

**MINUTES
REGULAR SESSION
MAYOR AND COUNCIL
473 S MAIN STREET, SUITE 106
WEDNESDAY, DECEMBER 3, 2014 at 6:30 P.M.**

Minutes are a summary of the discussion. They are not verbatim.
Public input is placed after Council discussion to facilitate future research.

1. Call to Order

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

2. Roll Call

Mayor Charles German, Vice Mayor Jackie Baker, and Councilors Robin Whatley, Bruce George, Brad Gordon, Jessie Jones, and Carol German.

Also Present

Town Manager Russell Martin, Marshal Nancy Gardner, Economic Development Director Steve Ayers, Town Clerk Deborah Barber, and Recording Secretary Saepyo Choe.

3. Pledge of Allegiance

Mayor German 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) Special Session – November 19, 2014
- 2) Executive Session – November 19, 2014 - Recorded
- 3) Regular Session – November 19, 2014

b) Set Next Meeting, Date and Time:

- 1) December 09, 2014 at 5:30 p.m. – Special Session
- 2) December 10, 2014 at 5:30 p.m. – Work Session
- 3) December 17, 2014 at 6: 30 p.m. – **Combined Regular/Council Hears P&Z Matters**
- 4) December 24, 2014 at 6:30 p.m. – Council Hears Planning & Zoning Matters - **CANCELLED**

On a motion by George, seconded by Baker, Council voted unanimously to approve the Consent Agenda.

5. Special Announcements and presentations:

- **Proclamation declaring December 13, 2014 as Camp Verde Arbor Day Celebration**

Mayor proclaimed December 13, 2014 as Camp Verde Arbor Day Celebration.

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

Howard Parish thanked Councilor German and Vice Mayor Baker for attending the Colonel's Daughter competition, and announced that the Camp Verde Cavalry Color Guard was invited to perform in the Town Christmas parade. They have also recently provided color guard services for parades in Prescott and Sedona.

Steve Goetting announced that The Horn is opening after the New Year's holiday; and showed a magazine now featuring them as one of the Top 50 best restaurants in Arizona.

Alex Goetting announced that he has obtained a restaurant license for Verde Brewery Company, but that he is still working on obtaining the business license. They are brewing again and training new employees.

7. Possible approval of Arizona Department of Transportation (ADOT) IGA/JPA 14-0004471-I. The purpose of the agreement is to define access management on the crossroads along State Route 260 from I-17 to Thousand Trails

Road and responsibilities of ADOT and the Town for the completion and on-going maintenance of improvements. Following possible approval of the agreement staff will give a general update of State Route Highway 260. Staff

Resource: Ron Long

On a motion by George, seconded by Gordon, Council voted unanimously to approve Arizona Department of Transportation (ADOT) IGA/JPA 14-0004471-I.

Town Manager Russell Martin explained that ADOT would create turn lanes within 300 feet of roundabout intersections for accessing businesses. Normally the distance is 600 feet, but ADOT agreed to start with 300 feet at the Town's request, and increase to 600 if needed, to accommodate increased traffic volume. The agreement also discusses the street light bill.

Councilor George expressed hopes for solar streetlights, and Martin said that is an option. Martin explained that the Town is responsible for streetlights on the Town's street, while others would be ADOT's responsibility.

Steve Ayers reported that 60% of the drawings should be completed by May, that the right of ways should be established by March, that utilities will be moved by June, and that construction should start in January 2016.

8. **Discussion, consideration, and possible approval of Ordinance 2014-A402, an Ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona adding Article 13-3, Town Trees & Parks to the Town Code, Chapter 13 Parks & Recreation & Library. Staff Resource: Steve Ayers**

On a motion by George, seconded by Whatley, Council voted unanimously to approve Ordinance 2014-A402, an Ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona adding Article 13-3, Town Trees & Parks to the Town Code, Chapter 13 Parks & Recreation & Library, with the changes as noted.

Steve Ayers explained that this Ordinance is one of the requirements for Tree City USA, in addition to proclaiming an Arbor Day, which the Mayor did earlier in the meeting. For the December 13, 2014 Arbor Day Celebration, a new tree will be planted on Main Street at 10:00 a.m. in front of the Visitor's Center. The Ordinance establishes the Tree Board. There will also be a Tree City celebration in conjunction with the Spring Heritage weekend.

Ayers shared the comments from the Town Attorney, recommending changes to the Ordinance. Recommended changes include "three-year terms" of service, making the "public works department" responsible for tree management instead of the "public works director," and requiring approval for certain actions such as tree removal. The Town Attorney's recommendations are attached and becomes part of the permanent record. Council agreed to all the Attorney's recommendations and added that in Section 13-3-6, the phrase should read, "without approval."

Ayers explained that Tree Board meetings would require no minutes or staff time; and announced that the following people have volunteered: Dobie Champion, Real Estate Broker; Robert Martin, Crystal Lattice; Former Mayors Tony Gioia, Brenda Hauser; Councilor Bruce George's wife Pat George; and Planning & Zoning Commission Chairman BJ Davis' wife Cat Davis. They will play an advisory role and discuss management plans, such as for Pecan Lane and Finney Flat Road.

