

MINUTES OF THE TOWN COUNCIL RETREAT, HELD, FEBRUARY 25, 2011, AT 8:00 A.M. IN THE TOWN COUNCIL CHAMBERS.

Mayor Smith called the Retreat to order at 8:07 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 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; W. Kent Foree, Town Attorney; Lu Anne Frost, Town Clerk; Paul Esparza, Community Development Director; John Vuolo, Parks and Recreation Director; Jessica Grey, Library Director; Woody Eldredge, Chief of Police; Kent Brooksby, Finance Director; Tom Thomas, Public Facilities Director; Mary French-Jones, Grants Coordinator; and Susan Stein, Deputy Town Clerk.

MAYOR'S YOUTH ADVISORY COMMITTEE MEMBERS PRESENT:

Reid Dempsey, Ben West, Katie Gillespie, Shannon Green, Kelsey Ruggaard, Clark Terrill, Rachel Grena, Oscar Gonzales, and Summer Dykstra.

ITEM NO. 1, PRESENTATION BY THE MAYOR'S YOUTH ADVISORY COMMITTEE:

Reid Dempsey provided the definition of what the Mayor's Youth Advisory Committee (MYAC) does. He stated they help the youth in the community, and said they want to participate more in Town activities.

Ben West stated MYAC has done beautification projects, volunteer services, and attended the League of Arizona Cities and Towns Youth Conference. He stated their presentation at the conference focused on Woodland Lake Park. He stated they painted a mural at the Humane Society, and said they helped design the banners that hang on the new streetlights. He stated they assisted with the Town's Easter Egg Hunt and at the Arizona Association of Student Councils Conference.

Shannon Green stated MYAC plans to do a mural on the exterior of the Senior Center, and one at the library. She stated they are also discussing conducting a youth day in the spring or summer, where they plan to have games and vendors.

Councilmember Wessel thanked them for what they have done in the community, and said they are setting a good example. She stated she appreciates their involvement, and said she looks forward to working with them in the future.

Kelly Udall stated they represent the community very well. He stated how impressed and proud he was when he watched them at the League Conference.

Vice Mayor Crockett asked for a report on the Arizona Association of Student Council Conference. Mr. Dempsey stated it was massive, and said everyone was happy to be here. He said he thought everyone had a good time. Mr. West stated they were able to listen to the the speakers, and said he enjoyed that. Mr. Dempsey said approximately 1,600 students attended, and stated every city in the state was represented.

Mr. Udall asked for their recommendations for the Strategic Management Plan. Kelsey Ruggaard stated they need money for future events. Mr. Dempsey stated they should include a youth day centering on the outdoors, and utilizing open space. Ms. Green stated they could hold more walks for Woodland Lake Park. Mr. Dempsey stated that maybe they could sponsor a Walk for Woodland with students.

Mr. Udall stated he would like to see a closer relationship between businesses and youth. He said he thinks the businesses would benefit, as these students would be their future employees. He said they would need training, and asked how to align the youth and businesses. He asked what the Town could do to make it happen. Mr. West stated a youth day would give businesses the opportunity to display themselves as vendors. Ms. Ruggaard stated some schools have bulletin boards to post job information. Ms. Green stated it would help the students find jobs.

Mayor Smith stated he would like to expand the scope of MYAC. He stated there is only one senior in the group, and said the rest of the committee would continue to next year. He asked the committee what they would like to see. Ms. Green suggested more decorations at Christmas, and said she would also like to see more decorations at Easter. Mr. Dempsey stated he would like to see more lights on the businesses, and suggested conducting a fundraiser to help with that. Ms. Green suggested lights be placed around the streetlight poles. Ms. Ruggaard stated they had discussed doing seasonal banners to keep the spirit throughout the year. Ms. Green stated she would like them to be up to date.

Vice Mayor Crockett asked what their greatest accomplishment was. Ms. Ruggaard stated just getting involved with the Town. She stated they also helped with the Christmas Tree Lighting and the Trunk or Treat event. Mr. Dempsey stated attending the League Conference was a highlight.

