

MINUTES OF THE STRATEGIC RETREAT OF THE CITY COUNCIL OF THE CITY OF COTTONWOOD, ARIZONA, HELD JANUARY 12, 2011, AT 12:00 P.M. AT THE COTTONWOOD RECREATION CENTER, 105 SOUTH SIXTH STREET, COTTONWOOD, ARIZONA.

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CALL TO ORDER & ROLL CALL

Mayor Joens called the meeting to order at 12:00 p.m. Roll call was taken as follows:

Council Members Present

Diane Joens, Mayor  
Karen Pfeifer, Vice Mayor  
Tim Elinski, Council Member  
Terence Pratt, Council Member (Left Early)  
Linda Norman, Council Member (Left Early)  
Darold Smith, Council Member

Council Members Absent

Duane Kirby, Council Member

Staff Members Present

Doug Bartosh, City Manager  
Matt McLean, Deputy Clerk  
Richard Faust, Parks & Recreation Director  
Rudy Rodriguez, Finance Director  
John O'Neill, Library Director  
Kyla Allen, Executive Assistant to the City Manager  
Dan Lueder, Development Services General Manager

Steve Horton, City Attorney  
Tim Costello, City Engineer  
Jody Fanning, Police Chief  
Mike Casson, Fire Chief  
Casey Rooney, Econ. Dev. Director

Mayor Joens thanked the staff for all their work for the last year.

UPDATE ON THE CITY'S CAPITAL PROJECTS—DAN LUEDER, DEVELOPMENT SERVICES GENERAL MANAGER

Mr. Lueder updated the Council on the current Capital Projects. The paving projects from 12th Street from Fir to Mingus were completed in November 2009. The 12th Street from Fir to 89A - they are about 4 weeks out on design on this project. The next step on 12th Street will be some right-of-way acquisitions. The Airport Solar Project - the request for qualification has been advertised. The Disc Golf Course - the first nine holes were completed on October, 2010 and the first tournament was held on November 13, 2010. They are discussing expanding the course onto state park land. The Gardner property purchase in Old Town closed on October 8. For the Garrison Park bus transfer station they are proposing a bus bay along the access road for one way traffic. They would remove the parking spots in front of the park.

Mayor Joens asked if there was any money available for the bus transfer station project, and Mr. Lueder stated there is no grant money available for this project.

Council Member Norman asked if the proposed spot was city property, and Mr. Lueder replied that this was city property and they will bring this back for Council approval after further study on the location.

Council Member Norman stated this should be done, but is weary of there not being any funding available.

Mr. Lueder then reviewed the water and sewer projects as follows:

- The Highway 260 water line plans are complete and awaiting for approval to construct.
- The Highway 260 sewer project had some issues with the CVS end of the project. The plans are about 80 percent complete.
- Mingus Avenue improvements are in process with the Grosetta purchase and they are looking at purchasing another right-of-way property from Cottonwood Village. They are hoping to start construction in April. They are going to construct a reclaim line at the same time as the roundabout.
- They are going to be bringing the new City Hall concept to a Council work session to discuss the location of a new City Hall. Once they have a location they can work on Requests for Qualifications for design services.
- The old Court Remodel – they are looking at demolishing the back end of the building and renovate the front of the building.
- The Old Town Jail – the land ownership is kind of sketchy and the new addition appears to be on someone else’s property. Preliminary plans have been discussed and they need to hire a design firm to finish those plans.
- The Pine Shadows waterline has been advertised. A new 12 inch water line will be installed from Black Hills to Pine Shadows and we no longer have to purchase water from Clarkdale to serve Pine Shadows.
- Quail Canyon water system. The purchase of the system was completed and they are working on the plan for the transmission lines to Verde Village. They have already obtained the variable speed drive and make up for the loss of well 6-1.
- The outdoor pool solar thermal project he has reviewed and hopes to advertise it next week. That will provide solar heating for the pool and reduce the recreation center utility bills.

Mr. Faust stated they are talking with the high school to help pay for half of the pool utility/maintenance/chemicals costs for this season and then next season start billing for what they use.

