

MINUTES OF THE STRATEGIC PLANNING MEETING OF THE CITY COUNCIL OF  
THE CITY OF COTTONWOOD, ARIZONA, HELD JANUARY 23, 2012, AT 9:00  
A.M., AT THE COTTONWOOD RECREATION CENTER, 150 S. 6TH STREET,  
COTTONWOOD, ARIZONA.

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CALL TO ORDER AND ROLL CALL

Mayor Joens called the regular meeting to order at 9:00 a.m. Roll call was taken as follows:

COUNCIL MEMBERS PRESENT

Diane Joens, Mayor  
Karen Pfeifer, Vice Mayor  
Jesse Dowling, Council Member  
Tim Elinski, Council Member  
Ruben Jauregui, Council Member (left at 12:20 pm)  
Linda Norman, Council Member  
Terence Pratt, Council Member (joined at 12:15 pm)

STAFF MEMBERS PRESENT

Doug Bartosh, City Manager	Steve Horton, City Attorney
Marianne Jiménez, City Clerk	Matthew McLean, Deputy Clerk
Jody Fanning, Police Chief	Mike Casson, Fire Chief
George Gehlert, Planning and Zoning Director	Charlie Scully, Long-Range Planner
Iris Dobler, Human Resources Manager	Nikki Arbeiter, Planner
Dan Lueder, Development Services General Manager	
Rudy Rodriguez, Administrative Services General Manager	
Richard Faust, Community Services General Manager	
Morgan Scott, Development Services Operations Manager	

OPENING STATEMENT BY MAYOR JOENS

Mayor Joens welcomed the Council and staff to the strategic retreat. She thanked the Council for practicing excellent civility and respectful discourse. To the City Manager and his managers, department heads and staff, the Council said thank you. We know you have been doing more with less since the downturn in the economy; you have been doubling up on jobs, and we wish to express our appreciation for your efforts.

She stated we have done everything we can to keep our valuable employees. When the economy started downward, council told the city manager our main goal was to retain our employees. Although the city manager froze 12 positions through attrition, we did not have to let anyone go. This was in stark contrast to other cities and towns in Arizona, who cut staff numbers severely. Part of this was due to a long-term City of Cottonwood philosophy of not over-hiring in the first place. It was her distinct pleasure to work with her colleagues on the council and the excellent city manager and his staff and she looked forward to strategizing today to make our city better than ever.

ITEMS FOR DISCUSSION AND POSSIBLE DIRECTION TO STAFF:

REVIEW OF THE COUNCIL'S VISION & MISSION STATEMENT

Mr. Bartosh read the Council's vision and mission statement.

Mayor Joens asked the Council if they had any suggestions or changes.

Council Member Dowling stated you can't really go wrong with that one.

Council Member Elinski stated it still sounds good to him.

Mr. Rooney stated we should fit in entrepreneurialism with the second to last paragraph. What he has seen it has become a very entrepreneurial community.

Mayor Joens suggested adding economic and entrepreneurial center.

UPDATE ON THE COUNCIL'S STRATEGIC INITIATIVE GOALS BY STAFF

**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. – Update: This strategy is funded for January 2012 pending supporting revenues; this also represents our need to complete a comprehensive infrastructure improvement plan related to future impact fees.

Mr. Rodriguez stated we had budgeted \$150,000 for the study and we have had some preliminary discussions with some consultants to start working on this now.

Mayor Joens stated she wanted part of the study to look at what is the cost of not growing at all, and if we don't grow at all what is the impact to the future.

Council Member Elinski stated he is happy to see that there is another funding option on there similar to property taxes. He hopes we could drop the sales tax and become more sustainable through a property tax, as we have seen that the sales tax has shown to be unreliable.

**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) - Update: Funded and scheduled to begin January 2012.

Mr. Rodriguez stated that Ms. Dobler has started work on this and we have budgeted \$30,000 for the study. We still have to develop a scope on the report, such as do we want to compare to other municipalities or the private sector. We have put it off for a number of years because we couldn't fund it. The economy has not turned just yet and it may be detrimental to put together a study and give the employees hope for adjustments, and then not do it. We may come back to Council and try and put it off for another year.

Council Member Elinski asked how much it would cost to fund something like that.

Mr. Rodriguez stated that back in 1999, when we actually did a study it was over \$300,000 to bring us to the requirements, and we funded it that one year. It will be close to \$300,000 to \$400,000.

