

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

**WEDNESDAY, NOVEMBER 18, 2015
8:00 A.M.**

The Town Council of the Town of Chino Valley, Arizona, met for a Study Session/Retreat in the Pro Force Tactical Law Enforcement Range Classroom, located at 2178 Sgt. Dee Barnes Way, Chino Valley, Arizona, on Wednesday, November 18, 2015.

Present: Mayor Chris Marley; Vice-Mayor Darryl Croft; Councilmember Mike Best; Councilmember Susie Cuka; Councilmember Jack Miller; Councilmember Corey Mendoza; Councilmember Lon Turner

Staff Present: Town Manager Robert Smith; Assistant Town Manager Cecilia Gritman

1) CALL TO ORDER; ROLL CALL

Mayor Marley called the meeting to order at 8:07 a.m.

2) Welcome and opening comments, and review of retreat agenda, session objectives and introductions.

Mr. Smith reviewed the process for developing a report from this meeting and introduced facilitator Lance Decker with LL Decker & Associates.

Mr. Decker reviewed the retreat objectives:

- Review and update the Town's current strategic plan;
- Discuss pressing issues facing the Town of Chino Valley; and
- Develop strong lines of communication within the Council, and between the Town and the community.

The group discussed the purposes for the joint meeting with the Chamber of Commerce Board, the roles of other entities in the Town, and other partnerships that could be formed for the community's benefit.

Participants were then asked to state their name and occupation, and reveal some unknown fact about themselves that might give the others some insight into their communication style.

Mr. Decker reviewed how the meeting would be managed and what participants could expect during the day, after which he introduced the group to storyboarding, the five-step issue discussion model, and four possible alternatives for decision-making.

3) Discussion regarding pre-retreat interviews.

Prior to this workshop, Councilmembers were interviewed to help determine the topics and issues on which to focus. The summary of these interviews was used as a starting point for further discussions. Six themes became clear during the telephone interviews:

- Planning for the long-term future
- Economic development / infrastructure challenges
- Dealing with past challenges
- Leadership opportunities and challenges
- Management and staff issues
- Fiscal issues

4) Review and discussion regarding the current Strategic Plan.

Mr. Smith reviewed the current Strategic Plan's key result areas, indicating those that had been accomplished and those still outstanding. He reviewed some items in more detail for the new councilmembers. He also reviewed the differences between the General Plan and Strategic Plan.

The meeting recessed at 9:58 a.m. and reconvened at 10:13 a.m.

5) Discussion regarding pressing issues facing the Town and updates to the Strategic Plan.

Mr. Decker asked the group to identify what was changing in the Town that needed the Town government's attention:

- Lack of unity; losing a sense of identity
- Agriculture
- Rezoning
- Council focus and function; dynamics
- Expectations of community and what the Town should provide
- Exporting high school grads, the Town's future
- Home businesses from store front
- In migration; traffic is up, but backups are decreasing
- Increasing need for communications; factual communications

The group discussed the following topics in more detail using the five-step discussion model:

- Commercial Corridor 89; poor economy had stagnated positive changes and growth
- Medical marijuana
- Rezoning matters as they related to the General Plan and possible Prop 207 claims.

The meeting recessed at 12:05 p.m. and reconvened at 12:16 p.m.

Mr. Smith reviewed:

- Staff and Council accomplishments since 2012 and the financial impacts of those milestones.
- The Town's condition four years ago and the steps taken to create stability.
- Transitions with personnel, administration, and Council, and the relationships between the three.
- Developing high-performance teams in administration and Council.
- New goals for the Strategic Plan and the next year.
- Capital reserves and capital improvements program.

A general discussion of all identified items helped the group prioritize their issues with the following items becoming those for detailed discussion during the balance of the retreat:

Supporting a healthy local economy

- A strong economy will generate revenue needed for coming changes.
- Development of the Route 89 commercial corridor will contribute.
- Poor economy will stagnate positive changes.
- A healthy economy supported a variety of public programs and acted as a spring-board for prosperity.
- Water, wastewater, and connecting streets and roads will contribute to economic support.

