



2015 City of Cottonwood Council Retreat

STRATEGIC INITIATIVES

Strategic Initiative #1: Manage Growth

Goals:

- Complete Infrastructure Master Plan study- Biggs – **Bid Submissions returned-scoring due in purchasing June 26, 2015.**
- Manage the annexation of state trust lands as it promotes Cottonwood/Verde Valley sustainability – Bartosh – **Awaiting appointment of and meeting with the new Director of ASLD. Focus on Hwy 260 Parcel. Toured and discussed possible well site locations with Tom Whitmer.**

Strategic Initiative #2 – Explore Revenue Options and Budget Assumptions

Goals:

- Explore Additional Revenue Sources, i.e. Property Tax, Sales Tax, Use Tax.- Rodriguez – **Further Discussion for September Worksession**
- Revisit outside agency funding policy to ensure it complies with current practices and preferences of the Council.- Rodriguez– **Complete**

Strategic Initiative #3 – Create Targeted Economic Development Strategies

Goals:

- Continue to recruit new businesses to create new diverse higher paying jobs. Rooney – On-going
- Promote the development of a resort/conference center – Rooney – **Several discussions with potential developers but, no solid interest currently.**
- Implement next Focus on Success II Economic Development Plan -- Rooney – **New plan is in final draft and being reviewed.**
- 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 – Rooney – **Logo approved and being integrated into city and marketing materials.**
- Complete the newly branded City Website – Rodriguez – **Website development bid process completed but submissions higher than budgeted. Looking at scope and budget.**

- Continue to participate and take a lead role in the annual SciTech Festival – Rodriguez – **This year's festival complete and plans being developed for next year.**
- Support K-14 Education through SciTech, water education, MUHS Swim program, Cottonwood Youth Commission, Kids at Hope, Expect More Arizona, Teen Center, etc. – Bartosh – **On-going – currently looking at expanding the city's after-school program due to demand.**
- Continue to communicate with the public and region – Bartosh – **On-going through media releases, Facebook, website, public meetings, Just the Facts, Leisure Times, CENS, etc.**
- Complete an ordinance that encourages food truck services in the city – **Completed**

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

Goals:

- Implement the Council's seven water strategies – Whitmer – **On-going**
- Continue to explore all water recharge opportunities – Whitmer – **The first injection well is almost ready for operation and we are preparing for the addition of one or two additional injection wells with the new reclamation plant.**
- Begin construction of the reclamation plant – Biggs – **Council approved GMP with construction planned for late summer 2015.**
- Support the Verde River through conservation, tourism, water management, creating trail systems, Verde River Days, the Birding Festival and National Geographic's Touring Project – Bartosh – **On-going**
- Develop a dual plumbing ordinance for more use of reclaimed water – Whitmer – **With the City's strategy to pursue further injection wells, the cost per acre-foot of water savings resulting from dual plumbing is not cost effective. The need to mandate dual plumbing may impose costs to developers that are unnecessary for the minimal volume of water savings. Work Session update on water conservation in-general is planned.**

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

Goals:

- Fund and complete a Parks and Recreation needs study – Faust – **Not funded for FY 2016**
- Ensure youth needs are met with input from the Youth Commission – Faust – **On-going**
- Support the local Teen Center – Bartosh – **No assistance has been requested.**
- Complete the refurbishment of the in-line hockey rink – Scott – **Working with volunteers to complete painting of rink boards. No further improvements budgeted for FY2016.**
- Complete the concrete pad at the skate park – Scott – **Not funded for FY2016**
- Work with the Bicycle Advisory Committee to further the bike plan and achieve a Bicycle Friendly Community level of Silver, redevelop "sharrows" and create bicycle trails map for website – Faust – **Sharrows complete along with all requested signage. Preparing to submit for Silver level in fall 2015.**
- Support the Youth Commission, developers and Community Development, in their efforts to attract amenities such as a bowling alley, Movie Theater, and a skating rink –

Rooney – A video has been developed to entice developers of a movie theater. Some contacts have been made with no commitment at this point.

- Continue to coordinate with other Verde Valley jurisdictions to support the “Verde Front String of Pearls” – Bartosh – **On-going**
- Complete upgrades to back parking area at Riverfront Park including sidewalks to back parking area east side of softball fields) – Scott – **Not funded in FY2016**
- Work with Forest Service to complete the West Mingus Trail – Nejad – **NEPA study complete looking at mitigation of old dump site and possibly altering the trail route.**
- Complete Del Monte Wash Trail – **Awaiting a meeting with the Lindner Family to exchange right-of-way.**

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

Goals:

- Complete construction north half of 12th – Scott – **North half scheduled for completion September 2015 – North half scheduled for completion September 2015 – On schedule.**
- Complete remodel of Mingus Avenue between Main Street and Willard to include continuous sidewalks and bike lanes – Scott – **Design being finalized based on direction from Council and feedback from the public. Right-of-way in process with construction set to begin late spring 2016.**
- Budget and complete a remodel of the Riverfront softball complex restrooms – Scott – **Developing a scope of work for bid.**
- Budget and install a new restroom facility at the Kid’s Park – Scott – **Developing scope of work for bid.**
- Complete budget and a timeline for the complete renovation of the Civic Center – Scott – **Meeting with design firm to redesign and put out for competitive bid. Last price provided was too high, CDBG funding in process for further renovations.**
- Develop Plan for use of old Boys & Girls Club building – Faust – **Council approved the use of the building for the expansion of the city’s after school program.**
- Install bus schedules at some bus stops – Rodriguez – **Design complete with installation in process.**
- Improve restroom access in Old Town – Scott – **No funding available in FY2016**
- Develop a truck route ordinance along with a truck loading plan for Old Town—Scott – **Plan completed and will be presented to Council in a Fall work session.**
- Develop a bid process for city-wide trash pick-up and recycling with tiered rates, allowing the public a choice to use this system or their own trash/recycling vendor – Scott – **A bid package has been prepared for a City authorized trash collection vendor and the bid package will be presented to Council in an upcoming work session.**

Strategic Initiative #7 – Revitalize Neighborhoods.

Goals:

- Conduct a neighborhood clean-up at least once per year – Scott – **Completed in April**

- Review the code enforcement ordinance to ensure it meets current needs and expectations – Nejad – **In process and code enforcement update will be presented to Council at a future work session.**
- Participate in electronics recycling, paper shredding and household hazardous waste disposals as funding is available – Scott – **Electronics are collected at the transfer station daily. There has not been any demand for paper shredding. No funding was available for hazardous waste collection in FY2016.**

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 – Bartosh – **Complete.**
- Collaborate with area participants on new Veteran’s Park – **Park space approved by Council, conceptual design complete, and fund raising underway.**
- Continue to support the Senior Center and Meals on Wheels – Rodriguez – **\$55,000 allocated in FY2016 budget. Permit fees for solar installation waived.**
- Continue to expand and coordinate our transit system to increase services throughout the Verde Valley – Rodriguez – **Coordination with the YAN and Camp Verde has extended transit to Camp Verde and the YAN. Currently working with Sedona and ADOT to adjust routes in Sedona with the possibility of including the Village of Oak Creek.**

DB/KA