Mr. Lueder continued with the following other projects:

- Regional Communication Study is in process.
- The Library HVAC is grant funded and will replace their 18 year old units.
- Riverfront Park improvements are moving along.
- The Riverfront Water Reclamation facility. They are starting to run the first of two RFQs for the design build. They would not come back to Council until late March or April.

- The Municipal Court building was completed and opened on July 30, 2010.
- The Development Services building was completed.

Council Member Elinski asked what would happen with the new Development Services building if we built a new City Hall.

Mr. Lueder stated that would have to be one of the discussions we would need to have when we move forward with the process, but if the department did move, someone would occupy that space.

He then continued with the review of other projects:

- The Library parking lot – the engineers are finishing up that plans for that project. They wanted to combine that parking lot with the new bus bay parking lot.
- Portal Signs - looking at refurbishing the three portal signs.
- NIMS compliance - Iris is working on getting people trained.
- Landscape code is in place.
- Historic Preservation Committee has been established.
- The Airport has had a new FBO since June 2010.
- State Land Acquisitions - they are continuing to work with the state land department to reduce densities and environmental impacts.
- Slopes and Wash ordinance design guidelines.
- Streets and houses survey - creating lot by lot checklist. Starting a database to bring to Council on the needs of the streets.
- Curbside recycling survey went out to residents. Citizens didn't want to do it and it may not be legal to require citizens to recycle.
- Hazardous waste disposal was done on January 29, 2010.
- The Recreation Center is open.
- Arsenic installation was inspected.
- Utility Department assumed operation of the state park and wastewater system.
- ADOT grant funding project – looking to improve sidewalks on both sides of 89A from Black Hills to Cement Plant Road.
- Animal Control issues will be heard by the Administrative hearing officer.
- They are looking at repairing the public safety buildings and assessing the other buildings.

Mayor Joens stated this shows that we are doing a lot without having a lot. Everyone is giving a 100%.

#### **UPDATE ON THE CITY'S BUDGET– RUDY RODRIGUEZ, ADMINISTRATIVE SERVICES GENERAL MANAGER**

Mr. Rodriguez gave an update in regards to the City Budget.

- The local sales tax has started to come back slowly. We had estimated to take losses of 6 percent for this year; currently we .3 percent to the black for a change. We have gone from 36 months of double digit losses to positive changes. October we are up 11 percent over last year. December figures have not come in, but at the amount of activity that we are seeing, November and December look to be good months.
- The state shared numbers are also looking good. October's numbers were up 4 percent and November's were up 2 percent. These numbers do not include the 1 percent sales tax increase.
- The state shared revenue we have collect two great years of state share revenue. But since the economy is starting to get better, we will not see any result from this recovery until two years from now.
- Bed Tax – 16 percent increase through November 2010. That means there are more people staying in town.

Mr. Rodriguez stated the general fund is there to support all the other funds. We are already at bare bones and the department heads are trying to keep their budgets down. The Finance department is over 4 percent due to the purchase of the E-Civis program which is a database for possible grant applications. The Parks and Recreation department is 21 percent over budget due to Rhythm and Ribs and Fourth of July, which has been paid for already. There are 12 positions that are frozen. If any position becomes vacant right now, we look at if we need to fill that position. Projects are still moving forward. Capital equipment purchases are being put off to the end of the last quarter of the year. The Recreation Center is such a high cost. They budgeted \$550,000. To date they have recovered \$240,000 and have not hit April and May months for annual renewals.

Council Member Smith asked if the \$550,000 budget includes taking care of the utilities.

Mr. Rodriguez stated that does not take care of the utilities. This has never meant to be a total recovery. The operational costs are \$1.3 million and \$1.4 in debt for the recreation center. We are talking about operational costs only; the debt service would be handled through the 1 percent sales tax. This is 40 percent of the operating costs.

Mr. Faust stated we were looking at 60-70 percent max recovery. To this date, we have collected around \$710,000 since opening. We are hoping that we will have a large number of renewals in April and May.