Mayor Smith asked if they would be interested in doing a video production. He stated there is equipment available, and said they could do monthly updates on City 4. Ms. Green stated it would get the word out. Mr. Dempsey stated it would bring people to them.

Lynn Krigbaum invited them to the Save Our Park meeting on March 5 at 8:00 a.m. at Darbie's, and said she would pay for their breakfast. Councilmember Dodd suggested they have a liaison to Student Council and vice versa. John Vuolo thanked them for their help with the Parks and Recreation events. Mr. Dempsey stated they would like people to know what MYAC is. Councilmember Wessel suggested they write a press release for the newspaper.

ITEM NO. 2, UPDATE AND DISCUSSION ON THE STRATEGIC MANAGEMENT PLAN REPORT CARD:

Mr. Udall stated the Strategic Management Plan is an administrative tool that helps staff link the numerous plans to practical applications to move forward and allocate resources to get the job done.

Regarding Goal Number 1, Councilmember Dodd stated they have completed the market analysis to understand the financial base, as well as the environmental assessment and NEPA study. He stated they knew those reports needed to be done, but said they did not know where to get the money until Mary French-Jones put the grant together. He stated they are now moving forward with the NEPA study. He stated the Woodland Lake Task Force has been productive and said Save Our Park, Inc. and the White Mountain Land Trust got involved. He stated the Walnut Creek Node would be a quality development and could include a Town Centre. He stated there would be a Save Our Park presentation suggesting they move forward. He stated the process has involved the public. He said a majority of the citizens did not know the Town did not own the Park, but said now they are aware. He stated they could add the passing of the tax to Action Step 6 to create the funding to acquire the developed Park and Walnut Creek Node. He said if a referendum were filed, it would be the citizens who would decide. Mr. Udall stated they have advanced in each Action Step, but said all are still in process.

Regarding Goal Number 2, Mr. Udall stated there is no funding to move forward with the design or plan. Councilmember Wessel suggested they have a wish list of what they want in a civic center. Councilmember Dodd asked if they have identified a location. Mr. Udall stated there has been discussion about the Walnut Creek Node, but said nothing has been decided. Councilmember Dodd stated the Save Our Park Public-Private Cooperative identified the Town Centre as a potential aspect of the Walnut Creek Node. Mr. Udall stated this is a report of what has transpired to date, and said Save Our Park has not yet presented the report. Mayor Smith asked about legislative support and the efforts made by Anne Kirkpatrick. Ms. Krigbaum suggested they ask the public what they would like to see in a new Town Centre. Councilmember Wessel stated there has been some public opposition about the Walnut Creek Node, and asked if they can design a master plan before deciding the location of the Town Centre. Tom Thomas suggested they devise a conceptual plan that could be placed anywhere. Mr. Udall confirmed it could be done without identifying a location. He stated there is no money for a feasibility study, and said they are not ready to proceed. He stated a location has been identified for the Public Works facility, and said staff would continue discussions.

Mr. Udall stated they are doing as much as they can with recycling. He stated they have placed the trailers in strategic locations; and said the Town is working with Waste Management and the Pinetop-Lakeside Sanitary District. He said, although they have done a lot, they could do more. Councilmember Wessel suggested curbside recycling. Mayor Smith stated the Town has assisted with big events such as electronic waste recycling and Christmas tree recycling. Councilmember Irwin asked if there would be an opportunity to recycle glass. Mr. Thomas stated there is no market for glass at this time. He said plastics and metals go to the Lone Pine Transfer Station, and cardboard and paper go to the Sanitary District. Councilmember Dodd

stated he has heard many comments about the recycling effort, and said he thinks the recycling trailers are a plus.

Paul Esparza displayed maps showing the Town's land assets, and said the Town currently holds 85 acres. He stated they have prepared a GIS Shape File that shows zoning, and said they can create profiles to market the property. Mr. Vuolo stated the map does not include rights-of-way. Councilmember Dodd stated they should look at the assets and decide where they want to go. Mr. Udall stated that is the next step. Ms. Krigbaum asked how much right-of-way the Town currently has. Mr. Esparza stated they hold about 16 acres of right-of-way in Lakeside. Councilmember Wessel suggested that would be a good project for an intern. Mr. Udall stated the Council has a good policy in place for abandonment of right-of-way.

