MINUTES OF THE STUDY SESSION
OF THE TOWN COUNCIL OF THE TOWN OF CHINO VALLEY

WEDNESDAY, MARCH 5, 2014
4:00 P.M.

The Town Council of the Town of Chino Valley, Arizona, met for a Study Session in the Chino Valley Council Chambers, located at 202 N. State Route 89, Chino Valley, Arizona, on Wednesday, March 5, 2014.

Present:	Mayor Chris Marley; Vice-Mayor Darryl Croft; Councilmember Mike Best; Councilmember Linda Hatch; Councilmember Pat McKee; Councilmember Lon Turner; Councilmember Don Wojcik
Staff Present:	Town Manager Robert Smith; General Services Director Cecilia Watts; Finance Director Joe Duffy; Police Chief Chuck Wynn; Town Engineer/Public Works Director Ron Grittman; Planner Ruth Mayday; Town Clerk Assistant Liz Hart (recorder)

1) CALL TO ORDER; ROLL CALL

Mayor Marley called the meeting to order at 4:05 p.m.

2) Review, discussion, and revision of the Draft Strategic Plan. (Ruth Mayday, Planner)

Mayor Marley and Planner Ruth Mayday reported that:

- Council met twice with facilitator Lance Decker in 2013 to develop a Strategic Plan. The purpose of the Plan was to create a single unified document that represented the objectives and measurable results of Council, and prioritize those policies so that they can be implemented in a manner that best serves the community.
- Ms. Mayday reviewed Mr. Decker's notes to refine the Strengths, Weaknesses, Opportunities, Threats and Trends ("SWOTT"), Organizational Values, and Key Result Areas in the draft. Staff reviewed the objectives and provided feedback; Ms. Mayday used these comments to narrow the focus in some places and put like ideas together, and create a timeline of the Objectives and Action Plans attached to each Key Result Area ("KRA").
- The Mission Statement pertained to how the Town wanted to be perceived; the Vision Statement pertained to how the community saw itself; and the Organizational values pertained to how the government wanted to interact internally and externally.

Ms. Mayday previewed the charts depicting the KRAs, staff comments, KRAs sorted out by staff responsibility, and Council action needed. She then reviewed the KRAs with their associated objectives and action items. Each action item listed below is followed by the completion date proposed during the retreat and any Council discussion and/or direction.

KRA #1 Strong Fiscal Health

Objective #1 Revenue instrument for full funding of capital improvements, ongoing maintenance and annual operating programs – 12/31/17

- Action: Develop Council policy for contingency funds – 1/15/14

Discussion: Council met this objective in January 2014 by adopting a new contingency and reserve policy as part of the Town's financial policy.

- Action: Establish committee to discuss with State, the possibility of taxing medical marijuana – 8/31/14

Discussion: Councilmember Hatch and Mayor Marley intend to draft a letter for Council's consideration and possibly forming a committee to address the matter.

- Action: Set up funding programs for sustainable development – 6/30/14

Discussion: Include rainwater harvesting, housing development, sustainable buildings, etc.; item was dependent upon impact fee contract work with Pat Walker.
Council Direction: Include impact fees; possibly form committee; may need to modify codes; change completion date to June 2015.

- Action: Put resources aside for rainy day fund – 6/30/14

Discussion: Consider a fund separate from contingencies, reserves, and fund balance to set aside for another economic downturn; new financial policies were stronger than those before the downturn and included markers to indicate fiscal stress.
Council Direction: If further discussion was needed, take to Finance Subcommittee.

Objective #2 Create plan for holding bond election for infrastructure – 6/30/14

- Action: Calendar of legal deadlines for bond issues – 1/1/14

Discussion: Deadline was not met; staff has draft calendar; May 20 is drop-dead deadline for Council to decide if they want it on the November 2014 ballot.
Council Direction: Staff provide GANTT chart to Council.

- Action: Complete legal deadlines for election – 6/30/14

Discussion: Language will need to be crafted.
Council Direction: Staff provide GANTT chart to Council; change completion date to 5/20/14

- Action: Staff to prepare appropriate support information for the bond issuance – 6/30/14

Discussion: This item will need involvement from many; staff provided timelines for 2014 and 2015.
Council Direction: Staff provide GANTT chart to Council; Council to authorize staff to get on WIFA priority list; anticipating a November 2014 election date, change completion date to 5/20/14.

- Action: Following successful bond election, issue contract and complete project – Not specified

Discussion: Council to decide whether or not to put item on ballot.

