

**WORK SESSION
MAYOR AND COUNCIL
COUNCIL CHAMBERS · 473 S. Main Street, Room #106
FRIDAY, MARCH 1, 2013
9:00 A.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 Burnside called the meeting to order at 9:01

2. Roll Call

Mayor Burnside, Vice Mayor Bob Kovacovich, Councilors Jackie Baker, Robin Whatley, Bruce George, and Jessie Jones were present. Councilor Carol German was absent.

ALSO PRESENT

Town Manager Russ Martin, Public Works Director Ron Long, Town Clerk Debbie Barber, Economic Development Director Steve Ayers, and Administrative Assistant Stephanie Sunstrom.

Mayoral Candidate Charlie German and Councilor Candidate Bradford Gordon were also present.

3. Pledge of Allegiance

Brad Gordon led the pledge.

4. Council will tour the Public Works Facilities located at 1498 W. Peterson Road, Camp Verde, AZ

Resource: Russ Martin

Following a brief discussion about the new street yard, the meeting was recessed at 9:05 a.m. so that Council could tour the facility.

The meeting reconvened at 10:14 a.m.

5. Presentation by Economic Development Director Steve Ayres, regarding Economic Development through Heritage Preservation and Enhancement Projects.

Steve Ayers gave a power point presentation, which is attached and becomes a permanent part of this record. Ayers advised that in moving forward, it is important to develop a "Sense of Place" for the Town of Camp Verde. He explained that defining a "Sense of Place" would include a vision that defines our Town and that ensures that quality of life is an important consideration when seeking businesses. Ayers advised that he had met with the Yavapai-Apache Nation to discuss working together to tell the Town's story. Ayers suggested that Broadband and social entrepreneurship is the direction the Town needs to go in order to preserve our quality of life. He pointed out many underappreciated assets, such as:

- Trails
- 17 miles of the Verde River within our Town limits
- Star filled night skies, (though noting that our 'watered-down' dark skies ordinance might affect the ability for stargazing). He suggested that this be changed and that the planned observatory be constructed with the new library.
- Salt Mines
- Clear Creek Ruins
- Historic Ditches
- Developing a National Heritage Area
- Creating a Brand for Verde Valley Agriculture

Ayers explained the importance of preserving the identity of where the Town came from and instilling a sense of pride throughout the community. He advised that an informal group calling themselves the Heritage Group met and decided that because of low attendance, the Free 4th Friday should be replaced with four festivals a year. For example, Spring, Summer, Fall and Winter festivals.

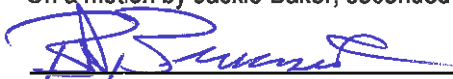
Council agreed that Camp Verde is a unique community that stands apart from the surrounding areas and that preservation should be a priority. Council discussed that the Town does not actually own the 17 miles of the Verde River and suggested to Ayres that he stay involved with the other groups that might have plans about the River or plan events on the same days that the Town has an event.

Ayers reminded Council that Camp Verde is the historical breadbasket of the Verde Valley and that agriculture will be a big part of our 'Sense of Place'. Several fine dining restaurants in Arizona are using Verde Valley agriculture. Ayres advised that he is working on creating a brand for the agriculture that is locally grown in the Verde Valley, which would make it widely known where the products came from.

Council members expressed appreciation to Ayres for his presentation, pointing out the thought and effort that he had put into the proposal.

6. **Adjournment**

On a motion by Jackie Baker, seconded by Jessie Jones the meeting was adjourned at 11:20 a.m.



Bob Burnside, Mayor 3-20-13



Stephanie Sunstrom, 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 Work Session of the Town Council of Camp Verde, Arizona, held on March 1, 2013. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 21 day of March, 2013.