Mr. Rodriguez pointed out some areas that may be of concern. The state legislature has a republican majority and could make some changes to state revenue allocations. It would not hurt us right now, but it does cover about 14 percent of the general fund. If the legislature does not give us the economy growth, then we would only be dependent on the local economy. Unemployment in Yavapai County is still around 9.5 percent. In talking with the League, their latest estimates are that state shared income taxes are going to drop another 8 percent this coming year. Overall, the City of Cottonwood is doing well, the department heads are keeping costs down and our revenues are coming in.

Council Member Elinski asked how we ensure that we are collecting all of the rental taxes.

Mr. Rodriguez stated we check every year or so and do a review.

A break was taken from 1:45 to 2:00 p.m.

**UPDATE ON THE FOCUS ON SUCCESS ECONOMIC DEVELOPMENT PLAN–CASEY ROONEY,  
ECONOMIC DEVELOPMENT DIRECTOR**

Mr. Rooney read from a statement regarding Cottonwood and presented the current development plan. He first discussed the accomplishments of the past year and possible industries that the city should focus on bringing to Cottonwood. He stated we have a thriving medical community and tourism industry. He was focusing on small businesses and growing small business.

Council Member Smith asked if anyone has looked at bringing in any solar type companies.

Mr. Rooney stated the Verde Valley Regional Economic Development Organization has a committee set up specifically for solar sustainability. He also discussed solar issues with the new community director for APS in Prescott, about possible solar fields. He took him to the Yavapai College and showed him a possible site. Mr. Rooney continued to point out that the industries he was focusing on were the medical providers and viticulture.

Mr. Rodriguez asked Mr. Rooney why he was not focusing on retail operations.

Mr. Rooney stated retail fits in under one of the department strategic initiatives.

Mayor Joens asked if that was something we should add.

Mr. Bartosh stated that everyone has recognized that in regards to retail we are there already and we just need to maintain a center of market in the Verde Valley. The areas Mr. Rooney is concentrating on are areas that need growing.

Mayor Joens stated the survey that was sent out showed that there is a lot of retail the citizens would like to see in the area, and questioned if we shouldn't we be working to seek some of those retailers.

Mr. Bartosh stated we are trying to do that, but we are trying to diversify the economy so it is not just retail and create higher paying jobs that retail doesn't provide.

Mayor Joens stated that tourism does not provide high paying jobs.

Mr. Bartosh stated it can be.

Mr. Rooney stated what we want and what we get are two different things.

Chief Casson asked if Cottonwood could end up with a regional type mall similar to Prescott or Flagstaff.

Mr. Rooney stated that partnerships have formed to look at the 260 corridor for possible locations for development.

Mr. Lueder stated that the big box retailers are still about four to five years out. The Big 5 builder is already looking to build a restaurant next door.

Mayor Joens asked Mr. Rodriguez where would we be without any big box stores, and if we should have a balance between the big box stores and local merchants.

Mr. Rodriguez stated that some of the big box stores are going to be a draw. If retail is going to come we have to be conscience of where they are located so it can benefit the city.

Mayor Joens stated people really want to shop at certain stores and are willing to go to Prescott Valley and Prescott to shop at those stores. There should be a balance.

Chief Casson stated we should be using the bigger stores to draw people to Cottonwood and then direct them to Old Town to find the specialty stores.

Mr. Rooney stated there is huge growth industry with viticulture in Old Town. He then started discussing the Business Assistance Center and that it has been doing very well since opening in November. The goals for 2011-2012 are focusing on success, setting the foundation for when the economy turns around, continue supporting the industry targets, reducing unemployment and creating wealth, continue business expansion and retention, economic gardening – providing existing businesses with the tools to support and expand the business and help grow the economy, continue to grow the wine industry, continue the Business Assistance Center with providing small business loan referrals through grants and banks, remodel the Old Town jail, create more parking in Old Town, and branding for the city.