Mayor Joens stated this is an expense you will have every week, so you have to be sure you can fund it. Since we might not have enough revenue to maintain that, maybe we could look at a better merit pay for another year.

Mr. Bartosh stated when we take on new employees we are really taking a shot in the dark as to what to pay them. We don't know what the market is. We know what our employees are getting paid and so you can't bring them in above what our employees are getting paid, but then again we are not competitive.

Mayor Joens stated the council has experienced that even with the people we have hired. We have had to increase salaries to stay competitive and get the best employee we can.

Vice Mayor Pfeifer stated we have lost really good employees because we are not up to snuff and it's asking a lot of employees not to move on.

Mr. Rodriguez stated if we do the study, we have to be sure to include all the benefits into the study.

Mr. Bartosh stated that we should do the study and say to the employees that we are doing the study but we might not be able to fund it next year. At least we would have some guideline of where we are at.

- Develop a procurement office – Completed

### **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 – Update: Enterprise zones in the state no longer exist – Broadband is progressing through private entities.

Mr. Rooney stated that the enterprise zone should be removed.

Mr. Bartosh stated we want to increase use of the BAC, complete the revolving loan fund grant and increase our marketing of the community.

Mayor Joens stated we should also add continue to market tourism.

- Update Portal/Entry signage into Cottonwood – Update: Currently underway along with the replacement of directional signs in front of the library for Garrison Park.

Mr. Lueder stated the directional sign in front of the library has been changed to match coming in off Mickelsen Parkway by the old fire station. Tomorrow we will receive quotes back for the three portal entry signs, one at Broadway north of Old Town, the one on Highway 89A west of Zaleski and the third one is on 89A and Verde Heights Drive. We will have them updated and painted and they will add some directional signs.

Mr. Bartosh stated we actually need a couple more portal signs; on 89A as you come in from Jerome and also on 260. We will be looking at that in terms of a budget item for next year. These signs are going to be related to our branding exercise.

- Promote Neighborhood Clean-Ups through “Lookin’ Good Cottonwood” Campaign – On going - Update: Staff has been working with several groups throughout the city that volunteer their time. Staff designates the locations for clean-up and provides the garbage bags.

Mr. Bartosh stated staff has changed the strategy of our ordinance enforcement people to where if they see something they take care of it instead of waiting for a complaint. The Gardner property has been cleaned up and Fred Piper is working to get his area cleaned up. We are now up to over 300 complaints a year.

Mayor Joens stated we have started the For Our Cities summit, and they want to do a major clean up of the City on April 14. If the City collaborated with us, we could put that as an item here.

Mr. Bartosh stated that this is how this has been done in the past—with volunteers.

- Develop a plan to identify historic boundaries and the preservation of historic buildings in Cottonwood – Update: Such a plan does currently exist and once the Historic Preservation Commission has all its policies in place and is designated as a Certified Local Government by the State Historic Preservation Office, the Commission will be able to apply for a grant to update the plan.

Mr. Scully stated that the Commission has been meeting since January, 2011. Council Member Elinski was reappointed as the Chairman again this year. The priority that is being worked on is an update of the historic resources inventory for the City that has not been done since 1986. It is a two stage process. One is doing a kind of simple overview

documenting the data that is called a reconnaissance survey. Then we need to create a database with the all the properties and the properties' history information.

Council Member Elinski stated there are also IT needs for the Commission to complete this. Mr. Scully stated they would like to get a current updated program for the database that may need to be purchased.

Mr. Bartosh stated he and Mr. Elinski had talked about creating a website for the historic commission, and that should be added as a goal.

Mr. Elinski stated they were looking for an interactive website.

- Implement an instrument approach designation for the airport – Update: The survey consultant, Woolpert, has completed the survey for ADOT Aeronautics and submitted it to the FAA for “verification”. Verification by the National Geodetic Survey takes about 6 months. The consultant will make corrections if requested by NGS. Once verification is complete, the FAA starts to write the approach procedure that will take at least 6 months.

Mr. Scott stated that the instrument approach has come into fruition. It is a published document to allow pilots to land at an airport. It is mostly for commercial pilots to land at the airport, since it is a requirement for them. The FAA will publish this after a 6 to 8 month process.

