



2011 City of Cottonwood Council Retreat

STRATEGIC INITIATIVES

Strategic Initiative #1: Growth should support the cost of new city services

Goals:

- Contract for a cost of growth study. Ensure it includes the cost and benefits of growth, issues of sustainability, impact fees, funding options such as sales/property taxes, etc. – 1/12

Strategic Initiative #2 – Ensure our employees are trained and competitively compensated to ensure a qualified workforce to provide quality services

Goals:

- Complete a compensation study to develop strategies for market competitiveness (include benefit comparison) - 1/12
- Develop a procurement office – 6/11

Strategic Initiative #3 – Build and retain a strong diversified economy

Goals:

- Coordinate to develop recognition as an entrepreneurial community, i.e. development of enterprise zone and broadband access – On-Going
- Update Portal/Entry signage into Cottonwood – 3/11
- Promote Neighborhood Clean-Ups through “Lookin’ Good Cottonwood” Campaign – On going
- Develop a plan to identify historic boundaries and the preservation of historic buildings in Cottonwood – 9/11
- Implement an instrument approach designation for the airport – 1/12
- Complete the 3 to 5 year objectives in the Focus on Success program with an emphasis on creating jobs – On-Going
- Review airport land leases to ensure performance requirements are met; create a list of performance dates; obtain a second opinion regarding the legal parameters of the original lease agreement – 5/11

- Work with the Chamber of Commerce, the Cottonwood Economic Development Commission, the Old Town Association and the general community to develop a “brand” for the city - 1/12
- Develop a revolving loan fund to support the creation of new businesses – 3/12
- Work with the Chamber of Commerce to promote a “Buy Local” Campaign – 8/12

Strategic Initiative #4 – Develop water adequacy for our citizens for today and into the future

Goals:

- Update the gray water ordinance – 1/12
- Develop an ordinance regarding water reuse and dual plumbing – 1/12
- Create incentives for citizens for removal of high water usage landscaping, installation of low flow water usage urinals, etc. – 1/12
- Place low-water usage items within City facilities when practical – On-Going
- Refinance water bonds and separate financing with Clarkdale – 1/12

Strategic Initiative #5 – Develop initiatives that protect the environment of the Verde Valley for future generations

Goals:

- Create development incentives to encourage “green” building and LEED certification – 1/12
- Pursue the annexation of the 10 sections of state trust land north of the city with the goal of preserving as much open space as allowable – 6/12
- Encourage residential and commercial infill and create a map of available areas – 7/11
- Create Riverfront Reclamation Facility – Design 1/12 Construction 7/13

Strategic Initiative #6 - Quantify our street standards and improvement plans including funding options

Goals:

- Complete design and construction of 12th St from Hwy 89A to Fir Street – 6/12
- Complete construction of Mingus Ave west of Willard – 9/11
- Complete an analysis of the need and costs of all street improvements along with funding options – 1/12
- Complete remodel of Mingus Avenue between 10th St and Willard to include complete sidewalks and bike lanes – 1/13 – On schedule to receive NACOG funding for 2012/13.

Strategic Initiative #7 – Determine options involving collection and disposal of recyclables and trash.

Goals:

- Develop a curbside recycling proposal and plan to reduce damage to streets by trash trucks and reduce costs to providers – 6/12

- Continue to look at options for solid waste disposal – 6/12
- Develop a plan to safely dispose of hazardous household waste – 1/12
- Continue research alternatives for the creation of electricity through garbage, assessing new technology as it develops – 6/12

Strategic Initiative #8 – Support recreation, neighborhood health, and quality of life initiatives.

Goals:

- Complete additional upgrades to the parking area and sidewalks at Riverfront Park – 7/11
- Slag Pile Removal Initiated with the construction of the crushing plant – 6/11
- Organize a 100 year Arizona anniversary celebration for the city – 2/12
- Begin implementation of bicycle plan and seek Bicycle Friendly Community designation – 1/12
- Continue Trails System Planning and development – On-going
- Address Parks and Recreation needs through a consultant study – 6/12
- Support legislation that would allow the city to obtain a Certificate of Need to provide medical transport services through the fire department – 6/11
- Continue to work with the Verde Valley Fire District to find a way to consolidate fire departments into one agency – 6/12

Strategic Initiative #9 – Determine long and short term solutions for limited space in city facilities.

Goals:

- Develop design and construct a regional public safety communications center – 6/12
- Design and construct a 2nd fire station in the area of Hwy 89A and Cornville Rd.– 6/12
- Locate and design a new city hall facility – 6/12

Strategic Initiative #10 – Improve the City Web Site

Goals:

- Combine Sewer and Water Bill – 3/11
- Create VVTV video link on COC website to enable viewing of Council Meetings etc. – 2/11

Strategic Initiative #11 – Continue to revitalize Old Town

Goals:

- Continue to expand street scape to other areas of Old Town – 6/12
- Relocate Gardner’s recycling to a more compatible location – 3/11
- Develop a plan for the use of the Gardner property – 6/11
- Explore options to assist in the improvement of the Sun Dial Motel – 6/12
- Develop more parking for Old Town – 6/12

- Develop plans, acquire funding for, and complete renovation of the Civic Center – 6/12
- Continue to expand the Christmas season lighting display for Old Town – 12/11
- Complete Old Town Jail Renovation – 6/11

Strategic Initiative #12 -- Create Design Guidelines for development.

Goals:

- Develop a slopes and wash ordinance –1/12
- Encourage use of solar power – On-going
- Determine special planning areas – 1/12

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