#### **REVIEW AND UPDATE OF THE COUNCIL'S STRATEGIC PLAN–DOUG BARTOSH, CITY MANGER**

Mayor Joens mentioned she read this at a forum she attended and one of the comments mentioned was that we should mention “green building” and sustainability. We have in our strategic plan green building and George Gehlert is working on a plan for that.

Mr. Bartosh presented the current Vision and Mission Statements to the Council. No one had any comments or additions to the current Vision and Mission Statements. The Council was unanimous in approval of the Vision and Mission statements.

#### **2011 Strategic Initiative #1 – Growth should support the cost of new city services.**

The contract for a growth study was postponed for lack of funding, but could possibly be made part of the budget for 2011-12.

Mayor Joens stated this should still be included.

**2011 Strategic Initiative #2 – Ensure our employees are trained and competitively compensated to ensure a qualified workforce to provide quality services.**

- Complete a Compensation Study to develop strategies for market competitiveness (include benefit comparison).

Mr. Bartosh stated the compensation study has been put on hold, but is still important and hopefully will be completed within the next year or two.

Mayor Joens asked if his thoughts were that these goals should be based on budget capabilities.

Council Member Pratt pointed out these are legitimate goals, but you might not be able to achieve them.

Mr. Rodriguez stated the study is not the issue. There is nothing worse than producing a study and telling everyone, guess what, you're underpaid. As soon as the economy turns around, we are able to do something.

- Conduct a staff needs assessment.

Mr. Bartosh stated that we should remove the conduct a staff needs assessment, since this is constantly done every year.

**2011 Strategic Initiative #3 – Build and retain a strong diversified economy.**

- Coordinate to develop recognition as an entrepreneurial community, i.e., development of an enterprise zone and broadband access.

Mr. Bartosh stated this item is still on-going.

- Create a citizen survey to determine shops and services needed for Cottonwood

Mr. Bartosh stated this item was completed and we have given the survey to three or four different developers.

- Update Portal/Entry Signage in Cottonwood

The portal signs will be completed within the next month to two months.

- Promote neighborhood clean-ups

Mr. Bartosh stated we should try and promote this more with a “Lookin’ Good Cottonwood” campaign, and Mayor Joens stated she liked that idea.

- Develop a plan for historic preservation of buildings in Cottonwood

The historic preservation commission has been created.

- Implement an instrument approach designation for the airport

Mr. Costello stated this was ongoing and funded by ADOT Aeronautic. A one year contract survey must be completed before we know what kind of approach is needed. Once we have the survey it will be forwarded to the FAA.

- Contract with a new fixed base operator

This item has been completed.

- Complete the first year objectives in the Focus on Success program

Mr. Rooney stated this item is ongoing and we have completed the first year objectives and are currently working on year two. He suggested it be changed to read complete objectives.

- Actively encourage participation in the 2010 census

This item was completed.

- Review airport land leases to ensure performance requirements are met.

This item is ongoing and it was suggested obtaining a second opinion to the land leases to see if there was any way we can alter or change the current leases.

Council Member Smith asked when Mr. Mongini is going to start affordable housing by the airport.

Mr. Bartosh stated he is not going to be building any houses. This was a deal done between Brian and Mongini and the storage facility was built and affordable housing was to be built in the airport zone.

Mr. Costello stated he recalled that it was nothing more than a conversation.

Council Member Smith stated the agreement was mentioned in the minutes and that’s how he was approved for that lease.

Mr. Costello stated that the FAA would object strenuously to housing being near the airport.

Mayor Joens stated we should create an item related to creating jobs, since we are at 9 percent unemployment. She questioned if there is any way to track job creation and if we have any benchmarks, and how do we know if we are reducing unemployment.

Mr. Rooney stated that information comes from the state.

Mr. Bartosh stated the Focus on Success is about creating an economy to bring in jobs; in particular higher paying jobs. If we do these things, it will create jobs. We might run into problems saying that we will try to reduce unemployment.

Council Member Smith stated we should have an item “create jobs” but not focus on a number, since people can complain when we miss the numbers.

Mr. Bartosh stated there are only so many factors we can control.