- Complete the 3 to 5 year objectives in the Focus on Success program with an emphasis on creating jobs – On-Going - Update: The CEDC continues to make good progress on the plan and updates are provided at each monthly meeting.

Mr. Rooney stated we don't need to change this at all and is in process and we are entering the third year of the plan.

- Review airport land leases to ensure performance requirements are met; create a list of performance dates; obtain a second opinion regarding the legal parameters of the original lease agreement – Update: Scheduled to start this spring.

Mr. Bartosh stated this was started due to citizen concerns, but believes it should be removed at this time.

Mayor Joens agreed that it should be removed.

Council agreed to remove this item.

- 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 - Update: This project was not funded in this year's budget, but Casey will put together a study group and try to find outside funding to support the effort.

Mr. Rooney stated this is part of creating a brand for the city. He would like us to be a leader in terms of branding within the Verde Valley.

Mayor Joens stated we should give the City Manager and Mr. Rooney support on this and it should be one of the City's priorities.

Mr. Bartosh stated it was not funded this year, but it is an important piece. Mr. Rooney is looking to find financial support for this from other sources.

Mr. Rooney stated this might be an eight month to a year process.

- Develop a revolving loan fund to support the creation of new businesses – Update: Casey continues to work with NACOG and local banks to identify funding; he is making progress but it is moving slow.

Mr. Bartosh stated we are looking to work with our local banks to create this revolving fund to start new businesses.

Mr. Rooney stated he has submitted the grant for \$250,000 and we should hear soon about it.

- Work with the Chamber of Commerce to promote a “Buy Local” Campaign – Update: Council Member Pratt and staff continue to work with the Chamber, Old Town Association, and Arizona First to market Cottonwood and local purchases.

Mr. Rooney stated we have been working with the Chamber on a “Buy Local” campaign.

Council Member Norman stated since Cottonwood is taking over the bus system again, does any of that need to be added to our Strategic Plan.

The Council agreed to add in the bus system to the strategic plan.

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

**Goals:**

- Update the gray water ordinance – Update: This may not be a viable ordinance as we continue to find more productive ways to use reclaimed water throughout the City.

Mr. Lueder stated staff has found that it might not be a viable ordinance, because we could mandate that it go to every house, but we can't mandate that people need to use it.

Mayor Joens stated she would hate to see this go away.

Council Member Elinski stated it would be better to focus on using this on a larger basis than on individual homeowners. It is a big expense to put it in after the house is built.

- Develop an ordinance regarding water reuse and dual plumbing – Update: This ordinance has been placed on hold as there is very little development and none that would be impacted by such an ordinance. This is most focused on the development of large state trust land parcels.

Mr. Lueder stated that any new building would be required to have purple piping, which would be used for fire fighting.

Council Member Elinski stated we should mandate dual plumbing.

Mr. Bartosh stated we could bring these two items back to Council at a work session for further discussion.

- Create incentives for citizens for removal of high water usage landscaping, installation of low flow water usage urinals, etc. – Update: The new landscaping code is in effect and encouragement and incentives for low use products will be part of our developing conservation program which is being developed in cooperation with the Prescott program.

Mr. Lueder stated staff has been educating citizens about water conservation and that has been working well. They have been talking with other communities to try and come up with a water conservation plan. Mr. Lueder also pointed out some of the problems with finding the right low-flush toilets.

Mr. Whitmer stated typically in a residential home up to 70% of water usage can occur in the landscaping. Anything you can do to reduce usage outside typically has the biggest bang for the buck. He cited Las Vegas as an example. He also pointed out that it is important to have the right low flush toilet.

Mayor Joens stated in our last quarterly report, we had \$175,000 in this fund and we should be returning some of that money to our rate payers in the form of a program.

Council Member Elinski stated we should have a replace your turf with a xeriscape program and a list of toilets that are good for residential use and offer a rebate.

Mayor Joens stated at a meeting the Council choose an integrated management water plan and would like to see us study, create and implement an integrated water management plan.

Mr. Whitmer stated the plan would ensure a reliable and sustainable supply of water to manage the demands in the future. It is an attempt to do a long range plan. He stated he can take the lead on this plan. We could also look at creating an ordinance to make new subdivisions look at a strategy for centralizing the runoff from rain so that it would recharge the aquifer.

- Place low-water usage items within City facilities when practical – On-Going - Update: This will be a focus for all future city buildings.

