

MINUTES OF THE REGULAR MEETING OF THE TOWN COUNCIL OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD JUNE 17, 2010 AT 7:00 P.M. IN THE TOWN COUNCIL CHAMBERS.

Mayor Smith called the Regular Meeting to order at 7:00 p.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; Rosemary Rosales, Town Attorney; Lu Anne Frost, Town Clerk; Paul Esparza, Community Development Director; and Sherwood Eldredge, Chief of Police.

ITEM NO. 2, PLEDGE OF ALLEGIANCE AND INVOCATION:

The Pledge of Allegiance was said, followed with an invocation by Vice Mayor Crockett.

ITEM NO. 3, CALL TO THE PUBLIC:

Mayor Smith explained the rules for Call to the Public.

There was none at this time.

ITEM NO. 4, CONSENT AGENDA:

The consent agenda consisted of the Minutes of the Work Session and Regular Meeting of June 3, 2010; Check Register for May 2010; Invoice for Phase 2 Progress Payment from Counts Planning, LLC for the General Plan Update, and an Application for Extension of Premises/Patio Permit for Pizzeria Venti to Operate a Beer Garden at the Medieval Mayhem Festival on July 9-11, 2010.

**VICE MAYOR CROCKETT MOVED THE COUNCIL APPROVE THE CONSENT AGENDA AS PRESENTED. COUNCILWOMAN IRWIN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 5, RECOGNITION OF THE MAYOR’S YOUTH ADVISORY COMMITTEE:

Mayor Smith recognized the Mayor’s Youth Advisory Committee and thanked them for their efforts. He stated it is hard to do these presentations in the summer, and mentioned the Vice President, Bryce Pyper, was the only committee member able to attend. He stated the Mayor’s Youth Advisory Committee was included as a goal in the Strategic Management Plan, and said the Town was able to kick it off this year. He said they were very active in their first few months of operation. He read the names of the members who would be presented with certificates,

which include a key to the Town: Reid Dempsey, Sarah Gomez, Tyler Lacy, Desiree McKee, Emery Real Bird, Kelsey Ruggard, Clark Terrill, Ben West, Emily Yost, and Bryce Pyper.

ITEM NO. 6, COUNCIL DECISION REQUEST FOR ADDITIONAL SERVICES OF THE PATRICK MEDIA GROUP TO DEVELOP AN ELECTRONIC TOURISM BROCHURE TO PROMOTE THE TOWN OF PINETOP-LAKESIDE:

Sean Preiss, Chairman of the Advertising & Promotion Committee, stated the electronic brochure is an 8 page document. He stated it can be e-mailed, and said it would also be located on the visitpinetop-lakeside.com website. He stated it would show the 5 minute DVD promoting the area, which talks about the things to do in the area. He stated it gives links on hiking and other activities. He said it does not promote any one business, but said it gives general information on where to go for more specific information. He said the cost is about \$2,700. He said the Committee spent approximately \$3,000 in postage last year to mail out information. He said the e-brochure would be a savings; and said it would be more efficient.

**COUNCILWOMAN WESSEL MOVED TO APPROVE THE ADDITIONAL SERVICES OF \$2,700 FOR THE PATRICK MEDIA GROUP TO DEVELOP AN ELECTRONIC TOURISM BROCHURE WITH DIGITAL “FLIP BOOK” TECHNOLOGY TO PROMOTE THE TOWN OF PINETOP-LAKESIDE. COUNCILMAN DODD SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 7, RESOLUTION NO. 10-1131 APPROVING THE RENEWAL OF THE PUBLIC RELATIONS AND ADVERTISING SERVICES AGREEMENT WITH THE PATRICK MEDIA GROUP, LLC FOR ONE ADDITIONAL YEAR ENDING ON JUNE 30, 2011:

Mr. Preiss stated the Advertising & Promotion Committee has been working with Patrick Media Group for over 3 years. He stated Julia Patrick not only works for them, but owns a home here as well. He said she goes out of her way for them. He said Ms. Patrick has everything lined up six to eight months out. He stated the Committee unanimously approved recommending the renewal of the contract.

