limit their donations as well. It was established that only organizations could apply.

14. **Discussion, consideration, and possible appointment of three (3) Council members to serve on the Interview Committee for the Magistrate position.**

Staff was directed to test the reality of the service delivery system and to check into the

possibility of consolidating and/or partnering the magistrate court services with other communities, agencies, and/or the County and report back to Council as soon as possible.

Mayor Gioia explained that he requested this item because he would like to see an interview committee consisting of three Council members, the Town Manager, the Judge, and the HR Director, noting that he would like to serve on the committee.

Ron Smith said that he would like to move to table this item to allow the Manager to provide recommendations. Smith read from the Manager's January 30, 2008 Financial Report, noting that there is a shortfall of approximately \$55,000, excluding overhead. He said he would like to give the Manager the opportunity to come up with outsourcing possibilities and other ways to provide services. He asked if we could collaborate with the County or other cities and towns. Vice Mayor Hauser agreed.

Scannell explained that he did not want to pursue this matter without first getting Council direction. He said that it was healthy to critically examine our structures from time-to-time. He said that Yavapai County is under difficult circumstances and he had a number of issues to discuss with County Manager Julie Ayres. He said that this is a good time to test the reality of the Town's service delivery system.

Gioia agreed that it was healthy to evaluate the system and that Council was putting their faith in Scannell's administrative abilities and directed him to evaluate anything that he sees as appropriate. Council members supported this direction unanimously.

Scannell advised that he would begin on the Yavapai County side to determine the interest and will report to Council as soon as possible.

15. **Discussion, consideration, and possible direction to staff and/or discussion or consultation with the Town Attorney for legal advice concerning the Intergovernmental Agreement between the Town and the Camp Verde Sanitary District.** Staff Resource: Bill Sims

Council took no action on this item.

On a motion by Garrison, seconded by Smith, the Council voted unanimously to discuss this item in executive session pursuant to ARS §38-431.03(A)(3) for discussion or consultation with the attorney for legal advice and §38-431.03(A)(4) for discussion or consultation with the attorney in order to consider Council's position regarding contracts that are the subject of negotiation.

The other meeting items were heard before entering executive session for legal advice.

There was no public input.

16. **Call to the Public for Items not on the Agenda.**
Jos Driver said that he read the Journal about the finances and he thought back to the 'golden handshakes' where Bullard, Lee, and Wischmeyer were paid about 6 months salary. He said that he would like to see things tied down, and when someone is fired, they are not paid off.

There was no other public input.

There will be no Public Input on the following items:

17. **Advanced Approvals of Town Expenditures**
a) **There are no advanced approvals.**

Item #18 was heard immediately following Item #11.

18. Manager/Staff Report

- a) **Analysis of the Smart Growth Scorecard encouraged by the Arizona Department of Commerce to qualify for discretionary funding.** Staff Resource: Nancy Buckel

Buckel reported that she reviewed this matter at the direction of the Town Manager. She said that she had looked at this as a good planning tool for the Town. She said the intent of the Scorecard is to qualify communities that wish to apply for discretionary grant awards. She explained that the State would award extra points to communities that participate.

She reminded Council that the Manager reported that the Town lacks the staff capacity to continue to apply for grants and that her staff would not be able to do the required reporting and grant applications at this time.

She recommended that it be used for internal purposes to gauge and monitor our Smart Growth. After discussion, Council directed her to provide the answers to the questions to them by the end of July 2008.

There was no public input.

The meeting was recessed at 9:54 p.m. and reconvened at 10:18 p.m.

19. Adjournment

The meeting was adjourned following a motion by Elmer and seconded by Garrison.

Deborah Barber, Town Clerk

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 the 6th day of February 2008. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2008.

Debbie Barber, Town Clerk

TOWN OF CAMP VERDE
Council Agenda Action Form

Meeting Type: Regular

Meeting Date:February 20, 2008

Consent: **Executive Session/Confidential:** Type(s) of Presentation: Verbal Only

AGENDA TITLE: (Be Exact):Discussion, consideration and possible approval to purchase a diesel tractor with a gannon and a set of forks for the Parks Department not to exceed \$38,000.

PURPOSE AND BACKGROUND INFORMATION: This is a CIP item. Dealers for John Deere and Kobota are under State contract, so we would not have to go out to bid on this item.

STAFF RECOMMENDATION(S): Approve

Proposed Motion: Approve purchase of a diesel tractor with a gannon and a set of forks for the Parks Department not to exceed \$38,000.

LIST ALL ATTACHMENTS: CIP Budget Sheet

Type of Document Needing Approval (Check all that apply):

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Acceptance/Approval | <input type="checkbox"/> Agreement/Contract | <input type="checkbox"/> Emergency Clause |
| <input type="checkbox"/> Final Plat | <input type="checkbox"/> Grant Submission | <input type="checkbox"/> Intergovernmental Agreement |
| <input type="checkbox"/> Liquor/Bingo Application | <input type="checkbox"/> Ordinance | <input type="checkbox"/> Preliminary Plat |
| <input type="checkbox"/> Public Hearing | <input type="checkbox"/> Resolution | <input type="checkbox"/> Special Consideration |
| <input type="checkbox"/> Special/Temp Use Permit | <input type="checkbox"/> Other: | <input type="checkbox"/> Presentation/Report Only |

Finance Director Review

Budgeted/Amount Yes \$38,000

Comments:This is a budgeted item in the CIP Fund.

Fund: CIP - 03-50-00

Line Item/:03-50-00-5220

Submitting Department:Parks & Recreation Department

Contact Person:Lynda Moore

Town Manager/Designee:_____

Please Note: You are responsible for checking out, setting up, and returning all special equipment to the Clerk's Office.

Run date: 01/11/2008 @ 14:03
 Bus date: 12/31/2007

TOWN OF CAMP VERDE, ARIZONA
 R/E Act vs Bud W/Encumbrance

Select.: AXX XX-XX XXXX
 GLREAB4.L02 Page 28

03 50-00 CIP FUND

Description	Fiscal year thru period ending 12/31/2007					
	Month to date	Year to date	Ytd encumbrnce	Annual budget	Annual var	% used
5035 WATER CO DEBT SERVICE ENCUMBER	.00	.00	.00	100,000.00	100,000.00	.0%
5071 HOT MOP RIO VERDE PLAZA ROOF	.00	7,986.58	.00	8,000.00	13.42	99.8%
5080 CVMO VEHICLES	.00	.00	.00	72,000.00	72,000.00	.0%
5087 SOLAR HEATING SYSTEM/POOL COVR	.00	.00	.00	58,500.00	58,500.00	.0%
5095 ROLLING FILE CABINETS	.00	.00	.00	20,000.00	20,000.00	.0%
5121 LIBRARY LANDSCAPE	.00	5,963.00	.00	10,000.00	4,037.00	59.6%
5220 110 DIESEL TRACTOR	.00	.00	.00	38,000.00	38,000.00	.0%
6095 PERMIT SOFTWARE (COMM DEV)	.00	.00	.00	80,000.00	80,000.00	.0%
7000 ORGANIZATIONAL DONATIONS	.00	9,977.49	.00	32,000.00	22,022.51	31.2%
Total EXPENDITURE	.00	23,927.07	.00	418,500.00	394,572.93	5.7%

**TOWN OF CAMP VERDE
Council Agenda Action Form**

Meeting Type: Regular

Meeting Date: February 20, 2008

Consent: **Executive Session/Confidential:** Type(s) of Presentation: Verbal Only

AGENDA TITLE: DISCUSSION, CONSIDERATION AND POSSIBLE APPROVAL OF ORDINANCE 2008-A349, AN ORDINANCE OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA APPROVING SUBMISSION OF ESCROW PAPERS TO THE TITLE COMPANY FOR THE PURCHASE OF THE REAL PROPERTY; PARCEL "A", 118.7 ACRES OF THE UNITED STATES FOREST SERVICE ADMINISTRATIVE SITE LOCATED AT HIGHWAY 260 AND NEAR MCCRACKEN LANE, CAMP VERDE, ARIZONA. (Staff Resource: Michael K. Scannell)

PURPOSE AND BACKGROUND INFORMATION: The Title Company is requiring a certified copy of a Town of Camp Verde Ordinance authorizing execution and delivery of all instruments necessary to consummate this transaction. The Town's bid of \$2,400,000. (minimum bid allowed) for the 118.7 acre parcel was accepted by U.S. General Services Administration. A bidder's registration deposit of \$240,000. was included in the bid and will be credited toward the purchase price leaving a balance of \$2,160,000. (\$2,400,000. - \$240,000.). The transaction will be closed through an escrow account.

STAFF RECOMMENDATION(S): Approve Ordinance **2008-A349** for submission of escrow papers to the title company for the purchase of real property; PARCEL "A", 118.7 ACRES OF THE UNITED STATES FOREST SERVICE ADMINISTRATIVE SITE LOCATED AT HIGHWAY 260 AND NEAR MCCRACKEN LANE, CAMP VERDE, ARIZONA.

LIST ALL ATTACHMENTS: Ordinance 2008-A349

Type of Document Needing Approval (Check all that apply):

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Acceptance/Approval | <input type="checkbox"/> Agreement/Contract | <input type="checkbox"/> Emergency Clause |
| <input type="checkbox"/> Final Plat | <input type="checkbox"/> Grant Submission | <input type="checkbox"/> Intergovernmental Agreement |
| <input type="checkbox"/> Liquor/Bingo Application | <input checked="" type="checkbox"/> Ordinance | <input type="checkbox"/> Preliminary Plat |
| <input type="checkbox"/> Public Hearing | <input type="checkbox"/> Resolution | <input type="checkbox"/> Special Consideration |
| <input type="checkbox"/> Special/Temp Use Permit | <input type="checkbox"/> Other: | <input checked="" type="checkbox"/> Presentation/Report Only |

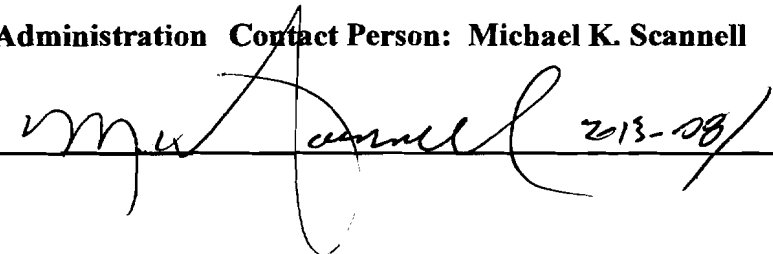
Finance Director Review
Budgeted/Amount N/A \$0
Comments:

Fund:

Line Item/:

Submitting Department: Administration Contact Person: Michael K. Scannell

Town Manager/Designee:

 2/13-08



ORDINANCE 2008-A349

AN ORDINANCE OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA APPROVING SUBMISSION OF ESCROW PAPERS TO THE TITLE COMPANY FOR THE PURCHASE OF THE REAL PROPERTY PARCEL "A", 118.7 ACRES OF THE UNITED STATES FOREST SERVICE ADMINISTRATIVE SITE LOCATED AT HIGHWAY 260 AND NEAR MCCRACKEN LANE, CAMP VERDE, ARIZONA

WHEREAS, municipalities may under A.R.S §9-240, and

WHEREAS, the Town's intent is to acquire the property captioned above for public purposes and the Mayor and Common Council unanimously voted for staff to proceed in the negotiations for the purchase of the property, and

WHEREAS, Yavapai Title Agency requires a recorded certified copy of a Town of Camp Verde Ordinance authorizing execution and delivery of a purchase agreement and escrow instructions and such other instruments necessary to consummate this transaction.

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE:

1. The Town of Camp Verde hereby approves the execution and delivery of the Purchase Agreement and authorizes the execution of such other instruments necessary to consummate the purchase.

PASSED AND APPROVED by a majority vote of the Town Council of Camp Verde, Arizona, this _____ day of _____ 2008.

Approved as to Form:

Town Attorney

Date: _____

Tony Gioia, Mayor

Attest:

Deborah Barber, Town Clerk

**TOWN OF CAMP VERDE
Council Agenda Action Form**

Meeting Type: Regular

Meeting Date: February 20, 2008

Submitting Department: P&Z

**Contact Person: Michael Jenkins,
Senior Planner**

Regular: **Requesting Action:**

Type of Document Needing Approval (Check all that apply):

- Landscaping – Signing - Lighting Site Plan (Acceptance/Approval)
- Final Plat
- Rezoning
- Public Hearing
- Special/Temp Use Permit
- Preliminary Plat
- Special Consideration
- Other:

Agenda Text : Discussion, consideration and possible approval of the Landscaping, Signage & Lighting Site Plan for the New Steve Coury Ford-Lincoln-Mercury dealership on parcel 407-09-043 and located on State Route 260, which may include a waiver of certain requirements of the Town of Camp Verde Sign & Lighting Regulations.

Purpose of Item and Background Information: On June 28, 2006, the Town Council approved the Steve Coury (Ford-Lincoln-Mercury) Conceptual Planting Site Plan, Floor Plan and Building Elevations with the stipulation that Steve Coury’s agent work with Staff on the lighting & landscaping Site Plan and return to Council for approval. Staff has been working with the Steve Coury’s Staff and Consultant (Auto Pilot) to complete the said landscape plan as well as on the proposed Signing for the (Ford-Lincoln-Mercury) Dealership.

With Staff’s review of the Signing proposed for the new Steve Coury Dealership, it was determined that the Ford-Lincoln-Mercury corporate requirements for signing does not fall within the requirements of the Town of Camp Verde Sign Regulations as part of the Town of Camp Verde Planning & Zoning Ordinances, section 118. With this said, Staff recommended to Steve Coury’s Consultant to add the signage proposal to the Landscaping Site Plan with a request for Waiving certain requirements of the Town of Camp Verde Sign Regulations.

Per the submitted Site Plan and supporting documentation, Staff has determined that a portion of the proposed items are not in conformance with the Town of Camp Verde Planning and Zoning Ordinances and if the Council decides to approve the Landscaping site plan and Comprehensive Signage Site Plan for the Steve Coury (Ford-Lincoln-Mercury) Dealership the following would require a Waiver from said ordinances by Council vote:

<p>ITEM No. 1: Under section 118,9A, Wall Signs affixed to buildings in Commercial zoning districts: It is proposed to affix approximately 291.5 square feet of signage to the Steve Coury (Ford-Lincoln-Mercury) Dealership building. The Town of Camp Verde Sign regulations allows for a total of 200 square feet of Wall Signs affixed.</p>
<p>ITEM No. 2: Under section 118,9B1-10, Freestanding or Monument signs: The maximum permitted area of a Freestanding sign shall be sixty-four square feet for a single business. The proposed square footages for the proposed 3 Freestanding signs are as follows: Sign # 1 = 59.9 square feet Sign #2 = 200.73 square feet Sign # 3 = 82 square feet</p>

Signs 2 & 3 are above the maximum allowed 64 square feet

ITEM No. 3: Under Section 118,9B4, The maximum height of any portion of a free standing sign or sign structure shall be twenty feet:

The proposed heights of the 3 Freestanding signs are as follows:

Sign #1 = 24' 10" Sign #2 = 23' 6" Sign #3 = 34' 8" These are all over the allowable 20' height.

ITEM NO. 4: Under Section 118,9B8, No more than **one** Freestanding or monument sign identifying the business, designating the principal goods, products, or facilities or services available on the premises shall be permitted. There are 3 Freestanding signs proposed.

On January 11, 2008 Staff delivered review comments to Mr. Steve Coury. These additional review comments were in response to a request to revise the approved site plan by Mr. Coury's staff (Shane Wagner) to remove 9 parking lot lights from a service impound area of the site. The parking lot lights proposed to be removed are located on the South Easterly side of the dealership building. Also requested, was a gated fence to enclose an area to each side of and in the rear of the said building. With these requests to revise the approve site plan, Town Staff asked that Mr. Coury's staff have the Electrical Lighting Engineer for the project certify that the minimum illuminance levels for this type of business activity, as recommended by the IESNA, are met. Also, Town Staff, as part of the review comments delivered on January 11, 2008, asked Mr. Coury's staff to provide a sample of and/or rederings and colors, of the type of fencing and gates proposed. As of the date of the writing of this report, Town Staff has not been provided with these items. A call was made to Steve Coury and Shane Wagner on February 8, 2008 to remind them of these needed items.