Mr. Lueder stated in the new buildings we have put in low use fixtures. We have also looked at the HVAC. The NAIPTA building's outside hose is fed with reclaimed water.

- Refinance water bonds and separate financing with Clarkdale – 1/12 - Update: The spending authority for this was not budgeted for this year. This has been put on hold until we have a water rate plan that can be used to meet our current bond covenants and hopefully improve our bond rating.

Mr. Bartosh stated this been put on hold until we are meeting our bond covenants that we currently have.

Mr. Rodriguez stated until we meet our current bond covenants and improve our bond rating we should hold off on it.

The meeting broke for lunch at 12:15 p.m., and reconvened at 12:45 p.m.

#### **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 – 1/12 - Update: Will be part of the design manual that will be complete this next spring.

Mr. Gehlert stated we can have this completed in the spring.

- 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 – 6/12 - Update: Focused on Verde Santa Fe annexation; currently planning to start a pre-annexation agreement prior to the end of this year.

Mr. Bartosh stated this has been put on the backburner to help deal with Verde Santa Fe. Now that is underway, we will have Curt Johnson come back up and start working with us again to get us scheduled with the commission for sometime this year.

Mayor Joens asked if that includes the general plan update.

Mr. Gehlert stated that would be part of the process. The selection board is onboard with the proposal at this point. The general plan update is due in 2015.

Mayor Joens stated it is important to step it up to work on the general plan.

- Encourage residential and commercial infill and create a map of available areas – Update: We are experiencing some in-fill development but very slow as with all

development; will be part of the Design Manual that is scheduled to be complete by this next spring.

Mr. Gehlert stated we will be following this up with the work on the general plan.

Mr. Scott stated Council had asked for a map to show developed properties and undeveloped properties and most of the data will be collected from Yavapai County's GIS system.

- Create Riverfront Reclamation Facility – Design 1/12 Construction 7/13 - Update: Council approved a pre-construction agreement with PCL Engineering.

Mr. Lueder stated staff would be meeting with ADEQ on the reclamation plant, which would start the permitting process. They held the first plan review meeting on December 15 and made some adjustments to some of the buildings. Staff also met with NACOG in regards to the 208 amendment on this plant. NACOG is looking at trying to build a large regional plant.

Mayor Joens asked when we expect to be completed with this project.

Mr. Lueder stated sometime in late 2013 or early 2014.

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

#### **Goals:**

- Complete design and construction of 12th Street from Hwy 89A to Fir Street – Update: Design in process and staff is beginning to acquire 39 different pieces of right-of-way for expanded road design; hope to bid by this spring.

Mr. Lueder stated they were at about 80-85% complete on the plans. They are starting to work on the property acquisitions and the project won't be ready to bid until late 2012. The design work will be completed after they are done obtaining all the right-of-ways.

- Complete construction of Mingus Avenue west of Willard – Update: Most all right-of-way acquired; hope to bid this winter with completion in early summer.

Mr. Lueder stated the one hold is the piece in front of Cottonwood Village and they are dealing with four different attorneys. Staff needs to relocate some irrigation and some electrical. That will be the last of the acquisitions that they need. Construction to start in April and they have specific dates on when school closes and opens for when the roundabout has to be taken care of. The utilities will be moved underground at the same time.

- Complete an analysis of the need and costs of all street improvements along with funding options – Update: In process but moving slowly.

Mr. Lueder stated Troy O'Dell and David Hausaman have the inspectors dedicated to eight hours a week to doing this survey, and they are looking at the condition of curbs, sidewalks, bike lanes and asphalt. The data is getting logged into an Excel spreadsheet and will allow Troy and David to rate the streets.

Mayor Joens stated since we are at the end of our future projects it might be time for the Council to discuss revenues and start talking about what is next.

- Complete remodel of Mingus Avenue between 10th Street and Willard to include complete sidewalks and bike lanes – Update: On schedule to receive NACOG funding for 2012/13.

Mr. Lueder stated once we have an SOQ ready, we will be submitting this project. One of the things that Mr. Bartosh brought up, since we are doing Mingus from 89A to Willard, then from Willard to 10<sup>th</sup>, why don't we just include 10<sup>th</sup> to Main Street and then we are done with Mingus for awhile. Staff would bring back to Council, in tandem with the NACOG project on Mingus, but separate to design as one project.

Mayor Joens stated we are making good progress on the streets.

