



## **2014 City of Cottonwood Council Retreat**

### **STRATEGIC INITIATIVES**

#### **Strategic Initiative #1: Manage Growth**

##### **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, impact of no-growth, etc.
- Complete impact fee study and determine impact fee structure.
- Manage the annexation of state trust lands as it promotes Cottonwood/Verde Valley sustainability.

#### **Strategic Initiative #2 – Explore Revenue Options and Budget Assumptions**

##### **Goals:**

- Continue to manage current services within the budget.
- Revisit outside agency funding policy to ensure it complies with current practices and preferences of the Council.
- Continue to support the Chamber of Commerce and the Cottonwood Economic Development Council with bed tax.
- Convene a Council discussion of alternate funding sources to include a property tax vs. sales tax.

#### **Strategic Initiative #3 – Create Targeted Economic Development Strategies**

##### **Goals:**

- Continue to recruit new businesses and high paying jobs such as high tech, medical, manufacturing, etc.
- Promote the development of a resort/conference center.
- Develop next Focus on Success Economic Development Plan.
- Coordinate 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 and fund the implementation of the brand.
- Continue to work with the Chamber of Commerce to promote a “Buy Local” Campaign.
- Continue to participate and take a lead role in the annual SciTech Festival.

- Support K-14 Education through SciTech, water education, MUHS Swim program, bond and override elections, Kids at Hope, Expect More Arizona, etc.
- Continue to communicate with the public and region.
- Develop a new website for the city that integrates the new brand.
- Complete an ordinance that encourages food truck services in the city.

#### **Strategic Initiative #4 – Implement construction of the Riverfront Reclamation Plant and Develop water Conservation Strategies**

##### **Goals:**

- Implement the Council’s seven water strategies
- Continue to explore all water recharge opportunities
- Begin construction of the reclamation plant
- Support the Verde River through conservation, tourism, water management, creating river access points, Verde River Days and the Birding Festival.
- Implement the water conservation program.
- Develop a dual plumbing ordinance for more use of reclaimed water.

#### **Strategic Initiative #5 – Develop a strategy for Parks and Recreation**

##### **Goals:**

- Fund and complete a Parks and Recreation needs study.
- Ensure youth needs are met with input from the Youth Commission.
- Support the creation of the Teen Center.
- Complete the refurbishment of the in-line hockey rink.
- Complete the concrete pad and replace the fencing at the skate park.
- Work with the Bicycle Advisory Committee to further the bike plan and achieve a Bicycle Friendly Community level of Silver.
- Coordinate with the Youth Commission, developers and our Economic Development Manager to attract amenities such as a bowling alley, movie theater, and a skating rink.
- Continue to coordinate with other Verde Valley jurisdictions to support the “Verde Front String of Pearls.”
- Complete upgrades to back parking area at Riverfront Park.
- Work with Forest Service to complete the West Mingus Trail.
- Complete Del Monte Wash Trail.
- Continue to work with the County on the proposed river access point at the Mingus bridge.

#### **Strategic Initiative #6 – Develop, maintain and support infrastructure.**

##### **Goals:**

- Complete design and construction of 12<sup>th</sup> St from Hwy 89A to Fir.
- Complete a priority list of sidewalk and street projects along with anticipated costs.
- Complete remodel of Mingus Avenue between Main Street and Willard to include complete sidewalks and bike lanes
- Budget and complete a remodel of the Riverfront softball complex restrooms.
- Budget and complete a remodel of the softball complex dugouts.

- Budget and install a new restroom facility at the Kid’s Park.
- Update the building codes to be consistent with conservation efforts and encourage green building.
- Complete the Old Town Jail Parking area.
- Complete budget and a timeline for the complete renovation of the Civic Center.
- Install bus schedules at all bus stops.
- Develop a “purple pipe” infrastructure plan.
- Budget to improve restrooms in Old Town.
- Develop a truck route ordinance along with a truck loading plan for Old Town.
- Revisit the solid waste curbside pick-up issue.

**Strategic Initiative #7 – Revitalize Neighborhoods.**

**Goals:**

- Develop a mandatory spay and neuter ordinance.
- Conduct a neighborhood clean-up at least once per year.
- Review the rental code with the intent of improving the condition of rental properties in the city.
- Review the code enforcement ordinance to ensure it meets current needs and expectations.
- Participate in electronics recycling, paper shredding and household hazardous waste disposals as funding is available

**Strategic Initiative #8 – Maintain Social Services.**

**Goals:**

- Ensure we are a veteran friendly city by helping with transportation with a donated van for the VFW Honor Guard and help to maintain social services for veterans.
- Continue to support the Senior Center and Meals on Wheels.
- Continue to expand and coordinate our transit system to increase services throughout the Verde Valley.

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