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

THURSDAY, NOVEMBER 19, 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 Thursday, November 19, 2015.

Present:	Vice-Mayor Darryl Croft; Councilmember Mike Best; Councilmember Susie Cuka; Councilmember Jack Miller; Councilmember Corey Mendoza; Councilmember Lon Turner
Absent:	Mayor Chris Marley
Staff Present:	Town Manager Robert Smith; Assistant Town Manager Cecilia Grittman

1) CALL TO ORDER; ROLL CALL

The meeting was called to order at 8:30 a.m.

2) Review of November 18, 2015 session.

The group debriefed yesterday's session with the Chamber: They desired to provide the Chamber with the requested metrics and hold another meeting with the Chamber to learn more about what the Chamber did.

The group discussed communication issues:

- Strategies to get information to citizens.
- Communicating with "critical players" in the Town, such as leaders of youth organizations, sports teams, civic organizations, churches, and schools.
- Meeting folks one on one.

The group reflected on yesterday's Strategic Plan discussion:

- Focus more on bricks and mortar issues.
- Remove what the Town had accomplished.
- Include a higher level of detail in this iteration.
- Consider staffing and what they could do efficiently.
- Send comments to Robert by next Wednesday.

3) Discussion regarding updates to Strategic Plan, direction to staff, and action steps.

The group discussed priorities for which to give staff direction, then separated all action items into annual activities, items needing further discussion, and priority items.

Annual activity

- Trash services and pick up
- Sales tax analysis (reduction)
- Sales tax versus property tax
- Finding grants
- Chamber of Commerce meeting to discuss cooperation and collaboration

Issues needing further discussion after retreat

- Community pool
- Possible bond
- Marijuana growers
- Town's involvement in economic development
- Build recreational opportunities

Three critical topics

- Fiscal sustainability, including: asset inventory; revenue producing system and assets; economic analysis of water and sewer impacts; assets listing.
- Capital improvements, including: capital reserve program and plan; capital improvement programming; Prescott water pipes; Center Street sewer; other water companies; S. Road 1 East extension; roads maintenance plan.
- Communications plan and policy, including: two-way communication with feedback; newspaper coverage; list of key leaders with regard to civic engagement; social media.

Councilmember Miller left the meeting at 10:07 a.m.

Participants discussed communication issues in more detail.

Councilmember Turner left the meeting at 10:35 a.m.

Mr. Smith reviewed immediate action items relating to:

- Comments on the strategic plan, CIP, and milestones
- Dirt roads standards
- Goals for fiscal reserves, including road maintenance
- Old Home Manor Industrial Park study session
- Prescott water project executive session
- Staff review of strategic plan
- Mayor's Report on sales and property taxes
- Economic development research
- Unified Development Ordinance review related to commercial/industrial uses
- Signage for commercial projects
- Old Home Manor Industrial Park anchor
- Medical marijuana study session
- Expansion of recreation support
- Further meeting and service agreement with chamber
- Town communication/outreach plan
- Appraisal of Town's assets

4) Closing remarks and meeting evaluation.

Participants discussed actions that made the meeting a success:

- Productivity
- Pre-retreat interviews and opening exercise
- Level of informational territory

Participants would change:

- Breakfast
- Time it took to get to the "meat"
- More detailed schedule prior to meeting

5) ADJOURNMENT

MOVED by Vice-Mayor Darryl Croft, seconded by Councilmember Corey Mendoza to adjourn the meeting at 11:04 p.m.

Vote: 4 - 0 PASSED - Unanimously

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/Retreat of the Town Council of the Town of Chino Valley, Arizona held on the 19th 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