Medical marijuana

- The Town had little control over the growers and producers.
- There was no current direct tax benefit from having medical marijuana grown in Town.
- The few jobs created may not warrant the additional public safety and public services needed.
- Discuss actions the Town could take to manage the impact of medical marijuana.

Reserve policy

- Currently, this was limited to a small rainy-day fund.
- They needed to establish for the replacement of capital assets that depreciate.
- Infrastructure, such as water and sewer lines will need to be replaced, and roads wear out and need resurfacing and constant maintenance.
- A reserve policy could create a program to replace capital assets before calamity.

Mr. Decker then led a discussion on building a sustainable infrastructure, including water, sewer, roads, storm drainage, roundabouts, and trash trucks.

The group then reviewed the Strategic Plan in more detail and discussed possible amendments to the goals and key result areas.

6) Discussion with Chamber of Commerce officials regarding common interests and actions.

Before the Chamber participants arrived, the group discussed the issues that they desired to review with the Chamber:

- How the Chamber measured or determined success.
- Metrics the Chamber used.
- Other things/services the Chamber could provide.
- Support the Town should supply to the Chamber.
- Feedback that came back to the Town.
- The Chamber's role in information and referral.
- Ways the Town and Chamber could have a better partnership.
- The Chamber taking over the small business development program.
- The Chamber's role in economic development.

The meeting recessed at 3:15 p.m. and reconvened at 3:30 p.m.

Mr. Smith introduced Mr. Decker to the Chamber participants: Chairman Gary Warren; Wendy McGonigle with Tom's Print and Sign; Nancy Best; School Representative John Scholl; and Executive Director Arlene Alen.

Mr. Decker spoke about the partnership between the Town and Chamber and led a discussion on the issues listed above.

Chamber participants spoke about issues of concern with which the Town might be able to help:

- Events
- Volunteers
- Housing

The participants agreed that their futures were linked and that the partnership between the two groups was important enough to schedule future joint coordinating meetings.

7) Closing remarks and meeting evaluation.

Mr. Decker and participants evaluated the session, discussing what worked well and what did not.

Mr. Smith asked councilmembers to submit their comments to him by next Wednesday so he could compile them and send them back out.

Mayor Marley read a list of possible action items pertaining to:

- Communications with community leaders.
- Medical marijuana tax--League resolution.
- Land use plan for Old Home Manor (OHM) Industrial Park.
- Mayor's report on sales and property taxes.
- Means for the Town to become more business friendly.
- Signage for commercial construction projects.
- Study session on selling versus leasing property at OHM.
- Intergovernmental collector agreements with ADOT.
- Anchor facility at OHM.
- Councilmembers visiting with business owners.
- Including Chamber's input on signage and agricultural overlay draft regulations.

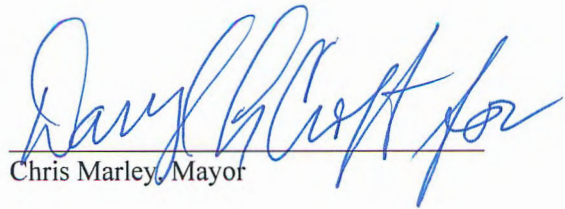
Mayor Marley read a list of challenges to staff regarding:

- medical marijuana;
- water system stability;
- lower sewer bills; and
- funding the capital improvement program.

Mr. Smith encouraged councilmembers to suggest names of business people in Town to whom he should reach out.

8) ADJOURNMENT

The meeting adjourned at 4:47 p.m.


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 Regular Meeting of the Town Council of the Town of Chino Valley, Arizona held on the 18th day of November, 2016. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 26th day of April, 2016.


Jami C. Lewis, Town Clerk