**2011 Strategic Initiative #4 – Develop water adequacy for our citizens for today and into the future.**

- Update the gray water ordinance

Mr. Lueder stated the way the current ordinance is written it is a burden on homeowners, but not a lot of people use it. We are trying to balance it out.

- Develop an ordinance regarding water reuse and dual plumbing

Mr. Bartosh stated this was done mostly for the state land proposed annexation area.

Mr. Lueder stated it is a major change and it is hard to change existing plumbing, and is the city willing to put in separate reservoirs, separate pumping systems, etc. The concept is simple and a lot more difficult to enact. It is easier to implement with a clean slate.

Mayor Joens asked if they are going to require them to put in the gray water plumbing.

Mr. Gehlert pointed out the lot sizes don't really make it work to require gray water plumbing on residential housing.

Mayor Joens stated she really didn't want this to go away, but if they can show the Council how they are going to conserve water in another fashion, then it would make sense.

Mr. Lueder stated we are requesting the homeowner to spend \$1,000 to \$1,500 to put a gray water system in; we can't make them use it. A lot of people choose not to use it.

Mr. Bartosh stated his house has a gray water system on it and he doesn't use it. It might cost him another \$1,000 just to set it up.

Mr. Lueder stated you really have to pay attention to the system – you can't let it go septic. You need to make sure you filter it out if you run a sprinkler or drip system.

Mayor Joens stated they should make some suggestions on how to conserve water.

Mr. Lueder stated we can require in new buildings low flush fixtures.

Mayor Joens pointed out we should ask the citizens in a survey if they would want to use gray water.

- Create incentives to citizens for removal of high water usage landscaping, installation flow water usage urinals, etc.

Mayor Joens stated she is disappointed with how far behind we are on this item.

Mr. Lueder stated we need to have someone identify what we can accept. A low flush toilet that isn't the right one is not going to save any water.

- Place low-water usage items within City facilities when practical

Mr. Lueder stated any new buildings that are currently being used in the city are using low flush toilets, but we need to ask Council if we want to retrofit the current buildings, knowing that we are going to be moving towards new buildings.

- Refinance water bonds and separate financing with Clarkdale.

Mr. Bartosh stated this is still in progress but doesn't know if Clarkdale will be able to qualify. This will require some additional financing.

Mr. Rodriguez stated if we go through WIFA then Clarkdale shouldn't have a problem. If we go with a conventional loan then it may be a problem for Clarkdale since they don't have a rating.

Mayor Joens asked why Clarkdale can't go with what they can get and we will go for what is best for us.

Mr. Lueder stated WIFA is backed by the federal government and they buy the rate down.

**2011 Strategic Initiative #5 – Develop initiatives that protect the environment of the Verde Valley for future generations.**

- Create development incentives to encourage “green” building and LEED certification.

Mr. Bartosh stated this is in our design guidelines.

- 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.

This is ongoing and the conceptual plan has been submitted to the State Trust Land Department. If they are good with it, we will submit a more detailed plan.

- Encourage residential and commercial infill and create a map of available areas.

This is ongoing. Mr. Lueder stated this is something we can tie into the street survey and verify how many empty lots there are.

- Create Riverfront Reclamation Facility.

Mayor Joens asked if we want to address annexation requests from other entities, communities that may come to the city, or do we tackle that one by one as the requests come in.

Mr. Bartosh stated that is more of a policy.

#### **2011 Strategic Initiative #6 – Quantify our street standards and improvement plans including funding options**

- Complete design and construction of 12<sup>th</sup> St from Hwy 89A to Fir Street –In Progress
- Complete design and construction of 12<sup>th</sup> St from Birch to Mingus Ave (5/11) – Construction problems corrected – will be chip sealed this spring.
- Complete construction of Mingus Ave west of Willard (9/10) – Summer 2011
- Complete an analysis of the need and costs of all street improvements along with funding options – On-Going
- 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.