Per section 108,6d of the Town of Camp Verde, A minimum of 15% of all parking lot areas shall be landscaped. This requirement per the submitted landscape site plan has been met.

Staff, in their review of the Landscape-Signage-Lighting Site Plan observed a detail showing two radius walls at the intersection of Coury Drive & Highway 260 with a note stating "Zea - 30' x 3' Block Walls for signs". As part of the Comprehensive Sign Review process, these signs need full details as was required for the other total signs for this project. Staff, once contacted by Mr. Coury or his staff, will advise of this required additional data.

Should the Town Council approve the submitted Landscape, Signage & Lighting Site Plan as submitted the following items will need to be met for the permitting process:

- Illuminated Signage must obey regulations of Section 120 of the Town of Camp Verde Planning & Zoning Ordinance.
- Building permits will be required for all Free Standing signs including A Structural Engineer's Certification or Calculation sheet showing standards of the Arizona Sign Association were followed.

List of attachments as Follows: Staff report, Site Plan, Color Renderings of Wall signs affixed to Building,Lighting Cut Sheets.

Type(s) of Presentation: Verbal

ADDITIONAL INFORMATION
ITEM #8

2-20-08

MEMO

Date: February 19, 2008
To: Mayor & Council
From: Nancy Buckel, Community Development Director
Re: Late Submission of information on Steve Coury item

Attached you will find the information staff had asked for and had not received at the time of the packet construction. You now have information on all elements of the submittal.

This is the final installment of the Coury Site Plan Approval that includes the following:

Landscaping plan:

- It meets the requirements in Section 108M requiring the landscaping to equal 15% of the parking area.
- The Landscaping does appear to be low water usage and has western elements.

Comprehensive Sign Plan:

The submitted signage is comprehensive in showing all signs to be used on the site. It is considerably more signage as allowed by our code as pointed out in staff's report, however our code is out of date and not representative of the industry standard for commercial signs. Therefore, some type of waiver may be appropriate.

It should be noted, according to Section 120H.16.

- Illuminated signs are not counted in the lumens count for the property.
- All light colored backgrounds must be opaque (will not light up at night).
- All signage must be turned off at the end of business or at 10PM, whichever comes later.

This information will be noted on the permits issued for the installation of all signs and the owner will be required to sign the permit indicating they have been advised and will comply.

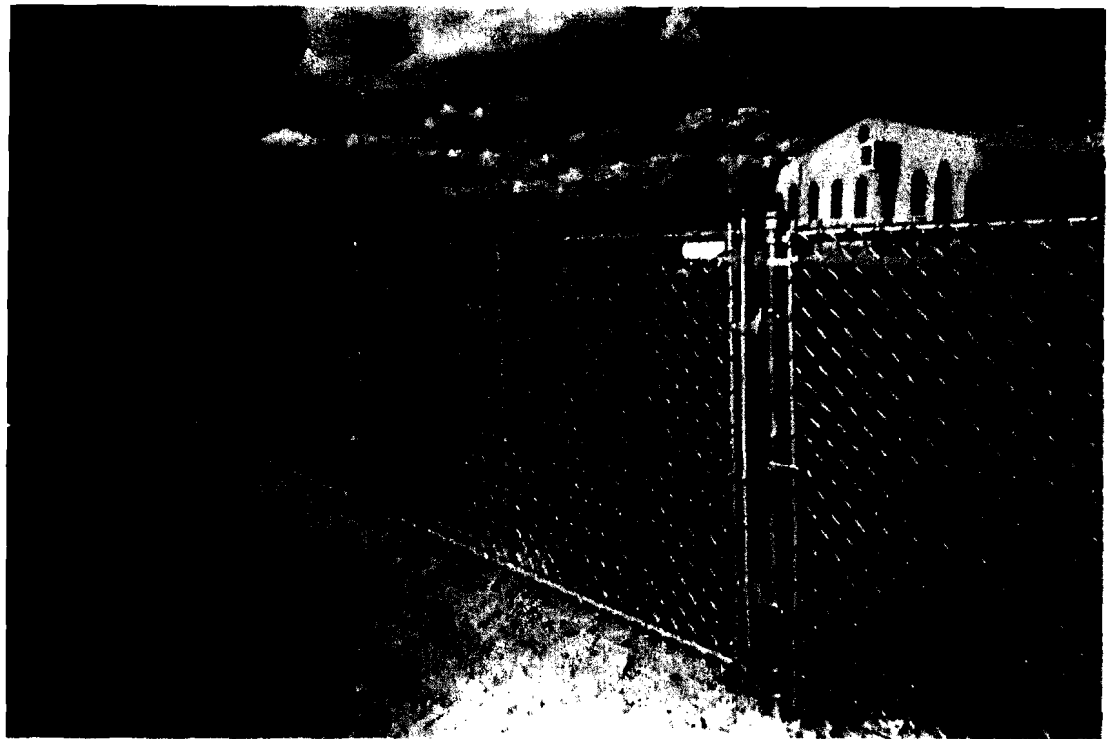
Lighting:

As presented at the first hearing on the site plan, the lighting plan met the minimum luminance levels for outdoor display areas as recommended by IESNA.

Because they have opted to remove some parking lights, we needed certification that the change was still in compliance. We have received a letter from the Electrical Designer indicating that the overall site is just below what is recommended for a small town car sales lot. Further his letter indicates that 13 parking lot lights will be turned off at 10PM which will bring the site to within the allotted lumens per acre.

Service Compound Fencing: This is an amendment to the original site plan. The applicant has determined a fenced compound is required around the service area to secure cars left for repair and maintenance. Provided are as follows:

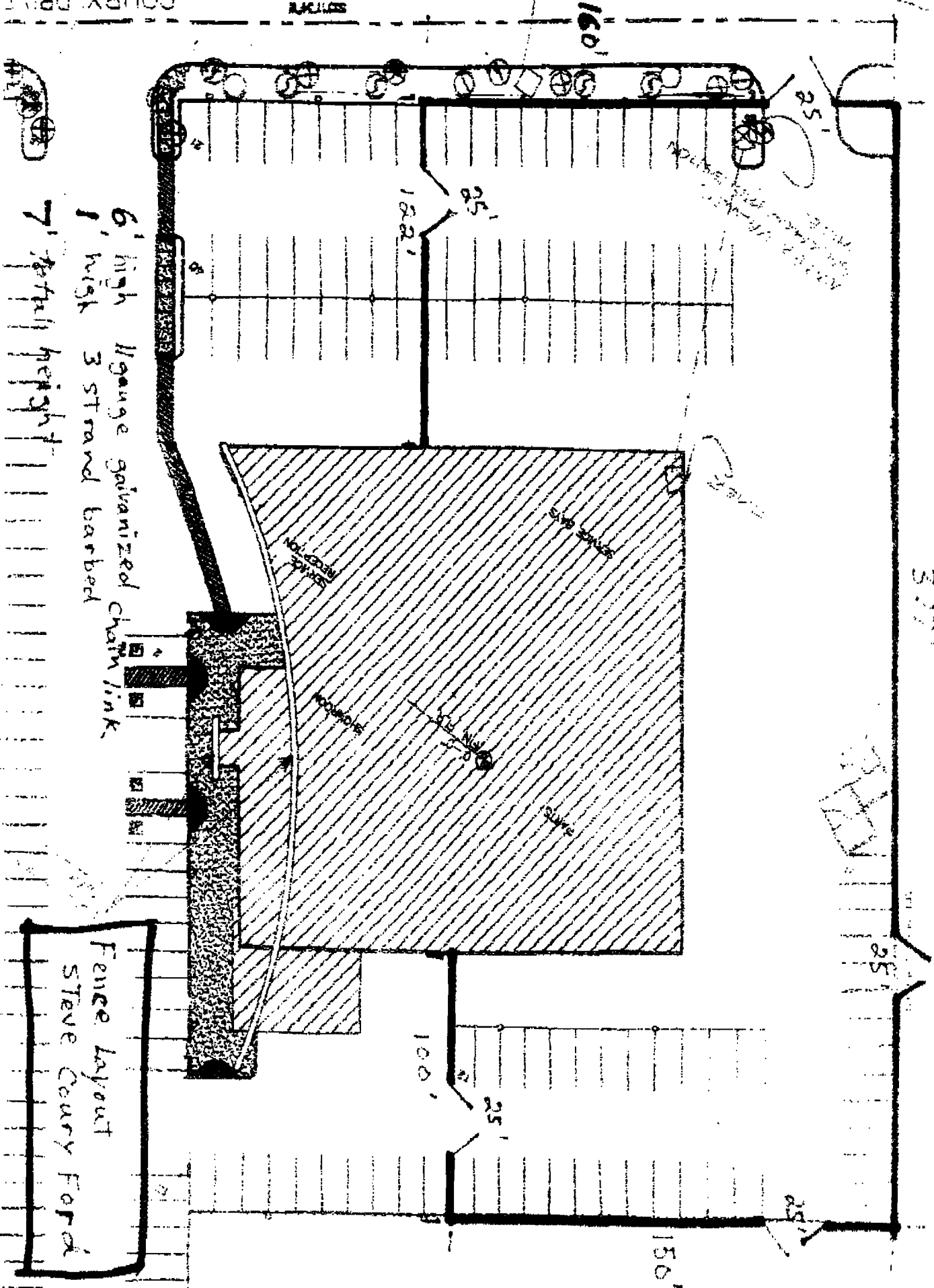
- A site plan with the location of the fence.
- Pictures of the type of fencing to be used.
- Fencing type is to be chain link with 3 strand barbed wire.
- Fence to measure a total of 7' in height.
- Gates are to be of chain link and the opening will measure 25' width.



fencing to be chain link with 3 strand
barbed wire. Total height of fence to equal
7'. (Commercial fencing may be 8'
according to Section 108 E.2.b.2),
- gates to be double hung 25' wide

COURRY DRIVE

5415122496



6' high 11 gauge galvanized chain link
 1' high 3 strand barbed

7' gate height

Fence layout
 Steve Curry Ford

STEVE CURRY FORD





Date: February 12, 2008
To: All Interested Parties
Project: Steve Coury Ford
HDG Project No. 06371
Re: Site Lighting Levels

To Whom It May Concern:

The following is a brief summary of the lighting design for the Steve Coury Ford project. The initial design used light levels comparable to projects in the Phoenix Metro area and other similar areas. These levels are about 60fc-100fc for the front line of display; about 40fc-70fc for the center display areas and 10-30fc for general parking and maintenance areas. These levels were determined to high for this site and a bench mark project was provided to design to. The levels for this project are similar to the provided design which is considerably lower with between 8fc-14fc on the front line display, 4fc-8fc for the center display and 2fc-5fc for general parking and maintenance areas. IESNA recommended a 3Fc level for small town car sale lots. Our site is now 2.6 Fc average. Additionally the exterior lighting is designed to be reduced to (13) heads after 10 PM which would bring the entire site to within the allotted Lumens per acre with 29,400 Lumens per acre.

If you should have any further questions, please do not hesitate to contact our office.

Sincerely,

A handwritten signature in black ink, appearing to read 'Wills J. Benbow IV', written over a white background.

Wills J. Benbow IV
Electrical Designer



LIGHTING PERMIT & LUMEN CALCULATION SHEET

OWNER/AGENT: _____ DATE: _____
 SITE ADDRESS: _____ PARCEL NO. _____
 SUBDIVISION: _____ PHONE: _____
 MAILING ADDRESS: _____
 OWNER/AGENT SIGNATURE: _____

I hereby file the above request and declare that all information submitted is true and correct to the best of my knowledge and belief. I further acknowledge that any omission of information or any error in my application may void permit.

LIGHTING INVENTORY
 List information for each fixture to be used for outdoor lighting in existing and proposed. Use the following abbreviations:

- LAMP TYPES:**
 LPS Low Pressure Sodium
 HPS High Pressure Sodium
 HQL High Quality
 IN Incandescent
 FL Fluorescent

FOR ADDITIONAL INFORMATION:
 Refer to Section 120 of PAZ Ordinance 'Outdoor Lighting Regulations' and attached information.

SITE AREA
 TOTAL SITE ACRES: _____
 ACRES FOR RIGHTS-OF-WAY & UNDEVELOPED ACRES: _____
 NET ACRES: **5.57**

PURPOSE OR USE	CANOPY SIZE (If applicable)	LAMP TYPE (See above)	MA CUMULATIVE WATTS EACH	LUMENS EACH	QTY.	SUB-TOTAL FULLY SHIELDED LUMENS	SUB-TOTAL UNSHIELDED LUMENS	LUMEN TOTAL
51 SECURITY HEAD		150W MH	150	12400	3	10980		10980
52 SECURITY HEAD		150W MH	150	12400	1	12400		12400
55 SECURITY HEAD		150W MH	150	12400	1	12400		12400
56 SECURITY HEAD		150W MH	150	12400	3	37200		37200
Total shielded lumens:						163800		
Total unshielded lumens:								163800
TOTAL LUMEN PER NET ACRE:								29400

*This Station Chapter: See Lighting Report for specific measurements for each luminaire.
 All fields and outdoor display areas which exceed 100,000 lumens per acre (11 foot-candle) shall be shielded with a minimum height of 12 feet above the ground. The maximum luminaire height for the maximum 100 ft setback by the ISSNL.
 Signature of Lighting Engineer: _____
 Arizona Registration No. 33474

Not to exceed 2.0 lumens per sq. ft. for 100 ft setback. 100,000 total lumens per net acre, overall.

TOWN OF CAMP VERDE

Council Agenda Action Form

Meeting Type: Regular

Meeting Date: 2-20-08

Consent: **Executive Session/Confidential:** Type(s) of Presentation: Visual

AGENDA TITLE: (Be Exact): Discussion and possible approval for staff to amend packet submittal format for P&Z matters.

PURPOSE AND BACKGROUND INFORMATION: At the Council's January 16, 2008 meeting staff was directed to put together a plan to reduce the amount of paper used in putting together packets for Planning and Zoning matters with input from the Attorney, Councilors Smith and Garrison.

At the meeting the Attorney discussed that a master book for the council review would allow access to the complete submittal package but a sign in sheet needs to be provided so that council members would sign verifying that they looked at the material. Councilor Smith felt that a power point or over head projection of the maps were all that were necessary of the plats and maps. This would also allow the citizens the opportunity to review the project during the discussion. Councilor Garrison just wanted the pertinent documents necessary for her to make a decision. Staff indicated that much of the application is for technical review and that the responsible employee would be writing a report on the review. Only when the outstanding issues were addressed either in amending the plans or through a written plan would the application move through the hearing process. The planning staff will beef up their report summarizing agency comments, staff review and stipulations that needed to be added to any approval. Included in the packet will be a check off list for the application. A copy of these check off lists are provided for your review. Those items with an * by them will be provided in the packets. The other items will be in the master book or available through the Community Development office.

Staff would also recommend that one of our attorneys provide a workshop to our Planning and Zoning Commission and Town Council on what exactly needs to be reviewed for the Commission and Council to make an informed decision for each type of application. This could be done yearly shortly after the selection on new members is completed and they are seated.

Staff would like to determine what is submitted in the packets. Many times the applicant wants to give the Commission and Council as much information as possible to get a favorable decision, but many times this has the opposite effect, and only clouds the issue for the decision making body and sometimes prejudices the findings with information not germane to the application. By providing a master book for the Council, they will have available to them all material submitted that has been reviewed by staff and agency and what their comments are based on. The problem in the past has been one council member has requested detailed information that is reviewed on the technical level and staff has no choice but to copy all other members of the board with the same information. This is why your packet has gotten voluminous. We would like the opportunity to change the procedure and believe this new process will provide relief to those of you who want a smaller packet, while at the same time provide information to those of you that want in-depth information on the project. This master copy must remain in the clerk's control.