**COUNCILWOMAN WESSEL MOVED TO ADOPT RESOLUTION NO. 10-1131 APPROVING THE RENEWAL OF THE PUBLIC RELATIONS AND ADVERTISING SERVICES AGREEMENT WITH THE PATRICK MEDIA GROUP, L.L.C. FOR ONE ADDITIONAL YEAR ENDING ON JUNE 30, 2011. COUNCILMAN DODD SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 8, RESOLUTION NO. 10-1132 ADOPTING A SERVICES AGREEMENT BETWEEN THE TOWN OF PINETOP-LAKESIDE AND THE YELLOW JACKET YOUTH CENTER:

Kelly Udall stated this agreement is fairly identical to last year's, and said it is up for renewal. He said they had to reduce funding by \$1,000 due to budget constraints; and said due to that reduction, the Manager could not renew the agreement without Council action. He went over the terms of the agreement. Councilwoman Wessel asked if they know the number of children helped by the Youth Center. Mr. Udall stated he has not received a report. Councilwoman Irwin stated she thinks they serve between 20-25 kids per week. Councilwoman Wessel asked if they

would be providing services in the summer. Councilwoman Irwin stated they are doing a summer camp program with the Nature Center. Councilman Dodd stated it is between the Nature Center, the Junior Leadership Academy for At-Risk Children, and the Nature Center. He stated there were 45 kids out today, and said they expect 50 tomorrow. He said it is a very positive program. Mr. Udall stated John Vuolo has been directed to attend the board meetings and work closely with them, in addition to the Council liaisons.

**VICE MAYOR CROCKETT MOVED TO APPROVE RESOLUTION NO. 10-1132 ADOPTING A SERVICES AGREEMENT BETWEEN THE TOWN OF PINETOP-LAKESIDE AND THE YELLOW JACKET YOUTH CENTER. COUNCILWOMAN IRWIN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 9, RESOLUTION NO. 10-1133 ADOPTING THE AGREEMENT FOR INFORMATION AND COMMUNICATIONS SERVICES BETWEEN THE TOWN OF PINETOP-LAKESIDE AND THE PINETOP-LAKESIDE CHAMBER OF COMMERCE:

Mr. Udall stated the Council and Chamber Board had a joint meeting to work out the details of this agreement. He said the meeting was very productive, and said he looks forward to holding the joint meetings on a more frequent basis. He stated the Chamber is asked to do several functions as part of this agreement, such as encouraging tourism. He stated they are also encouraged to assist the local businesses with their needs, which is important to the Town when they talk about business retention. He said mainly the agreement addresses the Visitor's Center activities, such as marketing and advertising the Town to groups and others who visit the Town. He said they print and distribute booklets, pamphlets, and brochures that promote and advertise the Town, and other economic development. He said this agreement is effective for one year, with three one-year extensions. He stated the Visitor's Center would be open to the public a minimum of 8 hours per day, 5 days per week, Monday through Friday year round, and said beginning Memorial Day and ending in September, they would remain open 6 days per week, including a minimum of 4 hours on Saturday. He stated the Visitor's Center would be closed on Sunday and on Festival events. He said the Chamber would provide the Council with quarterly reports. He said in consideration, the Town would pay the Chamber \$40,000 per year, plus an additional \$1,000 per month for May through September, in order for the Chamber to hire an additional staff person for the busy season. He said there is a 90-day advance written notice of termination in this agreement.

Beverly Stepp stated she shared the changes with the Board, and said they are all in agreement.

Councilman Biscoe stated he would have to vote no on this agreement, because he said he is tired of the gossip from that group, especially concerning him. He said if they want to know anything about him or his business to just give him a call.

Vice Mayor Crockett asked what was budgeted in the past. He stated this is a fairly significant decrease over the last couple of years. Mr. Udall stated one year ago the Town reduced the amount by 15%, and said this year it is being reduced by \$1,750.

Paul Allen stated he owns Whispering Pines Resort, and said he has direct contact with the Chamber. He said he has worked with the organization for 26 years, and said they do an excellent job. He said when he sends people over to the Chamber, they are always greeted in a

friendly manner and receive the information they are looking for. He said it is a positive impact on the Town. He said with just a phone call, the information could be sent out.

