

MINUTES OF THE RETREAT OF THE TOWN COUNCIL OF THE TOWN OF PINETOP-LAKESIDE, HELD JANUARY 27, 2010, AT WEST USA REALTY CONFERENCE ROOM, PINETOP-LAKESIDE, ARIZONA.

Mayor Smith called the Retreat to order at 8:05 a.m. Roll Call was taken as follows:

<u>ROLL CALL:</u>	<u>Present</u>	<u>Absent</u>		<u>Present</u>	<u>Absent</u>
Mayor Luke S. Smith	<u>X</u>	___	Stephanie Irwin	<u>X</u>	___
Vice Mayor Rich Crockett	<u>X</u>	___	Kim Webb	<u>X</u>	___
Woody Biscoe	<u>X</u>	___	Leslee Wessel	<u>X</u>	___
Norris Dodd	<u>X</u>	___			

STAFF PRESENT:

Kelly Udall, Town Manager; Rosemary Rosales, Town Attorney; Lu Anne Frost, Town Clerk; Tom Thomas, Public Works Director; Kent Brooksby, Finance Director; John Vuolo, Parks & Recreation Director; Sherwood Eldredge, Chief of Police; Jessica Grey, Library Director; Paul Esparza, Community Development Director; Mary French-Jones, Grants Coordinator; and David Widmaier, Town Magistrate.

MAYOR'S YOUTH ADVISORY COMMITTEE MEMBERS PRESENT:

Emily Yost, Chair; Bryce Pyper, Vice Chair; Desiree McKee, Secretary; Emery Real Bird, Financial Secretary; Kelsey Ruggard, Historian; Reid Dempsey; and Ben West.

ALSO PRESENT:

Connie Boggs, Main Street Director; Beverly Stepp, Pinetop-Lakeside Chamber Director; and Gwen Meyer, Chair of the Advertising & Promotion Committee.

ITEM NO. 1, REPORT ON THE STRATEGIC MANAGEMENT PLAN BY THE MAYOR'S YOUTH ADVISORY COMMITTEE:

The Mayor's Youth Advisory Committee (MYAC) gave a PowerPoint presentation on Goals 1, 5, 7 and 8 of the Strategic Management Plan (SMP). They suggested getting the youth involved in Woodland Lake Park, and possible fund raising efforts. They discussed the importance of education and employment. They also discussed having a "Youth Day" at Woodland Lake Park in April or May to engage the youth in the community. Councilman Dodd invited the students to attend the National Trails Day event on June 5. He also suggested including the action steps they outlined in the SMP. It was stated career exploration, the business relations class, consumer math, Academic Decathlon, FBLA, Speech and Debate, and Mock Trial all help the students with interviewing and resume writing. Councilwoman Wessel suggested they challenge other schools for the National Trails Day Walk at the Park.

ITEM NO. 2, UPDATE AND DISCUSSION ON THE STRATEGIC MANAGEMENT PLAN, FY 2009-10 & 2011-12:

Kelly Udall stated the Town has been doing strategic planning for some time. He stated the first plan was adopted in February of 2005, and said major revisions have been adopted every 2 years since that time. He stated in the off years, they examine the progress and discuss changes that may need to be introduced into the SMP. He stated the “Making the Grade” report card is sent out to the community; and said today’s retreat would result in an updated report card. Mr. Udall then went over the summary he compiled from the Department Director’s reports on the progress and status of the goals and action steps of the Strategic Management Plan.

Mr. Udall stated he, Councilman Dodd, Paul Esparza and Connie Boggs would be meeting with Stewart Gene and his architect to propose a site plan for the Walnut Creek Node. He said this is a starting point to get something visual and said it would take into consideration the Tejido Plan. He said this information would be shared with the Woodland Lake Acquisition Task Force at their upcoming meeting on February 4.

It was suggested adding the MYAC information to Goal 1, Action Plan 4, or add another step to Goal 1. Mayor Smith stated he would like it to be more specific, such as “these are the type of things that will be done to educate the public.” It was suggested the youth need to be involved in the acquisition process. The new action step for Goal 1 would be No. 5 – “involve/engage MYAC in the Woodland Lake Park acquisition.” It was suggested that MYAC develop the wording for this action step. Mayor Smith stated he would like “continue to” removed from action step 4. Another new action step would be No. 6, “Finding financial and politically acceptable funding mechanisms for the NEPA/Walnut Creek Node Public-Private Partnership and purchase.”

