

A G E N D A

STRATEGIC PLANNING RETREAT OF THE CITY COUNCIL OF THE CITY OF COTTONWOOD, ARIZONA, TO BE HELD JANUARY 7, 2013, AT 9:00 A.M., AT THE COTTONWOOD PUBLIC SAFETY BUILDING, 199 SOUTH 6TH STREET, COTTONWOOD, ARIZONA.

The Council will not solicit or receive public comment at this retreat, and it will also not make any final decisions or take legal action on any matter. The Council will consider approving its Strategic Plan during a future regular council meeting at which time the public will be encouraged to comment on the council's Strategic Plan.

9:00 a.m.	City Council Only Planning and Legislative Discussion	Mayor Joens
10:00 a.m.	Five Year City Accomplishments	Doug Bartosh
10:15 a.m.	Focus on Success Update	Casey Rooney
10:45 a.m.	Capital Projects Update	Dan Lueder
11:30 a.m.	Vision & Mission Statement Discussion	Mayor Joens
12:00 p.m.	Working Lunch General Plan Update	George Gehlert
12:45 p.m.	2012-13 Budget Update	Rudy Rodriguez
1:30 p.m.	Development and Update of Strategic Initiatives and Goals	Doug Bartosh
3:30 p.m.	Council Only Discussion—Review of retreat discussions.	Mayor Joens
4:00 p.m.	Adjournment	Mayor Joens

Pursuant to A.R.S. Section 38-431.03.A.3, the City Council may vote to convene in executive session to consult with and/or seek legal advice from the city attorney regarding any item on this agenda, including any one or more of the Council's strategic initiatives and goals. Pursuant to ARS Section 38-431.03.A.7, the Council may vote to convene in executive session to consider its position and instruct its representatives regarding negotiations for the purchase of real property.

The Cottonwood Public Safety building and meeting rooms are accessible to the disabled in accordance with Federal "504" and "ADA" laws. Those with needs for special typeface print or hearing devices may request these from the City Clerk (TDD 634-5526.) All requests must be made 24 hours prior to the meeting.



PROJECTS and ACCOMPLISHMENTS

- 2012 Excellence in Economic Development Award from Governor Jan Brewer for outstanding innovations and achievements that have helped place Arizona at the forefront of economic development. The City of Cottonwood received the Innovative Economic Development Award for our five year economic development strategy with an emphasis on the Arizona wine industry and Old Town Cottonwood.
- City receives the Distinguished Budget Presentation Award for FY 2011-12 from the Government Finance Officers Association (GFOA).
- Collaborating with Local First Arizona, Old Town Merchants and Cottonwood Chamber of Commerce, City is awarded the Governor's Tourism Award for Creative Collaborative Marketing program to bring tourism to Old Town
- Cottonwood and the Verde Valley are selected by Lonely Planet as one of the Top 10 U.S. travel destinations for 2013.
- Developed a procurement office
- Reorganized staff positions and departments for a more economic and organized team
- Promoted and instructed the "What You Do Matters: Lessons From The Holocaust" training for all law enforcement officers in Yavapai County.
- Provide employees with annual compensation sheet
- Developed the Business Assistance Center
- Historic Preservation Commission created
- Contracted with new Fixed Base Operator for the airport
- Encouraged participation in the 2010 census
- Reviewed airport land leases to ensure performance requirements were met
- Developed a Revolving Loan Fund
- Developed Focus on Success
- Adopted landscaping code encouraging use of low water use products.
- Completed purchases of Spring Creek and Quail Canyon wells and water systems
- Created the Lynx Route to connect Cottonwood and Sedona
- Completed Mingus Avenue reconstruction Willard to SR89A including new potable and reclaimed water lines
- Completed design and construction of Willard Street extension included a new 10" waterline to interconnect the pressure and gravity water systems
- Organized Arizona 100-Year Anniversary celebrations
- Organized Cottonwood 50-Year Anniversary of Incorporation celebrations
- The Multigenerational Recreation Center was finished in February 2010 and opened May 1, 2010.
- Completed renovations of existing (outdoor) pool