Objective #3 Resolve Town's outstanding legal issues – 6/30/14

- Action: Council agrees to work toward resolution of Cortez lawsuit – 1/15/14

Discussion: This had been ongoing and progress was being made.

- Action: Reach settlement with Cortez – 6/30/15

Discussion: Cortez will start scheduling rezoning activities; Attorneys were fixing date of execution on provisional settlement agreement and will sign and send agreement to the Town.

- Action: Concessionaire agreement with Prescott Sportsman's Club ("PSC") – 12/31/14

Discussion: Staff was putting agreement together and will send to PSC; dependent upon PSC.

- Action: Town Code and UDO compliant with A.R.S. – 12/31/14

Objective #4 – Resolve Town's budgetary and financial issues – 6/30/16

- Action: Initiate purchase of Prescott water system – Not specified
- Action: Extend Road 4 South to Peavine Trail – 6/2014
- Action: Cameron Ranch – 1/2014
- Action: Bright Star Development Agreement and water rights – 8/31/14
- Action: Purchase wastewater treatment plant from private owner – 12/31/14
- Action: Create a viable plan for gaining funding to provide water and sewer infrastructure – 12/31/15
- Action: Complete Loop Road project – 12/31/15

Discussion: These were all huge projects and all currently being worked on.

<u>KRA #2 Sustainable Economic and Community Development</u>

Objective #1 Complete Chino Valley Industrial and Commercial Development Plan – 6/30/16

- Action: Complete Chino Valley water/wastewater infrastructure plan – 6/30/16
- Action: General Plan ratification and adoption – 11/2014
- Action: Work on grant money for infrastructure – 4/30/14

Discussion: ACA certified site status was complete and ACA grant submitted; staff to submit EDA application next week; shooting range grant was pending.

- Action: Complete utility extensions to Old Home Manor – 3/31/15

Discussion: This was contingent upon the above-mentioned grants.

- Action: Begin to develop plan which focuses on attracting a well-rounded sustainable business environment rather than just businesses associated with gun club environment – 9/2014

Discussion: Staff had an estimate for the required planning work and was actively seeking assistance from the private sector; staff needed to know Council's urgency/priority on this. Council Direction: Council will need to discuss and assign priorities in future meeting.

Mayor Marley called for a recess at 4:59 p.m. and reconvened the meeting at 5:22 p.m.

- Action: Develop the five-year economic development plan – 12/31/14

- Action: New supports in effect for local entrepreneurs and surveys to local entrepreneurs as to the type of support needed – 10/20/15

Discussion: Several actions under this were also under sustainable and community development.
Council Direction: Eliminate redundancies in chart.

- Action: Research and provide a list of cost-effective physical supports to encourage independent entrepreneurs in Chino Valley – 2/2014

Council Direction: Remove item.

- Action: Town Manager provides a viable financial plan to support independent entrepreneurs in Chino Valley outside of town facilities, such as broadband support at local coffee shops, and begins to provide regular six month reports to Council – 6/2014

Discussion: This item pertained to the Town providing technical support in the Business Center, such as computer use and WiFi, to allow business personnel to access information from entities other than the town; this was outside the town manager's job description; need to rephrase objective; Economic Development Subcommittee could take over some of this.
Council Direction: Check into getting WiFi in Business Center; add NACOG to list of services; Councilmember Hatch provide Town Manager with broadband information; Town Manager to report on new activities only with regard to the Business Center; remove item.

- Action: Town begins to research process of new types of sustainable business and what is needed to attract and support high-tech types of sustainable small businesses – 8/2014

Council Direction: Extend through September 2014.

- Action: Public Works submits to council the status of the work on the flood control plan and use of the money for the first two years – 2/28/14
- Action: Submit the next phase of the flood control plan to the County – 2/28/14
- Action: Public Works provides a new schedule for the next two years of the 5 year plan approved by the Flood Control District – 8/31/14
- Action: Public works completes the second two year flood control objectives and requests the final approval for the last year of the five year plan for town flood control – 3/2016

Discussion: Flood control was part of a healthy community, although not really part of economic development.

- Action: Begin a plan to work with lobbyists at the League and other organizations to encourage a state tax on medical marijuana growing facilities, with at least 50% of the funding going to the town hosting said facilities – 3/31/14

Discussion: This was already addressed in committee.
Council Direction: Remove item.

- Action: Establish a viable plan to work with the state on taxing medical Marijuana growing facilities – 7/31/14

Discussion: All Council could do was send a letter to the Town's representatives.
Council Direction: Remove this item.