It was suggested action step 2 of Goal 2 be revised to read, “Understand and foster working relationships with utilities and districts.” It was stated the Pinetop-Lakeside Sanitary District fees are discouraging to developers, and what could the Town do to make it appealing. Connie Boggs said it could be done, but they need to do a better job. She stated it takes time to build the relationship with the developer and said they need to get the utilities together to see what can be done. Mayor Smith stated he would like to identify and set up a committee for Goal 3, Action Plan 2. It was stated the Development Review Committee include utilities to understand where their interests lie and where they are coming from. Mr. Udall stated Community Facility Districts (CFD’s) are interim districts set up when the local government is not able to provide the service. He said they are not set up for the long term. He said as they examine the Town’s future, they need to look at utilities and how they can influence what they do. He said they need to be aware of what the utilities are doing and what the Town can do. There was discussion regarding an ordinance that would regulate when trash containers could be placed on the street and when they would have to be moved back to the property.

A new action step 6 for Goal No. 2 was discussed regarding strategizing on the appropriate use of Town assets to further the SMP objectives. It was stated the “Linking Our Landscape” report identified potential sites and future use.

Under Goal No. 3, the group discussed adding an action step no. 6, to read: “Establish a business license data base to improve business communication capacity and marketing within the community.” Councilman Biscoe stated there are a lot of uses for a data base; they can provide information on upcoming events so the businesses can be prepared, and said it allows for sponsorship opportunities.

Councilman Webb stated regarding action plan 5 of Goal No. 3 they could get the non-profits together to do different projects such as cleaning up homes in neighborhoods. He said if they get all the groups together there might be more than the 10 usual people doing it all. He said Chandler had 106 organizations unite. It was suggested to extend an invitation to them and to include MYAC. It could be kicked off with Show Low and could be a good opportunity for code enforcement. It was also suggested adding “perpetual programs” to action step 5 of Goal No. 3.

Under Goal 5, Action Plan 1 it was stated the Forest Health Committee has been very productive. Priority areas for thinning have been identified and they are proposing text changes to the Town Code. There are grant opportunities and the funding from Lakeside Fire is in place. Councilman Dodd stated there would be a forest health, firewise festival at the Nature Center on June 19 to discuss funding and education.

Mr. Udall stated the restoration of Billy Creek has been accomplished. He said they would move forward and create public access, which is a critical element, as well as providing information to the public. He stated Rainbow Lake still has weed issues and the run-off into the lake encourages growth. He said they need to have committees look at the drainage issues, and said they are exploring the possibility of someone to pull the weeds out. It has never been anyone’s responsibility to care for the lake and now they are trying to find a way to organize and raise funds.

Rosemary Rosales stated the draft Memorandum of Understanding and Collection Agreement for the acquisition of Woodland Lake Park was being sent to the Forest Service Grant Specialist. She stated it could take months for the Forest Service to review the documents. She stated the Town would be responsible for hiring a consultant and a NEPA study would need to be completed prior to purchasing the park. She stated the Town would also have to pay the Forest Service for their staff time. She stated the process would begin with an environmental assessment, but said the challenge would be the Town’s ability to fund the analysis. Councilman Dodd suggested they check into a RAC grant, and said the next round is in March. He said he would like to see the Town submit a proposal for the NEPA study and possibly partner with the White Mountain Land Trust and the *Save Our Park* Committee.

Councilman Dodd discussed the Nature Center’s proposal for a wetlands project at the Mountain Meadow Recreation Complex. He stated an agreement is being prepared for the Town to review. He said it fits well with open space usage.

ITEM NO. 3, TOWN BUDGET:

Kent Brooksby handed out a report on the State of the Budget, and stated the Town fell below what was budgeted by \$200,000 at the end of December, and said the Town is now in the red.

He said there was \$10,000 more in expenditures than revenue. He stated they can only tell where they have been, not where they are going; but said the staff is being very careful with spending. He stated the Department of Revenue is reporting next year's sales tax revenue would be 7-10% lower than this year. He stated the Town saved \$20,000 this fiscal year by going to the 4/10 schedule. There was discussion about a "what if" scenario on property tax at \$30 per \$100,000 of assessed value. There was discussion about revenue generation, things to do to attract business and events in Town. It was stated the Town has everything to offer except night time entertainment.

ITEM NO. 4, FUNDING FOR MAINTENANCE AND REHABILITATION OF TOWN ROADS AND WOODLAND LAKE PARK:

Tom Thomas handed out a document that included cost estimates for preventative maintenance on the roads for a 10-year period. He stated the level of service is based on level "A." He indicated a low PCI means the road is in bad condition. He said they look at the roads with a high ADT and match them with the lowest PCI to balance it out. He stated a 5 year plan was adopted in 2001, but said they fell short by 2.8 miles. He stated the 10 year program is not cast in stone; and anticipates the costs to be \$509,787 per year for rehabilitation, \$97,775 for preventative maintenance, as needed, and \$550,000 for maintenance and operations. He stated from 1995 to 2001 there was no rehab done; they were only able to do maintenance. He stated the HURF monies would be going down. He stated they cannot sustain the roads without a sustainable program. He noted the roads and trails in the park also need to be maintained.

