

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

THURSDAY, OCTOBER 27, 2011

9:00 AM

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, October 27, 2011.

Mayor Marley called the meeting to order at 9:07 a.m.

Council Present: Mayor Chris Marley, Vice-Mayor Carl Tenney, and Councilmembers Mike Best (arrived at 11:16 a.m.), Darryl Croft, Linda Hatch, and Lon Turner.

Council Absent: Councilmember Dean Echols.

Staff Present: Town Manager Michael Scannell, General Services Director Cecilia Watts, Finance Director Vera Smith, Police Chief Chuck Wynn, Town Engineer Ron Grittmann, Development Services Consultant Dava Hoffman, and Town Clerk Jami Lewis (recorder)

- 2) Paul Wenbert of PW Consulting Services will lead Council in discussion with regard to development of a 2011-2013 Strategic Plan.

Mr. Wenbert led the discussion with regard to developing the strategic plan.

Town Successes in Recent Years

Council reviewed and discussed staff's comments, then listed their own.

- Solar energy to sewer plant, resulting in savings between \$600-\$3,000 per month.
- Completed flood control plan, resulting in being able to ask for more funding.
- Began and expanded Town water system.
- Began process to secure future water supply by purchase of property in the Big Chino.
- Restructured town's debt profile.
- Entered into an agreement with the solar farm to the south, which included roadway acquisition.
- Continued efforts for regional economic development.
- Continued efforts for participation in regional water resource planning.
- Efforts toward town-wide business directory.
- Updated zoning Code (Unified Development Ordinance).

Council reviewed staff's list of successes and made a minor amendment to the event center item.

Proposed Revisions to 2002 Strategic Plan Vision, Mission, and Values

Council reviewed and discussed staff's proposed revisions:

- *Community Vision:* They preferred the term agricultural, rather than rural, with regard to future economic development efforts.
- *Core Values:* They desired to add encouragement of renewable energy to the bullet point about businesses and industries.

Future Assumptions

Council and staff discussed staff's future assumptions.

- *Population:* Council believed the Town's population, as well as economic development, would experience slight to moderate growth, rather than be static..
- *Housing Inventory:* Staff reported that per an ASU economist, there were 18% vacancies in Yavapai County and enough structures in Yavapai County for 10 years of growth. This was comparable to conditions across the state.
- *Increased Crime:* They expected that crime will most likely increase due to economic conditions.
- *Economic Nodes:* Council preferred to not use the term "node."
- *Jobs and Economic Development:* Council believed that economic development efforts would increase available jobs.
- *Renewable Energy:* Council desired to include this.

Mayor Marley recessed the meeting at 10:29 a.m. and reconvened it at 10:45 a.m.

Strategic Objectives for the Next 20 Months

Mr. Wenbert recommended that Council address short-term priority focus areas through June 30, 2013. They could include longer-term items, but only develop specific steps for the short-term items. Typically, a strategic plan included ten to twenty organizational objectives, but staff preferred three priority focus areas that were so important, they could be the only items in the plan. While he had never done it that way, it made sense. Council's options were:

- Option 1 – only three focus areas: General Plan update; Economic Development Plan; and creating financial stability, all of equal importance.
- Option 2 – hybrid approach with three focus priority areas plus a few others of high priority
- Option 3 – traditional plan listing all priorities

Council preferred the hybrid approach, with the focus areas prioritized as follows: financial stability; economic development plan; and general plan.

Using the SMART (specific, measurable, attainable, results-oriented, time-bound) Goals tool, Council then listed goals relating to the following topics:

- annual county stormwater funding;
- dry industry;
- sewer hookup fees and regulations;
- water and sewer to and along Highway 89;
- sewer plant solar project;
- connector road to Williamson Valley Road;
- new economic development ad hoc committee;
- rainwater harvesting and aquifer recharge;
- Community Center Phase 3;
- regional economic development plan;
- 40-hour work week;
- shooting range project;
- facilities maintenance;
- property maintenance standards;
- standalone programs transitioning to not-for-profit;
- human resources manual;
- importation of water from Big Chino;
- Old Home Manor development;
- Town employee retention strategies;
- new zoning classifications;

- bio-mass power plant;
- Town properties' use;
- highway improvements;
- youth recreation activities;
- grant writer position;
- sewer lien collection plan;
- acquisition of privately-held water companies;
- rainwater harvesting and aquifer recharge.

Mayor Marley recessed the meeting at 11:44 a.m. and reconvened it at 12:03 p.m.

Council and staff discussed staff's priority focus areas objectives:

- The Town needed to start the first phase of the general and economic development plans now due to new impact fee legislation.
- Staff intended to have the user fee study to Council in January 2012, six months earlier than proposed.
- Council desired for the Town's financial advisors to present possible alternative revenue sources.

Council then grouped the goals listed above under the three priority focus areas and voted on preferred priorities. Some goals they considered administrative and set them aside to have staff prioritize. They also identified several goals as policy issues.

Mayor Marley recessed the meeting at 1:57 p.m. and reconvened it at 2:06 p.m.

Each councilmember selected four priorities out of the goals identified as policy issues in order to prioritize them. Mr. Wenbert stated that he would rank these as high, medium and low priority. The rankings with the highest priority first were:

- Sewer hookup fees and regulations; employee retention and 40-hour work week; and acquisition of privately-held water companies.
- Connector road to Williamson Valley Road; and youth recreation activities.
- Rainwater harvesting and aquifer recharge.
- Bio-mass power plant.
- Importation of water from Big Chino.

Mr. Wenbert stated that based on these discussions, he would draft the strategic plan, which should be updated every two years.

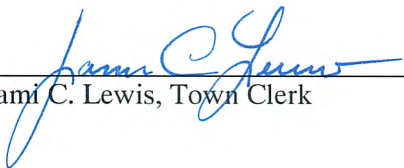
3) ADJOURNMENT

The meeting was adjourned at 2:17 p.m.

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 27th day October, 2011. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 8th day of October 2015.



Jami C. Lewis, Town Clerk