

**MINUTES
REGULAR SESSION
MAYOR AND COUNCIL
COUNCIL CHAMBERS
WEDNESDAY, JANUARY 19, 2011
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

The meeting was called to order at 6:30 p.m.

2. Roll Call

Mayor Burnside, Vice Mayor Kovacovich, Councilors Whatley, Garrison, Baker, and German were present; Roulette arrived at 6:32 p.m.

Also Present: Town Manager Russ Martin, Public Works Director Ron Long, Acting Community Development Director Mike Jenkins, Asst. Planner Jenna Owens, Special Projects Assistant Valerie House, Town Clerk Debbie Barber, and Recording Secretary Margaret Harper.

3. Pledge of Allegiance

The Pledge was led by Burnside.

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) Regular Session – January 5, 2011
- 2) Work Session – January 7, 2011

b) Set Next Meeting, Date and Time:

- 1) January 26, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters
- 2) February 2, 2011 at 6:30 p.m. – Regular Session
- 3) February 16, 2011 at 6:30 p.m. – Regular Session
- 4) February 23, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters

On a motion by Garrison, seconded by Whatley, the Consent Agenda was unanimously approved as presented, with the note regarding the February 18 meeting.

Garrison asked the Town Manager which Friday in February was to be set aside as contemplated for a work session; at this point it will be February 18, from 9:00 to 12:30 p.m.

5. Special Announcements & Presentations – Welcome to the new businesses that registered in December.

- Aurora's Across America, 2504 N. Main Street, Flagstaff
- B-Ann Builders LLC, 4060 E Grandview, Mesa
- Camp Verde Kiwanis Club, Finnie Flat Road, Camp Verde
- K-Sar Electric Inc., Flagstaff
- Oak Creek Sheet Metal, LLC, 2701 W. Highway 279, Sedona
- Creekside Enterprises, LLC, 4305 N Lake View, Rimrock

Mayor Burnside reviewed the list of new and renewed business licenses for the foregoing businesses, and welcomed them to Camp Verde.

6. Council Informational Reports.

Whatley reported on her attendance at the Meet and Greet event at the Yavapai-Apache Nation last Friday, commenting on how much she enjoyed and appreciated that opportunity.

Kovacovich said he also attended the YAN event that was very good, and he extended his thanks for being able to meet with them.

Garrison said that she is dealing with a computer breakdown that is being repaired, but that left her without information and notes on meetings; she apologized for not being able to share any updates at this time.

Baker also commented on the wonderful YAN Meet and Greet event, and their consistently gracious hosting of that event from year to year.

German said that she also attended the YAN event; this morning she attended the Superintendents Advisory Council meeting at which the participation of the schools in the Centennial Project was discussed, together with some possible ideas for the School District.

Burnside reported on his attendance, together with the Town Manager, at a meeting of the Greater Arizona Mayors Association ("GAMA"), a new group formed as a result of recognition that the rural communities are the economic engine for the State. GAMA is for the northern part of Arizona to consistently work together on problems as well as working with the Legislature to share concerns for this area. Burnside said he also attended the YAN event that had a comfortable, casual atmosphere for visiting, and described a conversation with them regarding possibly working together on a mutually beneficial project. Burnside also shared examples of how young people can make a tremendous difference in their community through their caring and involvement.

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

(Comments from the following individual are summarized.)

Justin Wertz spoke regarding the campaign he is involved in, working with others to create a safe community to enjoy recreation.

There was no further public input.

8. **Presentation by the Yavapai County Planning Division Manager Elise Link and possible discussion regarding the Yavapai County Comprehensive Plan.**

There was no action taken.

Yavapai County Planning Division Manager Elise Link introduced herself and Steve Mauk, Development Services Manager, and gave a Power Point presentation and a broad overview of the current status and direction of the proposed Comprehensive Plan update required by Statute. During the presentation, Ms. Link stressed that a strong component of public participation will be encouraged throughout the entire process, and outlined a number of ways to become involved. It is anticipated that the beginning meetings will commence sometime in the Spring, and will be held in different communities. Ms. Link agreed to send out notices of the dates to all the cities and towns.

Burnside noted that the deadline for the Plan has been temporarily suspended to 2015, which affords relief on the General Plan for Camp Verde as well. Mr. Mauk cautioned everyone to not get confused, there is no connection between Redistricting and the Comprehensive Plan.

9. **Quarterly reports/presentations to include possible discussion of the reports from the following:**

Staff Resource

- **Board of Adjustments**
- **Planning and Zoning Commission**
- **Camp Verde Chamber of Commerce**
- **Update on Fort Verde State Park**

There was no action taken.

Asst. Planner Owens, in the absence of the Chairpersons of the Board of Adjustments and the Planning & Zoning Commission, reviewed the written reports that had been submitted.

