

MINUTES OF THE REGULAR MEETING OF THE TOWN COUNCIL OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD SEPTEMBER 2, 2010 AT 7:00 P.M. IN THE TOWN COUNCIL CHAMBERS.

Mayor Smith called the Regular Meeting to order at 7:01 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; and Paul Esparza, Community Development Director.

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 were no requests to address the Council at this time.

ITEM NO. 4, CONSENT AGENDA:

The consent agenda consisted of the Minutes of the Work Session, Regular Meeting, and Executive Sessions of August 19, 2010; an Application for an Extension of Premises/Patio Permit for the Rainbow Lake Lodge; and an Application for Extension of Premises/Patio Permit for the Maverick Corral Restaurant & Bar.

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

ITEM NO. 5, MAYOR'S PROCLAMATION FOR THE MONTH OF SEPTEMBER AS NATIONAL ALCOHOL AND DRUG ADDICTION RECOVERY MONTH IN THE TOWN OF PINETOP-LAKESIDE:

Mayor Smith proclaimed the month of September 2010 as National Alcohol and Drug Addiction Recovery Month in Pinetop-Lakeside, and called upon the people of Pinetop-Lakeside to observe this month with appropriate programs, activities, and ceremonies supporting this year's theme, "Join the Voices for Recovery, Now More than Ever!"

ITEM NO. 6, FINAL PRESENTATION OF THE OLD TOWN NODE PROJECT BY CHARLES CRAIN:

Charles Crain stated this presentation is brought to the Council through a grant given to Pinetop-Lakeside Main Street by the Arizona Main Street program. He stated he worked on this project over a period of 3 months. He stated this report was intentionally meant for a book, but said due to the cost of printing they put it into a digital format, which Connie Boggs is distributing to interested parties. He stated the Larson property is a little over 26 acres along White Mountain Blvd. and is broken into three sections. He said the study of this property is to generate interest in the development community. He said it is a large enough project to attract attention, but said it would probably be a phased development. He said the early meetings were with the stakeholders to derive factors to make it a good neighborhood. He said one of the primary focuses was the desirability for it to be a mixed-use project, and said it was an easy thing to do as the property is broken up by Billy Creek and Porter Mountain Road. He stated the conversations focused on Billy Creek and the trail system restoration. He stated the notion that residential and retail should be a major part, and a contributing factor, based on tax revenues. He stated there was discussion about open space and meadows, a farmers' market, and a number of cultural and other activities, but without losing the hometown charm that many citizens feel is important. He stated they looked at the critical elements and selected certain trends that seem to occur throughout. He said this presentation is not the end all design of that property, but said it is one solution to a master plan for this property. He said the influences are the access for a retail area gateway with a clear view of Billy Creek and the wetland area, and said the residential area would be at the back. He said they heard about the increasing traffic and the increasing importance of Porter Mountain Road. He stated the Navopache site was not considered in this project, but said they did look at the possibility of developing it as well. He stated they are trying to develop a benchmark for this type of mixed-use development for the community. He stated geotechnical studies would be required due to the fill, and the potential of Billy Creek flooding. He stated there are some erosion problems on Billy Creek, but said it is a nice amenity to the property. He stated they took information from the stakeholders and the Town, as well as the influences of the market study and other studies done over the last 5 to 6 years, and determined village retail would be the proper way to treat the north piece. He suggested anchor retail, such as a coffee shop, that would become an iconic stopping point at this intersection. He said the retail would be traditional single level, but said there would be an opportunity to alternate with two levels, with orientation to an improved creek. He showed the Council the connectivity with trails on either side of Billy Creek. He stated there could be live/work type retail, with many restrictions. He said if the market dictates, those could be condominium type units. He stated they achieved 30% open space across the entire 26 acres with a landscape buffer to shield the single-family detached units of the existing neighborhood from the more densely populated areas. He stated there could be a park area to the south, and said perhaps the park could front on Billy Creek. He stated the project scale is to respect the nature of the community, and keep it in concert with what has developed in the community and the surrounding neighborhood, with respect to the low scale on one side and retail on the other side. He stated the development should be denser to justify the cost of improving the property. He said the improvements to Billy Creek should be a part of the early phases of the project. He stated a pavilion was designed to house cultural events. He said a boardwalk, similar to what is used on beachfront, and wetlands, would allow people to tread lightly on the land. He said is is a tool that can be used to attract attention, and to give to potential developers.