- Obtained Safer Grant: Staffing for Adequate for Fire and Emergency Response, increasing number of fire personnel and adding second engine company to provide services to the community
- Completed remodel of Aspen Shadow wall to improve safety and flood protection
- Obtained APS, Uni-Source and Cable-One franchise renewals
- First in State to adopt ordinance to control sales of epiphedrine, a prime ingredient in the construction of Methamphetamines thereby reducing crimes involving meth by 40%
- Initiated the ban of sales of Spice and Bath Salts in Yavapai County
- Televised all regular council meetings and *Inside Cottonwood* programs
- Assumed hosting of Thunder Valley Rally
- Designed, rehabilitated and relocated Municipal Court to new a new facility
- Designed, rehabilitated and relocated Community Development and Utilities to a new building
- Completed design and construction of new police evidence building
- Old Court Offices Asbestos Abatement, Demolition and Remodel into new City Clerk's office
- Restoring City Hall
- Created VVTV video link on COC website
- Now include all City Council agenda back-up material on website to better educate our citizens
- Now include information on all city commissions and boards on website to include roles and qualifications to serve along with meeting minutes
- Created COC Airport webpage
- Relocated Gardner's recycling from Old Town to a more compatible site
- Sun Dial Motel improvements initiated with sale to new owner
- Initiated Electronic Christmas tree and décor at Civic Center
- Expanded automated holiday lighting to include more city offices and is accompanied by music
- Resolved Green-Gardner Easement Access
- Created RFP to bring wine tasting rooms to Old Town
- Installed wayfaring directional signage to Old Town Cottonwood
- Developed Verde Valley Wine Consortium
- Coordinated with Chamber of Commerce to develop the Verde Valley Wine Trail and Painted Barrel programs
- City Manager awarded the Gabe Zimmerman Award
- Conducted two Citizen Surveys with high satisfaction registered by citizens
- Banned wood burning fire places in new developments
- Collaborated with citizens to construct a dog park
- Collaborated with citizens to construct a community garden
- Adopted a Rental Code
- Completed Library additions
- Adopted a new Graffiti Ordinance
- Revised Noise Ordinance
- Constructed a new transit facility

- Developed tourist bus parking in Old Town
- Changed to Vote-By-Mail
- Improved/Increased the release of marketing information to the media
- Developed a bi-annual citizen newsletter “Just the Facts”
- Annexed Quail Canyon development into the City
- Created storm drain signage
- Paula Street Rebuild and dedication as Mickelsen Parkway
- Civic Center ADA Review
- Old Town Jail Asbestos Abatement and Remodel
- Police dispatch center HVAC upgrades
- Library roof leak repair and restroom rehabilitation
- Library canopy design and bid
- Library parking lot and drainage reconstruction
- Library HVAC units replacement
- Council Chambers structural review, demolition and remodel design and bid
- Roof Projects –Recoat Library Flat Roofs
 - Recoat Old Community Development Building’s Roof
 - Recoat City Hall Roof
 - Recoat Public Safety Building Roof
 - Recoat Utilities Flat Roof
 - Replace Public Works Roof
 - Replace Lift Station 4 Roof
 - Replace Airport Electrical Vault Building Roof
 - Replace Utilities Building Shingled Roof
- Mold Abatement Projects
 - Public Works Building
 - Public Safety Building
 - City Hall
 - Fire Department Kitchen
- Reconstruction of 12th Street, Birch to Mingus Ave. including a new waterline and fire hydrants
- Constructed a disc golf course and hosted two Professional Disc Golf Association tournaments
- Secured/verified the ownership of the Old Town Jail
- Demolished the Bux Building in Old Town and constructed a parking lot at the corner of Pinal and 1st Street
- Took over the operation of the solid waste transfer station
- Formed the Bicycle Advisory committee and were awarded a Bike Friendly Community Bronze award
- Completed Community Bicycle Plan
- Assisted in hosting Bike MS event in Cottonwood
- Bicycle Project on Cove Parkway
- Participated in Mayor's Bike to Work Day with Council, Staff and Community Participation
- Formed Safe Routes to School (SRTS) Committee and received federal grant for SRTS