Tracie Schimikowsky, President and CEO for the Camp Verde Chamber of Commerce, together with Dave Freeman, Board Chairperson, presented a report on the Second Quarter for the Fiscal Year 2011 for the Camp Verde Visitors Center and Marketing, and an update on the activities and upcoming Chamber events. Freeman outlined some anticipated goals for publicizing Camp Verde, and displayed a Camp Verde front bumper plate that will help generate a self-sustaining fund for developing and marketing other similar souvenir items.

Ft. Verde State Park Manager Sheila Stubler, together with Special Projects Assistant Valerie House, reviewed the events held during the last quarter, with the tremendous volunteer assistance made possible through the on-going volunteer program; Ms. Stubler also outlined upcoming events and personnel changes at the Park.

10. **Discussion, consideration, and possible approval of budget reappropriations for the first half of the 2010-2011 fiscal year as detailed in the staff report.** Staff Resource: Lisa Elliott
 On a motion by Baker, seconded by Roulette, the Council unanimously approved the budget re-appropriations for the first half of the 2010-2011 Fiscal Year as detailed in the Staff report.

Town Manager commented that since Lisa Elliott is leaving her position as Sr. Acct., he will be working with Matt Morris on the day-to-day functions and review of accounts in the Finance Department on a temporary basis. Martin noted the budget re-appropriations listed in the Staff Report have been requested to conform with the Town's Budget Policy to ensure that the Department as a whole operates within its budget appropriation.

11. **Discussion, consideration, and possible approval of Resolution 2011-830, a resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, adopting an Intergovernmental Agreement with the Arizona Department of Transportation.** This project is the Finnie Flat Sidewalk Project. Staff Resource: Ron Long
 On a motion by Baker seconded by German, the Council **voted 6-1** to approve Resolution 2011-830 and IGA/JPA #09-1521 for the Finnie Flat Sidewalk Project; **with Burnside opposed, based upon lack of plans to indicate what is going to be done.**

Public Works Director Ron Long explained that both this item and the following Item 12 are related, and it was agreed that he would discuss both of them at the same time. Both the Finnie Flat and the State Route 260 sidewalks were Transportation Enhancement Grants that were applied for in 2005 and awarded by NACOG, the Federally-funded grant through the State to the Town of Camp Verde. Both of the projects combined are valued at approximately \$800,000. They will be bid together and ADOT will manage them. The funding match required for the Finnie Flat project is estimated to be \$23,000, based on a percentage of the award. Long said that the Town has a 30 percent set of plans, and has gone as far as possible on both projects. Nothing further can be done and the Town can receive no reimbursement for any more work done on the Finnie Flat sidewalk, until the IGA is in place. Long described the planned length and location of the sidewalk, approximately 1200 lineal feet of sidewalk starting at the intersection just northwest of Circle K, along Finnie Flat Road to the property boundary at the end of Basha's parking lot. Long added that it will be necessary to acquire some right-of-way in front of Basha's, and the IGA's need to be in place in order to negotiate acquisition of that right-of-way.

The Council discussion with Long commenced with some concern about the issue of a possible lawsuit over the right-of-way that will be needed for the Finnie Flat project. Long assured the Council that everything will

fit within the Town's right-of-way, except for the portion in front of Basha's, but he foresees no problem in that regard. Long said that the ADOT schedule indicates the project being ready for bid in September, 2011. Burnside, expressing his opinion, cautioned the members to consider the terms of the IGA that provide for the Town paying all the bills, no matter what, above the grant funds, and that the Town will certify that all easements have been acquired before going to bid. A further concern is that there is not yet any plan for the Finnie Flat sidewalk to even look at. Burnside said he would like to see some indication of what we are doing, and where we are going, and what the easement will cost, before ADOT is given, in essence, an open check. Also, maintenance and landscaping will be required by ADOT, and although as yet unknown, that annual cost will need to be included in the budget. Burnside said he would like to table the item and allow Long to get some prints to review. Baker reminded the members that several Councils through the years have approved and planned the sidewalk and the Town of Camp Verde wants to see it finally accomplished; it is an issue of public health and safety. ADOT is working with the Town, some grant money is there, so the project can move forward.

Long explained that the grant money has now been raised to \$500,000, and the matching amount lowered to \$23,000. If the bids come in too high, ADOT understands that the Town will build as much sidewalk as it can afford; however it should be possible to build the entire sidewalk, and acquiring the Basha's right-of-way does not appear to be of major concern. Because of the grant rules, Long said he has only been able to go up to 30% of the plans, and can go no further without the IGA. Also, the Town cannot seek reimbursement for the work done until the IGA is in place. The Highway 260 project is totally funded by ADOT; Long outlined that project, and understands that the design work has not even been commenced.