a. Funding for the NEPA Study required for the Acquisition of Woodland Lake Park:

Councilman Dodd gave a PowerPoint presentation and stated he is urging action sooner than later. He stated he is proposing a .02% sales tax increase to begin July of 2010, which could net an additional \$20,000 per month, of which \$17,000 would go to roads and \$3,000 to Woodland Lake Park for the NEPA study and to hire the consultant. He stated that would equal \$200,000 to roads and \$36,000 toward Woodland Lake Park per year. He stated as the Town's debt service is unencumbered those monies could go primarily to roads; and said when the Mountain Meadow debt is paid by 2014 those monies could go to roads and Parks and Recreation. He stated when the Town is debt free; they could stop the increased sales tax if they have purchased the 98 acre developed portion of the park. He stated in 2014, bonding would be required at approximately \$47,000 per month to cover the cost of the purchase.

ITEM NO. 5, RADAR ENFORCEMENT OF THE SPEED LIMIT ON WHITE MOUNTAIN BLVD.:

Chief Eldredge stated he researched this item and discussed with the Show Low Chief of Police how radar enforcement is working for them. He stated the company mandates where the units are located. There was discussion about drivers slowing down for the radar units, but then speeding up again once they are past them. There was discussion on where they could be located in the Town, and if they could be put in residential areas to slow traffic down. There was discussion about people wanting to totally avoid areas covered by photo radar, and how they could hurt the tourism economy. There was also discussion about this type of enforcement not

being allowed on state highways in the future. Chief Eldredge stated he would continue to research and report back to the Council in the future.

ITEM NO. 6, CONDUCTING EFFECTIVE PUBLIC MEETINGS:

Mr. Udall stated he included information in the packets from the Holbrook City Council meetings as well as the Taylor Town Council meetings with regard to agenda organization. This item will require further discussion by the Council. It was stated they want to maintain consistency.

ITEM NO. 7, TOWN OF PINETOP-LAKESIDE SIGN CODE:

There was discussion regarding temporary signs and banners. Staff will be bringing text changes to the Sign Code to the Council in the near future.

ITEM NO. 8, MAIN STREET – A NEW APPROACH TO BUSINESS RECRUITING:

Connie Boggs stated she has been working to bring developers to this area for the past 6 years. She stated she and Paul Esparza have attended ICSC and AAED conferences to show what the Town is all about, but said this year they won't be attending those conferences. She said instead they plan to bring the developers here and show them what the Town has to offer. She stated they need to work with the businesses on how to compile a business plan, location and customer service.

ITEM NO. 9, SPRING/SUMMER CLEAN UP AND DECORATING:

Councilman Biscoe stated the holiday decorations were the start and said now it is planned to plant flowers in the spring. He stated Bill Gibson of Charlie Clarks, Paul Colarich, who owns the Windermere Plaza, and he plan to make the corner of Penrod and White Mountain Blvd. a centerpiece to show what can be done. He stated Julia Patrick has indicated there may be grant money if done regionally. He stated they want to have a competition with Show Low, Snowflake and Taylor, and get Valley news media here to judge the best Town.

ITEM NO. 10, CONVENTION AND VISITORS BUREAU:

Gwen Meyer stated a Convention and Visitors Bureau (CVB) would be utilized to make group reservations for conference arrangements, motel rooms, restaurant reservations, golf course tee times, horse back riding, etc. She said the CVB would schedule it all and upon arrival the group would have everything they need. She stated this would be a joint venture with the Town and City of Show Low. She stated there does not need to be an office established as someone could do it out of their home; all they need is a telephone and computer. She stated she and John Jarchow would be willing to get it started. She stated the Advertising & Promotion Committee voted unanimously to pass this idea along to the Town Council and ask for the appointment of at least 3 individuals from each community who are involved in hospitality and tourism, with 1 individual who would not have any ties to hospitality or tourism and could be an independent tie-breaker. She stated every group that comes here who has a good experience would come back.

It was stated the Town currently funds the visitor center at the Chamber and what would the similarities or differences be. Ms. Meyer stated the CVB would be a dedicated person acting on behalf of both Pinetop-Lakeside and Show Low, and would not be influenced by membership. Councilman Biscoe stated a website has been created, www.visitpinetoplakeside.com. Ms. Meyer stated most CVB's are funded by a bed tax. She stated she has had good interest from the hoteliers in both Pinetop-Lakeside and Show Low. She stated she would like to be the independent person on the committee. This item will be placed on a future Town Council Agenda with a PowerPoint presentation and will be included in the SMP.

The Retreat was adjourned at 4:55 p.m.

DATED this 23rd day of February 2010.

TOWN OF PINETOP-LAKESIDE

/s/ Lu Anne Frost, Town Clerk