Mr. Lueder stated one of the things to think about, because of the weather conditions, we didn't do the pavement preservation project last year. We received such a better value by bidding out more area. We would consider doing the pavement preservation every two years with a larger area, instead of a smaller area.

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

##### **Goals:**

- Develop a curbside recycling proposal and plan to reduce damage to streets by trash trucks and reduce costs to providers – Update: Based on survey results there appears to be some reluctance by the majority of citizens to the selection of one provider; staff continues to look for solutions.

Mr. Bartosh stated staff needs direction whether we should continue this item or drop it for now.

Council Member Pratt stated he supports some type of program like that, but our citizens don't. It worries him to rush ahead against the wishes of the community. The community wants to be able to select their own trash haulers.

Council Member Dowling stated some of the innovations, such as the Patriot system where they did their own materiel reclamation in Prescott Valley and all the trash gets sorted then, people don't have the option to not recycle; it is just done.

Mayor Joens stated one of the things we are dealing with, if we do nothing, is the impact on our streets of four different haulers driving around on our streets. And that costs everybody to fix the streets. We can see that people are recycling, because the recycling bins are overflowing at all times.

Mr. Bartosh stated we have more recycling sites than we have ever had.

Council Member Elinski stated we should have a single vendor picking up trash. We are paying so much for it with street maintenance, noise and amount of traffic on the street. It would save us a ton of money and allow us to start a neighborhood clean up initiative.

Council Member Dowling asked Mr. Horton if we can determine who is successful and who is not.

Mr. Horton stated we can consolidate the mechanics of doing it. Lots of communities provide a single provider and contract out. It can be a franchise. He didn't think we can prevent somebody from seeking to do that work as a service, but we can create the condition such that as a practical matter there will be one provider.

Vice Mayor Pfeifer stated when we had a monopoly on our landfill, garbage and tonnage went through the roof. When you get into any type of monopoly with garbage, you are going to have your prices skyrocket.

Mayor Joens stated we need staff to help us on this, since we have such different ideas on this.

Mr. Lueder stated one of the things that staff has brought up to you is the city has the ability to start its own solid waste division. Politically that might be the most plausible option. It takes away the price gouging fears.

Vice Mayor Pfeifer stated there is a lot of corruption in garbage. When Waste Management wanted their monopoly, they forced the county out of the garbage business.

Mr. Lueder stated we have heard this from the local haulers--that we would force them out of business. There are 60,000 people in the Verde Valley and Cottonwood only makes up about 16% of that. They all haul for different areas, not just Cottonwood.

Mr. Bartosh stated the one he followed is Queen Creek. When they bid it out, which included one recycle pick up, one regular pickup and one bulk pickup per month, it reduced the cost. Because like our haulers are facing now, you go down one street you pick up two bins and then go to the next street, and pick up a couple of more bins. In the contract with people we would be able to control how much they increase.

Mayor Joens stated we could save our residents money.

Council Member Pratt stated he likes the idea of a single hauler, but unfortunately public opinion is against it. We need to educate the public about the benefits of having a single hauler.

Mayor Joens stated our goal could be to do more community education for now about all the different options.

Council Member Elinski stated he would like to see what it would cost if the city just takes it over.

- Continue to look at options for solid waste disposal – Update: Staff has been working with several vendors looking at alternatives for a transfer station; staff plans to present options during the November work session.

Mr. Bartosh stated we have already discussed this.

- Develop a plan to safely dispose of hazardous household waste – Update: While we have successfully formed an outlet for electronic waste, staff has not found a reasonably priced alternative for household hazardous waste.

Mr. Bartosh stated this is a challenge and can be really expensive. Staff will continue to look for grant funding for this project and recommends we keep this on.

- Continue research alternatives for the creation of electricity through garbage, assessing new technology as it develops – Update: Staff continues to look for opportunities.

Mr. Bartosh recommended that this be removed, since the technology is just not there yet.

Mayor Joens stated we could always put it back on if the technology comes back.

### **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 – Update: Design is almost complete and we plan to bid work for this spring.

Mr. Lueder stated they will put some retaining walls by the Little League complex. There will be a little bit of drainage work around the skate park and the hockey rink. We will put a sidewalk in from 10th Street to the batting cages, do a little more repaving and restripe the parking lot, and if funding is available, repave the ramada parking lot with curbs.

