

## A G E N D A

STRATEGIC PLANNING MEETING OF THE CITY COUNCIL OF THE CITY OF COTTONWOOD, ARIZONA, TO BE HELD JANUARY 12, 2011, AT 12 NOON, AT THE COTTONWOOD RECREATION CENTER, 150 SOUTH 6TH STREET, COTTONWOOD, ARIZONA.

I. CALL TO ORDER.

II. ROLL CALL.

ITEMS FOR DISCUSSION AND POSSIBLE DIRECTION TO STAFF:

III. UPDATE ON THE CITY'S CAPITAL PROJECTS--DAN LUEDER, DEVELOPMENT SERVICES GENERAL MANAGER.

IV. UPDATE ON THE CITY'S BUDGET-- RUDY RODRIGUEZ, ADMINISTRATIVE SERVICES GENERAL MANAGER.

V. UPDATE ON THE FOCUS ON SUCCESS ECONOMIC DEVELOPMENT PLAN--CASEY ROONEY, ECONOMIC DEVELOPMENT DIRECTOR.

VI. REVIEW AND UPDATE OF THE COUNCIL'S STRATEGIC PLAN--DOUG BARTOSH, CITY MANGER.

VII. ADJOURNMENT.

The Cottonwood Recreation Center is 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.



## 2009 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. – 1/11 - **Deferred until funding is available**

#### 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) - 1/11 - **Deferred until funding is available**
- Conduct a staffing needs assessment – 6/10 – **On-going as part of reorganization**

#### 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 – 6/10 – **Business Assistance Center Completed, shovel ready site in process as well as revolving business loans**
- Create a citizen survey to determine shops and services needed for Cottonwood - 3/10 – **Completed and will be done annually**
- Update Portal/Entry signage into Cottonwood – 6/10 – **Seeking estimates for repairs**
- Promote Neighborhood Clean-Ups – 6/10 – **Will become part of the new ordinance enforcement efforts**
- Develop a plan for the historic preservation of buildings in Cottonwood – 8/10 – **Historic Preservation Commission created with first meeting scheduled**
- Implement an instrument approach designation for the airport – 6/10 – **Year-long survey and study for GPS approaches has started – ADOT Aeronautics is sponsoring the project**
- Contract with a new fixed based operator (FBO) for the airport – 3/10 - **Completed**
- Complete the first year objectives in the Focus on Success program – 6/10 – **Completed and working on second year**

- Actively encourage participation in the 2010 census – 4/10 - **Completed**
- Review airport land leases to ensure performance requirements are met – 3/10 - **Completed**

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

##### **Goals:**

- Update the gray water ordinance – 3/11
- Develop an ordinance regarding water reuse and dual plumbing – 4/11
- Create incentives to citizens for removal of high water usage landscaping, installation flow water usage urinals, etc. – 9/10 – **Council adopted a new landscaping code and plant list that prescribes low water use in all new developments**
- Replace high-water usage items within City facilities - 06/11
- Complete purchase of Spring Creek and Quail Canyon wells – 3/10 - **Completed**
- Refinance water bonds and separate financing with Clarkdale – 6/10 – **In progress**

#### **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 – 6/11
- 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 – 6/11 – **Draft conceptual plan completed – waiting on state elections**
- Encourage residential and commercial infill and create a map of available areas – 6/10 – **In process**
- Create Riverfront Reclamation Facility – 06/11 – **Design and Build RFQ in process**
- Create Storm Water Signage for storm water drains – 06/10 - **Completed**
- Develop a slopes and wash ordinance – 7/10 – **Will be included as part of the Design Manual currently being developed by Planning**

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

##### **Goals:**

- Complete design and construction of 12<sup>th</sup> St from Hwy 89A to Fir Street – 01/11 – **Design 60% complete, acquiring right-of-way**
- Complete design and construction of 12<sup>th</sup> St from Birch to Mingus Ave – 12/09 – **Completed**
- Complete construction of Mingus Ave west of Willard –9/10 – **Design 90% complete with construction bid anticipated in winter 2011**
- Complete an analysis of the need and costs of all street improvements along with funding options – 3/10