In addition, while reviewing our process, staff has noted that many items requested in the application are no longer needed and should be removed because we have additional review processes now in place that would make consideration of these items redundant. A good example of this is Design Review is now mandatory for all commercial development. The applicant could argue they received approval by Council of their site plan when they submitted it for Zoning Map Change and wouldn't need to go through Design Review. As the Town becomes more sophisticated in the review process, our applications will need to be reviewed and amended to more closely reflect our amended ordinances and new processes.

STAFF RECOMMENDATION(S): Approve

LIST ALL ATTACHMENTS: Staff report, check off lists

Type of Document Needing Approval (Check all that apply):

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Acceptance/Approval | <input type="checkbox"/> Agreement/Contract | <input type="checkbox"/> Emergency Clause |
| <input type="checkbox"/> Final Plat | <input type="checkbox"/> Grant Submission | <input type="checkbox"/> Intergovernmental Agreement |
| <input type="checkbox"/> Liquor/Bingo Application | <input type="checkbox"/> Ordinance | <input type="checkbox"/> Preliminary Plat |
| <input type="checkbox"/> Public Hearing | <input type="checkbox"/> Resolution | <input type="checkbox"/> Special Consideration |
| <input type="checkbox"/> Special/Temp Use Permit | Other: | <input type="checkbox"/> Presentation/Report Only |

Submitting Department: P&Z

Contact Person: Nancy Buckel

General Plan Check List

- Proof of Ownership
- Notarized Permission to Enter Property – Original Document
- *Directions to Property**
- Notarized Special Power of Attorney – Original Document
- Legal Description
- *Letter of Intent (Narrative)**
- Agency Comments
 - Notification List
 - Responses
- Public Participation, Neighborhood meeting, completed. Date: _____
 - Copy of letter sent to neighbor's within 300'
 - Posting of Property by applicant (photo)
 - Affidavit attesting to notification of neighbors
 - Sign in sheet
 - ***Affidavit of summary of meeting**
 - ***Statement of how the applicant addressed neighborhood concerns**
- Letter of request to be annexed into the Camp Verde Fire District or letter from the Camp Verde Fire District stating that applicant is already in the Camp Verde Fire District.
- *Maps**
 - **Land Use Map**
 - **Vicinity Map**
- *Staff Report**

Will include summary of agency & citizen's comments, Town requirements, applicant's narrative as it addresses requirements for application and recommended stipulations if approved (if any).
- * Resolution (for Council)**
- Advertising & Posting has been completed & meet State Law Requirements.

NOTE: * indicates that this information is included in the packet.

Zoning Map Change Check List

- Proof of Ownership
- Notarized Permission to Enter Property – Original Document
- *Directions to Property**
- Notarized Special Power of Attorney – Original Document
- Legal Description
- *Letter of Intent (Narrative)**
- Agency Comments
 - Notification List
 - Responses
- Public Participation, Neighborhood meeting, completed. Date: _____
 - Copy of letter sent to neighbor's within 300'
 - Posting of Property by applicant (photo)
 - Affidavit attesting to notification of neighbors
 - Sign in sheet
 - ***Affidavit of summary of meeting**
 - ***Statement of how the applicant will address neighborhood concerns**
- Letter of request to be annexed into the Camp Verde Fire District or letter from the Camp Verde Fire District stating that applicant is already in the Camp Verde Fire District.
- *Site Plan (included in packet if provided)**
- *Maps**
 - **Land Use Map**
 - **Vicinity Map**
 - **Zoning Map**
- *Staff Report**

Will include summary of agency & citizen's comments, Town requirements, applicant's narrative as it addresses requirements for application and recommended stipulations if approved (if any).
- *Ordinance (for Council)**
- Advertising & Posting has been completed & meet State Law Requirements.

NOTE: * indicates information is included in the packet.

Use Permit Check List

- Pre-Application Conference with Community Development Director
- Notarized Permission to Enter Property – Original Document
- *Directions to Property**
- Notarized Special Power of Attorney – Original Document
- Legal Description
- *Letter of Intent (Narrative)**
- Public Participation, Neighborhood meeting, completed. Date: _____
 - Copy of letter sent to neighbor's within 300'
 - Posting of Property by applicant (photo)
 - Affidavit attesting to notification of neighbors
 - Sign in sheet
 - ***Affidavit of summary of meeting**
 - ***Statement of how the applicant addressed neighborhood concerns.**
- Traffic Impact Analysis or ADOT approval of site access (if applicable)
- ADOT outdoor advertising permit (if applicable) for commercial signage
- *Site Plan**
- *Vicinity Map with adjacent land use**
- *Resolution**
- *Staff Report**
Will include summary of agency & citizen's comments, Town requirements, applicant's narrative as it addresses requirements for application and recommended stipulations if approved (if any).
- Advertising & Posting has been completed & meet State Law Requirements.

NOTE: *Indicates included in packet

Preliminary Plat Check List

- *Subdivision Plat Application**
- Notarized Permission to Enter Property – Original Document
- *Directions to Property**
- Notarized Special Power of Attorney – Original Document
- Legal Description
- *Letter of Intent**
- *Letter of exception (if needed)**
- Serviceability letters from utilities including Sewage Disposal
- Type or form of assurance made for completion of improvements
- Preliminary title report or policy of title insurance
- Phase II Drainage Report
- Traffic Impact Analysis
- *Site Plan**
- *Preliminary Plat**
- * Staff Report**
Will include summary of agency & citizen's comments, Town requirements, applicant's narrative as it addresses requirements for application and recommended stipulations if approved (if any).
- *Resolution**
- Advertising & Posting has been completed & meet State Law Requirements.

NOTE: * Indicates included in packet

Final Plat Check List

- Preliminary Plat Approved for this subdivision? Date: _____
- Are there deviations between final plat and approved preliminary Plat?
Yes _____ No _____
If yes, description of deviations: _____

- Notarized Permission to Enter Property – Original Document
- *Directions to Property**
- Notarized Special Power of Attorney – Original Document
- Legal Description
- *Letter of Intent (Narrative)**
- One copy of CC & R's
- If Private Roadways – provisions for perpetual roadway maintenance.
- Letter from the Arizona Department of Water Resources stating adequacy of the 100 year water supply for the subdivision.
- One cost estimate for constructing on & off site improvements
- Type or form of assurance made for completion of improvements
- Phase III Drainage Report
- * Final Plat**
- *Resolution**
- *Staff Report**
Will include summary of agency & citizen's comments, Town requirements, applicant's narrative as it addresses requirements for application and recommended stipulations if approved (if any).
- Advertising & Posting has been completed & meet State Law Requirements.

NOTE: * Indicated included in packet

TOWN OF CAMP VERDE
Council Agenda Action Form

Meeting Type: Regular

Meeting Date:February 20, 2008

Consent: **Executive Session/Confidential:** Type(s) of Presentation: Verbal Only

AGENDA TITLE: (Be Exact):Discussion, consideration and possible approval to go to bid for for solar heating system and solar blankets for the Camp Verde Heritage Pool not to exceed \$58,500.

PURPOSE AND BACKGROUND INFORMATION: This is a CIP item. Staff is currently working with Honeywell on programs that they may have available to help offset this cost..

STAFF RECOMMENDATION(S): Approve

Proposed Motion: Approve going to bid for a solar heating system and solar blankets for the Camp Verde Heritage Pool not to exceed \$58,500.

LIST ALL ATTACHMENTS: CIP Budget Sheet

Type of Document Needing Approval (Check all that apply):

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Acceptance/Approval | <input type="checkbox"/> Agreement/Contract | <input type="checkbox"/> Emergency Clause |
| <input type="checkbox"/> Final Plat | <input type="checkbox"/> Grant Submission | <input type="checkbox"/> Intergovernmental Agreement |
| <input type="checkbox"/> Liquor/Bingo Application | <input type="checkbox"/> Ordinance | <input type="checkbox"/> Preliminary Plat |
| <input type="checkbox"/> Public Hearing | <input type="checkbox"/> Resolution | <input type="checkbox"/> Special Consideration |
| <input type="checkbox"/> Special/Temp Use Permit | <input type="checkbox"/> Other: | <input type="checkbox"/> Presentation/Report Only |

Finance Director Review

Budgeted/Amount Yes \$58,5000

Comments:This is a budgeted item in the CIP Fund

Fund: 03-50-00 CIP Fund

Line Item/:03-50-00-5087

Submitting Department:Parks & Recreation

Contact Person:Lynda Moore

Town Manager/Designee:_____

Please Note: You are responsible for checking out, setting up, and returning all special equipment to the Clerk's Office.

TOWN OF CAMP VERDE
Council Agenda Action Form

Meeting Type: Regular

Meeting Date:February 20, 2008

Consent: **Executive Session/Confidential:** Type(s) of Presentation: Verbal Only

AGENDA TITLE: (Be Exact):Discussion, consideration and possible direction to staff regarding the Parks & Recreation Commissions recommendation for the construction of a road, using option C as the entrance to Black Bridge Park and use of port a johns as the restroom facility.

PURPOSE AND BACKGROUND INFORMATION: The Parks & Recreation Commission met February 5, 2008 and discussed Black Bridge Park. Their recommendation to Council is to construct a road using option C of the plans. After careful consideration they felt that the new library would not interfere with the entrance road into the park. With the obstacles relating to the restroom, such as large expense and flood control they are recommending that we continue to use handicap accessible port a johns.

STAFF RECOMMENDATION(S): Approve

Proposed Motion: Direct staff to complete the entrance road to Black Bridge Park using option C road and to continue using port a johns as the restroom facility.

LIST ALL ATTACHMENTS:

Type of Document Needing Approval (Check all that apply):

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Acceptance/Approval | <input type="checkbox"/> Agreement/Contract | <input type="checkbox"/> Emergency Clause |
| <input type="checkbox"/> Final Plat | <input type="checkbox"/> Grant Submission | <input type="checkbox"/> Intergovernmental Agreement |
| <input type="checkbox"/> Liquor/Bingo Application | <input type="checkbox"/> Ordinance | <input type="checkbox"/> Preliminary Plat |
| <input type="checkbox"/> Public Hearing | <input type="checkbox"/> Resolution | <input type="checkbox"/> Special Consideration |
| <input type="checkbox"/> Special/Temp Use Permit | <input type="checkbox"/> Other: | <input type="checkbox"/> Presentation/Report Only |

Finance Director Review

Budgeted/Amount Yes \$NA

Comments:SLIF Grant

Fund:

Line Item/:

Submitting Department:Administration

Contact Person:Dave Smith

Town Manager/Designee: _____

The Chamber of Commerce report consists of 175 pages. Due to our ongoing efforts to reduce the costs associated with reproducing documents and our ability to place the packets on our web page, only a portion of the report is included in the agenda packet. The entire report is available in the Clerk's Office for review.

There is no information available for Item #12, the Chamber's request for \$36,000 for matching funds for their TEAM grant.

Memorandum

To: Mayor of Camp Verde, Tony Gioia
CC: Camp Verde Council Members & Chamber Board Members
From: Roy Gugliotta, Camp Verde Chamber
Date: 2/13/2008
Re: Chamber's 2nd Quarter Report to Town Council

Economic Development – Building a Strong Local Economy

1. Working with the **Verde Valley Regional Economic Development Group**, we have completed an Asset Inventory of Camp Verde and the Verde Valley. This inventory will help us promote Camp Verde to businesses wanting to locate in Camp Verde. It also gives us an overview of what exactly we have and what we don't have for new businesses and businesses that want to expand.
2. Challenges that we are facing in considering economic development for Camp Verde. The three sites evaluated by the Buxton Report are our primary location for business development and shopping and services to the community. At each site the community being served was calculated to be a fifteen (15) minute drive time from that point.
 - a. At the intersection of **Finnie Flat Road and Highway 260**, the dollars spent on retail goods and services which is the center of business district is \$238 Million and restaurants at \$27.5 Million.

Category	Revenue Dollars	Tax Dollars
Restaurant Potential	\$27.5 Million	\$551,097
Actual Revenue Dollars Spent in Community	\$16.0 Million	\$320,000
Leakage of Dollars to other Communities	\$11.5 Million	\$230,000

Retail Goods & Services	\$238 Million	\$4.7 Million
Actual Revenue Dollars Spent in Community	\$50 Million	\$1 Million
Leakage Dollars to other Communities	\$188 Million	3.8 Million

- b. At the intersection of **Interstate 17 and Highway 260**, the dollars spent on retail goods and services was calculated at \$392 Million and restaurants at \$45.5 Million. These figures also take in the potential of visitors' income.

Category	Revenue Dollars	Tax Dollars
Restaurant Potential	\$45.5 Million	\$908,722
Actual Revenue Dollars Spent in Community	\$16.0 Million	\$320,000
Leakage Dollars to other Communities	\$29.4 Million	\$590,000

Retail Goods & Services	\$392 Million	\$7.8 Million
Actual Revenue Dollars Spent in Community	\$50 Million	\$1 Million
Leakage Dollars to other Communities	\$342 Million	6.8 Million

- I have had calls from a few businesses that are looking to locate in Camp Verde such as Sears and Walgreens. When I discussed with them how did they hear about us, they said that every few years they review Camp Verde as a potential site for their business. We are just starting to interest them, but they were not willing to make any commitment due to our current situation.
- I completed the copy for the articles in the *Northern Arizona Newcomer's Guide* that should be in your packet. You can see the articles on pages 9 and 25 and the pictures on pages 9 and 25, too. The welcoming mayors' letters are in the beginning. This is a good piece that helps Camp Verde with image marketing and marketing association.

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5. Discussing with Buxton the use of their material and data that we have, it seems that we need to have the sanitary plant completed so that there is an assurance that new businesses can hook-up to the plant and not have to wait as the businesses on highway 260 are still waiting for their hook-up.

6. The Chamber feels that economic development is a critical element to the growth of Camp Verde. Therefore, we invited the Arizona Department of Commerce to come up and give us a presentation on how to develop an Economic Development Organization (EDO). We invited a few people to attend and Mike Scannell. Again, we feel that this is critical to have a strategic plan of the potential growth of Camp Verde, the understanding of Town Council, and the community input into the smart growth and development of Camp Verde. This will help us develop a plan of action that will be presented both to the council and the community. Our goal is to have this EDO be a private/public organization with funding coming from both sectors of the community.

Tourism / Promote Camp Verde

1. We have reprinted our Camp Verde Brochure. As you may recall, we have already distributed 30,000 brochures last year: 15,000 going to visitors around the country due to our advertisements in magazines and newspapers; 10,000 being mailed to Visitor Centers in Arizona; and 5,000 being handed out in the Camp Verde Visitor Center.
 - a. These new 30,000 will be for mailing to visitors around the country, visitor centers in Arizona, visitors coming to the Camp Verde Visitor Center, and the requests that we are receiving from AAA business locations in the Midwest.