Mike Haupt stated he feels the Chamber is a wonderful organization. He said he feels the Visitor's Center and the Chamber together are in direct conflict with each other. He asked if there is going to be some kind of accountability that the Visitor's Center is actually functioning separately from the Chamber. He said they are currently sending out renewals for the Chamber membership. He asked if they would also be sending out information to all of the business people in Town, stating that as a Visitor's Center, they are taking the \$40,000 and have an obligation to market their businesses whether they are a Chamber member or not; and that they are separate entities. He said whether they are a Chamber Member or not, their business would be promoted through the Visitor's Center, and that this would happen whether they join the Chamber or not. He said this needs to be done as soon as possible, once the agreement is approved. He said they need to get information to every business in Town that their tax dollars are already being spent to promote their businesses. He asked if there would be accountability to make sure that everyone is notified, to make sure they understand they are already paying for the service to have this promoted, whether they join the Chamber or not; and said he hopes the Council would consider accountability. He said he thinks the Chamber has done a good job, but said the Visitor's Center has been less than satisfactory.

Mr. Udall stated the Town canvassed the businesses on White Mountain Blvd. He stated they probably do not have all of the businesses in Town, but said they do have an idea of what they are along White Mountain Blvd. He said they intend to share the database with the Chamber. He said the Chamber has indicated they would maintain a referral list, i.e., if someone came in to get a list of all local antique stores, regardless if they are Chamber members or not, they would give this visitor the entire list. He said the list would denote Chamber members, but said they would give the entire list upon request. He said if they were asked for a recommendation, they would not give one. Ms. Stepp stated unless they are very specific in what they want or where they want to go, there are at least three names given out. Mayor Smith asked how many businesses were canvassed recently. Mr. Esparza stated it was close to 300, and said they are still working on it. He said there are approximately 50 more businesses to canvass and it would be complete.

David Krigbaum stated no one wants to work weekends, but said he thinks there should be some accommodation for 8 hours on Saturday and 4 hours on Sunday. He said that is when people are in Town and looking for information. Vice Mayor Crockett stated he served on the Chamber Board when the decision was made to close on Sundays. He said it was a budget issue. Ms. Stepp stated this was addressed at the joint meeting. She said Sunday is the slowest day; and said the number of visitors compared to other days is lower.

Councilman Dodd asked, regarding the accountability issue raised by Mr. Haupt, how they would notify all of the businesses that this change is being made. He asked if that could be done with the annual business license renewal.

**VICE MAYOR CROCKETT MOVED TO APPROVE RESOLUTION NO. 10-1133 ADOPTING THE AGREEMENT FOR INFORMATION AND COMMUNICATIONS SERVICES BETWEEN THE TOWN OF PINETOP-LAKESIDE AND THE PINETOP-**

**LAKESIDE CHAMBER OF COMMERCE. COUNCILMAN DODD SECONDED THE MOTION, AND IT CARRIED 6-1, WITH COUNCILMAN BISCOE OPPOSED.**

ITEM NO. 10, RESOLUTION NO. 10-1134 ADOPTING A SERVICES AGREEMENT BETWEEN THE TOWN OF PINETOP-LAKESIDE AND PINETOP-LAKESIDE MAIN STREET:

Connie Boggs introduced Larry Vicario, President of Main Street, and Tom Doyle of the Arizona Department of Commerce. Mr. Vicario stated considering the economy, Main Street has had a tough row to hoe, and businesses are closing; but said due to Ms. Boggs's hard work, there might be some businesses moving to Town from neighboring communities. He said they are working with less money and doing a good job.

Tom Doyle congratulated the Town for receiving the two grants for the Maverick Node and the Old Town Node. He said the Pinetop-Lakeside Main Street organization is one of their best. He said Connie Boggs, the Main Street Board, and the Town's Grant Coordinator, Mary French-Jones, are the best. He said he sits on the grant review boards, and said the Town constantly and consistently provides outstanding grants for great projects. He said he is the State Coordinator for the Arizona Main Street Program, and said he is also the Business Attraction person for Rural Economic Development. He said he has been in Rural Economic Development for five years and gets around the state a lot. He said he learned how important the Main Street business core is to attracting new businesses to the community. He said it is a community image, and a weighed factor. He said it is very important that the central business core buildings are occupied and presents a good image. He said having a strong Main Street is a vital component. He said 44 states have the Main Street program. He said the return of investment is 27 to 1 nationally.

