

MINUTES OF THE JOINT WORK SESSION OF THE CITY COUNCIL, THE LIBRARY BOARD AND THE PARKS AND RECREATION COMMISSION OF THE CITY OF COTTONWOOD, ARIZONA, HELD APRIL 10, 2012, AT 6:00 P.M. AT THE COTTONWOOD PUBLIC SAFETY BUILDING, 199 SOUTH 6TH STREET, COTTONWOOD, ARIZONA.

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CALL TO ORDER AND ROLL CALL

Mayor Joens called the joint work session to order at 6:00 p.m.

COUNCIL MEMBERS PRESENT

Diane Joens, Mayor  
Karen Pfeifer, Vice Mayor  
Tim Elinski, Council Member  
Ruben Jauregui, Council Member  
Linda Norman, Council Member  
Jesse Dowling, Council Member  
Terence Pratt, Council Member

LIBRARY BOARD MEMBERS

Tyler Harding, President  
Joan Lambard, Vice President  
Liz Fuller, Secretary  
Dede Ewald, Board Member  
Thelma Fisher, Board Member  
Constance Gilmore, Board Member  
Margaret Mitchell, Board Member

PARKS & RECREATION  
COMMISSION MEMBERS PRESENT

Doug Hulse, Vice Chairperson  
Bob Richards, Commission Member  
Bill Bowden, Commission Member  
Tim McKeever, Sr., Commission Member

PARKS & RECREATION  
COMMISSION MEMBERS ABSENT

Dennis Burke, Chairperson  
Carol Nielsen, Commission Member  
Ron Hollis, Commission Member

STAFF MEMBERS PRESENT

Doug Bartosh, City Manager  
Steve Horton, City Attorney  
Matthew McLean, Deputy Clerk  
Dan Lueder, Development Services General Manager  
Richard Faust, Community Services General Manager  
Rudy Rodriguez, Administrative Services General Manager  
Vanessa Ward, Library Manager  
Charlie Scully, Long Range Planner  
Robin Babbitt, Administrative Coordinator  
Kyla Allen, Executive Assistant to the City Manager

ITEMS FOR DISCUSSION, CONSIDERATION, AND POSSIBLE DIRECTION TO STAFF:

LIBRARY BOARD ITEMS

A. UPDATE ON THE LIBRARY

Ms. Ward updated the Council and Board on the library. Circulation is up 6 percent; the internet use is up 9 percent; volunteers are down 18 percent; program attendance is up 12 percent; loaned items to other libraries is up 3 percent; items borrowed from other libraries is up 4 percent. They have begun their e-book and basic computer classes and have had about 83 in attendance. There are 8,518 registered patrons outside of the city limits and 9,710 patrons within the city limits. The security gates will be installed by the end of the month and in mid-May patrons can start self-checkout. They have added Overdrive, which checks out e-books. They have added tutor.com to the library website, which helps students with homework. They started tax help preparation service, but it didn't go well and they will attempt it again next year because they didn't receive enough customers or volunteers for the service. The Manheim Gallery is going to hold a benefit for the library.

Council Member Elinski asked if the volunteer hours are down and if that was city-wide.

Ms. Ward stated with the library it is just age and people leaving us.

Mr. Faust stated his biggest concern is volunteerism. It is very important for the service of the library. We might have to start advertising that the library needs volunteers. We are down to five members right now, and have been advertising for two and half months. Most of the volunteers that have served have served a longtime and usually have to leave due to health issues.

Ms. Ward pointed out that the library has more volunteers in the summer.

Mayor Joens asked everyone for ideas on how we can encourage more volunteers.

Vice Mayor Pfeifer stated the Chamber advertised and now we have our volunteers filled now.

Mary Eichman stated Cottonwood Ranch held a volunteer fair and four groups came to talk with residents in the area.

Ms. Ward stated the library will be a part of that next year.

Mayor Joens stated that might be something we could expand community wide.