2. Highlights from AOT Grant / Tourism Marketing Scorecard

- a. **Fall Preprint – 825,000 strategically targeted subscribers**

Fall Preprint FY 07/08 2nd Year	825,000 households	Potential Dollars Generated for Community	Tax Dollars Generated for Community
iBrochure – new this year FY 07/08	3,966 responded to date & viewed iBrochure on line -- (0.48% return)		
Mail Leads	285 leads generated		
Total leads generated FY 07/08	4,251 leads -- (0.52% return) [all the returns are not in as of this date]	ad cost will generated \$610,018 dollars for the community	\$12,200

Total leads generated FY 06/07	5,789 leads – (0.70% return) [all the returns are not in as of this date]	ad cost will generated \$830,722 dollars for the community	\$16,614
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- b. **Arizona Professional Travel Planner Guide** – Official fulfillment publication for AOT’s Travel Industry Marketing Division. Direct mailed to select tour operator and travel agents. Circulation is 20,000 to agents. This is a non trackable promotional campaign. With the placement of our 1/2 page ad, we are trying to build an image awareness of Camp Verde as a destination in this industry.
- c. **True West 2008 Source Book** – circulation 50,000. This is our first year with this publication. Insertion date was November 11, 2007 and we have no results to date. Results will be reported in the 3rd and 4th quarters.
- d. **AAA Living Magazine / Midwest Section** – the circulation is 3,008,874 homes in the Midwest. Insertion date was January 1, 2008. This is a new publication and area for us to advertise with AOT. The lead generation will be reported in the 3rd and 4th quarter, but we have already received inquiries from some AAA Centers for our Camp Verde Brochures.
- e. **Please review the scorecard for our complete Tourism Marketing Campaign.**
3. **Media Communication & Public Relations** – as part of our AOT contract, we hired Writers Nest to promote Camp Verde as part of the marketing and promotion campaign in the TEAM Grant.
- a. **Media Kit** – this has been completed and mailed out to some media writers and it is also online for the media writers and newspapers. The Media Kit is a 27 page document that promotes Camp Verde as a destinations. The website is: www.visitcampverde.com and the media kit can be downloaded under the **media room** link.
- b. We are completing a promotional campaign called “Telling Our Story.” Carol Keefer has written articles on the following subjects using the Theme: **Feature 5 Articles**.
- Exploring Camp Verde Outdoors (**Feature 5 Artides**)
 - Waterplay, A Day Away (**artide**)
 - Verde Valley Wine Country Tour (**Feature 5 Artides**)
 - Camp Verde Town of Festivals (**Feature 5 Artides**)
 - Camp Verde Pioneer Legacy (**Feature 5 Artides**)
 - Historic Trails (**Feature 5 Artides**)
 - Historic Military Skirmishes or Battles (**Feature 5 Artides**)

- Movie Stars and the Famous (*Feature 5 Articles*)
- Downtown Historic Building Tour (*Feature 5 Articles*)
- Camp Verde Corn, Nuts and Ranches (*Feature 5 Articles*)
- Historic Sites (*Feature 5 Articles*)
- Trials: Hiking, Horseback, 4-Wheel Drive, Mountain Biking (*Feature 5 Articles*)
- Verde Valley (*Pamphlet*)
- Things to do in Camp Verde and the Verde Valley – 2 ½ days in the Heart of Arizona (*pamphlet*)

4. Press Releases and Press Kits

- a. **Wintertime Weekend Get-a-Way:** Wine, Pecan & Antique Festival and the Verde Valley Wine Tour – sent out 1281 to targeted destination

i. Results:

1. AAA and Clear Channel regarding press trips inquiry
2. Smooth Jazz KYOT inquiry from promotional director
3. Request from free-lance Phoenix reporter for the Arizona Republic

- b. **Boating in the Desert:** pitching river rafting on the Verde Valley – targeted 1362 destination

i. Results:

1. Steve Bodinet, Outdoors Reporter for Phoenix Channel 3 contacted chamber and scheduled a filming shoot to be aired during his spring break feature section in late February.

5. Good Morning Arizona Channel 3

- a. We have been talking with Channel 3 since December, 2007 about shooting the **Good Morning Arizona Road Trip Segment** in Camp Verde on April 2, 2008. If you remember, **Good Evening Arizona** was here in April of 2006 for a three (3) hour live shoot from Out of Africa with shots of downtown Camp Verde and the businesses on highway 260. The town manager and mayor were interviewed along with Howard Parrish and a segment on the Mail Trail. We estimate that this was worth \$4 Million in ad value for the Town of Camp Verde. In addition to this Arizona Highways filmed a one hour segment on Camp Verde that has been aired six times throughout 2006 and 2007. This was worth \$1 Million in ad value for the Town.
- b. **Good Morning Arizona** is more respected in the TV world and places Camp Verde in an excellent status as a tourist destination. Channel 3 will be here for a four (4) shoot on April 2 with interview and pre-filmed segments. The

chamber pitched over 30 segments and ideas to their producer and they are making their selection. This is also worth in ad value of \$6 Million for the Town.

6. **Regional TEAM Grant** – this is the grant in which we work with the other chambers in the Verde Valley
 - a. In the Regional TEAM Grant we work with another creative writer that has written articles for the different communities in the region. The goal here is more of a regional approach. Here is the list of articles written by Sylvia Somerville:
 - Camp Verde: A Gateway to River Adventures
 - Verde Rive Canoe Challenge
 - Historic Victorian Christmas at Fort Verde
 - Clear Creek Church: A Historic Landmark in Camp Verde
 - b. All these articles are on our regional website: www.sedonaverdevalley.org
 - c. In addition to the articles, we have listed a calendar of events for Camp Verde by the town and by the month.
7. Please review the **Regional PowerPoint presentation** given to the various destination drivers, town council members, and businesses that attended our first annual presentation of what the regional tourism grant is all about. This presentation was well attended and demonstrated not only the new website and articles but the many other activities that we are doing together such as: preconvention material being mailed to visitors coming to the Phoenix convention center to programs, the many shows that our consultants attend to display our material and talk with tour bus operators and travel agents.

Trackable Results

1. From the beginning of the first presentation of the marketing analysis that I gave in August of 2005, I stressed that tractability was essential to a marketing plan and marketing campaign. In the TEAM Grants that we apply for each year and have been awarded by AOT, they also stress tractability for their investment in tourism for our community.
 - i. The categories that we recognize and stress as trackable numbers are:
 1. Bed Tax Dollars
 2. Retail Goods & Services Tax Dollars
 3. Restaurant & Bar Tax Dollars
 - ii. We also track each of our advertising and promotional pieces by using the number of visitors that visit our websites both Camp Verde Chamber and the

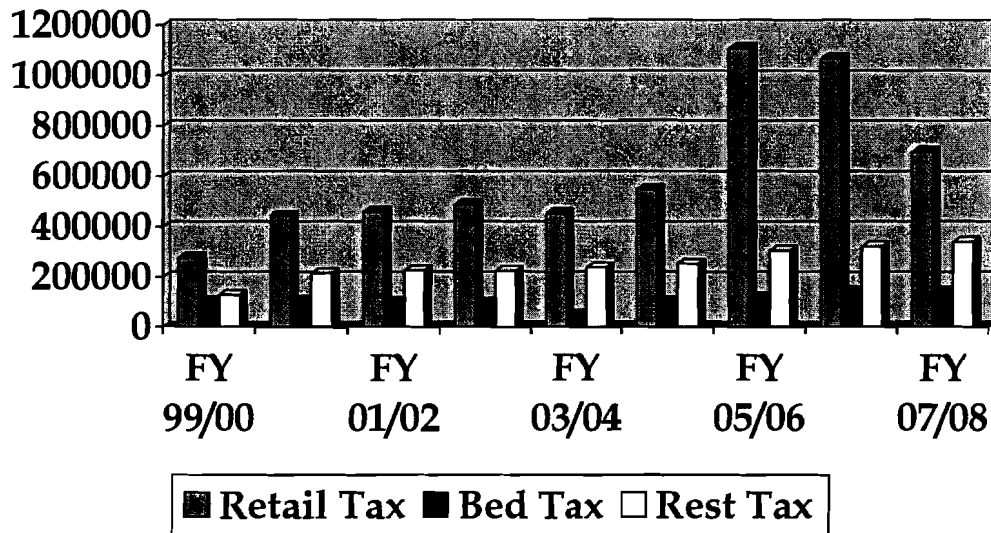
Regional site. We also track and evaluate the number of brochures that are requested per advertising piece and the hits we have on our new iBrochure on the web.

iii. Website Analysis on www.visitcampverde.com

Month	Results/Visitors	Results/Pages Viewed	Pages Viewed per Visit
July, 2007	510	1,851	3.63
August, 2007	610	2,253	3.69
September, 2007	714	2,548	3.57
October, 2007	793	2,776	3.5
November, 2007	484	2,061	4.25
December, 2007	420	1,984	4.72
Totals in 6 months	3,531	13,473	3.82

2. **Tax Dollars into Camp Verde** -- As you can see from the *Arizona Department of Revenue Camp Verde Tax Collected* graph labeled, *Chamber Makes a Difference*, the graph to the left for the prior years of FY 1999 to 2005 was flat even with events and with the various promotional efforts that the previous chamber was doing at the time.
 - i. As you can see from the *Graph: Chamber Makes a Difference*, beginning in FY **2005/2006** when I took over and applied for the ACERT Grant, the TEAM Grant, Channel 3 aired its three hour show from Camp Verde, Arizona Highways did their one hour show on Camp Verde that aired another six times, there has been a tremendous increase in tax dollars for Retail Goods and Services and a continuous increased growth for Accommodation Tax and Restaurant & Bar Tax.

Chamber Makes a Difference



- ii. I feel that this is no fluke and that the chamber has met and exceeded its commitment by working with Arizona Office of Tourism and using the TEAM Grant as well as promoting Camp Verde as a destination along with the destination drivers in the community.

3. Bed Tax Dollars

Revenue Collected by Accommodations FY	People in Community	Revenue Generated & Spent in Community
\$4.7 Million	172,241	\$14.1 Million
\$5.9 Million (adding the Lodge @ Cliff Castle	217,146	\$17.8 Million

Conclusions

Retail Goods and Services

Since FY 2005/2006 Retail Goods and Services Tax has increased. If you view the previous Graph: Chamber Makes a Difference, you can see that the tax income stayed flat before the previous fiscal years. In FY 2005/2006 the tax jumped to \$1.1 Million and then dropped slightly to \$1.07 Million in the next fiscal year.

It seems that this was due to this tax reaching its peak with our present businesses in the community. The visitors coming into the community is continuing to grow, but these visitors only have a few businesses to shop. Therefore, it seems that the visitors move on to other communities that have more shopping opportunities. If you remember, the main reason people go to Sedona is shopping. ***This statistic is that 80% of the people said that their main reason for visiting Sedona is shopping. We lack that synergy in Camp Verde.***

In this fiscal year of 2007/2008, the retail businesses are expecting downturn in sales around 15% - 20%. This of course is due to the economy and the high price of traveling. Are people still traveling? The answer is yes, but they do not have the funds to purchase additional retail gift items.

A major challenge to increase our tax dollars in this category is more businesses to keep our community shopping at home. With our leakage of \$188 Million and \$3.8 Million of tax dollars, it seems that this could be an incentive to help support the cultivating of new businesses into the community, too.

If we could support the building of more businesses at the intersection of I-17 and highway 260, then that leakage of \$342 Million and \$6.8 Million in tax dollars would help the community tax situation.

There is a feeling that Steve Coury provides all the tax dollars in this field. Steve Coury sells around 2500 cars per year with an average income of around \$47 Million. This puts into this tax category of around \$470,000 or 47%. This other percentages come from the community shopping in Camp Verde probably around 13% and the remaining percentage of 40% coming from the tourists visiting Camp Verde.

Comparison of Retail Community

Sedona stated in their financial report stated: ***In Fiscal Year 2006/2007, which ended June 30, total city revenues were \$28 Million. Of that, taxes were \$15 Million. Seventy percent (70%) of that \$15 Million equals an estimate of \$10.5 Million coming from tourists. The other 30%, amounting to \$4.5 Million, comes from residents.***

Sedona also has a leakage problem but not as severe as Camp Verde.

Comparison Chart of Businesses in Communities

Categories	Sedona	Sedona	Camp Verde	Camp Verde
	Chamber Member	Approx Total Businesses	Chamber Member	Approx Total Businesses
Accommodations	111		5	5
Outdoor Recreation	33		0	
Restaurants / Food / Beverage	75	150	13	24
Retail / Shopping	129		11	17
Tours & Sightseeing	60		0	

Accommodations

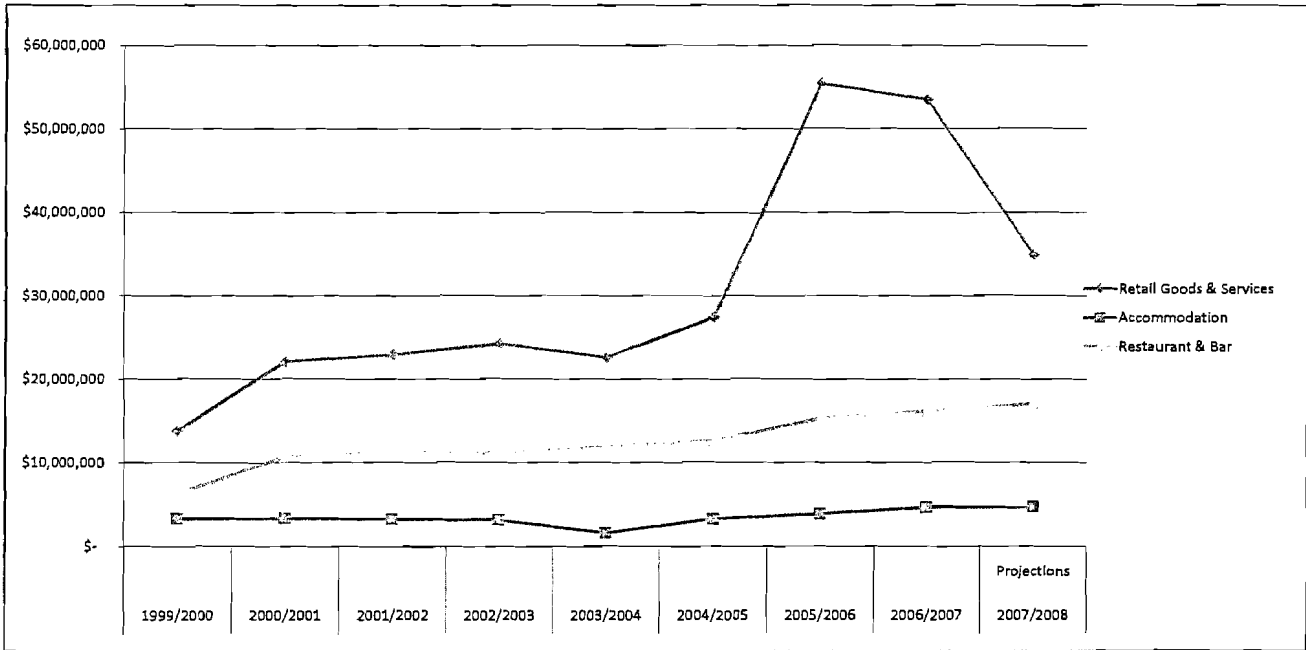
The challenge is our accommodations. Again in the marketing report I stated that reaching a half million visitors into the community and having them stay 2.5 days would generate \$101 Million dollars and \$2.0 in tax dollars.

Here again, we see that in order to accommodate this many visitors for 2.5 days we need 1370 rooms. We have only 355 rooms including the rooms at the Lodge @ Cliff Castle.

Therefore visitors are coming into Camp Verde but not staying in Camp Verde due to our lack of facilities and amenities.