- Cottonwood Portal Signs Improvement Project
- Traffic study at 6th Street and 89A for left turn phase
- Traffic study on 89A and Camino Real to determine results of No-Left turn device
- Construction of softball field 4 at Riverfront park
- Construction of little league ball field complex at Riverfront park
- Construction of new sidewalk on Main Street in front of Woody's Gas/Veretto Plaza
- Replacement of sidewalk on 1st street/Pima in Old Town
- Soccer Field Construction at Riverfront Park
- Pima Bridge Foundation and slope protection
- Ocotillo Street drainage improvements
- 6th Street and Municipal Court drainage improvements
- Pima/Main Street parking lot reconstruction
- Council Chambers parking lot reconstruction
- Finance Department parking lot reconstruction
- 16th Street Reconstruction
- Skyline Drive and Skyline Way Reconstruction
- Transfer station and humane society drive reconstruction
- Reclaimed water fill station pavement construction
- Mickelsen marathon course design
- Participated in the VVTPO and NACOG transportation committees and planning
- Chip seal projects list
- Electrical reconstruction of all airport lighting
- Began operating airport fuel tanks
- Phase 1 and Phase 2 of the Wastewater Collections System Cleaning and Televising Project completed
- 925 sanitary sewer manholes were inspected including GPS coordinates
- Upgraded the obsolete Wastewater Supervisory Control and Data Acquisition (SCADA) system and installed upgraded telemetry units at the five lift stations
- Created first complete map of wastewater collections system
- Completed Phase 1 of the Ultra-Violet disinfection lamp and sleeve replacement project
- Completed Phase 1 of sand filter replacement
- Installed new reclaimed water line to serve Naipta (CAT) Building
- Diffuser sock replacement for both WWTP aeration basins completed
- Completed Phase 2 sand filter replacement
- Completed Phase 2 of the Ultraviolet disinfection lamp and sleeve replacement
- Purchased and installed two Moyno pumps for sludge feed system
- Installed new Manual Transfer Switch for Lift Station 4
- Repaired roof at Lift Station 4
- Completed Phase 3 of the Ultraviolet disinfection lamp and sleeve replacement
- Installation of new alarm dialing software for WWTP and lift stations
- Installation of Epoxy lining in both clarifiers at WWTP
- Installation and purchase of new laboratory software for WWTP
- Replaced RAS/WAS Pinch valves at WWTP

- Installed new emergency generator at Lift Station 4
- Installed new 200 amp electrical service at Lift Station 1
- Installed new Dissolved Oxygen Probes at WWTP
- New reclaimed water tank installed, repaired and recoated along with Grundfoss Boosterpaq installation to improve reclaimed water pumping capacity and efficiency
- Headworks building rehabilitation and new influent flow screen and compactor installed
- System wide arsenic remediation program. Installation complete and ADEQ/EPA compliance achieved and maintained at 20 sites in Cottonwood, Verde Villages, and Verde Santa Fe. 23 concrete pads, 3 chemical injection buildings, 20 treatment trains from 2 to 20 vessels. All associated underground infrastructure, raw water in, treated water out, sewer discharge extensions where applicable, electrical power upgrades where required.
- Fir Street interconnect water main. Improves system reliability by allowing transfer of water between areas of low production high usage and areas of high production, low usage
- Installed Pine Shadows waterline which included about 7000' of new 12" waterline and numerous fire hydrants along with a new meter and vault
- Combined water/sewer billing in progress
- Wellsite 8/9 480,000 gallon reservoir installation complete
- Mesquite Hills reservoir altitude valve installation which allows for auto filling
- Clemenceau pressure water system decommission, reservoirs moved to Wastewater Plant for reclaimed water system use
- Verde Village well 6-1 Decommission (reservoir moving to wellsite 4-2, Jan 2013)
- Verde Village well 8-1 Decommission (reservoir moving to wellsite 2-1 Jan. 2013)
- Riverfront WRF two feasibility studies complete and currently in preconstruction design phase
- Quail Canyon Well conversion to variable frequency drive to allow direct pumping into Verde Village units 6 & 7
- System wide well site electrical upgrades enhance reliability, reduce energy demand and improve system performance
- Cactus Well raw water transmission line construction to Well 1 for combined arsenic treatment
- Underground realignment of piping at Well 5 gravity system and Lower 5 booster station
- Supervisory Control And Data Acquisition (SCADA) installation at 18 water sites which allows remote monitoring of reservoir levels, flow rates and system pressure. Real time alarm transmission improves response time and situational awareness
- Security upgrades at all well sites which includes changeable combination locks, improved perimeter fencing, security doors, motion activated lighting and secure chemical storage
- 6th and Mingus waterline extension which increased fire flows on 6th Street by 300%
- 6th Street crossing Well 4 to well 7 which allows combined arsenic treatment
- Hwy 89A and Candy and Hwy 89A and Willard crossings which allowed for conversion of the Clemenceau pressurized water system to gravity feed and allowed VVMC to connect to the city system for both potable and fire flow needs
- Irrigation line installation to Community Garden with associated piping within the garden