- Action: Planning & Zoning fee study and update – staff-added item – 6/2014
- Action: Initiate housing rehab program now that the State was funding it – staff-added item – 3/2015
- Action: Prioritize the development – 1/2014

Objective #2 Complete Chino Valley water and wastewater infrastructure plan – 6/2016

- Action: Acquisition of Prescott water system – 3/1/14
- Action: SR 89 sewer bond issue – 11/2014
- Action: Alternative in case of bond failure – 3/31/14
- Action: Begin study of rainwater capture – 4/2014-11/2014

Discussion: Flood Control Committee identified sheet flooding areas for retention ponds, but until the State addressed credits to developers, the Town could not do this.
Council Direction: Change item to small-scale rainwater capture.

- Action: Make specific plan for water/sewer pipes available to the public – 12/31/14

Objective #3 Complete Chino Valley roads project infrastructure plan – 6/30/17

- Action: Complete Road 4 South to Peavine – 6/1/14
- Action: Complete Loop project – 12/1/16

Discussion: Action 1 was currently under construction, would be done in March, and was thus far $50,000 under budget.

KRA #3 Community Engagement and Communication

Objective #1 Certify partnership agreement for joint cooperation between Chino Valley leaders and Town partners, including people and organizations in education, health care, transit, and recreation – 6/30/14

- Action: Provide regular reports to Council highlighting organizational interaction with key community groups, leaders and the Town's partners – 1/1/15

Council Direction: Extend deadline to 2016.

- Action: Complete a series of meetings to discuss and craft a partnership agreement – 4/15/14
- Action: Develop specific goals and a timeline for collective action in advancing the Town's Strategic Plan – 5/1/14
- Action: Create a timeline for the goals to be established with each of these organizations individually and as a consortium – 12/31/14

Discussion: This was an important part of the Plan; it should be a function of Council, not the town manager; a business group that supported the community was needed to interface with Yavapai Community College and such a business group appeared to be starting; the business group needed to be on board before the bond election.
Council Direction: Discuss at a future meeting to form a committee or develop another mechanism to address this; change deadline to a start date of July 31, 2014.

Obj #2 Increase community support for the Town's direction, policy makers, and staff to no less than 75% as demonstrated by annual community surveys – 12/31/15

- Action: Address issues raised as part of or reflected in survey of all residents; determine level of customer service and what standards to establish for staff – 12/31/14

Discussion: Town needed to continue annual surveys; 75% was unrealistic.
Council Direction: Review in the future and revise language.

- Action: Coordinate staff schedules to maximize customer service – Not specified
- Action: Public Works provides an annual time schedule for roads maintenance – 6/30/14
- Action: Provide to Council regular reports on Town customer service – 3/31/14
- Action: Create a tracking system to report compliments and complaints from the Town's customers – Not specified
- Action: Create a system for considering and addressing suggestions, recommendations and complaints from the Town's customers – Not specified
- Action: Software implementation for Development Services – staff added item 10/30/14

Council Direction: Retain this item.

- Action: Move Public Works and Development Services to Community Center – staff added item – 9/30/14

Discussion: This was an ongoing discussion.

Ms. Mayday then reviewed items related to needed Council action, to determine if it was Council's intent for themselves or staff to carry out these activities. She also pointed out that she had created similar lists of action items for town manager, management staff, public works, development services, finance, and legal departments. Council discussed that while staff schedules were a management issue, Council would need to give input.

Town Manager Robert Smith then reviewed a similar chart that the Clerk had drafted that indicated seasonal and cyclical work that went through administration that Council could consider when proposing new work items. More details will come from finance and public works.

Council comments:

- All the starting and completion dates were guidelines and not set in stone, that should be reviewed and revised as other matters not in the Plan arose.
- Council will need more study sessions on this; if a councilmember saw an action item that needed to be addressed, they could forward that item to a regular meeting.
- As there was not enough staff to accomplish everything in the Plan, Council needed to prioritize first and second tier items for 2014 and get staff's feedback.
- Council needed to keep in mind that some of these programs, such as the Flood Control Program, were already ongoing and could not be put aside, while some will need to simmer for a couple years.

Council asked Ms. Mayday to provide copies of these chart to them, and to leave the charts on the walls while they were still working on the Plan.

3) ADJOURNMENT

MOVED by Councilmember Linda Hatch, seconded by Councilmember Pat McKee to adjourn the meeting at 6:13 p.m.

Vote: 7 - 0 PASSED

Chris Marley, Mayor

ATTEST:

Jami C. Lewis, Town Clerk

CERTIFICATION:

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the Town Council of the Town of Chino Valley, Arizona held on the 5th day of March, 2014. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 8th day of April, 2014.

Jami C. Lewis, Town Clerk