#### **2011 Strategic Initiative #7 – Determine options involving collection and disposal of recyclables and trash**

- Develop a curbside recycling proposal and plan to reduce damage to streets by trash trucks and reduce costs to providers
- Continue to look at options for solid waste disposal
- Develop a plan to safely dispose of hazardous waste such as batteries, paint, chemicals, and etc. – On-Going
- Continue research alternatives for the creation of electricity through garbage, assessing new technology as it develops (1/11) – Technology is still questionable

Mayor Joens sometimes it just comes to responsibility as leaders to look at the situation and say we need to do something, because the landfill that was just created will be full in 60

years. Our community recycles, but the Council needs to determine if more people might use it if it were offered at home.

Council Member Elinski felt very strongly that it will not be popular with local vendors who are not able to offer recycling to compete with Waste Management. And it won't be popular with citizens because they want the freedom of making a choice between services.

Mayor Joens stated Clarkdale has recycling. She has talked with Mayor Von Gausig and Mayor Shipley from Globe. Clarkdale recycles a large percentage of their recycling.

Council Member Pratt stated on one hand it seems like a good idea and on the other hand, we have to consider what the people want. He also didn't want to hurt the local businesses. There are other alternatives to requiring recycling; one is education.

Mayor Joens suggested we seek a bid, and if people could save money, they could use whoever they wanted. The survey we sent out wasn't a scientific survey it was just our staff thinking of questions. She wanted do another survey.

Council Member Pratt stated Cottonwood does a pretty good job of recycling already.

Council Member Smith stated in Cottonwood Ranch they made a deal with Taylor and Sons and if they get x number of people signed up, they will give them a break on trash. The first 100 homeowners get a 2 percent discount. The next 100 get 5, next 100 get 10 percent. In Cottonwood Ranch, about 400 of the 500 homes are with Taylor and Sons.

Mr. Bartosh stated it does prove the point that if we did bid the whole city, we could be receiving a discount.

Council Member Smith stated Waste Management wouldn't take part in the discount with Cottonwood Ranch. He believes that one company would give a discount and may throw in recycling too.

Vice Mayor Pfeifer felt very loyal to the company she has been using for 20 years and did not want to be told that she had to change because it might be a little bit cheaper or you might not have two or three trucks on the street. There is a loyalty factor to all the people that have served us all these years and not the newbie that comes in and give us special deals.

Mayor Joens asked how as leaders of our community we can think outside the box so we can do more recycling.

Mr. Lueder suggested we could do an ordinance banning bottled water or require a deposit on them.

Council Member Pratt stated he felt education was important and was one of the alternatives.

Mr. Lueder stated Waste Management has built a recycling facility in Surprise and they are having problems filling it. It may be worth it to talk with them regarding recycling city wide.

Mayor Joens suggested an ordinance that would require vendors that do trash collection also do recycling.

Mr. Bartosh stated that he believed that all of them already do offer recycling.

Mr. Lueder suggested we distribute some of the key concepts out of the Queen Creek Study and then set a goal of research and develop options for recycling and trash.

Mayor Joens stated she liked Mr. Lueder's idea.

Mr. Bartosh stated Ace Hardware provided a drop off point for e-waste. We have not found an outlet for household hazardous waste yet, but suggested we leave this item on the strategic initiatives.

Mr. Lueder suggested it should include bio-solids.

**2011 Strategic Initiative #8 – Determine the need to have a lobbyist for the City of Cottonwood.**

Mr. Bartosh wanted to know whether or not we wanted a lobbyist for the city, since we are members of the GAMA.

Mayor Joens stated that since we belong to GAMA, and considering our current budget, we should cross this off our strategic initiatives. We are having a League day and will meet with legislators and we should be looking at less expensive avenues right now, if the Council agreed.