- Lower 5 booster station electrical upgrades to improve reliability/redundancy
- Hwy. 89/ Blackhills Dr. 12" waterline realignment as requested by ADOT for Hwy 89A improvement project
- System-wide replacement, repair and/or installation of pressure reducing valves to improve system performance and reduce main line breaks
- Hwy. 260 at Western waterline crossing provides system redundancy, improves fire flows and allows water transfer between Verde Villages 2, 3 and 4.
- Creation of dedicated utility leak repair van using military surplus vehicle and staff labor
- Pavement and drainage improvements to Hwy. 260 well site access road
- Installation of ten pressurized fire hydrants in Verde Villages which previously had no pressurized hydrants
- Installation of new water main and fire hydrants behind Goodwill store
- Installation of sand removal filters at Wells 4 & 7
- Purchase and integration of TRACEDTECT analyzer for arsenic treatment process control which dramatically reduces outside laboratory costs
- Rehabilitation of all potable water wells which includes more efficient pumps and updated electrical controls to dramatically improve water production capability and reliability.
- Installation of a five pump variable drive booster pump system at the Yuma reservoir site
- Utility staff assumed operation of the Deadhorse Ranch water and wastewater systems
- Hwy 260 well was deepened and yield increased to 450 gallons per minute
- Partnered with MATForce to hold the first dump the drugs day in the Verde Valley as part of Verde River Days
- Worked with ADOT to secure a Federal grant for installation of sidewalks on both sides of Hwy 89A from Blackhills Drive to Cement Plant Road
- Water rate study and adoption of new water rate structure
- Physical separation of City of Cottonwood and Town of Clarkdale water systems
- Partnered with ADEQ to sponsor a record setting electronics waste collection day
- Obtained an ADEQ Brownsfield Grant to test the former Gardner recycle yard
- Developed and adopted a potable water backflow ordinance
- Designed and constructed a CATS bus transfer station along with assembly and numerous bus shelters
- Obtained a grant and installed a solar PV system at the airport
- Obtained a CDBG grant for reconstruction of 10th Street from Mingus to Main
- Sponsored an EPA funded water and wastewater Emergency Preparedness for Senior Officials training seminar
- Sponsored and EPA funded two day Emergency Response to Domestic Biological Incidents training seminar
- Completed an update of the Yavapai County Hazard Mitigation Plan
- Culminated several years of discussion with Yavapai College by formulating an agreement to supply reclaimed water for irrigation at the Verde Valley campus including the current and proposed vineyards. The proposed agreement will be presented to Council on January 8, 2013
- Updated and increased signage in Old Town to improve access to parking lots

- Adopted the latest International Building Codes
- Received a rebate from APS in the amount of \$24,702 for installation of variable frequency drive (VFD) controllers at our water facilities. These controllers also reduce electrical consumption and reduce system leakage by significantly reducing water hammer
- The city is partnering with local veterans groups and businesses to bring the Vietnam Memorial Traveling Wall to Cottonwood in March of 2013
- Partnered with the Verde River Citizens Alliance to install a rainwater harvesting collection system demonstration system on the BAC
- Installed a visually impaired crosswalk notification system at the intersection of Main and Mingus
- Installed a street light at 14th and Cochise subsequent to a request from the Main/Mingus homeowners group
- Partnered with Upper Verde River Watershed Protection Coalition on the Water Smart conservation cards program
- Constructed two bike trails connecting 10th and 12th streets
- A four way stop intersection was installed at Fir and Monte Tesoro
- A trail easement was obtained from Argo Investments in the Del Monte wash near Hwy 89A
- Charlie Scully has been a leader in the Verde Front project to bring a trail system to the West Mingus area. Collaborating with Prescott National Forest and Clarkdale
- Collaborating with Yavapai County on the Centennial Cliff Rose Trail near State Trust Lands
- A community orchard irrigated with reclaimed water has been planted on Willard Avenue near the south clear zone
- Development Services has a Homeland Security trained Terrorism Liaison Officer on staff who is serving a dual role by providing utility system security services along with supervising the city code enforcement effort. The code enforcement hearing officer program has been re-activated and many code complaints are being solved pro-actively by the code enforcement staff working directly with residents to alleviate the violations
- Bike “sharrows” have been painted on the roadways in numerous locations to increase awareness. This low cost method was a suggestion of the Bicycle Advisory Committee.
- Participated with Boys and Girls Club electrical project
- Support community's elderly through the Verde Valley Senior Center meals-on-wheels program.
- We took over the management of the airport
- We resumed the operations of the CAT and Lynx Bus Systems
- Regional Dispatch Center studies
- Created Water Vision and Water Management Strategies for the future management of water
- Co-sponsor for Toys for Tots at the Rec Center
- Co-sponsor for Verde Valley Birding & Nature Festival using the Rec Center for events
- Sponsor of Verde River Days
- Sponsored the Arizona Wine Growers Association Grape Stomp