Arizona Dept of Revenue	1999/2000	2000/2001	2001/2002	2002/2003	2003/2004	2004/2005	2005/2006	2006/2007	2007/2008	
									Projections	difference
Retail Goods & Services	275,856	442,245	458,873	486,287	452,598	548,494	1,108,133	1,068,282	697,136	-34.7%
Accommodation	98,389	100,642	97,775	94,629	48,211	98,706	116,911	139,946	140,726	0.6%
Restaurant & Bar	128,606	214,088	225,816	222,919	237,118	252,425	305,811	321,300	339,164	5.6%
Construction	121,059	273,468	268,699	285,859	453,218	442,100	681,663	512,790	420,536	-18.0%
Manufacturing	19,633	47,212			24,658	50,931	58,736	64,840	60,224	-7.1%
Wholesale Trade	46,053	64,020	65,458	99,647	62,292	99,995	133,514	144,913	139,666	-3.6%
Transporting & Warehousing	47286	80133	86634	89374	48063			0	0	0
Finance & Insurance						7613	12613	7657	6,306	-17.6%
Real Estate, Rental & Leasing					40755	94082	115071	121699	109,042	-10.4%
Communication/Utilities						103,275	126,006	136,259	137,554	1.0%
Services	37487	60356	62611	71458	72975	68166	48833	43124	46,472	7.8%
Public Administration	23,396	46,271	48,311	53,909	27,442			0	0	
Other	3,558	12,047	53,818	54,129	179,488	67,778	155,082	145,596	116,532	-20.0%
TOTALS	799,323	1,340,482	1,367,995	1,458,211	1,646,798	1,833,565	2,962,473	2,706,406	2,213,358	
Differences		67.7%	2.1%	6.6%	12.9%	11.3%	56.1%	-5.5%	-18.2%	

Revenue into Camp Verde	1999/2000	2000/2001	2001/2002	2002/2003	2003/2004	2004/2005	2005/2006	2006/2007	2007/2008
									Projections
Retail Goods & Services	\$ 13,792,800	\$ 22,112,250	\$ 22,943,650	\$ 24,314,350	\$ 22,629,900	\$ 27,424,700	\$ 55,406,650	\$ 53,414,100	\$ 34,856,800
Accommodation	\$ 3,279,633	\$ 3,354,733	\$ 3,259,167	\$ 3,154,300	\$ 1,607,033	\$ 3,290,200	\$ 3,897,033	\$ 4,664,867	\$ 4,690,867
Restaurant & Bar	\$ 6,330,300	\$ 10,704,400	\$ 11,290,800	\$ 11,145,950	\$ 11,855,900	\$ 12,621,250	\$ 15,290,550	\$ 16,065,000	\$ 16,958,200
TOTALS	\$ 23,402,733	\$ 36,171,383	\$ 37,493,617	\$ 38,614,600	\$ 36,092,833	\$ 43,336,150	\$ 74,594,233	\$ 74,143,967	\$ 56,505,867
Difference		54.6%	3.7%	3.0%	-6.5%	20.1%	72.1%	-0.6%	-23.8%



Events / No Chamber TEAM Grant				Events / Chamber TEAM Grant			
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Accommodations	room cost	rooms/year	avg person/room	people/year	spending/day	Total Revenue	Revenue spent in community per year
Revenue	\$ 4,664,867	\$65	71,767	2.4	172,241	\$82	<u>\$14,123,781</u>
Lodge @ Cliff Castle	room	days/year	occupancy rate	rooms rented/yr			
	70	365	25,550	68%	17,374	\$70	\$ 1,216,180
							3.0%
							<u>\$ 36,485</u>
							Additional Room Tax per year
Total Tax	2006/2007						
Hotels/Motels	\$ 139,946						
Lodge	\$ 36,485						
	<u>\$ 176,431</u>	3%	<u>\$ 5,881,047</u>				<u>Total Revenue from Accommodations</u>

TOTAL CITY TAX COLLECTION BY MAJOR SIC/NAICS CODE RANGES

INDUSTRY GROUP	FY	FY	FY	FY	FY	FY	FY	FY	FY	Projections		
	1999 / 2000	2000 / 2001	2001 / 2002	2002 / 2003	2003 / 2004	2004 / 2005	2005 / 2006	2006 / 2007	2007 / 2008	6 months	12 months	difference
Mining												
Communication/Utilities						103,275	126,006	136,259	68,777		137,554	1%
Transporting & Warehousing	47,286	80,133	86,634	89,374	48,063			0	0		0	
Construction	121,059	273,468	268,699	285,859	453,218	442,100	681,663	512,790	210,268		420,534	-18%
Manufacturing	19,633	47,212			24,658	50,931	58,736	64,840	30,112		50,222	-7%
Wholesale Trade	46,053	64,020	65,458	99,647	62,292	99,995	133,614	144,913	69,833		139,164	-4%
Retail Trade	275,856	442,245	458,873	486,287	452,598	548,494	1,108,133	1,068,282	348,568		1,167,136	-35%
Finance & Insurance						7,613	12,613	7,657	3,153		6,716	-18%
Real Estate, Rental & Leasing					40,755	94,082	115,071	121,699	54,521		109,042	-10%
Restaurant & Bar	126,606	214,088	225,816	222,919	237,118	252,425	305,811	321,300	169,582		339,164	6%
Accommodation	98,389	100,642	97,775	94,629	48,211	98,705	116,911	139,946	70,363		140,776	1%
Public Administration	23,396	46,271	48,311	53,909	27,442			0	0		0	
Services	37,487	60,356	62,611	71,458	72,975	68,166	48,833	43,124	23,236		45,472	8%
Arts & Entertainment								0	0		0	
Other	3,558	12,047	53,818	54,129	179,468	67,778	155,082	145,596	58,266		116,532	-20%
TOTALS	799,323	1,340,482	1,367,995	1,458,211	1,646,798	1,833,565	2,862,473	2,706,406	1,106,679		2,213,358	-18%
Difference		67.7%	2.1%	6.6%	12.9%	11.3%	56.1%	-5.5%			-18.2%	

AOT TEAM GRANT
TOURISM MARKETING SCORECARD
FY 2007 - 2008

Grey = complete
Yellow = in process
White = pending

Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes	2006/2007
Preprint Ads AZ Fall Insert 2007	print & online program; delivered into 825,000 strategically targeted subscriber households in AOT's priority markets	number of requests either on tourism website, phone calls, emails (requests fulfilled)	7/20/07	9/23/07	Brochure size ad	100% complete & approved by AOT		
						In Process	10/3/07 thru 1/16/08 - 4,251 leads generated - 285 mail leads / 3,966 electronic fulfilled leads. (7% mail / 93% electronic filled)	5,789 mail leads generated
						100% complete	11 AAA Offices requested CV brochure - WA-25, AL-50, OH(3 ofcs)-70, IN-50, PA(2 ofcs)-3, OR-1, CT-5, MA-25) total 229 brochures total	
Arizona Professional Travel Planners Guide	Official fulfillment publication for AOT's Travel Industry Marketing Div. Direct mailed to select tour operators & travel agents in response to client inquiries. It is also distributed at domestic & int'l trade shows. Circulation 20,000.	number of requests either on tourism website, phone calls, emails (requests fulfilled)	7/27/07	10/1/07	1/2 page ad	100% complete & approved by AOT		
True West 2008 Source Book	Circulation 50,000 reaching western enthusiasts for 53 years.	number of requests either on tourism website, phone calls, emails (requests fulfilled)	9/15/07	11/1/07	Full display ad	100% complete	Creative & Copy	
						100% complete	Sent to AOT 9/12 for Approval, waiting for response	
						100% complete	AOT approval received; Ad sent to True West Magazine	

AOT TEAM GRANT
TOURISM MARKETING SCORECARD
FY 2007 - 2008

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes	2006/2007
AAA Living/Midwest	Reaching 3,008,874 homes in the Midwest	number of requests either on tourism website, phone calls, emails (requests fulfilled)	10/26/07	1/1/08	Co-op advertisement	100% complete	Draft of ad to begin next week	
						100% complete	Ad reviewed, sent to AOT for approval	
						100% complete	10/25/07 AOT approval received, Ad sent to AAA	
						In Process	1/5/08 - 36 leads	
						In Process	1/12/08 - 36 leads	
Preprint Ads AZ Spring Insert 2008	print & online program; leading with high-quality, full-color glossy newspaper inserts, delivered into 825,000 strategically targeted subscriber households in AOT's priority markets	number of requests either on tourism website, phone calls, emails (requests fulfilled)	11/2/07	1/13/08	Brochure size ad	100% complete	Draft of ad to begin next week	
						100% complete	Ad reviewed, sent to AOT for review & approval	
						100% complete	10/23/07 AOT approval received, approval given to Madden Preprint	
Preprint Canada	Integrated multi-channel campaign targeting 446,750 subscriber households in key AOT markets. Primary emphasis will be placed on Int'l Canadian provinces.	number of requests either on tourism website, phone calls, emails (requests fulfilled)	11/9/07	1/13/08	Brochure size ad	100% complete	Draft of ad to begin next week	
						100% complete	Ad reviewed, sent to AOT for review & approval	
						100% complete	10/23/07 AOT approval received, approval given to Madden Preprint	
Arizona Drive Guide	Distributed exclusively at several rental car agencies. Circulation 35,000	number of requests either on tourism website, phone calls, emails (requests fulfilled)	2/2/08	March - May 2008	1/3 page display			

AOT TEAM GRANT
TOURISM MARKETING SCORECARD
FY 2007 - 2008

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes	2006/2007
Sunset Magazine – Travel Planner	travel planner includes a 3 month online listing & reader response leads; Southwest & Mountain 220,000	number of requests either on tourism website, phone calls, emails (requests fulfilled)	3/1/08	5/1/08	1/6 page ad	In Process	Specs to Beachs for creative	

Preprint Direct Mail AZ/CA	fully intergrated print & online campaign, leading with newspaper inserts delivered to 500,000 strategically targeted subscriber households in AZ & CA.	number of requests either on tourism website, phone calls, emails (requests fulfilled)	3/14/08	5/18/08	brochure ad			

AZ Tourist News print placement of advertisement	60,000 distribution, 125,000 readership - Hotels, Visitors Centers, Freeway-based locations, Restaurants & RV Parks. Banner ad & copy - 6 mos print	Phone calls & website	15th of each month					
			7/15/07	8/1/07		100% complete	Mule Parade/Pioneer Days & Historic Homes	
			8/15/07	9/1/07		100% complete	Mule Parade/Pioneer Days, Movies & Famous Places, Fort Verde Days	
			9/15/07	10/1/07		100% complete	Fort Verde Days; Hiking Trails; Seasons of Arizona (Carol Keefer)	
			10/15/07	11/1/07		100% complete	Old Show Girls Return to Work (OOA), Cowboy Christmas, Fun Facts about Early CV	
			11/15/07	12/1/07		100% complete	Cowboy Christmas, Wine/Pecan & Antique Festival, Christmas Parade & Bazaar	
			12/15/07	1/1/07		100% complete	Boating in the Desert, Wine/Pecan & Antique Festival, 2008 Calendar of Events	
			1/15/07	2/1/07		100% complete	2 1/2 days in Camp Verde	

AOT TEAM GRANT
TOURISM MARKETING SCORECARD
FY 2007 - 2008

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes	2006/2007
iBrochure w/Madden Preprint		Reduction of mailing costs as leads will be directed to the iBrochure	4/16/07		8 pages of Camp Verde online/interactive brochure	100% complete & Approved by AOT	iBrochure is ready and accessible To date has reduced mailing costs 93%	
Arizona RV		number of requests either on tourism website, phone calls, emails (requests fulfilled)	5/31/07		Jr. Page Vertical	100% complete & Approved by AOT	Also, a 400 word article on Camp Verde was included	
Camp Verde Brochure	Update existing 28 x 22 inch brochure	this is the fulfillment piece for the requests that are requested from potential visitors						
						100% complete	Chg out Envirozeum for Jerome; remove pow wow photos	
						100% complete	Emailed Tom at Jerome Chamber - photos & copy to be submitted.	
						100% complete	Change out YA Nation information, Approval received	
						100% complete	11/21/07 Changes approved by AOT	
						100% complete	11/23/07 Changes sent to printer for plating	
						100% complete	Brochures received 12/21/07	

AOT TEAM GRANT
 TOURISM MARKETING SCORECARD
 FY 2007 - 2008

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes	2006/2007
Website Development	Updating & Enhancing existing website www.visitcampverde.com	on website; number of media personal requesting access to photos and mediat information						
						100% complete	Met w/Joanne 7/13, dicussed website & updates. Joanne to send me ideas from beg of website dev for review.	
						100% complete	Discussed - Media Kit; Map	
						100% complete	Articles written by Writer's Nest on website, under Media Room/Press Releases	
						100% complete	Media Kit to be placed on website	
				July-07			510 visitors / 1,851 page views - 3.23 page views per visit	
				August-07			610 visitors / 2,253 page views - 3.26 page views per visit	
				September-07			714 visitors / 2,548 page views - 3.09 page views per visit	
				October-07			793 visitors / 2,776 page views - 2.9 page views per visit	
				November-07			484 visitors / 2,061 page views - 3.23 page views per visit	
				December-07			420 visitors / 1,984 page views - 4.09 page views per visit	
				January-08		1/1-20/2008	540 visitors / 4,605 page views - 6.78 page views per visit	

AOT TEAM GRANT
 TOURISM MARKETING SCORECARD
 FY 2007 - 2008

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes	2006/2007
Media	working with the media for all events and attractions; bring writers and TV to promote Camp Verde and attractions (at least 60 days prior to event)	Mail Trail						
		Pioneer Days					Met w/Ron 7/24. Ron to rev Carol K writings & get back w/us.	
						100% complete	Press Release w/BurrellesLuce 8/17/07 - 753 SW & w/in 500 mi of Camp Verde, Media Contacts received press release	
						100% complete	Lynda Moore & guest to be on KAZ TV Sept 10th show	
		Fort Verde Days				100% complete	Spike the Super Ball - AZ Super Bowl Team Captian was part of the Fort Verde Days Parade.	
		Wine & Pecan Festival					PSA received from Parks & Rec 1/22/08	
		Crawdad Festival						
COX Media	Two commercials into Phoenix Metro Market / 145 - :30 second spots	Camp Verde Promo						

AOT TEAM GRANT
TOURISM MARKETING SCORECARD
FY 2007 - 2008

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes	2006/2007
Media Communications & Public Relations	Contract w/Writers Nest for PR Services for one year							
	Media Kit					100% complete	Reviewed w/Carol K - Writers Nest. Recommended changes to be made	
	Exploring Camp Verde Outdoors					100% complete	Booklet	
	Waterplay, A Day Away					100% complete	Article	
	Verde Valley Wine Country Tour					100% complete	Feature 5 Article	
	Camp Verde Town of Festivals					100% complete	Feature 5 Article	
	Camp Verde's Pioneer Legacy					100% complete	Feature 5 Article	
	Historic Trails					100% complete	Feature 5 Article	
	Historic Military Skirmishes or Battles					100% complete	Feature 5 Article	
	Movie Stars and the Famous					100% complete	Feature 5 Article	
	Downtown Historic Buildings Tour					100% complete	Feature 5 Article	
	Camp Verde's Corn, Nuts and Ranches					100% complete	Feature 5 Article	
	Historic Sites					100% complete	Feature 5 Article	
	Trails: Hiking, Horseback, 4-Wheel Drive, Mountain Biking					100% complete	Feature 5 Article	
	Verde Valley					100% complete	Phamplet	
Things to see & do in Camp Verde and the Verde Valley - 2 1/2 days in the Heart of Arizona					100% complete	Phamplet		

Special Marketing Opportunities	Online Media Directory w/BurrellsLuce / 12 month contract. Inc. oneKit Press Release w/24 Press Releases					100% complete	Up & running as of 7/23.	
							Have done 6 press releases to date	
	Boating in the Desert			12/10/07			18.8% article pick up from 12/6 press release	
	Boating in the Desert			12/17/07			19.5% article pick up from 12/6 press release	

OTHER TOURISM MARKETING SCORECARD
FY 2007-2008

Grey = complete
Yellow = in process
White = pending

Objective	Strategy/Action Step	Measurement	Target (Months)		Progress to Date	Results	Notes
			Start	End			
Community Guide & Business Directory	community guide will be available for visitors requesting information about Camp Verde and mailed with the new brochure	this is the fulfillment piece for the requests from potential visitors			100% complete	Fulfillment piece	2007/2008 Community Guide received
Member Website	Update existing pages						Ongoing - monthly
Cowboy.com	Website advertising for Camp Verde & Events					Fort Verde Days Event dates/times	
eventinfo.us & eventinfo.ca	Website advertising for Camp Verde & Events					Information on Town of Camp Verde & 06/07 Events	
AOT Calendar of events	Camp Verde & Events		Dec-06	Dec-06	100% complete	2007 Calendar of events for Camp Verde	
Events	Chamber to take over the major events for Camp Verde						Discussion & Planning
Canadian Traveller	Editorial for Arizona Supplement		Jul-07	Jul-07	100% complete		Wine Tour & Historical Bldgs articles
Visitors Center Fulfillment	Brochures requested by Arizona Visitors Center	This is a fulfillment piece for requests from potential visitors			On going		Since August 2007 - 1,000 CV brochures have been mailed to 8 VC/CVB/Etc
Visitors & Relocation Packet requests	Packets requested by potential visitors and residents looking to relocate	This is a fulfillment piece for requests from potential visitors			On going		39 requests for visitor information/relocation packet/CV brochure since February 07
Sedona-Oak Creek & the Verde Valley Newcomer's Guide	Information on Camp Verde provided.	This is a fulfillment piece for use in the Visitors Center to be available for Tourists/Visitors to Camp Verde			On going	3 boxes (300) of guides received	

OTHER TOURISM MARKETING SCORECARD
FY 2007-2008

Grey = complete
Yellow = in process
White = pending

Objective	Strategy/Action Step	Measurement	Target (Months)		Progress to Date	Results	Notes	
Good Morning Arizona Ch 3	4 hour Road Trip segment on Camp Verde			2-Apr-08	On going - until April 2, 2008		Pre-recorded tours & live presentations will be part of the segment. Ch 3 will stage at Fort Verde, reporters will be at various locations.	
					12/03/07		Ch 3 contacted CVCC - Tracie took the call.	
						12/03/07		Tracie sent email to Ch 3 with 9 ideas on new & unique to do in CV & places to stage.
						01/09/08		Ch 3 requests further information on Camp Verde.
						1/10/2008		Tracie sent 2nd email to Ch 3 with another 17 ideas, event list and possible interviews.
						1/14/2008		Talked with Jay from Ch 3, they will be in CV on 1/17 @ 11 am to discuss submitted ideas & tour CV.
						1/17/2008		Tracie, Roy & Carol Keefer met with Jay Crandall (Ex. Producer) & Lisa Alering (Bus. Mgr). Covered submitted suggestions & discussed in further detail
						1/17/2008		Tracie & Carol Keefer - Site tour of CV with Jay Crandall (Ex. Producer) & Lisa Alering (Bus. Mgr). Met w/some business owners and out to Alcantara for pre-recorded segment. Way of the Ancients - Ancient Ruins Tour was also pre-recorded.
				1/17-3/29/08	on-going	Ch 3 will be visting CV throughout the next couple of months to pre- record segments, attend events, etc.		