Council Member Dowling stated several people in the area are interested in the Dirty Verde Roller Derby and they use the rink and wondered if there was a way to enclose it or shade it. They bring in a couple hundred people from out of town, but they have had to cancel a match because of inclement weather.

Mr. Faust stated one of the problems with putting a building down at the Riverfront Park is that it is in a flood zone. It might be something that we could indentify in the management plan for the area.

Mr. Bartosh stated we can make that part of our Parks and Recreation study, which we hope to have funded next year.

- Slag Pile removal Initiated with the construction of the crushing plant. – Update: MRR is moving ahead slowly.

Mr. Gehlert stated it is still moving forward. They have done work on the access road.

Mr. Lueder stated the access road is in. The utilities have been brought in off of 6<sup>th</sup> Street. They have the easement straightened out.

- Organize a 100 year Arizona anniversary celebration for the city. – Update: Several events have been organized to include Walkin' on Main, concerts through the Old Town Center for the Arts, banners, etc.

Mrs. Allen stated the February 4 celebration at the Civic Center is planned. On February 14 will be the bell ringing event schedule. There is a lot planned throughout the year and scheduled with the last one being July 4.

- Begin implementation of bicycle plan and seek Bicycle Friendly Community designation – Update: Received Honorable Mention as a bicycle friendly community and with a new planner the Bicycle Advisory Committee is poised to make good progress on the bicycle plan; hope to achieve at least a Bronze rating this next year.

Ms. Arbieter stated she has been leading the bicycle advisory committee, which is implementing the bicycle plan. They hold monthly meetings on the second Thursday of every month. They are applying for a bicycle friendly community for the second time and hope to achieve bronze rating.

Mayor Joens stated one of the things we have had in our budget is bike racks for a few years but we haven't done any.

Ms. Arbieter stated they would like bike racks at all city buildings. The bicycle advisory committee would also like to have some signage put up explaining what the sharrows mean.

- Continue Trails System Planning and Development. – On-going – Update: Finalizing agreement to acquire easement for the Del Monte wash trail that will run from Cottonwood Ranch to Old Town; taking the lead to work with the Forest Service to develop a trail head and trails at the west end of Mingus Ave.

Mr. Scully stated staff has been working with the Prescott National Forest on the trails system. The national forest will start looking at the environmental impact. It is in progress.

Mayor Joens asked if we still have a place marker of \$400,000 in our capital improvement plan.

Mr. Rodriguez stated there is still a marker there, but it is not included in the current budget.

Mr. Faust stated that is part of the Parks and Recreation's five year budget.

- Address Parks and Recreation needs through a consultant study – Update: This study was not funded this year so hopefully we can fund for next year.

Mr. Bartosh stated staff hopes to have the study funded next year.

Mr. Faust stated we might want to change the goal to address parks, recreation, trails and open space master plan needs assessment study. That type of study could cost about \$100,000 to \$110,000.

Mayor Joens stated we haven't actually finished the rec center pool. We still don't have the play equipment for the children and she is concerned about it.

Mr. Rodriguez stated once we have our current projects done, we might have a little bit of money that we might be able to use. At this point in time, we don't have solid numbers on that.

Mr. Bartosh asked Mr. Faust if they would rather have the play apparatus or the study done.

Mr. Faust stated the Parks and Recreation commission has been leaning towards getting the recreation center completed.

Mayor Joens asked Mr. Faust to take it back to the commission to find out their thoughts on it.

- Support legislation that would allow the city to obtain a Certificate of Need to provide medical transport services through the fire department. – Update: Supported such legislation this year and we will need to continue to pursue it next year. Although operations seem to be going much smoother with the ambulance company, this seems to be beneficial legislation to have in place for the future.

Mr. Bartosh stated things are running smoother now, but it might be something the city wants in their back pocket to ensure that the citizens are receiving the highest level of service possible.

Chief Casson stated Yuma has been granted the CON, but their situation was different than us because they only had one service provider. We don't have that big of problem with service.

Mayor Joens stated who wouldn't want to provide ambulance service to their own people. We already have 17 paramedics on staff. We are paying to train these people to take care of our citizens, yet they can't transport them.

- Continue to work with the Verde Valley Fire District to find a way to consolidate fire departments into one agency. – Update: The fire district has successfully gotten legislation passed that allows for a fire authority; there still seems no benefit to Cottonwood citizens to join an authority.