PROJECTS UPDATE
December 31 2012

<u>Project</u>	Status
Mingus Avenue Water Reservoirs	substantial completion achieved in December. 8/9 reservoir online, Yuma reservoir fabrication has begun
Job Order Contracting SOQ	Council awarded JOC to Tiffany construction, Arizona Northern Equipment and Kinney Civil on July 17th Council rejected all bids on July 17th and staff will re-bid generators. New bids due October 18th. Bid awarded to Rocky Mountain Cummins 11/7, gensets on order
Emergency generator purchase and installation (three units)-	
Quail Canyon Water Line Construction-	Will solicit bids from JOC contractors once current JOC projects are complete
Riverfront Park:	Retaining wall, sidewalks and parking lot improvements completed
Railroad Wash flood control project	Minor revision to plans subsequent to VVMC meeting are being completed by staff project will bid in 2013
Cactus Street Water Line & Sidewalks	Water line complete, sidewalk project will be completed in January
Lower 5 New Booster Pump & Building	Final plans being developed will be submitted to ADEQ
Steel replacement @ WWTP centrifuge Building	Concrete work and steel installation approved by Council on December 18th.
Orion parking lot construction	Parking lot construction awarded to Kinney 11/7 and work is underway will be completed in January 2013
10th Street CBDG-working on scope for design	Design work underway.
12th St Appraisal & R.O.W. acquisition	Waiting on APS design plans. Met with APS December 5th to work out design and easement issues.

Arsenic-Investigate replacement of CF Units at Well 4/7, 5 & 8/9

staff and consultants researching replacements options

Old Town water line replacement design and construction

Water lines on Cactus, alley from Pinal north, 3rd st, Santa Cruz and a portion of Pima have been replaced.

Lift Station Four wet well expansion

Staff has reviewed plans, made comments and plans are being finalized

Recreation Center Solar Thermal

Under construction completion by end of January

City Council Chamber partial demolition and rehabilitation

project will start in mid-January

Community Development Major Projects

Discount Tire

construction underway

Gateway Green 8th and Main Street

Funding delay has pushed back project start.

Slag Pile grading and facility construction

Utility services and ingress/egress road complete P&Z approved extension of CUP June 18, 2012

Aroma Therapy manufacturing facility on West Mingus

open for business

Sundial Motel

staff is working with new owners on rehabilitation plans.

LED sign ordinance

staff has completed modifications will be presented to Council for consideration

State Land annexation

ASLD has indicated they want annexation process to be submitted after General Plan has been updated.

Residential infill map

Map was presented to Council at September 11th work session.

Bicycle Plan

on going

Trails Plan	on going
Slopes and washes ordinance	first reading by Council on December 18th, second reading scheduled for January 8th
Detention Basin ordinance	Staff continues to fine tune draft, will present to council when complete
Design Manual	Preliminary standards to staff for review and comment.
VVMC Hospice in Old Catholic Church	First phase of old church move is complete.
Political sign-free zone ordinance	Approved by Council on May 1, 2012
Solar project at Verde Valley Ambulance	Staff is reviewing permit application.
Solar Project at Immaculate Conception Church	On hold
Noodle Bowl Restaurant opening in old Pizza Hut building	Project no longer moving forward due disagreement over responsibilities.

Current Permits:

Larry Green Hyundai	Grading permit issued. Awaiting payment of building permit fees
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Pending Application:

Old Avatar Building	Building stabilization and partial remodel is underway.
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Code amendments:

Camping code	Work Session complete, staff revising proposed ordinance
Animal waste code	Revised draft animal ordinance presented to Council on October 9th.
on-street car maintenance	May be combined with Chapter 10/Traffic code

Miscellaneous

MINGUS/NACOG	Moved project to 2014 after consultation with NACOG
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Gardner's