**2011 Strategic Initiative #9 – Support recreation, neighborhood health, and quality of life initiatives.**

- Complete additional upgrades to the parking area and sidewalks at Riverfront Park - Looking for funding
- Slag Pile Removal Initiated – On-Going
- Organize a 100 year Arizona anniversary celebration for the city – 2/2012
- Add/Improve Bicycle Trails
- Continue Trails System Planning and Inception
- Address Sports Fields Needs
- Acquire Ambulance CON
- Cultivate Good Relations with Verde Valley Fire District
- Promote “Buy Local” Campaign

Mayor Joens asked if we would we be doing anything to have people visit Old Town or Cottonwood during the state's centennial celebration. This would be included in the new plan.

**2011 Strategic Initiative #10 – Determine long and short term solutions for limited space in the city.**

- Develop design and construct a regional public safety communications center –In-Progress
- Design and construct a second fire station (6/11) – Working with Bella Montaña developers to identify donated location—Location contingent on Verde Sante Fe Annexation outcome
- Locate and design a new City Hall facility

Council Member Smith asked about the second fire station and if we would need another police substation.

Chief Fanning stated if we did annex Verde Santa Fe, the response time would be about 3-5 minutes. The officers are stationed at that end of town. Building anything on that part of town would be a waste of money.

Chief Casson suggested that if we do build a second fire station, we allocate some office space for the PD to do paperwork, or take a break. Not another police station, but include a substation within the fire station.

Chief Fanning stated that a substation is not really that important, since the police officers can complete most of their operations from their cars. Using the fire station for breaks may be necessary, but he doesn't believe they require anything beyond that.

**2011 Strategic Initiative #11 – Improve the City Web Site.**

- Combine Sewer and Water Bill – 3/11
- Create VVTV video link on COC website to enable viewing of Council Meetings etc. – 1/11

Mr. Lueder stated that on March 12 we will be combining water and sewer bills.

Mr. Rodriguez stated that we have not been able to post the videos on the website due to the size of the video files.

Mayor Joens suggested that since there is verdevalleytv.com, why we would even have our staff spend time posting the files. We should just provide a link to the video on their site.

Mr. Rodriguez stated that we can provide a link.

**2011 Strategic Initiative #12 – Support alternative modes of transportation.**

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

Mr. Bartosh stated this has been completed. CAT is now part of NAIPTA.

Mr. Bartosh stated that we might want to include a bicycle or trails plan.

Mayor Joens stated it is a very good to have the Parks and Recreation Committee advise us and that's what code says, but I read the code as well and if we have ideas we can make suggestions to them. She wanted to ensure that we focus our funding in the right areas. For example, do we want tennis courts or revitalize the Civic Center?

Mr. Rodriguez stated that he talked with Mr. Faust about the Parks and Recreation budget and keeps moving big ticket items, like the purchase of the Yavapai County Fair Grounds, to the future.

Mr. Bartosh stated a lot of this is part of the capital projects.

**2011 Strategic Initiative #13 – Continue to revitalize Old Town.**

- Continue to expand street scope to other areas of Old Town – Possible CDBG funding
- Relocate Gardner's recycling to a more compatible location – 3/12/11
- Explore uses for Gardner's property
- Explore options to improve Sun Dial Motel – May be resolved by private purchaser
- Develop more parking for Old Town
- Develop plans, acquire funding for, and complete renovation of, Civic Center
- Develop Christmas season lighting display for Old Town
- Complete Old Town Jail Renovation

Mr. Bartosh stated we are continuing to work on revitalizing Old Town. We might want to include expanding the light display. We have heard a lot of requests for new sports fields, but we might want to wait for the study to be finished before we start addressing what the community needs.

Mr. Faust stated we should be getting information on what the soccer association's needs will be in regards to expansion.

Mr. Bartosh we might want to start look at city branding.

Mayor Joens stated we should be asking the Old Town Association what their vision might be for Old Town.

Mr. Rooney stated they had a meeting yesterday in regards to their yearly strategic meeting and what they plan on doing with the Old Town jail.

Mayor Joens stated the Town of Jerome owns a lot of property that they lease out to stores and businesses and for more than a \$1 per year.

Mr. Rooney stated that the city gives the Old Town Association \$10,000 per year. He suggested we could turn the Old Town jail over to the Old Town Association for them to lease out, keep the proceeds, and the city no longer pays the \$10,000 per year.