Mr. Bartosh stated he and Chief Casson had a meeting with the new Verde Valley Fire Chief, and they would like to create a separate fire authority that would be controlled by a separate board. He couldn't in good faith and conscience come to the council and recommend that we join a fire authority. We might not have the level of control in terms of operations and cost. He recommends that this be removed.

### **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. – Update: The consultant iXP will be presenting their second study to determine costs and a location in November and staff anticipates pursuing design of a new facility based on that report.

Mr. Bartosh stated this is complicated since this a regional effort. The economy makes it that much more difficult. The consultant is finalizing the structure and costs for the regional communication center. We need to find out who the principal will be with capital money to build it, and who will be a subscriber. It will be about a \$6 million investment and we are looking for partners in terms of principal and grant funding.

- Design and construct a second fire station in the area of Hwy 89A and Cornville Rd.– Update: On hold pending the outcome of the Verde Santa Fe annexation and the development of Bella Montaña.

Mr. Bartosh stated they have been waiting on the Verde Santa Fe annexation.

Chief Casson stated it all depends on what happens with the annexation and development of Bella Montaña where the new fire station would be located. They have also considered a satellite location somewhere at the Hwy 89A and Hwy 260 intersection.

- Locate and design a new city hall facility. – Update: Currently working on a purchase of the Rough Cut building; building inspection has been completed and appraisals are due at the end of October.

Mr. Bartosh stated we should know this week which way we are going.

#### **Strategic Initiative #10 – Improve the City Web Site**

##### **Goals:**

- Combine Sewer and Water Bill – Update: Almost complete.

Mr. Lueder stated one of the problems they have run into is a renter/landlord situation. We have a software issue where the sewer program is completely different and more obsolete than the water program. We have to put up the water and sewer side by side to compare them. We have about 4,500 accounts and about 1,000 accounts converted. We need some software modifications to combine the water and sewer bills for commercial properties because that is billed differently. One of the issues is when the landlord wants sewer in their name but want the tenant to have water in their name. We are working at it.

- Create VTV video link on COC website to enable viewing of Council Meetings etc. – Update: Complete.

Mr. Bartosh stated this is complete.

#### **Strategic Initiative #11 – Continue to revitalize Old Town**

##### **Goals:**

- Continue to expand streetscape to other areas of Old Town – Update: Sidewalk on a portion of 1st Street has been replaced; additional sidewalk to be replaced on Cactus this winter.

Mr. Bartosh stated we did a section of Fir Street last year and working on Cactus this year.

Mr. Lueder stated Cactus is being developed. There is a substandard water line on Cactus.

- Relocate Gardner's recycling to a more compatible location – Update: Complete.

Mr. Bartosh stated they have relocated Gardner.

- Develop a plan for the use of the Gardner property – Update: Council has approved an expansion of the parking area pending a hazardous waste clearance of the property; partial design has been completed but construction will not occur until 2012.

Mr. Bartosh stated staff is working through what is there now and working with ADEQ to obtain grants. Staff will have a plan in place closer to when this is ready to be remediated.

- Explore options to assist in the improvement of the Sun Dial Motel – Update: Possible buyer identified and looking at a private/public partnership that will come to the Council in November.

Mr. Bartosh stated if we were willing to take on the parking lot, we might be able to find an investor for this project.

- Develop more parking for Old Town – Update: Vacant land has been purchased west of Main Street in Old Town and design is being completed; staff anticipates bidding the construction this spring; two existing lots have been improved.

Mr. Bartosh stated we will be ready to bid out on the new parking lot around March.

Mr. Lueder stated the plans for a new parking lot won't be ready till around March.

Mr. Bartosh stated we repaved the parking lot near the Tavern and on the north side of the Civic Center.

- Develop plans, acquire funding for, and complete renovation of the Civic Center – Update: Waiting for the development of the Historic Preservation Commission and their official recognition as a Certified Local Government which will allow the city to pursue historic preservation funding.

Mr. Bartosh stated this will be a budget item for this next year.

Mayor Joens stated it should be a real priority.

- Continue to expand the Christmas season lighting display for Old Town – Update: A new lighted Christmas tree was installed this last year with additional lighting around the Civic Center; this year the Council Chamber and old Court building will be decorated with automated lighting.

Mayor Joens stated we could remove this item since the policy is that we will improve on this every year.

