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

THURSDAY, MAY 1, 2014
6:00 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 Thursday, May 1, 2014.

Present:	Mayor Chris Marley; Vice-Mayor Darryl Croft; Councilmember Mike Best; Councilmember Linda Hatch; Councilmember Pat McKee
Absent:	Councilmember Lon Turner; Councilmember Don Wojcik
Staff Present:	Town Manager Robert Smith; Planner Ruth Mayday; Assistant Planner Elyse DiMartino; Town Clerk Jami Lewis (recorder)

1) CALL TO ORDER; ROLL CALL

Mayor Marley called the meeting to order at 6:00 p.m.

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

Planner Mayday reported that after Council's last review and discussion on the Strategic Plan ("Plan"), she:

- reworked the document's layout, framework, and organization;
- separated the text into more relevant sections;
- applied the SWOTT (Strengths, Weaknesses, Opportunities, Threats, and Trends) analysis directly to the Key Result Areas (KRAs);
- included downsized five-year plans in spreadsheet form; and
- included a SMART (Specific, Measurable, Achievable, Relevant, Time Bound) goal for each goal in the Key Result Areas.

She also clarified that the colors on the spreadsheet were as follows: solid red meant that Council action was required; red slash lines meant Council action was underway; solid gray indicated action needed by someone other than Council; and gray slash lines indicated that the project was ongoing. She also noted that KRA #1, Goal 1, Objective D, Action 2 should be a gray slashed line.

Council comments and recommended changes:

- It was good that economic development was continuing to be in the forefront of the Town's goals.
- The objective to renegotiate the Concessionaire Agreement with the Prescott Sportsmen's Club was on the next agenda, ahead of the current schedule.
- Prescott Sportsmen's Club needed to be spelled out, not abbreviated.

- NACOG was already working on the objective to develop programs to support entrepreneurs and small businesses in Town.
- The objective to institute annual surveys of residents to gauge sentiment about Town policies will yield a higher level of feedback and be a good measuring stick of community opinion.

Council asked staff to bring the Plan back one more time for formal adoption. Town Manager Smith recommended that it be done in June, as the two May meeting agendas were very full.

3) ADJOURNMENT

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

Vote: 5 - 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 1st day of May, 2014. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 13th day of May, 2014.

Jami C. Lewis, Town Clerk