Environmental Phase 1 &2	Report has been received and reviewed, minor cleanup required which is being coordinated by staff.
Remediate Asbestos in house	Staff is working with vendors on state contract to remove asbestos and demo buildings.
Demo House	Staff is working with vendors on state contract to remove asbestos and demo buildings.
Plan for use of property	on going
<u>Old Maintenance Building</u>	
Remediate asbestos	
Demolish building	will be presented to Council at February work session
<u>Truck Routes</u>	
Develop ordinance after receiving Council direction	developing an ordinance
Street needs survey	Draft streets survey complete and submitted to city manager. Staff is updating priority listing per city manager's request.
<u>Impact Fee Update</u>	
Select consultant	on going
Review impact fees and adjust if necessary	on going
Water/Sewer rate study	on hold
<u>Riverfront WRF</u>	
INJECTION WELLS design and construction	Natural Resources director reviewing scope for design
30% Plans by end of April 2012	Interview process complete and negotiations with highest rated contractor are underway.
First public meeting/design review	Will be scheduled once CMAR contractor has been selected

Events

Operation of compactor station City staff currently operating transfer station
positive revenue stream

Development of a solid waste transfer station on going

Educational

Water literacy for Kindergarteners Completed for this year

MUHS Water/Wastewater Operator training
and intern program Met with Mingus staff and ADEQ
developing guidelines for program

Airport

Instrument approach FAA approval received, mandated runway markings will be
installed as part of the runway overlay project in the spring
of 2013.

AWOS/Weather station awaiting AWOS direction

New Beacon and Lighted Wind Socks bids received, under review

Runway pavement preservation Project approved and scheduled for Spring of 2013.



2012 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, impact of no-growth, etc. – 1/13 – Responsible Staff : Doug Bartosh – **Study was not funded for 2012-13 but will need to be funded in 2013-14 to meet impact fee requirements**

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) - 6/12 – Responsible Staff: Doug Bartosh – **Complete – Initial report received, ranges and salaries adjusted December 2012, and merit increase methods redesigned.**

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

- **Goals:**
- Increase use of Business Assistance Center by 15% -- 6/13 – Responsible Staff: Casey Rooney – **Complete- Hourly use increased almost 800% over last year, all available offices leased, and 50% of users are outside the city.**
- Encourage other communities to use the Business Assistance Center and to provide financial support – 6/12 – Responsible Staff: Casey Rooney – **Complete – 50% of users are from outside of Cottonwood**
- Enhance our marketing and reputation as a business friendly city, which promotes local businesses and encourages our citizens to “Shop in Cottonwood.”– 6/13 – Responsible Staff: Casey Rooney – **Complete – Cottonwood received an award for our cooperative local marketing from the Office of Tourism. Received national recognition from Lonely Planet as one of the Top 10 vacation spots in the United States.**
- Promote the development of a resort and Conference Center – 6/13 – Responsible Staff: Doug Bartosh/Casey Rooney – **Discussions have been held with three potential developers who are interested in constructing such a center in Cottonwood.**

- Update and expand Portal/Entry signage into Cottonwood – 9/12 – Responsible Staff: Morgan Scott – **Complete - Current portal signs were updated. No additional funds have been budgeted to expand the number of signs.**
- Promote Neighborhood Clean-Ups through “Lookin’ Good Cottonwood” Campaign – 6/12 – Responsible Staff: Dan Lueder – **Complete – A community clean-up was held in April with close to 40 tons of trash removed. Second clean up held October 27 with 94.34 tons of waste, 364 tires, and 35 appliances removed.**
- Develop a plan to identify historic boundaries and the preservation of historic buildings in Cottonwood – 1/13 – Responsible Staff: Charlie Scully – **Draft ordinance is complete and being reviewed by the HPC. Application for Certified Local Government designation being prepared.**
- Implement an instrument approach designation for the airport – 6/12 – Responsible Staff: Morgan Scott – **The instrument approached has been approved by the FAA and will be published in May 2013. Required runway markings will be installed following the runway asphalt overlay project to be completed this fall or in the spring.**
- Complete the 3 to 5 year objectives in the Focus on Success program with an emphasis on creating jobs – 6/13 – Responsible Staff: Casey Rooney – **The CEDC continues to make good progress on the plan.**
- 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 – 1/13 – Responsible Staff: Casey Rooney – **The CEDC has heard branding presentation from *multiple* consultants. Casey is still attempting to find funding.**
- Develop a revolving loan fund to support the creation of new businesses – 9/12 – Responsible Staff: Casey Rooney – **Complete - Grant and private funding has been obtained and the program will be administered through VVREO.**
- Work with the Chamber of Commerce to promote a “Buy Local” Campaign – 6/12 – Responsible Staff: Casey Rooney –
- Market and expand the Cottonwood/Lynx transit systems – 6/13 – Responsible Staff: Richard Faust – **Staff continues to identify grants to help expand the program – funding is shrinking. Funding primarily dependent upon annual Federal Transportation allocations. Staff to continue seeking funding from Yavapai County (Central Yavapai Metropolitan Transportation Organization CYMTO) through Chip Davis for supplemental and increases to Verde Valley operations and administration.**