Mr. Vicario stated Ms. Boggs was nominated to a State Board for Economic Development. Ms. Boggs stated she was also asked to sit on the Arizona/Mexico Commission where she worked many years ago. She said it would help the community attract businesses from all over the country.

Councilwoman Wessel asked about the future of Arizona Main Street, and continued funding from ADOC. Mr. Doyle stated all rural economic development programs for Main Street are under review by an independent panel in July and August. He said the agency recognizes the importance of the program, but said until the review is completed, it is hard to say. He said his instinct is the program would continue because it is such a valuable program.

**VICE MAYOR CROCKETT MOVED TO APPROVE RESOLUTION NO. 10-1134 ADOPTING A SERVICES AGREEMENT BETWEEN THE TOWN OF PINETOP-LAKESIDE AND PINETOP-LAKESIDE MAIN STREET. COUNCILWOMAN WESSEL SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 11, RESOLUTION NO. 10-1135 ADOPTING A FOURTH AMENDMENT TO THE DEVELOPMENT AGREEMENT BETWEEN THE TOWN OF PINETOP-LAKESIDE, ASPEN MEADOW AT PINETOP, LLC, AZG MEADOWS, LLC, AZG LOT 9, LLC, AZG SOUTHERN OASIS, INC., AND FLAG HOLLOW INVESTMENT GROUP, LLC:

Paul Esparza stated the developer approached the Town about this amendment due to the declining economic conditions. He said they feel they need additional time to complete the Phase I infrastructure and be able to put up the financial assurance for Phase II. He went over the Amendment, and said they are asking for an additional three years. He said they inserted language emphasizing the desire that Phase VIII and IX include the commercial phases.

Dan Shreeve stated this is an exciting project, but said the time is not right. He said it would be a premier development in Pinetop-Lakeside. Councilwoman Wessel stated she understands the difficulties, and asked if there is anything they could do cosmetically to make the meadow look better while they are waiting for the economy to recover. Mr. Shreeve stated they would look into that. He said they might be able to seed some of the areas and let the grass grow again.

**COUNCILWOMAN IRWIN MOVED TO APPROVE RESOLUTION NO. 10-1135 ADOPTING A FOURTH AMENDMENT TO THE DEVELOPMENT AGREEMENT BETWEEN THE TOWN OF PINETOP-LAKESIDE, ASPEN MEADOW AT PINETOP, LLC, AZG MEADOWS, LLC, AZG LOT 9, LLC, AZG SOUTHERN OASIS, INC., AND FLAG HOLLOW INVESTMENT GROUP, LLC. COUNCILMAN DODD SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 12, RESOLUTION NO. 10-1136 DECLARING A PUBLIC PARTICIPATION PLAN FOR THE GENERAL PLAN UPDATE:

Mr. Esparza stated the Town went through this process 10 years ago, but said the Town is required to adopt a public participation plan. He said the plan sets forth the guidelines of what the Town is to do to engage the public in the process. He stated even without this plan the Town has been diligent about advertising the meetings and making sure the public is aware. He said this plan outlines the guidelines and what they need to do to allow the public to fully participate in the entire process. Vice Mayor Crockett stated item number five only allows the public four minutes to speak. He suggested it be the same as a regular agenda item or the call to the public time. Mr. Esparza stated that is the minimum standard, but said it could be adjusted. Councilman Dodd stated this set of guidelines is crucial to the process.

**COUNCILWOMAN WESSEL MOVED TO APPROVE RESOLUTION NO. 10-1136 DECLARING A PUBLIC PARTICIPATION PLAN FOR THE GENERAL PLAN UPDATE WITH A CHANGE TO #5 TO FIVE MINUTES. COUNCILMAN DODD SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 13, CURRENT EVENTS BY TOWN MANAGER:

This item was heard during the work session.

Don McMasters presented Mayor Smith with a Certificate of Appreciation from the Autism Foundation for his help with their fundraising activities.

The Regular meeting adjourned at 7:57 p.m.

Dated this 22<sup>nd</sup> day of June 2010.

PINETOP-LAKESIDE TOWN COUNCIL

/s/ Lu Anne Frost, 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 Pinetop-Lakeside, Arizona, held on the 17<sup>th</sup> day of June 2010. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 22<sup>nd</sup> day of June 2010.

/s/ Lu Anne Frost, Town Clerk