Regarding Goal Number 3, Mr. Udall stated Action Step 2 is always in process. He stated NACOG purchased the license for the B-3 business survey program initiated by APS, and stated APS contracts with a third party to conduct the surveys. He stated they would be working with their constituent to identify the needs of businesses, which can show areas of need. Vice Mayor Crockett asked about the Main Street grant and economic development. Mr. Udall stated they are working on how to fill the vacancies. He stated the Arizona Commerce Authority Consultant spoke with businesses in the Penrod Node, and said they would develop a plan to identify what the Penrod Node could look like in the future. He stated they discussed how to fill the vacancies, and how Main Street could assist the business community in revitalizing the area. He stated that formula could also work on the other nodes. Vice Mayor Crockett suggested the creation of a business development team to see what is working and what is not, and suggest positive changes that could work for all business needs. Mr. Esparza stated the Planning & Zoning Commission is discussing the mixed-use process, and would help developers work in the nodes. Vice Mayor Crockett stated there have been many ideas for the Penrod Node, and said he thinks if the consultants could get action from the business owners, it would be a model for the rest of the Town. Councilmember Irwin stated the businesses are driving this, and said they are asking for direction. Mr. Udall stated participating with the regional concept of RealAZ would strengthen the community. Vice Mayor Crockett stated the sign code and the business regulations came from the business owners requests.

Regarding Goal Number 3, Action Step 5, there was discussion regarding the streetlights and solar panels, and it was suggested the project continue through Pinetop. Mayor Smith stated the streetlights are ecological. The Town would continue to have seasonal banners; and would continue to have MYAC design them. Chief Eldredge suggested an "Adopt a Banner" promotion to assist with funding. Vice Mayor Crockett asked what they should do to encourage the business owners to clean up their property. Mr. Esparza stated they send letters, and said staff meets with them face to face. Councilmember Dodd stated there are right-of-way abandonment agreements. Mr. Udall stated it is better to develop a program to get them to clean up the property. Ms. Krigbaum stated there are many volunteers who are willing to help with cleanup. Mr. Udall suggested a youth sponsored cleanup event.

Mr. Udall stated they have completed Goal Number 4. Councilmember Dodd suggested adding a third action step indicating those were addressed in the General Plan. Mr. Udall suggested including that in the narrative rather than adding a new action step.

Mr. Esparza read Goal Number 5, and stated they are waiting for an extension of the fire assistance grant in order to get all properties in compliance. Councilmember Dodd stated the Nature Center has an education RAC grant to work on the Mountain Meadow Recreation Complex and the forest restoration site. Mr. Esparza stated if they could get an extension to the grant, they could market the priority areas. Mr. Udall suggested they contact the fire districts or Lloyd Wilmes to write an article for the next Town newsletter, or even a special edition, to inform the citizens they could go online to see what their property is rated. Councilmember Dodd stated the City of Show Low has grant money the Town could use, and said they should pursue it. Mr. Vuolo stated the wetland project would have connectivity, and said it would be an educational opportunity as well.

Mr. Udall stated they might want to change their approach to Goal Number 6.

Regarding Goal Number 7, Mr. Udall stated Rod Stevens is working with a consultant from govnet to improve broadband width and bring more capacity to rural Arizona. He stated this is important for this community. Kent Brooksby stated it would double the capacity. Mr. Udall stated it is important for economic development, business expansion, and retention. Mr. Brooksby stated the expanded bandwidth would bring in business. It was suggested the Town work with the Arts Alliance of the White Mountains in establishing a Town Arts Commission.

Regarding Goal Number 8, Chief Eldredge provided information on the Explorers Post, and Mayor Smith provided additional information on MYAC. Councilmember Dodd stated he feels there must be grant money they could use to train young adults for meaningful work. Mr. Udall stated the Town could work with organizations to develop and facilitate training opportunities. Councilmember Dodd stated they need a paid coordinator. Councilmember Wessel stated they should not do it until they have the appropriate resources.