- Complete Old Town Jail Renovation – Update: Reviewed by the Historic Preservation Commission and final plans are being prepared; staff anticipates bidding the construction prior to the end of December.

Mr. Lueder stated over 30 contractors took out packets and they had some really good questions. So instead of trying to rush through, they will be opening the bids on February 2. We should be able to bring back to Council for consideration in March.

### **Strategic Initiative #12 – Create Design Guidelines for development.**

#### **Goals:**

- Develop a slopes and wash ordinance – Update: This will be part of the Design Manual scheduled for completion this spring.
- Encourage use of solar power – On-going – Update: Working with APS and their Smart Power program to encourage more use of solar.
- Determine special planning areas – Update: This will be part of the Design Manual.

Mr. Gehlert stated this is all part of the General Plan update.

### COUNCIL DISCUSSION AND DIRECTION REGARDING NEW STRATEGIC INITIATIVES AND GOALS

Mr. Bartosh asked if there are any additional strategic initiatives that the council would like to add or additional goals.

Council Member Pratt stated he would like to add an initiative to promote shopping locally and educate people. He would like it be known that the Council is business friendly and we do support local and private owned business, so this is known as a business friendly city.

Mayor Joens stated she supports that and the one (promoting shopping locally) with the Chamber has gone regional and it doesn't have a name that she recognizes. She would like to see something that just references Cottonwood.

Council Member Pratt stated we should advertise ourselves as a community that supports local businesses and have that as a branding thing.

Council Member Dowling stated there is an item related to branding so maybe we could integrate those.

Mayor Joens stated we could do our own separate one and participate with the Chamber also.

Mr. Bartosh stated when we do our television shows we could add an advertisement from a local business and that we support local.

Council Member Pratt stated it should read "Enhance our representation as a business friendly town that encourages people to shop locally."

Mayor Joens stated we have been receiving requests from groups to use a facility and the only place that is large enough is the gym. When the Recreation Center was built, it was her impression that the bigger gym was going to be able to be used for some activities, but the

floor right now does not accommodate that and it would take \$7,000 to cover the floor. She asked if there is any way to share that part of the facility.

Council Member Pratt stated not if it is going to hurt the facility.

Council Member Elinski stated the primary function is a recreation center and it is for the citizens.

Mr. Faust stated if we do purchase the cover, we could block certain amount of times that as long as we let the patrons know two or three months ahead of time, that there will be an event here.

Mayor Joens stated it sounds like Council agrees that we are not going to be using the recreation center for public events. She stated she would like to see a strategic initiative to add a convention center in the city.

Vice Mayor Pfeifer stated there is nothing really in town for the Chamber to use that is big enough.

Mayor Joens stated we should have a budget for the equestrian center and we should be marketing it and the recreation center more.

Mr. Faust stated we have marketed through hotels and Harkins Movie Theater. It is out there.

Mayor Joens stated we should also be marketing the Farmer's Market more too.

Council Member Elinski stated we should have some signs directing people to the recreation center.

Mr. Bartosh stated some signs off major streets might be a good idea.

Mayor Joens stated she has been meeting with Linda Heinrich, and she has a program for kindergartners called water literacy. It teaches water conservation. She would like this added as council initiative. Also promote meetings here at the recreation center. She also wants to continue the Let's Move projects and adding some funding through the recreation center. She would also like to step up the work on the 80 acres on Black Canyon Wash traded for land contiguous to the city. She would also like to establish a weight limit for Main Street in Old Town.

Mr. Lueder stated we have a truck route plan drawn up. It will not be really well politically received. We can present that to Council at a work session.

Mayor Joens asked if we have discussed modifying the temporary use permits.

Mr. Lueder stated we need to get the clerk's office in on this. We want to streamline the process and have one point of contact.

Mayor Joens stated it needs to be citizen friendly and it needs to be fixed. She stated we should also get the other cities to assist with the Business Assistance Center, either by paying or understanding what it does. She asked the Council if we do enough to recognize the city volunteers.

Ms. Dobler stated we have a spring and fall event for the volunteers, and the library and police department also have events to recognize their own.

The Council agreed that we do enough for the volunteers.

ADJOURNMENT

The meeting adjourned at 4:10 p.m.

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Diane Joens, Mayor

ATTEST:

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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 planning meeting of the City Council of the City of Cottonwood held on January 23, 2012. 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