Council stated that the Tree Board would also serve as a great resource for property owners who need advice or information; highlighted the restrictions against nailing and stapling trees; and the need to contact APS for any tree trimming around power lines for safety reasons.

Public Hearing

Steve Goetting said he valued the work of Tree City USA, having experience with the program, and asked how to join. Martin stated that the volunteers named above would create the Tree Board.

Bob Johnson stated that APS serviced his trees recently, and that they only trimmed the branches above the power lines, leaving the branches below the power lines untrimmed.

9. **Update by Economic Development Director Steve Ayers regarding current and future activities of the Economic Development Department. Staff Resource: Steve Ayers**

Presentation is attached and becomes part of the public record. Steve Ayers reviewed the marketing and advertisement budget from 2007 to present day, highlighting all major changes. Expenditures have averaged \$30,000 from 2007-2012, and

the budget is now approximately \$45,000. \$23,000 has been invested in the two new websites: visitcampverde.com and selectcampverde.com, which target tourism and business investment, respectively. A \$2500 visitor's survey will help identify trends and inform future marketing decisions. Regional marketing through Sedona has proven fruitful over the years, and one significant marketing focus is the upcoming Sesquicentennial celebration. He stated that Camp Verde is not likely to benefit from the state's Superbowl traffic; and explained that \$15,000 newspaper ads and expensive billboard advertisements in Phoenix, do not fare well in a cost-benefit analysis. He reported positive results from the new websites: 100 daily hits and an average of four minutes browsing-time. He also announced that Out of Africa achieved a record number of visitors this year: 140,000.

Vice Mayor Baker stated that she appreciated all the adjustments made, and recommended that the Visitor Center volunteers informally poll tourists for input in order to supplement the formal survey. Mayor German recommended that the Town also survey the RV parks.

10. **Update and possible time frame by Town Manager Russ Martin regarding independent investigation by Amy Lieberman.** Staff Resource: Russ Martin

Martin stated that Lieberman will read all the comments submitted by the deadline, and incorporate them into a new document that will go out to the public for review within the next couple of weeks. There will likely need to be an additional Special Meeting scheduled for December 10, 2014.

11. **Call to the Public for items not on the agenda.**

Tom Pitts stated that it seemed the Call to Public has disappeared from many Agenda Item discussions. Camp Verde does not leverage the free tools and resources already available for marketing. This week, 80 people met from all over the Valley to share marketing materials with representatives from all over the world, and Camp Verde was markedly absent. The AZ Office of Tourism has research readily available on Valley-wide tourism trends, as well as workshops. Everyone else is using these tools. Camp Verde is not in the game.

Steve Goetting stated that he has not yet seen evidence that the new websites are generating leads for local businesses. The \$1700 spent on marketing for Canadian RV travelers has proven profitable, and he hopes it will continue. Marketing is more than creating new websites, and Highway 260 expansion is not the answer, as that will take years to complete. Business retention and expansion are needed now. He requested that Steve Ayers share the analytics for the new websites. He has been waiting four years for effective marketing. The Horn has risen to the Top 50 best restaurants in AZ through effective marketing with a modest budget, and without spending the majority of funds on websites. He has been disappointed to see Jerome and Cottonwood crowded on Saturday nights, while Camp Verde remains empty. The Horn and the Verde Brewery Company will employ about 30 people, by the time the Brewery's restaurant is up and running. We need job growth. Economic development is different from business development. Goetting is involved in starting a business association to help address these issues.

12. **Council Informational Reports.** These reports are relative to the committee meetings that Council members attend. The Committees are Camp Verde Schools Education Foundation; Chamber of Commerce, Intergovernmental Association, NACOG Regional Council, Verde Valley Transportation Planning Organization, Yavapai County Water Advisory Committee, and shopping locally. In addition, individual members may provide brief summaries of current events. The Council will have no discussion or take action on any of these items, except that they may request that the item be placed on a future agenda.

Gordon attended the new Fire Truck display, the monthly Verde Valley Fire District meeting, and warmly recognized the new Ditch signs with historic dates.

George attended the Intergovernmental meeting.

Whatley attended the Intergovernmental meeting and reported that Camp Verde was well represented, both in attendance, and with the visual displays of the new Verde Valley Medical Center and Library building projects.

Mayor German attended the Intergovernmental meeting, and plans to meet with Ann Kirkpatrick and Paul Gosar to address the water run off from the forest lands.

13. **Manager/Staff Report.** Individual members of the Staff may provide brief summaries of current events and activities. These summaries are strictly for informing the Council and 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.

Martin announced the Annual Town Holiday Party, December 6, 2014 at 5:30 p.m. in the Philip England Center.

14. **Adjournment**

Mayor German adjourned the meeting at 7:49 p.m.



Charles German, Mayor



Saepyo Choe, 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 Regular Session of the Town Council of Camp Verde, Arizona, held on December 3, 2014. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 18th day of December, 2014.



Debbie Barber, Town Clerk