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

Goals:

- Develop an ordinance regarding water reuse and dual plumbing – 6/12 – Responsible Staff: George Gehlert
- Create incentives for citizens for removal of high water usage landscaping, installation of rainwater harvesting, etc. – 9/12 – Responsible Staff: Tom Whitmer – **Draft conservation plan is complete and will be presented to the Council in September**
- Place low-water usage items within City facilities when practical – 6/13 – Responsible Staff: Dan Lueder – **On-going**

- Participate in Water Literacy for Kindergarteners and Project WET – 6/13 – Responsible Staff: Dan Lueder – **Complete – Roger Biggs and Debbie Breitreutz took the lead for the city.**
- Develop an integrated water management plan – 1/13 – Responsible Staff: Tom Whitmer
- Develop a comprehensive water conservation education program – 1/13 – Responsible Staff: Tom Whitmer – **Draft conservation plan is complete and was presented to the Council in September. Public meetings will be held for input, with final plan to be presented to Council in early 2013.**

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 – 6/12 – Responsible Staff: George Gehlert
- 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 – 1/13 – Responsible Staff: Doug Bartosh/George Gehlert – **Draft request completed and ready to be submitted to the State Land Department. ASLD has indicated they want the annexation process to be submitted after the General Plan has been updated.**
- Encourage residential and commercial infill and create a map of available areas – 6/12 – Responsible Staff: George Gehlert – **Staff has developed a draft map that will be presented to Council in September. Morgan took the lead on developing the map which was presented to the Council on September 11, 2012.**
- Construct Riverfront Reclamation Facility – 12/13 – Responsible Staff: **Dan Lueder – Design over 30 percent complete and a request for a new construction company is complete.**
- Develop process to obtain 80 acres on Black Canyon Wash traded for property contiguous to the City – 1/13 – Responsible Staff: Doug Bartosh – **Complete – Land owner is not interested.**
- Proceed with update of the General Plan. – 6/13 – Responsible Staff: George Gehlert **Process underway with an advisory committee formed and several public meetings have already been held.**
- Absorb the management of the CAT and Lynx system into Cottonwood. – 7/12 – Responsible Staff: Richard Faust – **Complete as of 7-1-12**

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 – 12/13 – Responsible Staff: Dan Lueder **Design close to complete and acquiring rights-of-way in coordination with APS. Plan to bid for construction at the end of this calendar year. APS delays in designing utility replacement have delayed project until Spring of 2013.**

- Complete construction of Mingus Ave west of Willard – 10/12 – Responsible Staff: Dan Lueder – **Roundabout completed on time for school opening with remainder of street completed by December. Substantial completion achieved and road is fully operational.**
- Complete an analysis of the need and costs of all street improvements along with funding options – 9/12 – Responsible Staff: Dan Lueder – **Complete – Staff is adding a priority list**
- Complete remodel of Mingus Avenue between Main Street and Willard to include complete sidewalks and bike lanes – 10/13 – Responsible Staff: Dan Lueder – **This project has been moved to the 2014 NACOG funding cycle due to staffing and funding concerns.**
- Complete reconstruction of 10th Street between Main Street and Mingus Street – 10/12 – Responsible Staff: Dan Lueder – **Design underway with SWI. We are still working out the final details of SWI's scope and will bring it to Council in the near future**

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

Goals:

- Develop public education on recycling – 6/12 – Responsible Staff: Doug Bartosh
- Establish a truck route / truck weight limits on residential streets – 6/12 – Responsible Staff: Dan Lueder – **Draft reviewed by Council during Work Session – Final will be presented as Staff continues to fine tune proposed ordinance.**
- Continue to look at options for solid waste disposal to include assuming operation of the compactor site – 3/12 – Responsible Staff: Dan Lueder – **Complete – City assumed operation of compactor site and we are making a profit.**
- Develop a plan to safely dispose of hazardous household waste – 9/12 – Responsible Staff: Dan Lueder - **Complete – Coordinated with the county in providing a hazardous waste drop off day.**
- Develop a solid waste transfer station – 6/13 – Responsible Staff: Dan Lueder – **Not a high priority project at this point.**