ITEM NO. 7, FINAL PRESENTATION ON THE MAVERICK NODE PROJECT BY LARRY ELLERMANN:

Larry Ellermann thanked the Mayor and Council for allowing him to work on this project, and thanked Paul Esparza and Ms. Boggs for all the help they provided. He stated this site is 16 acres and is partially developed. He said the goal was to come up with a practical marketing plan to complete the project with a pedestrian orientation. He stated this site gains altitude as it goes south from White Mountain Blvd. to the back of the site. He said the site was already subdivided. He stated they discussed the uses with the stakeholders. He stated they recommended a common landscape theme along the street, with common lighting, and hardscape to pull it all together and look uniform. He said the parcel behind the nursing home would allow for expansion of the nursing home, and could include office space as well. He said the plan is laid out with the correct parking ratio and correct coverage. He suggested a hotel be included in the project to draw people in, and said there is a great view to the north. He said there is a location for apartments with access to the forest and trail system. He said the goal was to have one unified project. Vice Mayor Crockett asked if he could show the percentage of open space in the node. Mr. Ellermann stated he could not, but said he would get back with him. Mayor Smith asked if the planned gas station and convenience store fits with this project. Mr. Ellermann stated they proposed a bank in that location, but said he thinks it would work. He stated they proposed an entry gateway with new sidewalks and accent landscaping. He indicated the open space and retention areas on the map. He stated the goal was to help market and finish this project. He said he believes these uses are practical and make sense from a marketing standpoint. Councilwoman Wessel asked if any of the nearby residents were included in the stakeholder meetings. Mr. Ellermann stated it was mainly the business owners and the property owner.

Mr. Esparza stated these are great marketing tools, and said this puts them in a position to showcase these properties. Mr. Udall stated a lot of time has been spent on master plans and wanted to assure the Council and the public that these master plans are being used. He stated this is the result of those master plans, and said now they can go to the next stage, which is a concept identified by the public and Council input. He said, as they contracted with these firms, they provided the materials to familiarize them with the community and the areas they were working on.

ITEM NO. 8, PRESENTATION TO THE TOWN COUNCIL BY THE MAYOR'S YOUTH ADVISORY COMMITTEE ON THE ARIZONA LEAGUE OF CITIES AND TOWNS' YOUTH CONFERENCE:

Reid Dempsey, Ben West, Clark Terrill, and Kelsey Ruggaard introduced themselves. Ms. Ruggaard stated they recently attended the Arizona League of Cities and Towns Youth Conference. She stated they received a lot of great information about what other youth committees are doing, listened to presentations by other groups, and made their own presentation about what they have done this year. She stated one year ago no one knew about the Mayor's Youth Advisory Committee, but said after only 12 months their accomplishments could be seen around Town. She stated they began because Town Council members believe the youth of the community should be actively involved and share their voice with the people in the Town who make a difference. She said MYAC was founded because they want to make a difference. She said at the first meeting the Mayor told them about the Strategic Management Plan. She said as a

new group they were asked to contribute their ideas to the Plan, and said after they read the plan they chose a few key goals to focus on.

Mr. Dempsey stated their biggest concern is the acquisition of Woodland Lake Park. He stated this recreational area offers visitors a mixture of tennis courts, softball fields, equestrian trails, fishing, boating, biking, hiking, and walking paths, and is a cornerstone of the community. He said the Town does not actually own this amenity, and said it has been holding a Walk for Woodland to help raise funds to purchase it. He stated this year MYAC assisted with the organization of the walk and participated in the event. He stated they also volunteered their time at other activities, such as the Annual Easter Egg Hunt. He said although sufficient funds have not been raised, MYAC and other organizations hope to continue to communicate and educate the public on progress being made relative to secure Woodland Lake Park. He said the matter was submitted to Congress for discussion, and said a member from MYAC would accompany the Mayor to speak on behalf of the Town and the Park at a date to be determined.

Mr. West stated MYAC also developed partnerships with other organizations such as the Humane Society. He stated a representative from their group spoke with the former Humane Society Director and collaborated with the Blue Ridge High School Fine Arts Teacher, Shelly Scott, to produce a mural at the Humane Society. He said the mural is a Norman Rockwell of two children bathing a dog. He stated an article was written for the newspaper, and said they plan to provide more murals at the Humane Society as time and renovations allow.