Mr. Esparza stated they are working on Goal Number 9 through the mixed-use zoning concept. He stated there are incentives for developers to provide low to moderate income housing.

ITEM NO. 3, DISCUSSION AND UPDATES TO THE STRATEGIC MANAGEMENT PLAN:

Vice Mayor Crockett suggested deleting Goal Number 6, or including it in another goal. He stated they should infill instead of expand, and said there are a few businesses outside of the Town boundaries who would like to be included. They discussed service delivery, confusion of residents, funding, concerns for public safety, and things in the county pockets that concern the Town. It was suggested they work with the Fire Districts and the County.

Mr. Brooksby stated they should place funding strategies with the Goals in order to allocate resources effectively.

Vice Mayor Crockett stated they should add road repairs to Goal Number 4. Mr. Udall asked if they want the Woodland Lake Park goal to remain the way it is currently worded, or if they should reword the goal. Councilmember Dodd suggested they shift to implementation and acquisition, and refocus the action steps. Councilmember Wessel suggested they focus on streets

and infrastructure, the things they are losing. Vice Mayor Crockett suggested keeping the Woodland Lake Park Goal and adding a new goal. Mayor Smith stated, due to the complexity of Woodland Lake Park, it should be separate from the infrastructure needs. Councilmember Irwin stated they need to keep the goal, but said they should refocus the action steps. Ms. Krigbaum suggested they enter into a formal Memorandum of Understanding with Save Our Park. Mary French-Jones suggested they add “tract” to the Woodland Lake Park language. Councilmember Wessel suggested they retain Action Steps 3 and 4. Councilmember Dodd suggested adding an action step to pursue Congressional assistance for the acquisition of Big Springs by the Blue Ridge School District.

Councilmember Wessel suggested they explore an alternate or interim location for Town Hall. She suggested they create a master plan for the location, design, and construction of a new Town Hall, and said it should include funding and public involvement. This process would include an internal assessment of what they need, as well as an assessment of the current facility, and they could examine alternatives through a feasibility study. Mr. Udall stated they might pursue conceptual plans for a Town Centre in connection with the Walnut Creek Node, or other locations; and said they would also look at the other assets. Ms. French-Jones stated available funding always sweetens the pot for grants. Councilmember Dodd suggested they add an action step to market the 10 acres on Woodland Road.

It was suggested the Town establish a community action group to revise and improve the participation of businesses to fill the vacancies; and to establish a better rapport with the business community. Staff should contact the businesses to get feedback on why they think the Town is business unfriendly. Mr. Udall stated the B-3 data would help, and suggested inviting the business people to the table.

Mr. Thomas suggested they separate roads from trails in Goal Number 4 for priority and funding sources. Councilmember Dodd stated it is critical to put money into road maintenance. He suggested a rehab program as a goal by itself. Mr. Foree stated they need a plan they can introduce to the community. Councilmember Irwin stated they do not need to increase the tax, but do need to increase revenue by helping the businesses. Vice Mayor Crockett stated there are three or four things they need to focus on, such as Woodland Lake Park, transportation, public safety, capital improvements/infrastructure. Councilmember Irwin stated they should establish a viable program for maintenance and rehab of the roads. The action step could be to identify the priority roads, ascertain if they could be rehabbed or maintained, and identify the resources to pay for it.

Vice Mayor Crockett stated he would rather they focus their efforts on three or four goals well, rather than having nine that they only do “so-so.”

The strategic focus areas would be economic vitality, Woodland Lake Park and other open space, Town government staffing and facility; public safety, and quality community services in critical areas, i.e., police and roads. For the next 2-4 years, the goal is to continue to thrive under the current economic situation.

The Retreat adjourned at 2:51 p.m.

Dated this 9th day of March 2011.

PINETOP-LAKESIDE TOWN COUNCIL

/s/ Lu Anne Frost, Town Clerk