### **2011 Strategic Initiative #12 – Create Design Guidelines**

- Develop a slopes and wash ordinance – In progress
- Encourage use of solar power – On-going
- Determine special planning areas
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### **DISCUSSION OF OTHER STRATEGIC AREAS**

Mr. Bartosh stated one of the things we might want to look at is acquiring the Verde Valley Ambulance Company with the intent being that we create 80 percent of the need.

Chief Casson stated bringing those resources under one umbrella for operation initially wouldn't be saving the city money until it is online and will save the users of that service a considerable amount of money.

Mr. Bartosh stated we should look at some type of alternate response to send out for smaller emergencies instead of sending out our large trucks. This might be something to think about for the Verde Santa Fe annexation.

Mr. Rooney stated we should add sustainability for the Business Assistance Center.

Mayor Joens stated we should include sustaining the Recreation Center so people know that is a Council priority. Also can we have the Council address streets in the neighborhood upgrades and include that as a study area.

Mr. Lueder stated they might want to consider lowering Main street down from two lanes to one line with a turn lane and bike lane north of Mingus.

Mayor Joens suggested that some of the citizens would like to see the state trust lands preserved and the only legal way to do that now would be to purchase those lands. Some of the citizens may want to raise funds to purchase the lands and it should be a regional thing; not just Cottonwood and maybe work the Verde Valley Land Institute.

Mr. Bartosh stated that is a good idea and we could meet with the Verde Valley Land Institute and suggest to them we support the trails plan.

Mayor Joens stated we should set a meeting, and add it as a goal.

Mr. Horton stated some of the jurisdictions of the Parks and Recreation Commission and the Planning and Zoning Commission overlap and suggested that those two boards meet together.

Mayor Joens stated it is a good idea and Mr. Bartosh is getting them together.

Mr. Horton stated he is thinking at the Commission level, not the department level.

Mayor Joens stated those two departments should be collaborating.

Chief Fanning suggested that the City should have one web domain address. The police department has a separate address and that is included in the police department budget.

Mr. Rodriguez stated there may have been a regulation that would require that the police department be placed on a separate site, but most of the city is already under one website.

Mr. Bartosh stated Mr. Rodriguez would like to discuss the new procurement department. The procurement department will help alleviate staff time and streamline the process. It will help produce the RFPs and RFQs and make this the process easier and free up some of the time from the legal department.

Mr. Rodriguez stated they were looking at creating a central purchasing department so the entire city is purchasing from one department and stuff is not purchased in a piecemeal fashion. This will allow us to obtain the best price. The new department will be under the finance department. It will free up staff time in preparing RFPs and RFQs for departments. Mr. Rodriguez presented three different options. He preferred to use Robert Combs to come in and assist with creating the new department. Mr. Combs has presented a proposal to work with the city for 60-90 days to hire, train and create the new department.

Mr. Horton stated that professional services, non-professional services, and capital projects take up a lot of his time doing procurement.

Mayor Joens stated if we hired this person it would alleviate some of the pressure on Mr. Horton and not farm some of the work out.

Mr. Lueder stated the water department bills 9,500 water accounts a month which means they are buying 120,000 envelopes a year. Another department might be buying 1,000 envelopes a year. We should be able to see a cost savings by purchasing together.

Mr. Bartosh stated he would like start moving on this as soon as possible.

Mayor Joens agreed, and asked how the Council felt about it.

Council agreed to support the creation of a procurement department.

ADJOURNMENT

Council Member Smith moved to adjourn. Vice Mayor Pfeifer seconded the motion, which carried unanimously. The strategic retreat adjourned at 5:10 p.m.

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Diane Joens, Mayor

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Matthew McLean, Deputy Clerk

CERTIFICATION OF MINUTES

I hereby certify that the attached is a true and correct copy of the minutes of a strategic retreat of the City Council of the City of Cottonwood held on January 12, 2011. I further certify that the meeting was duly called, and that a quorum was present.

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Matthew McLean, Deputy Clerk

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Date