Debbie Barber, Town Clerk

ECONOMIC DEVELOPMENT AND A SENSE OF PLACE



Local Responsibility

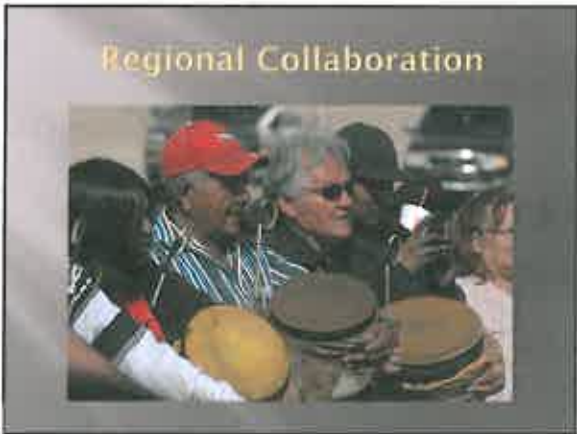


My Responsibility









Entrepreneurs



Getting Started



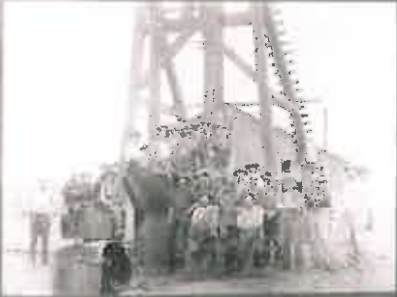
Creating a Sense of Place



Natural Heritage

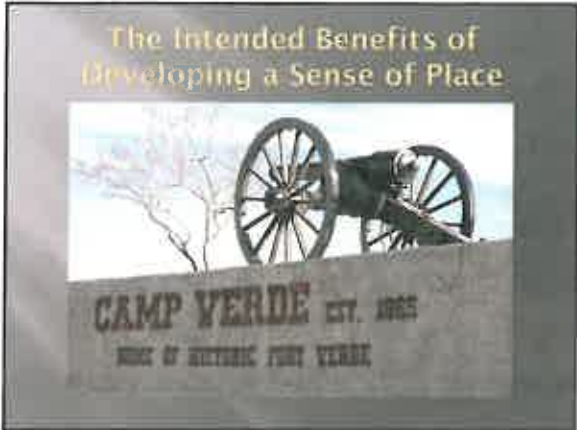


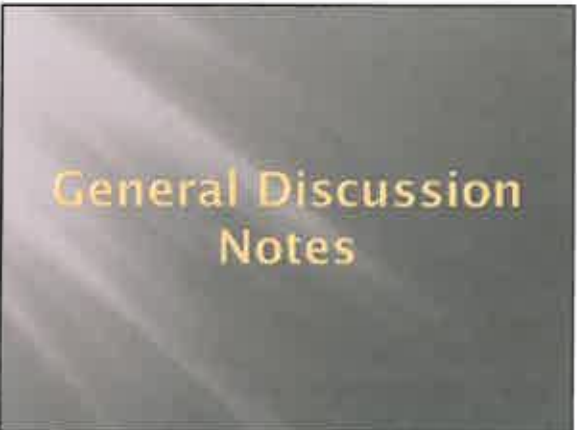
Cultural Heritage

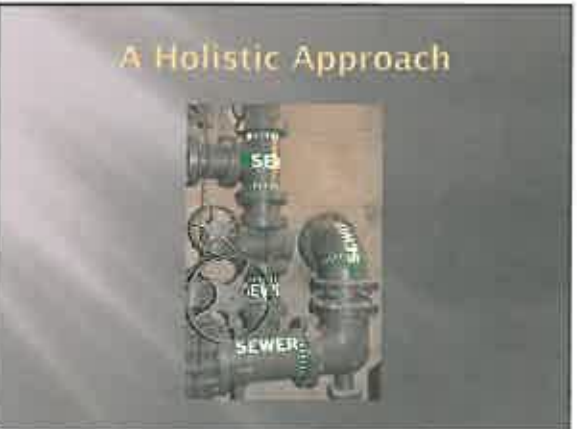


Agricultural Heritage









Partnerships



The Heritage Survey



Targets of Opportunity



Time Frame



So Far

- Identify the visitor center
- Address the First Fourth Friday event
- Create a working group for events and heritage projects
- Verde River runoff
- Meet with Ann Kirkpatrick
- Meet with USFS, Yavapai-Apache Nation, National Park Service
- Most importantly, building community

Thank You