- Complete remodel of Mingus Avenue between 10<sup>th</sup> 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. – 6/10 – **Survey to residents completed – will require further discussion**
- Develop “zones” for trash pick-up to reduce damage to streets and reduce costs to providers – 6/10 – **May be illegal to create zones and requires more discussion**
- Develop a plan to safely dispose of hazardous waste such as batteries, paint, chemicals, etc. – 6/10 – **Partnership with Ace Hardware to collect batteries and electronics**
- Continue research alternatives for the creation of electricity through garbage, assessing new technology as it develops – 1/11 – **Technology is still questionable**

**Strategic Initiative #8 – Determine the need to have a lobbyist for the City of Cottonwood**

**Goals:**

- Research lobbyist models – 6/10 – **Working with GAMA to create lobby function**
- Schedule meeting with regional organizations, and invite legislators to educate them on City and Regional concerns – 12/09 - **Completed**

**Strategic Initiative #9 – Support recreation, neighborhood health, and quality of life initiatives.**

**Goals:**

- Complete Parks and Recreation Center – 4/10 - **Completed**
- Complete additional upgrades to the parking area and sidewalks at Riverfront Park - 2/11
- Slag Pile Removal Initiated – 1/10 – **Easement issue resolved, moving forward**
- Complete renovations to existing pool facility to include two additional swim lanes and deepening of the starting blocks pool area – 6/10 – **Completed**
- Determine special planning areas – 1/10 – **Will be included in the Design Manual currently being developed by Planning**
- Complete remodel of the Aspen Shadow wall to improve safety and flood protection – 6/10 – **Completed**
- Organize a 50 year anniversary celebration for the city – 9/10 – **Completed**

**Strategic Initiative #10 – Determine long and short term solutions for limited space in city facilities.**

**Goals:**

- Develop design and construct a regional public safety communications center – 6/11 – **Feasibility study in process**

- Design and construct a 2nd fire station – 6/11 – **Working with Bella Montana developers to identify donated location**
- Locate and design a new city hall facility – 6/11 –
- Design and Construct Evidence Building – 3/10 – **Completed**
- Design and relocate Court to new building – 3/10 – **Completed**

### **Strategic Initiative #11 – Improve the City Web Site**

#### **Goals:**

- Include all City Council agenda back-up material on website to better educate our citizens – 3/10 – **Completed**
- Include information for each city commission or board on the website to include the role of the board or commission, the qualifications to serve and the meeting minutes – 3/10 – **Completed**
- Pursue bill-pay on-line to make City business easier for citizens – 2/10 – **Cancelled as too expensive to citizens as cheaper options are available through personal banks**
- Create Cottonwood Airport webpage – 6/10 - **Completed**
- Create video streaming abilities for COC website to enable viewing of Council Meetings etc. – 6/10 - **Completed**

### **Strategic Initiative #12 – Support alternate modes of transportation**

#### **Goals:**

- Assimilate Cottonwood Area Transit (CAT) into Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA) to create regional transit system – 6/10 – **Completed**

### **Strategic Initiative #13 – Continue to revitalize Old Town**

#### **Goals:**

- Continue to expand street scape to other areas of Old Town – 6/11 – **CDBG?**
- Relocate Gardner’s recycling to a more compatible location – 4/10 – **Completed must be moved by March 8th**
- Create RFP to bring wine tasting room to the Old Town Jail – 1/10 - **Two wine tasting rooms located in Old Town – Plan for Old Jail at P & Z**
- Explore options to improve Sun Dial Motel – 9/10 – **Health, fire and building inspections completed – some parties expressing interest in purchasing**

DB/ka

Revised: 12/4/09

Updated: 5/19/10

**Updated: 12/13/10**