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 – 8/12 – Responsible Staff: Dan Lueder - **Complete – Also included erosion protection around the baseball dugouts.**
- Slag Pile Removal Initiated with the construction of the crushing plant – 6/13 – Responsible Staff: George Gehlert – **Conditional Use Permit was renewed by P&Z Commission – company is closing out facility in Ajo and preparing Cottonwood site for installation of processing equipment.**
- Begin implementation of bicycle plan and seek Bicycle Friendly Community designation – 6/12 – Responsible Staff: Nikki Arbiter – **Complete – City received a bronze designation as a bicycle friendly community and progress continues on implementation of the bicycle plan.**

- Continue Trails System Planning and development – 6/13 – Responsible Staff: Charlie Scully – **Acquired critical easement for Del Monte Wash Trail and working on trail system with FS at the West end of Mingus Ave.**
- Address Parks and Recreation needs through a consultant study – 6/13 – Responsible Staff: Richard Faust – **Study was not funded this year. Staff will be implementing the request through the 2013/14 budget cycle for funding of this much needed project involving parks, recreation, trails and open space needs.**
- Support legislation that would allow the city to obtain a Certificate of Need to provide medical transport services through the fire department – 6/12 – Responsible Staff: Mike Casson – **Legislation was not passed.**
- Participate in “Let’s Move” Projects – 6/13 – Responsible Staff: Richard Faust – **Complete – Park and Recreation staff continue to participate in Luau and other Let’s Move/Fit Kid events. City Clerk and D.S.G.M planning “Let’s Move” disc golf Move/Fit Kids events for April 2013.**
- Market Recreation Center and Equestrian Center – 9/12 – Responsible Staff: Richard Faust – **Complete – Both have been widely marketed.**
- Market the Farmers Market – 9/12 – Responsible Staff: Richard Faust – **Complete – Is widely marketed each year and participation continues to grow.**

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 – 6/13 – Responsible Staff: Doug Bartosh – **Developing a Scope of Work to keep iXP on as consultants through the construction and preparing an RFQ for a contractor and designer. SOQ For design services currently being reviewed by Staff.**
- Design and construct a 2nd fire station in the area of Hwy 89A and Cornville Rd.– 6/13 – Responsible Staff: Mike Casson – **This need was driven by the development of Bella Montana or the annexation of Verde Santa Fe. Both possibilities seem unlikely in the next few years. Staff is continuing to review locations in the area of Highways 260 and 89A.**
- Locate and design a new city hall facility – 6/13 – Responsible Staff: Doug Bartosh – **Staff has identified two possible locations that will be presented to the Council during the September or October Work Session. Funding may be a challenge.**

Strategic Initiative #10 – Improve the City Web Site

Goals:

- Combine Sewer and Water Bill – 6/12 – Responsible Staff: Dan **Lueder Ongoing approximately 1,100 combined to date**
- Create a Historic Preservation web page/site – 6/12 – Responsible Staff: Charlie Scully/Brent Kinney
- Develop a city Facebook page – 4/12 – Responsible Staff: Rudy Rodriguez – **Complete.**

Strategic Initiative #11 – Continue to revitalize Old Town

Goals:

- Continue to expand street scape / improve sidewalks to other areas of Old Town – 6/13 – Responsible Staff: Dan Lueder – Sidewalk was replaced on 1st Street – Water line and sidewalks currently being replaced on Cactus. Sidewalk and cur project on Cactus and Pinal will be completed in January 2013 along with the Orion parking lot. A portion of sidewalk in front of Manheim Gallery undergoing replacement as well.
- Complete the plan for the use of the Gardner property – 1/13 – Responsible Staff: Dan Lueder – Environmental testing has been completed awaiting final results.
- Develop more parking for Old Town with the completion of the lot behind Orion – 7/12 – Responsible Staff: Dan Lueder – Lot will be completed by October. Construction of parking lot and paving of alley underway with completion date January of 2013.
- Develop plans, acquire funding for, and complete renovation of the Civic Center – 6/13 – Responsible Staff: Dan Lueder – No funding was identified for this budget year.
- Complete Old Town Jail Renovation – 6/12 – Responsible Staff: Dan Lueder -Complete

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

Goals:

- Develop a slopes and wash ordinance – 6/12 – Responsible Staff: George Gehlert – Complete – Presented to Council at a Work Session and ready for approval. First reading of new ordinance on December 18, 2012 with second reading and adoption on agency for January 8, 2013.
- Determine special planning areas – 6/12 – Responsible Staff: George Gehlert
- Update retention basin ordinance – 6/12 – Responsible Staff: George Gehlert – Draft ordinance complete and being reviewed by staff. Will be presented to Council in a future work session

DB/ka