ADDITIONAL INFORMATION

ITEM #13

February 20, 2008

Regular Session

Arizona Office of Tourism TEAM Grant

To: Mayor and Town Council

Executive Summary

TEAM Grant program helps us attract visitors 365 days a year to our community.

The Teamwork for Effective Arizona Marketing (TEAM) grant program provides communities, tribes and tourism organizations with matching grant funding to help stimulate and expand travel and tourism throughout the state.

The TEAM grant program provides financial assistance for development of effective tourism promotion projects at the local and regional level. These tourism promotion activities, in combination with the international, national and regional marketing efforts of the Arizona Office of Tourism (AOT), are intended to manage a sustainable tourism industry throughout Arizona.

AOT works with Destination Marketing Organizations (DMO), Camp Verde Chamber of Commerce has attained the status of a DMO to achieve these goals.

The strategic mission of the TEAM Grant Program is to help communities achieve their vision to improve the local economy by strengthening Arizona's tourism partnerships and extending the State's brand to position Arizona as the preferred travel destination.

AOT will provide up to 50% in matching funds for awarded grant applications. Individual applications are eligible to receive up to \$30,000 in matching funds. Each individual entity can have a maximum of two applications – one individual and one regional application.

We are requesting that the Town of Camp Verde invests \$36,000 in this TEAM Grant program with \$30,000 going for the individual grant and \$6,000 going for the regional grant application. The regional team consists of Camp Verde, Cottonwood, Sedona, Clarkdale, and Jerome.

AOT this year is also encouraging TEAM applicants to develop strategic and innovative projects by providing direct incentive funds up to \$5,000 with no matching funds required for projects that incorporate one of the following AOT initiatives: Branding, Arizona Origins or Go Green.

This will be Camp Verde's third year if, approved, working with AOT and this outstanding program. **The benefits** included the following:

1. The ability to reach 825,000 subscriber households in key AOT markets in each of the following market inserts: Fall Insert, Spring Insert, Canada Insert, and Arizona In-State Inserts. Each insert campaign reaches a different but specific market segment around the country and Canada. The cost is pennies per person.

Arizona Office of Tourism TEAM Grant

2. Associating Camp Verde with AOT's brand marketing campaign allows us to be recognized as a destination to visit in Arizona. It is one of the goals of our marketing plan to become a tourism destination market for visitors coming into Arizona.
3. Working with the AOT TEAM Grant program provides us with matching funds to hire a public relations consultant to help us "Tell Our Story." This campaign last year has brought great success and recognition of Camp Verde as a tourist destination.
4. By also working with AOT TEAM Grant Program, our destination drivers have support in their promotional and advertising efforts. Although we only spend \$60,000 this helps create awareness in the market place, so that when the destination drivers advertise there is already recognition and brand awareness of Arizona and Camp Verde.
5. The tourist dollars that come into our community support our wages, salaries, profits for business and taxes, as well as supporting our attractions and businesses.
6. By working with the AOT TEAM Grant program, we have attracted Channel 3 to use Camp Verde as a backdrop for their Good Morning Arizona programming. If we were not working with AOT, we would not have attracted this promotional opportunity to Camp Verde.

The objective for us in the TEAM Grant Program is to establish Camp Verde as a tourism destination. Our goal is to have 500,000 tourists visit Camp Verde yearly, staying 2.5 days in our community. This will generate \$100 Million in revenue for our community with over \$2 Million in tax dollars for the community.

Since everything that we do, or don't do or say communicates our advertising approach, we have committed ourselves to using communication as our primary outreach tool. We are using the AOT TEAM Grant program to reach tourists by piggy backing our promotional efforts with theirs and then adding another level by "Telling Our Stories" through articles written about Camp Verde to media in the AOT marketing segments.

In this down economic cycle every community in Arizona will be promoting their community to make sure that the visitors coming to Arizona are aware of their community and attractions. Another objective is that as the Phoenix Metro market grows, we are close enough for them to come up for a day or longer and enjoy our community. All of this takes a constant advertising and promotional program that keeps Camp Verde and our attractions constantly in their minds as a choice for a vacation or somewhere to go for a day. A motto that we use: **"If we don't keep giving customers reasons to buy from us, they won't."**

If the Town does not fund this grant program, then our awareness as a tourist destination drops and as you can see from the Chamber Makes a Difference Graph, we will probably sink back to a

Arizona Office of Tourism TEAM Grant

tax income level pre FY 2004/2005, before the Chamber began the current marketing campaign with the AOT TEAM Grant.

We will not be able to continue our tourism website www.visitcampverde.com due to the yearly cost of the site that is paid for by the TEAM Grant. This will weaken the tourism program because this is the only website that promotes Camp Verde as a tourist destination for the community. When you realize that 80% of visitors review and plan their travel destinations by using the internet, then not having the www.visitcampverde.com website available online eliminates our outreach efforts.

Recovery would be very hard because we have won our destination drivers to supporting Camp Verde as a tourist destination and our promotional commitment through the TEAM Grant. This image marketing and marketing association campaign now has Out of Africa linked to Camp Verde and the Castle linked to Camp Verde. Not funding this program will have these destination drivers go back to the image linkage to Sedona, losing revenue for Camp Verde and the business community.

Roy Gugliotta

Camp Verde Chamber of Commerce

**TOWN OF CAMP VERDE
Council Agenda Action Form**

Meeting Type: Regular

Meeting Date: February 20, 2008

Consent: **Executive Session/Confidential:** Type(s) of Presentation: Visual

AGENDA TITLE: (Be Exact): Discussion, Consideration and possible Direction to staff to proceed with a RFP process to identify costs for a qualified personnel consulting service to complete a human resource strategic assessment to include a Classification/ Compensation study for all town employees.

PURPOSE AND BACKGROUND INFORMATION: Records and employee memories indicate that a comprehensive classification and compensation study has never been done for the employees of the town since its incorporation in 1986. The Personnel department would like to explore the possibility of having a qualified consulting service develop a comprehensive classification/compensation plan for the town employees based upon an objective analysis and evaluation of job content. Such a plan should provide internal equity and be competitive in the marketplace in attracting and retaining qualified employees. We are not asking for funding at this time, we just want to explore the possible costs associated with such a study.

STAFF RECOMMENDATION(S): Approve

LIST ALL ATTACHMENTS: none

Type of Document Needing Approval (Check all that apply):

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Acceptance/Approval | <input type="checkbox"/> Agreement/Contract | <input type="checkbox"/> Emergency Clause |
| <input type="checkbox"/> Final Plat | <input type="checkbox"/> Grant Submission | <input type="checkbox"/> Intergovernmental Agreement |
| <input type="checkbox"/> Liquor/Bingo Application | <input type="checkbox"/> Ordinance | <input type="checkbox"/> Preliminary Plat |
| <input type="checkbox"/> Public Hearing | <input type="checkbox"/> Resolution | <input type="checkbox"/> Special Consideration |
| <input type="checkbox"/> Special/Temp Use Permit | <input type="checkbox"/> Other: | <input type="checkbox"/> Presentation/Report Only |

Finance Director Review

Budgeted/Amount N/A \$

Comments:

Fund:

Line Item/:

Submitting Department: Personnel

Contact Person: David R. Smith

Town Manager/Designee: _____

Please Note: You are responsible for checking out, setting up, and returning all special equipment to the Clerk's Office.

**TOWN OF CAMP VERDE
Council Agenda Action Form**

Meeting Type: Regular

Meeting Date: February 20, 2008

Consent: **Executive Session/Confidential:** Type(s) of Presentation: Visual

AGENDA TITLE: (Be Exact): Discussion, consideration, and possible approval of Resolution 2008-741 a resolution to establish a meet and confer process for the Camp Verde Public Safety Association.

PURPOSE AND BACKGROUND INFORMATION: In February 2003, the council approved Resolution 2003-551, establishing a meet and confer process with the Camp Verde Public Safety Association (a police union). Recently, other employees of the town affiliated with AFSCME a government employee union and requested a meet and confer process. In reviewing the previous resolution, several issues were identified that could create a significant financial liability for the town. I discussed the problem with Rick Cohen, a labor attorney with Ford and Harrison, who made several recommendations to modify the process. I met with the Camp Verde Public Safety Association's elected officers, who fully supported amending the meet and confer process. Resolution 2008-741 is the amended meet and confer process. The Public Safety Association's elected officers have reviewed it and fully supports the revised meet and confer process.

STAFF RECOMMENDATION(S): Approval of Resolution 2008-741

LIST ALL ATTACHMENTS: Resolution 2008-741

Type of Document Needing Approval (Check all that apply):

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Acceptance/Approval | <input type="checkbox"/> Agreement/Contract | <input type="checkbox"/> Emergency Clause |
| <input type="checkbox"/> Final Plat | <input type="checkbox"/> Grant Submission | <input type="checkbox"/> Intergovernmental Agreement |
| <input type="checkbox"/> Liquor/Bingo Application | <input type="checkbox"/> Ordinance | <input type="checkbox"/> Preliminary Plat |
| <input type="checkbox"/> Public Hearing | <input type="checkbox"/> Resolution | <input type="checkbox"/> Special Consideration |
| <input type="checkbox"/> Special/Temp Use Permit | <input type="checkbox"/> Other: | <input type="checkbox"/> Presentation/Report Only |

Finance Director Review

Budgeted/Amount N/A \$

Comments:

Fund:

Line Item/:

Submitting Department: Personnel

Contact Person: David R. Smith

Town Manager/Designee: _____

Please Note: You are responsible for checking out, setting up, and returning all special equipment to the Clerk's Office.



RESOLUTION 2008-741

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA, RELATING TO ADOPTING "PUBLIC SAFETY EMPLOYEE-EMPLOYER RELATIONS; MEET AND CONFER":

WHEREAS, the Town of Camp Verde has a fundamental interest in the development of harmonious and cooperative relations between the Town and its public safety employees;

WHEREAS, Public Safety employees have the fundamental right to organize and have full communication between public employers and public safety employees;

WHEREAS, The Town, its public safety employees and employee organizations, have a basic obligation to the public to assure the orderly and continuous operations and functions of government;

WHEREAS, the Mayor and Council find that Resolution 2003-551 shall, upon adoption of Resolution 2008-741 be superseded.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Common Council of the Town of Camp Verde, Arizona resolve, to adopt the "public safety employee-employer relations; meet and confer" as follows:

Section 1. Public-safety employee-employer relations; meet and confer

- A) Findings and purpose. The town has a fundamental interest in maintaining a harmonious and cooperative relationship between the town and its public safety employees. Establishment of a formal procedure for communications between the two can improve the operations of town government. This resolution is intended to allow the town and its public safety employees, acting within the established framework, to enter into discussions to consider various matters relating to wages, hours, and working conditions.
- B) Definitions: For purposes of this specific resolution, the following definitions apply.
- 1) **Designated public safety employee organization**: The public safety employee organization that has met the criteria for designation under this section and that is eligible to participate in the meet and confer process established by this resolution.
 - 2) **Memorandum of understanding**: The written document approved by the council, which incorporates the agreement resulting from the meet and confer process.
 - 3) **Public safety employees**: Full-time, Arizona certified sworn peace officers and sergeants, and E911 dispatchers, property and evidence technicians and police records clerks. Persons who are employed on a contract, temporary, or seasonal basis are not considered public safety employees.
-

C) Council and town management; rights and obligations.

- 1) The council is the policymaking and legislative body of the town. None of its rights, duties and obligations, as set forth in the town code, or otherwise established by law, shall be restricted by this resolution.
- 2) The town's ordinances, rules and regulations, administrative directives, departmental rules and regulations, and work place practices shall govern employee relations unless there is a specific conflict with the memorandum of understanding approved by the council pursuant to this resolution. Where a specific conflict exists, the memorandum of understanding shall govern.
- 3) By way of illustration and not limitation, the town has the express right:
 - a) To determine the purpose of each of its departments, agencies, boards and commissions.
 - b) To set standards of service to be offered to the public, and to exercise control and discretion over its organizations and operations.
 - c) To direct its employees, take disciplinary action, relieve its employees from duty because of lack of work or for other legitimate reasons, determine whether goods and services shall be made, purchased or contracted for, and determine the methods, means, and personnel by which the town's operations are to be conducted.
 - d) To take all necessary actions to maintain uninterrupted service to the community.
- 4) The town manager may, at the manager's discretion or at the direction of the council, consult with the town's employees, or their authorized representatives, about the direct consequences that decisions on these matters may have on wages, hours, and working conditions.
- 5) It is the policy of the council that in matters involving employee relations not expressly covered by an approved memorandum of understanding between the town and the public safety employee organization, decision-making authority shall rest with the town manager.

D) Public safety employees; rights. Public safety employees shall have the right:

- 1) To form, join and participate in any employee organization or to refrain from forming, joining or participating.
- 2) If they so choose, to be represented by the designated employee organization, to meet and confer through a designated employee organization with the town in the determination of wages, hours, and working conditions, and to be represented in the determination of grievances.
- 3) To represent themselves in grievance matters.

E) Meet and confer; scope.

- 1) This meet and confer process includes the following matters:
 - a) Salary or wage rates or other forms of direct monetary compensation and direct cost subjects.
 - b) Paid time off.
 - c) Leaves of absence.

- d) Total hours of work required of an employee on each workday or workweek, including overtime, compensatory time, rest and meal periods.
 - e) Personnel records review.
 - f) Discussions with personnel by group representatives.
 - g) Distribution of information.
 - h) Meet and confer procedures
 - i) Procedures for employee grievances.
 - j) Matters mutually agreed upon by the public safety employee organization and the town manager.
- 2) The following matters shall not be included in the meet and confer process:
- a) Employee discipline, hiring, discharging, promotions, demotions, transfers or suspensions.
 - b) Any facet of the hiring, promotion, or transfer of employees, the types of discipline or grounds for demotion, discharge, suspension or discipline.

F) Meet and confer; process.