Burnside further discussed with Long his concern about the unknown projected costs and the unavailability of a plan and estimate for the sidewalk; Long said he would be glad to bring more information to Council, as much as possible, whatever would help to move the project forward. There was further discussion, with more concerns, regarding the Highway 260 work planned by ADOT with no final design yet completed; Long reiterated his understanding that the IGA needs to be signed in order to move forward.

Following the action taken, Garrison noted that in both documents the Town Manager should be named as the contact for the Town Financial Matters in place of Lisa Elliott, Sr. Accountant.

There was no public input.

12. **Discussion, consideration, and possible approval of 2011-831, a resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, adopting an intergovernmental agreement with the Arizona Department of Transportation.** This project is the SR-260 Sidewalk Project. Staff Resource: Ron Long
On a motion by Roulette, seconded by German, the Council voted unanimously for the approval and execution of Resolution 2011-831 and IGA/JPA 10-2271 for State Route 260 Sidewalk & Landscaping Project.

(NOTE: Discussion on this item was included in the foregoing discussion on Item 11, since they are both related, and as agreed to by Council.)

There was no public input.

Councilor Baker requested item 13:

13. **Discussion, consideration, and possible approval to use "Gateway to the Verde Valley" as the Town's motto/logo/branding.**
On a motion by Baker, seconded by German, the Council voted 4-3 to approve the Town's motto, "Gateway to the Verde Valley," and use it to start branding Camp Verde; with 'no' votes by Burnside, Garrison and

Whatley. (Note: Garrison said that she voted 'no', although she was not opposed to "Gateway to the Verde Valley," but she wanted public input and a chance to see if there is something else that might fit the Town a little better. Whatley said her "no" vote was only because she wanted to work with and get more input from the Chamber. Burnside said his 'no' vote reflects the same, he wanted more input.)

Baker explained that in 1986 the Town had voted on and adopted the slogan, "Gateway to the Verde Valley"; that had subsequently been changed to a motto that did not match the Town at all. The Chamber of Commerce has encouraged creation of a "brand," and Baker believes that "Gateway to the Verde Valley" would be helpful in working with news organizations, TV, other publicity sources. German agrees that it would give Camp Verde an identity and its location in the State. Whatley said she feels that the Town and the Chamber should work together and agree on the same brand, and invited Ms. Schimikowsky to report on what the Chamber is doing toward coming up with a brand.

PUBLIC INPUT

(Comments from the following individuals are summarized.)

Tracie Schimikowsky reviewed a branding project being done by one economic development team ; the team has created a draft questionnaire for public input and suggestions for identifying Camp Verde with a particular slogan or tag line. The questionnaire will be distributed at the upcoming Pecan & Wine Festival; the closing date for questionnaire is estimated for around the end of March. The results can be reviewed during a presentation or a work session, in order to go forward with deciding on a final brand.

Howard Parrish commented on the highway sign coming down Copper Canyon that indicates, "Entering the Verde Valley."

Dave Freeman said that in addition to the Town's brand there can be sort of sub-brands; he believes that it is important to sell the history of the Town through souvenir mugs, for example, with perhaps a sub-brand for the Historical Society. That should not conflict with the Town and Chamber main brand. Freeman displayed a front bumper plate for vehicles that are for sale for \$10.

There was no further public input.

During the public input, there was a brief discussion with Ms. Schimikowsky on the proposed questionnaire, and a reminder that the Chamber has also used "Gateway to the Verde Valley" in some of their promotions, as well as a variety of mottos to encourage tourism through different marketing approaches depending on current economy. Ms. Schimikowsky said that the Chamber had started using the Gateway motto approximately four years ago, among several others.

Burnside reminded the members that because of the wording of the agenda item, there can only be a "yes" or "no" vote; if anyone wants to wait to see the results of the questionnaire, the vote will have to be "no."

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

There was no public input.

15. **Advanced Approvals of Town Expenditures.**

There were no advanced approvals.

16. **Manager/Staff Report**

- **Update regarding staff input relative to the proposed changes to the Financial Operations Guide**

Martin said that not a lot has changed in the document that the Council already has; what will change are the names for the positions. Where there needs to be a review of a particular finance, it will be the senior level/Finance Director; where there is no need for a separation of duties, that will be allowed for a Finance Clerk. The position of Finance Director is being advertised and responses have been received; the first review of the resumes and letters will be February 1st; recruiting will continue until the best person to fill that position is selected. The Sr. Acct. position will not be filled; the position of a Finance Director has been budgeted; once the position is filled it should no longer be necessary to have outside consultants which will be significant savings. Martin will be working with staff going through the accounts for cutting checks and receiving input of data; all is well.

17. **Adjournment**

On a motion by German, seconded by Kovacovich, the meeting was adjourned at 8:34 p.m.



Bob Burnside, Mayor



Margaret Harper, 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 the 19th day of January 2011. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 3 day of February, 2011.



Debbie Barber, Town Clerk