

**(Corrected) MINUTES
JOINT WORK SESSION
MAYOR and COMMON COUNCIL of the TOWN OF CAMP VERDE
and the CAMP VERDE CHAMBER OF COMMERCE
COUNCIL CHAMBERS—473 S. Main St., Room 106
WEDNESDAY JANUARY 25, 2012 at 5:30 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 Burnside called the meeting to order at 5:30 p.m.

2. Roll Call

Mayor Burnside, Vice Mayor Kovacovich, and Councilors Baker, Buchanan, George, German, and Whatley

Chamber Board Members Present

Chief Executive Officer Tracie Schimikowsky, Chairman Gary Thompson, and Steve Goetting were present. Member Kyle French arrived at 6:44 p.m.

Also Present

Town Manager Russ Martin, Economic Development Director Melissa Preston, and Town Clerk Deborah Barber

3. Pledge of Allegiance

Schimikowsky led the pledge.

4. Continued discussion with the Board of Directors of the Camp Verde Chamber of Commerce relative to the Visitors Center to include, but not limited to:

a. Status Updates

Martin said that the last discussion left off with the Chamber wanting to poll their members about the direction that they wanted to see the Chamber go. Chairman Thompson read a statement advising that the Chamber intends to continue the Visitor Center operations and Destination Tourism marketing. He advised that they will seek alternate funding and partnerships to support their operations. He asked if the Council wanted the Chamber to vacate the building.

Martin replied that as long as the Chamber continues to provide services at the current level, their lease runs until 2013. He advised that he had met with Mr. Zoll of the Archeology Center and they have large timeframe within which to relocate. Martin said that there is an opportunity to decide when to have the Chamber move, as opposed to a date certain. He said that it was his understanding that it was Council's intent to take the building back when they decided not to continue with the funding.

Burnside affirmed that the Chamber wants to stay until May 2013, and will continue to run the Visitor's Center while searching for funding.

Thompson said that was their intent. He advised that they were currently looking for a new location. He said that the Chamber does not need the entire square footage of the building and that he had spoken with Mr. Zoll about sharing the building with the Archeology Center. He explained that a partnership such as this would be good for the Town in that the Chamber could provide staffing for the Archeology Center so that it could be open 7 days a week. He explained that the Chamber, Archeology Center, and the Fort located in the same area would be a strong draw for visitors to downtown. He said that he was encouraged that something could be worked out with the Archeology Center. He asked if Council was amenable to a partnership such as this, and if so, the Chamber would meet with the Archeology Center.

Baker noted that Mr. Zoll had indicated that the Archeology Center was opposed to sharing a facility due to security needs.

Martin said that this might make a good interim partnership for both organizations and that he was happy and very impressed with the suggestion.

German said that this is a key component because Council could not make any decisions until the Chamber decided what they were going to do. Goetting agreed.

Preston noted that this is just one piece of the pie and that the Town intends to move forward with its own marketing.

Martin said it was important to ensure the Archeology Center has what it needs to be in place for a long time. He said staff is looking at utilizing other locations and methods to bring attention to the Town. He confirmed that the plans that we make from this point will be based on the fact that the Town will not be able to use the facility for at least a year. He asked what Council they would like to do.

Council members agreed that they would entertain a motion relative to a partnership between the Chamber and the Archeology Center once a conclusion is reached.

Burnside said that he would like to see some substantial documentation about the Archeology Center, the proposed length of stay, their needs, who is going to pay for what, etc.

Martin said that the Archeology Center would like 5-year commitments to coincide with their 5-year plan. He said that he would like to get a lease agreement before Council so that they could plan for a date certain.

b. Ideas moving forward

Baker said that she has always believed that it is imperative that the Chamber be as close to I-17 & 260 as possible. In response to Thompson's report that the rent in that location is about \$50,000 annually, she asked what Council could put on the table that would assist them in getting where they needed to be. She said that did not care about the LVIC designation because she believed that the Town could accomplish more on our own. She advised that as a volunteer at Ft. Verde she would ask every visitor how they heard about Camp Verde. She said that not one visitor ever said they got their information from AOT and that they heard about us from AAA and other similar sources. She said that she has little confidence in what we have been doing as far as marketing.

There was discussion relative to priorities, budgets, staffing, locations, and steps that could be taken immediately and in the long term. The discussion included limiting a budget amount to \$80,000; however, there was no general agreement on that issue; German expressed her opinion in favor of that amount, based on her concern that the Town was already currently operating at a deficit, and wanting to be fiscally responsible.


Council generally agreed to the following:

- An immediate presence at I-17, at least kiosks placed in strategic locations, upgrading to electronic kiosks as the budget allows
- Opening the Fort more than 5 days a week
- Having the Archeology Center in the Chamber Building
- Building partnerships
- Considering possible tax increases that would have the least impact on specific businesses and/or residents

Martin advised that there are real opportunities that we need to **seize** and based on Council input, he would put together a tiered approach for Council consideration.

5. **Adjournment**

On a motion by German, seconded by Baker, the meeting was adjourned at 7:00 p.m.


_____ 3-12-12
Bob Burnside, Mayor



Deborah Barber, Town Clerk

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 Regular Session of the Town Council of Camp Verde, Arizona, held on the 25th day of January 2012. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 13 day of March, 2012.



Deborah Barber, Town Clerk