- 1) The designated public safety employee organization shall select no more than three public safety employee members as its representatives. The representatives shall meet and confer with up to three representatives designated by the town manager.
- 2) Representatives of the designated employee organization shall meet and confer solely with the town manager or the manager's designated representatives.
- 3) On or before December 15th of any year in which meeting and conferring is authorized by this resolution or by council approved memorandum of understanding, the designated public safety employee organization shall submit its proposal in writing to the town manager. The proposal shall be in a form that can be incorporated into a memorandum of understanding. Within 30 days, the representatives shall hold an initial meeting, the parties shall identify the issues to be discussed and shall establish ground rules for negotiation, including a proposed schedule for meeting and conferring.
- 4) Unless otherwise provided by this resolution, during negotiations proposals shall remain confidential except that they shall be available to the town manager, the public safety employee organization representatives, the employees within the employee group and others designated by the town manager.
- 5) The parties shall negotiate in good faith until an agreement is reached or until one party declares that the parties are at an impasse. The agreed upon issues shall be incorporated into a memorandum of understanding. If the parties are at an impasse regarding any matter, they shall also prepare and submit a separate, joint document listing the matters in dispute. The council shall consider the memorandum of understanding and the matters in dispute at a public meeting. The public safety employee organization and the town manager shall each be given an opportunity to state their position to the council. The council may accept, reject or modify those areas or agreement within the proposed memorandum of understanding and may take whatever

action they feel appropriate with regard to any areas in dispute. Final action by the council shall constitute the memorandum of understanding. The decision of the council shall be final.

- 6) Any portion of the meet and confer process that relates to economic issues shall be concluded prior to May 1st.
 - 7) The memorandum of understanding shall be entered into for a period of not less than two, nor more than three years. Economic issues may be subject to annual negotiation.
- G) Qualification and recognition of designated public safety employee organizations; membership requirements.
- 1) Any employee organization wishing to represent public safety employees shall submit a memorandum to the town manager within 30 days of the effective date of this resolution, and no later than August 1st of each year thereafter, indicating its desire to represent public safety employees. The memorandum shall contain the following information:
 - a) The name and address of the organization and the designated contacts for the organization.
 - b) A copy of the organization's charter, constitution, and by laws, if such documents exist.
 - c) The names, titles and telephone numbers of its duly elected officers.
 - d) A statement that membership in the organization is not denied because of race, color, national origin, religion, sex, disability, marital or familial status, veteran status or political affiliation.
 - 2) A petition shall be filed with the memorandum. The petition shall include the printed names, employee number, date of signature and signatures of at least 50% plus one of all public safety employees.
 - a) If the signature of an employee appears on petitions filed by more than one employee organization, the employee's name shall be struck from all employee organization petitions on which it appears.
 - b) An employee may remove his or her name from a petition by filing a memo with the town manager requesting removal. The memo must be filed within five days after the petition is filed.
 - c) Upon the request of a public safety employee, the signatures on a petition shall be verified by the town clerk.
 - 3) Following the resolution of any challenges to the filed petitions, the organization meeting the requirements of sections G.1. and G.2. above shall be certified by the town manager as the designated public safety employee organization.
 - 4) The designated public safety employee organization may request that membership dues for all public safety employees who have authorized dues deductions be withheld by the town and distributed to the organization.
 - 5) The designated public safety employee organization shall maintain a membership of not less than 50% of the members of its employee group. At any time other than during the annual meet and confer process, the town manager may:

- a) Request that, within 15 days, the organization provides a list of its public safety employee members.
 - b) If membership has fallen below the number necessary to qualify as the representative organization, require the organization to demonstrate the required membership within 90 days. If the organization fails to do so, the organization shall no longer be the designated public safety employee organization.
- 6) At any time other than during the annual meet and confer process, an existing designated public safety employee organization may be decertified and replaced by another organization. Decertification occurs only when a new organization presents the town manager with a petition, which names the organization to be replaced, names the new organization and meets the requirements of sections G.1. and G.2. above. The newly designated group will remain bound by the existing memorandum of understanding until the next authorized meet and confer process takes place.

H) Prohibited activities.

- 1) The public safety employee organization, its members or its representatives shall not:
 - a) Restrain or coerce employees in the exercise of their rights under this resolution;
 - b) Refuse to meet and confer with the town;
 - c) Discuss negotiation matters with members of the council from the time the organization makes its presentation to the town manager until items in dispute have been submitted to the council for their determination;
 - d) Use town time, property or equipment for employee organization business, except as specified in the memorandum of understanding or as provided to the general public;
 - e) Obstruct, restrain or coerce any employee, employee representative, elected or appointed town official, or representative of the town in the exercise of any right provided by this resolution, for the purpose of gaining a concession under this resolution, during negotiations, in the selection of its agent for meeting and conferring, or in adjustment of grievances;
 - f) Refuse or fail to comply with any provision of this section.
 - 2) The town, its management and its representatives, shall not:
 - a) Interfere with employee rights under this resolution;
 - b) Discriminate against an employee with regard to terms and conditions of employment because of the employee's membership status in an employee organization, or because an employee invoked rights under this resolution;
 - c) Discriminate in regard to hiring, or any term or condition of employment, in order to encourage or discourage membership in an employee organization;
 - d) Refuse to meet and confer with an authorized representative of the designated public safety organization; provided, it shall not be in violation of this subsection for the town to refuse to meet and confer about economic items between May 1st and December 15th;
 - e) Refuse or fail to comply with any provisions of this resolution.
-

- 3) Except as expressly authorized in this resolution, solicitation of members, collection or payment of dues, and all other internal employee organization business shall be conducted only during non-duty hours and shall not occur on the town's premises.
- 4) Employee organizations and employees shall not engage in, initiate, sponsor or direct a strike, work stoppage, slowdown, sickout or other similar activity. The employee organization conducting any such prohibited practice shall immediately be decertified as a designated public safety employee organization, shall be ineligible to be recertified for two years and shall be ineligible for payroll deductions of dues for a like period of time. Any employee who engages in any prohibited practice may be subject to disciplinary action, including termination.
- 5) Nothing contained in this resolution shall prohibit the public safety employee organization from determining and maintaining its own rules for obtaining or retaining membership in the organization, so long as the rules do not purport to confer any rights to representatives by the association other than that provided by this resolution.

Section 2. The Town's Manager and staff are hereby directed and authorized to undertake all other and further tasks required or beneficial to carry out the terms, obligations, and objectives of this resolution.

PASSED AND ADOPTED by the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona on the 20th day of February 2008.

Tony Gioia, Mayor

Date: _____

Attest:

Approved as to form:

Deborah Barber, Town Clerk

Town Attorney

**TOWN OF CAMP VERDE
Council Agenda Action Form**

Meeting Type: Regular

Meeting Date: February 20, 2008

Consent: **Executive Session/Confidential:** Type(s) of Presentation: Verbal Only

AGENDA TITLE: Discussion, consideration and possible direction to the Manager concerning a \$93,217.39 funding reallocation between the Capital Budget and the Mary Lyon's Fund for the Library Master Plan Design expenditure to Stroh Rogers Architects. (Staff Resource: Michael K. Scannell)

PURPOSE AND BACKGROUND INFORMATION: The Mary Lyon's Fund was set aside for the development of a Library Master Plan Design. During the January 30, 2008 Budget report presentation it was noted that the Mary Lyon's Fund had a larger than anticipated balance. We have determined that the cost of the Library Master Plan Design was expensed out of the Capital Fund rather than Mary Lyon's Fund. Stroh Rogers Architects included the administrative office site (the building's 2nd floor in the Library Master Plan Design). I am seeking Council's direction on the how this expenditure should be addressed.

STAFF RECOMMENDATION(S): Direct the Manager with respect to how this expenditure should be allocated.

LIST ALL ATTACHMENTS: April 6, 2005 (item #10) Actions Taken concerning the expenditure allocation of the Library Master Plan.

Type of Document Needing Approval (Check all that apply):

- | | | |
|---|---|--|
| <input type="checkbox"/> Acceptance/Approval | <input type="checkbox"/> Agreement/Contract | <input type="checkbox"/> Emergency Clause |
| <input type="checkbox"/> Final Plat | <input type="checkbox"/> Grant Submission | <input type="checkbox"/> Intergovernmental Agreement |
| <input type="checkbox"/> Liquor/Bingo Application | <input type="checkbox"/> Ordinance | <input type="checkbox"/> Preliminary Plat |
| <input type="checkbox"/> Public Hearing | <input type="checkbox"/> Resolution | <input type="checkbox"/> Special Consideration |
| <input type="checkbox"/> Special/Temp Use Permit | <input checked="" type="checkbox"/> Other: | <input type="checkbox"/> Presentation/Report Only |

Finance Director Review

Budgeted/Amount N/A \$0

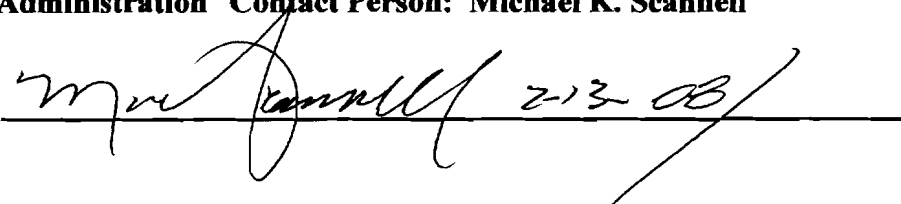
Comments:

Fund:

Line Item/:

Submitting Department: Administration Contact Person: Michael K. Scannell

Town Manager/Designee:

 2-23-08

Rick Rosenzweig said that ultimately the solution will come down to economics and politics. Mr. Rosenzweig offered ideas advocating frontage and backage roads to support the businesses. He would like to see Hwy 260 remain, extend it to a 4- or 5-lane road, and perhaps the property owners would be willing to donate the land for a frontage road if ADOT could be persuaded to improve those roads, and ADOT would not have the issue of spending money to acquire the property. There would be both the transportation and commercial corridors.

COUNCIL DISCUSSION

Commencing the discussion Rob Witt was commended for his presentation providing such detailed supporting data. As the members expressed their individual opinions during the discussion, as well as reviewing the history of Hwy 260, it was evident that there was concerted agreement among the members and the property and business owners in opposition to the proposed 260 bypass. It was felt that ADOT's proposal for the bypass was in conflict with past understanding and promises, and blatantly unfair to Camp Verde. The suggestions for a resolution consistently stressed significant financial savings. It was also suggested that Rob Witt and Andy Groseta, who each offered convincing arguments and data, represent the Community of Camp Verde in future discussions with ADOT.

A recess was called at 8:05 p.m.; the meeting was reconvened at 8:12 p.m.

9. **Discussion, consideration, and possible approval of the budget and direction to staff to begin the bid process for the remodel of the new Marshal's Office facility.**
On a motion by Teague, seconded by Reddell, the Council unanimously approved the budget for the new Marshal's Office and directed staff to begin the bid process for the new Marshal's Office facility.

Manager Lee said that both Marshal Dave Smith and Architect Doug Stroh were present to discuss the subject remodel and that it was hoped to be completed by the end of the year. Marshal Smith shared some rough estimates, with a breakdown of some of the expenses, together with input from Doug Stroh pointing out that the proposed amount comes to a little over \$2 million including the land cost. Following a discussion of the various items and costs, it was finally determined that the expense will only continue to rise with further delay. It was confirmed that additional funds would be available if unanticipated cost overruns come up.

10. **Discussion, consideration, and possible approval of contract with Stroh Rogers Architects, Inc. for the design and construction documents for the new library.**
On a motion by Baker, seconded by Teague, the Council unanimously approved a contract with Stroh Rogers Architects, Inc., for the design and construction documents for the new library for the first two phases, at a cost of approximately \$94,500.

Manager Lee said that in accordance with direction from the Council he has met with Doug Stroh and Gerry Laurito to work on a contract for design of the new library building. Lee outlined a proposed plan to design a 15,000 sq. ft. library with an additional second floor to house administration staff until such time as the library would need that additional space. At that time the Town would move forward and build the new Town Hall pursuant to the Master Plan for the Town Hall complex. The Mary Lyons fund is set aside for development of the library. Doug Stroh reviewed which his firm proposes to provide, including plans, elevations and color renderings, and models to be used to promote public awareness. Mr. Stroh pointed out the phases in his proposal and the associated costs, and it was decided to authorize the first two phases consisting of the 30,000 sq. ft., for a cost of approximately \$94,500 which could be paid from the Mary Lyons fund. Councilor Teague volunteered to donate the design of the required sprinkler system.

11. **Discussion, consideration, and possible appointment of an Applicant's Agent to apply for disaster relief funds from the Arizona Department of Emergency Management.**
On a motion by Baker, seconded by Kovacovich, the Council unanimously approved the appointment of Marvin Buckel as Applicant Agent to apply for disaster relief funds.

ADDITIONAL INFORMATION
ITEM #8

2-20-08

MEMO

Date: February 19, 2008
To: Mayor & Council
From: Nancy Buckel, Community Development Director
Re: Late Submission of information on Steve Coury item

Attached you will find the information staff had asked for and had not received at the time of the packet construction. You now have information on all elements of the submittal.

This is the final installment of the Coury Site Plan Approval that includes the following:

Landscaping plan:

- It meets the requirements in Section 108M requiring the landscaping to equal 15% of the parking area.
- The Landscaping does appear to be low water usage and has western elements.

Comprehensive Sign Plan:

The submitted signage is comprehensive in showing all signs to be used on the site. It is considerably more signage as allowed by our code as pointed out in staff's report, however our code is out of date and not representative of the industry standard for commercial signs. Therefore, some type of waiver may be appropriate.

It should be noted, according to Section 120H.16.

- Illuminated signs are not counted in the lumens count for the property.
- All light colored backgrounds must be opaque (will not light up at night).
- All signage must be turned off at the end of business or at 10PM, whichever comes later.

This information will be noted on the permits issued for the installation of all signs and the owner will be required to sign the permit indicating they have been advised and will comply.

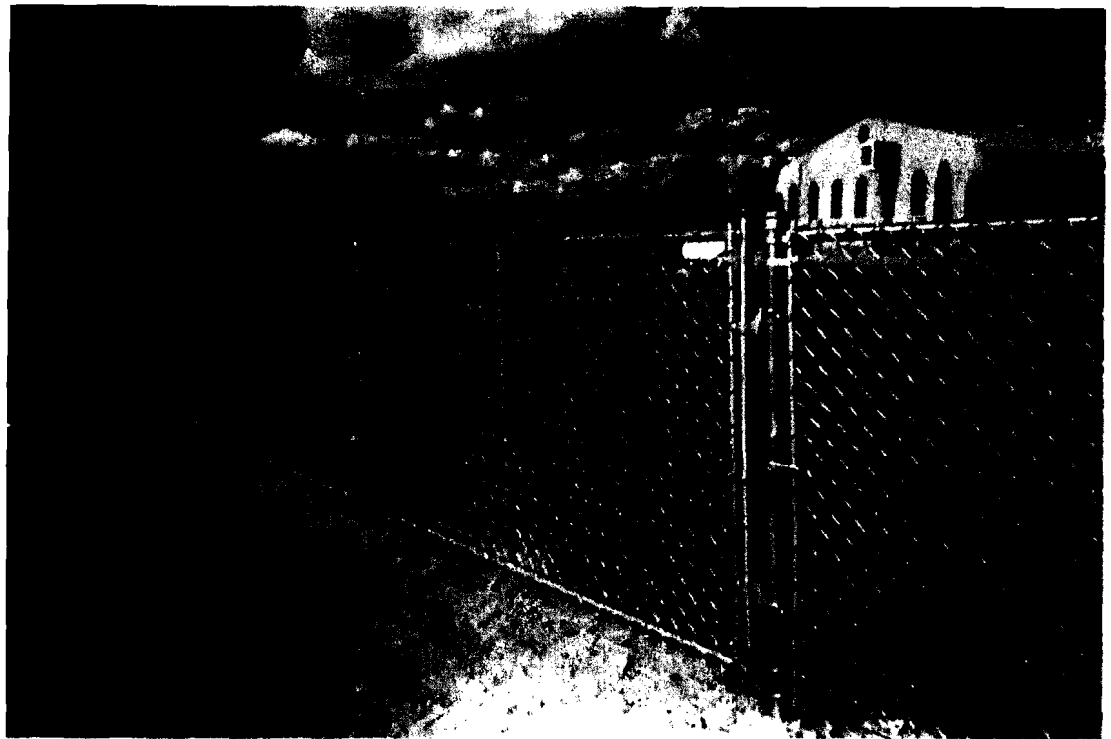
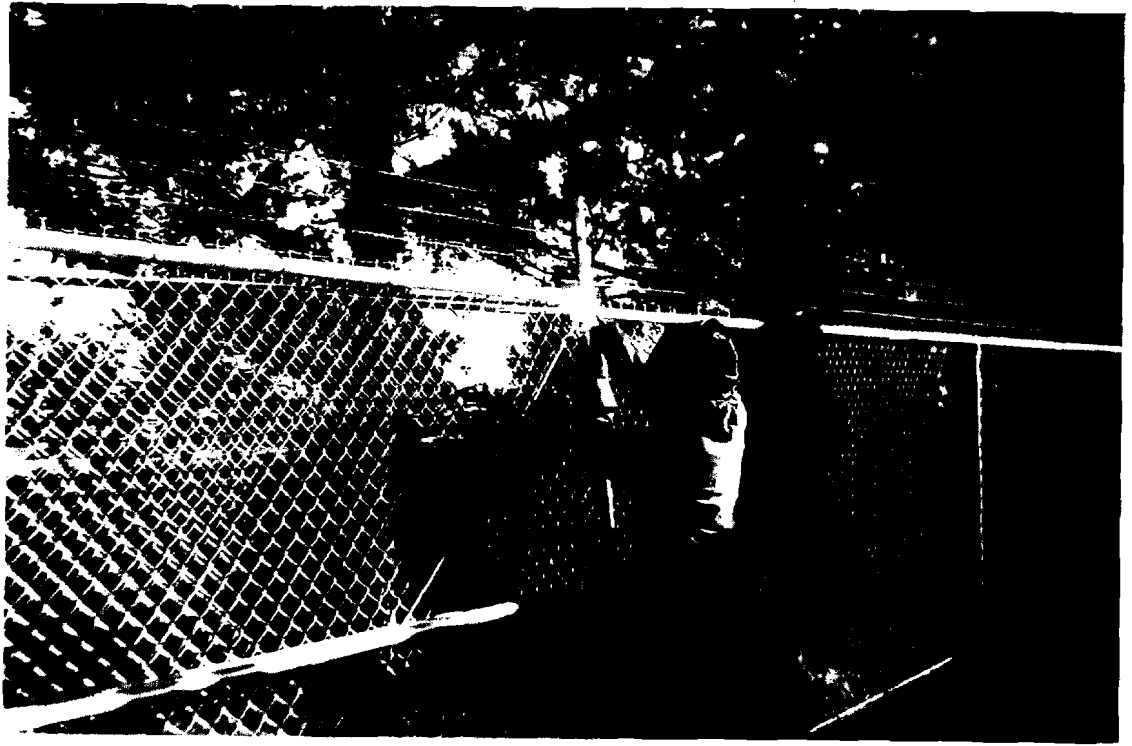
Lighting:

As presented at the first hearing on the site plan, the lighting plan met the minimum luminance levels for outdoor display areas as recommended by IESNA.

Because they have opted to remove some parking lights, we needed certification that the change was still in compliance. We have received a letter from the Electrical Designer indicating that the overall site is just below what is recommended for a small town car sales lot. Further his letter indicates that 13 parking lot lights will be turned off at 10PM which will bring the site to within the allotted lumens per acre.

Service Compound Fencing: This is an amendment to the original site plan. The applicant has determined a fenced compound is required around the service area to secure cars left for repair and maintenance. Provided are as follows:

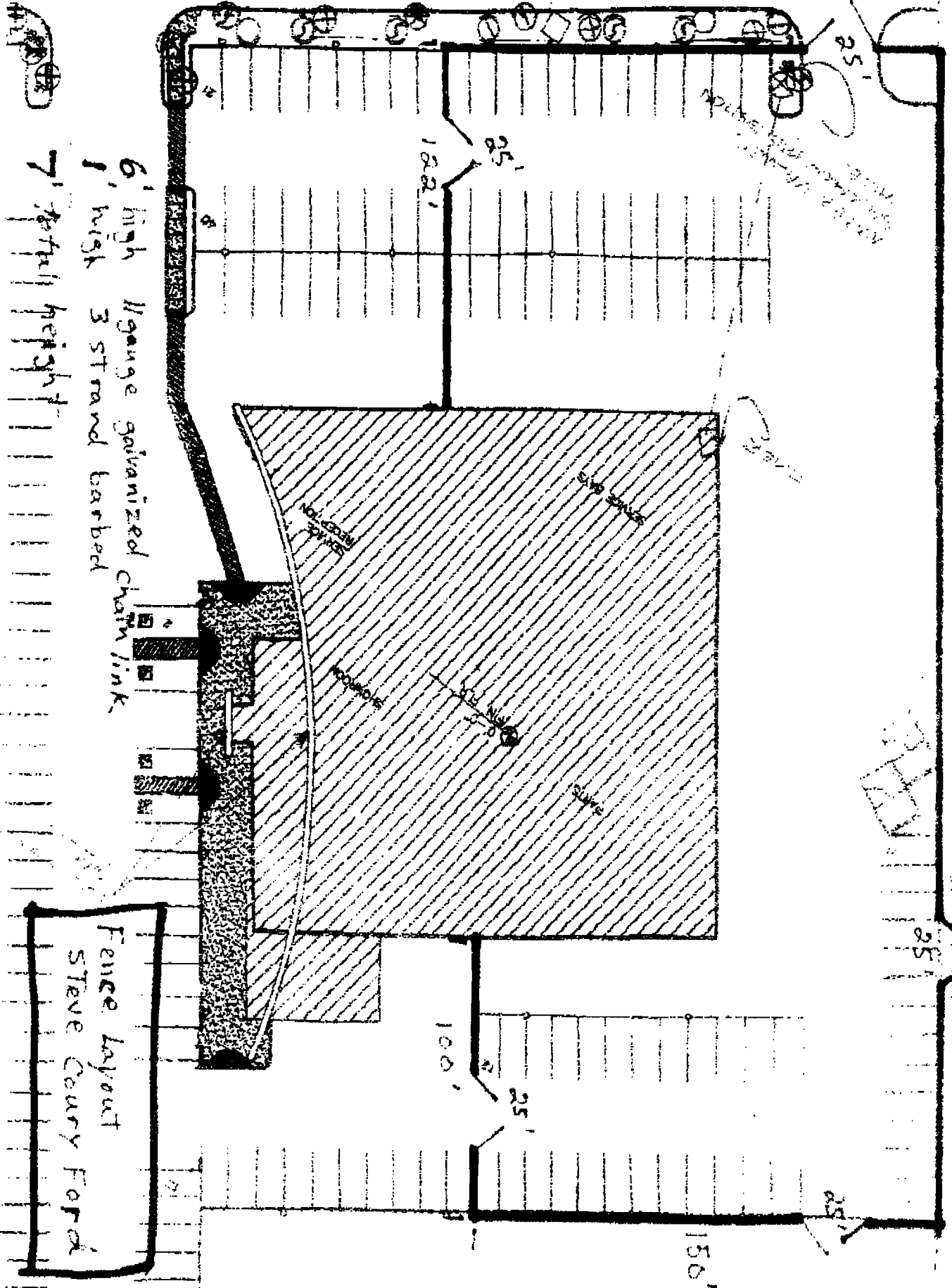
- A site plan with the location of the fence.
- Pictures of the type of fencing to be used.
- Fencing type is to be chain link with 3 strand barbed wire.
- Fence to measure a total of 7' in height.
- Gates are to be of chain link and the opening will measure 25' width.



fencing to be chain link with 3 strand
barbed wire. Total height of fence to equal
7'. (Commercial fencing may be 8'
according to Section 108 E.2.b.2),
- gates to be double hung 25' wide

COURRY DRIVE

BRIDGE



6' high 11 gauge galvanized chain link
 1' high 3 strand barbed
 7' height

Fence layout
 Steve Curry Ford



Date: February 12, 2008
To: All Interested Parties
Project: Steve Coury Ford
HDG Project No. 06371
Re: Site Lighting Levels

To Whom It May Concern:

The following is a brief summary of the lighting design for the Steve Coury Ford project. The initial design used light levels comparable to projects in the Phoenix Metro area and other similar areas. These levels are about 60fc-100fc for the front line of display; about 40fc-70fc for the center display areas and 10-30fc for general parking and maintenance areas. These levels were determined to high for this site and a bench mark project was provided to design to. The levels for this project are similar to the provided design which is considerably lower with between 8fc-14fc on the front line display, 4fc-8fc for the center display and 2fc-5fc for general parking and maintenance areas. IESNA recommended a 3Fc level for small town car sale lots. Our site is now 2.6 Fc average. Additionally the exterior lighting is designed to be reduced to (13) heads after 10 PM which would bring the entire site to within the allotted Lumens per acre with 29,400 Lumens per acre.

If you should have any further questions, please do not hesitate to contact our office.

Sincerely,

A handwritten signature in black ink, appearing to read 'Wills J. Benbow IV', is written over a horizontal line.

Wills J. Benbow IV
Electrical Designer



LIGHTING PERMIT & LUMEN CALCULATION SHEET

OWNER/AGENT: _____ DATE: _____
 SITE ADDRESS: _____ PARCEL NO. _____
 SUBDIVISION: _____ PHONE: _____
 MAILING ADDRESS: _____
 OWNER/AGENT SIGNATURE: _____

I hereby file the above request and declare that all information submitted is true and correct to the best of my knowledge and belief. I further acknowledge that any omission of information or any error in my application may void permit.

LIGHTING INVENTORY
 List information for each fixture to be used for outdoor lighting in existing and proposed. Use the following abbreviations:

- LAMP TYPES:**
 LPS Low Pressure Sodium
 HPS High Pressure Sodium
 HQL High Quality
 IN Incandescent
 FL Fluorescent

FOR ADDITIONAL INFORMATION:
 Refer to Section 120 of PALZ Ordinance 'Outdoor Lighting Regulations' and attached information.

SITE AREA
 TOTAL SITE ACRES: _____
 ACRES FOR RIGHTS-OF-WAY & UNDEVELOPED ACRES: _____
 NET ACRES: **5.57**

PURPOSE OR USE	CANOPY SIZE (If applicable)	LAMP TYPE (See above)	MA CUMULATIVE WATTS EACH	LUMENS EACH	QTY.	SUB-TOTAL FULLY SHIELDED LUMENS	SUB-TOTAL UNSHIELDED LUMENS	LUMEN TOTAL
51 SECURITY HEAD		150W MH	150	12400	3	109800		109800
52 SECURITY HEAD		150W MH	150	12400	1	12400		12400
55 SECURITY HEAD		150W MH	150	12400	1	12400		12400
56 SECURITY HEAD		150W MH	150	12400	3	37200		37200
Total shielded lumens:						163800		
Total unshielded lumens:								163800
TOTAL LUMEN PER NET ACRE:								29400

*This Station Chapter: See Lighting Report for specific measurements for each luminaire.
 All fields and outdoor display areas which exceed 100,000 lumens per acre (11 foot-candle) shall be associated with reduced height (2.66 ft) or above is 11 foot-candle maximum luminaire levels for the mobility zone as defined by the IESNA.
 Signature of Lighting Engineer: _____
 Arizona Registration No. 33474

Not to exceed 1.00 lumens per sq. ft. for 100,000 total lumens per net acre.

ADDITIONAL INFORMATION

ITEM #13

February 20, 2008

Regular Session

Arizona Office of Tourism TEAM Grant

To: Mayor and Town Council

Executive Summary

TEAM Grant program helps us attract visitors 365 days a year to our community.

The Teamwork for Effective Arizona Marketing (TEAM) grant program provides communities, tribes and tourism organizations with matching grant funding to help stimulate and expand travel and tourism throughout the state.

The TEAM grant program provides financial assistance for development of effective tourism promotion projects at the local and regional level. These tourism promotion activities, in combination with the international, national and regional marketing efforts of the Arizona Office of Tourism (AOT), are intended to manage a sustainable tourism industry throughout Arizona.

AOT works with Destination Marketing Organizations (DMO), Camp Verde Chamber of Commerce has attained the status of a DMO to achieve these goals.

The strategic mission of the TEAM Grant Program is to help communities achieve their vision to improve the local economy by strengthening Arizona's tourism partnerships and extending the State's brand to position Arizona as the preferred travel destination.

AOT will provide up to 50% in matching funds for awarded grant applications. Individual applications are eligible to receive up to \$30,000 in matching funds. Each individual entity can have a maximum of two applications – one individual and one regional application.

We are requesting that the Town of Camp Verde invests \$36,000 in this TEAM Grant program with \$30,000 going for the individual grant and \$6,000 going for the regional grant application. The regional team consists of Camp Verde, Cottonwood, Sedona, Clarkdale, and Jerome.

AOT this year is also encouraging TEAM applicants to develop strategic and innovative projects by providing direct incentive funds up to \$5,000 with no matching funds required for projects that incorporate one of the following AOT initiatives: Branding, Arizona Origins or Go Green.

This will be Camp Verde's third year if, approved, working with AOT and this outstanding program. **The benefits** included the following:

1. The ability to reach 825,000 subscriber households in key AOT markets in each of the following market inserts: Fall Insert, Spring Insert, Canada Insert, and Arizona In-State Inserts. Each insert campaign reaches a different but specific market segment around the country and Canada. The cost is pennies per person.

Arizona Office of Tourism TEAM Grant

2. Associating Camp Verde with AOT's brand marketing campaign allows us to be recognized as a destination to visit in Arizona. It is one of the goals of our marketing plan to become a tourism destination market for visitors coming into Arizona.
3. Working with the AOT TEAM Grant program provides us with matching funds to hire a public relations consultant to help us "Tell Our Story." This campaign last year has brought great success and recognition of Camp Verde as a tourist destination.
4. By also working with AOT TEAM Grant Program, our destination drivers have support in their promotional and advertising efforts. Although we only spend \$60,000 this helps create awareness in the market place, so that when the destination drivers advertise there is already recognition and brand awareness of Arizona and Camp Verde.
5. The tourist dollars that come into our community support our wages, salaries, profits for business and taxes, as well as supporting our attractions and businesses.
6. By working with the AOT TEAM Grant program, we have attracted Channel 3 to use Camp Verde as a backdrop for their Good Morning Arizona programming. If we were not working with AOT, we would not have attracted this promotional opportunity to Camp Verde.

The objective for us in the TEAM Grant Program is to establish Camp Verde as a tourism destination. Our goal is to have 500,000 tourists visit Camp Verde yearly, staying 2.5 days in our community. This will generate \$100 Million in revenue for our community with over \$2 Million in tax dollars for the community.

Since everything that we do, or don't do or say communicates our advertising approach, we have committed ourselves to using communication as our primary outreach tool. We are using the AOT TEAM Grant program to reach tourists by piggy backing our promotional efforts with theirs and then adding another level by "Telling Our Stories" through articles written about Camp Verde to media in the AOT marketing segments.

In this down economic cycle every community in Arizona will be promoting their community to make sure that the visitors coming to Arizona are aware of their community and attractions. Another objective is that as the Phoenix Metro market grows, we are close enough for them to come up for a day or longer and enjoy our community. All of this takes a constant advertising and promotional program that keeps Camp Verde and our attractions constantly in their minds as a choice for a vacation or somewhere to go for a day. A motto that we use: **"If we don't keep giving customers reasons to buy from us, they won't."**

If the Town does not fund this grant program, then our awareness as a tourist destination drops and as you can see from the Chamber Makes a Difference Graph, we will probably sink back to a

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tax income level pre FY 2004/2005, before the Chamber began the current marketing campaign with the AOT TEAM Grant.

We will not be able to continue our tourism website www.visitcampverde.com due to the yearly cost of the site that is paid for by the TEAM Grant. This will weaken the tourism program because this is the only website that promotes Camp Verde as a tourist destination for the community. When you realize that 80% of visitors review and plan their travel destinations by using the internet, then not having the www.visitcampverde.com website available online eliminates our outreach efforts.

Recovery would be very hard because we have won our destination drivers to supporting Camp Verde as a tourist destination and our promotional commitment through the TEAM Grant. This image marketing and marketing association campaign now has Out of Africa linked to Camp Verde and the Castle linked to Camp Verde. Not funding this program will have these destination drivers go back to the image linkage to Sedona, losing revenue for Camp Verde and the business community.

Roy Gugliotta

Camp Verde Chamber of Commerce