Board Member Gilmore stated we need to educate people that they can live outside of the city and still volunteer.

Council Member Norman stated it would be good idea to have a volunteer booth at the Primetime fair.

Mr. Lueder stated we can do bill stuffers in the water and sewer bills.

Board Member Fisher stated a public service announcement can reach a lot of people.

Mr. Rodriguez stated we are now on Facebook so we can advertise on there.

Council Member Dowling asked if there are any incentives to volunteering.

President Harding stated the library volunteers get a discount at the recreation center.

Council Member Elinski stated one of the things we could do is use the bus shelters for advertising.

The Council agreed that was a good idea.

Mr. Bartosh stated staff can look into it we just want to be sure to make it secure.

Mayor Joens suggested we should be adding a line at the end of every Facebook posting directing people who to contact if they want to volunteer.

Vice Mayor Pfeifer stated she can talk with the Chamber about putting it in the newsletter.

Mr. Bartosh stated that one the things that volunteers want to feel like is their job is important and appreciated and that they are part of the team.

#### B. LIBRARY HOURS & STAFFING

Library Board President Tyler Harding stated if the city would hire two part-time people the library would be able to open again on Monday.

Mayor Joens stated she would like to see the library open again on Monday.

Mr. Bartosh stated this was a budget reduction need. Unfortunately the parks and recreation are not required services and the city tends to focus more on public safety issues. The citizens' surveys have stated that they would like the library open on Mondays as well.

Bob Oliphant stated there was a freeze on two specific positions in the library and the implication was that as soon as money was available, those positions would be replaced.

Mr. Rodriguez stated the revenues are not there where we can fill the positions.

Mayor Joens stated staff will continue to watch the budget and we have learned to do more with less.

#### PARKS AND RECREATION COMMISSION ITEMS

##### A. TRAILS UPDATE

Mr. Scully gave an update on the trails program. We are looking at bringing trails into the

city limits, and that mostly deals with working with private property owners. Outside the city, the Verde Front Planning Effort is a forest wide planning effort for recreation within Prescott National Forest. They have started creating action teams and one is the Verde Front Trails Steering Committee, and the city and Yavapai County agreed to be the co-conveners of this process. There are two priorities, one is the area west of Cottonwood near the end of Mingus Avenue and the other was working with Camp Verde near Copper Canyon. Right now it is in the Forest Service's hand to work out the technical details.

Mayor Joens stated that is a very positive thing.

Mr. Scully stated they have already started work on the Black Canyon Trail near Mingus Avenue. They are going to get the trail built before the parking lot. Within the city, we have been talking with property owners to get easements. Those things are still in progress. The Coconino National Forest has been active in creating new trails near Sedona and some people want to bring that farther down into Cottonwood.

Mayor Joens asked the Commission if they had enough communication with Planning and Zoning in regards to the trails.

Vice Chairperson Hulse stated we are very well versed on the trails planning. The communication is good.

#### B. PLAYGROUND EQUIPMENT

Mr. Faust stated this is the play apparatus for the pool at the recreation center. He reviewed a picture of the play apparatus he handed out to the Council and Commission. The Commission has identified finishing the indoor pool and looking for any left over funding as it pertained to the solar panels.

Commissioner McKeever stated he spends a couple hours a week in the recreation center. He would like to see the play apparatus added to the pool. He believes that an additional 500 to 2,000 people would become members of the recreation center based on the recreation stuff for the children. This was promised to be built and this is something that can be done to provide something positive.

Commissioner Richards stated his understanding was the plumbing was already there and the money to finish this was diverted elsewhere, so it is time to finish the recreation center and get it completed. Apparently there will be enough money from the solar panel project to allow this to be done.

Commissioner Bowden stated he went through the recreation center in Colorado and his impression was that most of them had a play center in the pool. It is time to complete this and make the pool area for all the kids.

Mayor Joens stated it could promote multi-generationalism.

Vice Chairperson Hulse stated the commission is in complete agreement. The play structure was part of the original plan for the recreation center. It was advertised as one of the features for citizens to vote for the recreation center. And it gives the kids something to do during the summer. The new price to install this has dropped to \$209,000 to install this feature.

Council Member Pratt stated all the arguments are really solid and believes it could bring in more people to recreation center.

Mayor Joens stated she would like to see this installed.

Vice Mayor Pfeifer stated this would be really good for when the older people are there and the kids are allowed. It would integrate the kids and the older folks.

Council Member Norman asked when it gets installed would the pool have to be shut down.

Mr. Faust stated we need to cordon off the main section of the pool. If we advertise, people probably won't care since we would be getting the play apparatus.

Council Member Dowling stated he concurred with installing the apparatus.

Council Member Elinski agreed.

Mr. Rodriguez stated we have never been against this, but we have been trying to be as frugal as much as we can. One of the options we decided to do was put in the solar water heating system in order to try and cut our costs, so we could afford other things throughout the city. We have been talking solar since before we built this project, hence that is why the roof structure is the way it is. Currently the recreation center is trailing behind in memberships from last year. No one can guarantee that we will bring in more revenues. We have a fiduciary responsibility to our taxpayers to provide efficiencies.

Mayor Joens stated this could come out of the solar project budget of \$600,000. Personally, she doesn't want to take anything away from the solar and wants that to go full force. She would like to see if there are any funds available from some other source.

Mr. Bartosh stated staff is supportive of this expenditure, but the biggest concern is the timing. What staff is recommending is that we wait a little bit and find out how much the solar is going to cost and then hopefully we will have money left over for the play apparatus.

Commissioner McKeever stated he has a car that he bought in 2002 that has 140,000 miles on it. He has been waiting for the last three and half years to find the perfect time to when he can buy a new car. We can sit and wait for the perfect allocations of funds or we can act now. He deals with the people, and the people want this.

Mr. Rodriguez stated we have never renege on a promise as long as he has been here.

Commissioner Bowden stated we have waited enough time.

Mayor Joens stated the feeling of the council is that we must do the solar project in the best way that we can, but we would also during this budget discussion, discuss ways we can do both.

Mr. Bartosh stated we should know how much the solar project is going to cost in about four to five weeks.

#### C. PARKS & RECREATION FIVE-YEAR PLAN

Mayor Joens stated according to the five-year plan, the play apparatus would be funded in 2012-2013. She would also like to see the park in Verde Village finished, but she would like to see the play apparatus finished first. The plan looks great.

#### D. SOCIAL MEDIA AND MARKETING

Mr. Faust stated one of things we were concerned about was marketing for the recreation center and all the events in the city. We need to increase our marketing budget.

Mr. Rodriguez stated one of the problems we were having is that things were getting posted on our Facebook page and not our website. We are working on one site that has everything in the city and everything refer back to the website. The Facebook site is running concurrent with the city website.

Mayor Joens stated they have been doing a fantastic job with the site.

#### EXECUTIVE SESSION - PURSUANT TO A.R.S. § 38-431.03.A.7 THE COUNCIL MAY VOTE TO CONVENE IN EXECUTIVE SESSION TO CONSIDER ITS POSITION AND INSTRUCT ITS REPRESENTATIVES REGARDING NEGOTIATIONS FOR THE POSSIBLE PURCHASE OF REAL PROPERTY

Council Member Elinski moved to convene into executive session. The motion was seconded by Council Member Norman and carried unanimously.

Vice Mayor Pfeifer moved to return to work session. The motion was seconded by Council Member Norman and carried unanimously.

There was no discussion or comments from the Council.

ADJOURNMENT

Mayor Joens moved to adjourn. The motion was seconded by Council Member Elinski, and carried unanimously. The work session adjourned at 8:40 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 joint work session of the City Council of the City of Cottonwood held on April 10, 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