Mr. Terrill stated, as returning members of the 2010-2011 Mayor's Youth Advisory Committee, they hope to continue contributing to the Town, they are proud to call home. He stated they look forward to new faces and fresh ideas this school year will bring, and said although it may be a small town, they have big plans for the future.

Mr. Dempsey stated they were on one side of the spectrum. He said there were some youth councils who had been established since the 1980's and 1990's, with 40 plus members, who were throwing festivals and other events. He said one of the things they took away from the conference was seeing what other youth organizations were doing. Vice Mayor Crockett thanked MYAC for attending the conference and making people aware of Pinetop-Lakeside. He asked their opinion on the presentations on the two potential development areas. Mr. Dempsey stated he has seen some housing developments that were started and not completed. He stated his greatest trepidation is that they would build it, and then it would fall through and the land would be wasted. He said he worries about supporting a project like that and being able to keep the businesses alive. He said the locations are good, but said he is concerned if it could be supported by the community. Vice Mayor Crockett asked if he would prefer more retail than housing. Mr. Dempsey stated it would depend upon the retail. He stated many businesses have come and failed and some have succeeded, but said he feels people are looking for more retail. Vice Mayor Crockett asked if they had an opinion on the Maverick Node. Ms. Ruggaard stated it appears to be more retail than housing, and said due to the population swell in the summer a hotel would be a better choice than apartments. She said having retail in the same location would allow people staying in the hotel to walk to shopping and the restaurant.

Mr. Udall commented on how proud he was of these young men and women and how well they presented themselves and represented the community.

ITEM NO. 9, QUARTERLY UPDATE BY BEVERLY STEPP OF THE PINETOP-LAKESIDE CHAMBER OF COMMERCE:

Beverly Stepp stated the number of visitors have grown, and said they sent out another 500 pieces of mail this month, a jump over last month. She stated there were approximately 325 phone referrals for Pinetop-Lakeside. She stated they held the 23rd Annual Native American Festival, and said it went well even though it had to be moved inside at the last minute. She stated they had to turn away 20 vendors due to the 10-day rule. She suggested raising the permit fee to \$25 or \$30 to help compensate the cost of the Code Enforcement Officer. She stated they had 1,000 to 1,500 in attendance for the Blue Grass Festival, which was held at Hon-Dah. She stated they would be changing the venue to a Blue Grass and Music Festival for next year to bring in the younger crowd. She thanked the Mayor for providing the opening speech. She stated the last PLAN luncheon featured Michael Crain, President of Performance Architects. She stated they are working on the Fall Festival and the Parade. She stated she and the Mayor met with The Shoppes of Pinetop-Lakeside, and said they discussed changes to the parade, but said they would not take effect this year. She stated this is a very positive group. She stated they are working on the list of businesses. Councilwoman Irwin commented on Ms. Stepp's suggestion to raise the permit fee. Ms. Stepp stated most other festivals charge a \$30-\$35 fee in lieu of sales taxes, especially for out of state vendors. There was discussion about moving the Blue Grass Festival back to Pinetop-Lakeside, and the possibility of using the Blue Ridge campus. Vice Mayor Crockett said it would be more beneficial to the businesses in Town if the festival were held in Town. He commented and questioned Ms. Stepp about the Chamber's contract requirements. Mayor Smith stated they must be able to understand the breakdown of the statistical data. Mr. Udall stated the Chamber's perspective and analysis of the statistics is critical because they would be looking at trends, needs and wants, why the visitors are here, and how long they are staying, in order to help the Town prepare programs. Ms. Stepp stated she had intended to include that in the information provided to Council, and said she would e-mail the information to the Town Clerk.

ITEM NO. 10, COUNCIL DECISION REQUEST FOR THE APPOINTMENT OF ANNE GROEBNER TO THE ADVERTISING & PROMOTION COMMITTEE:

Sean Preiss stated there were a number of applicants who applied for the position, and said they would like to have taken them all. He stated Anne Groebner would create the symbiosis they need. Ms. Groebner stated she would be pleased to help the Town with marketing. She stated she has connections with Hon-Dah and Sunrise, and said she has been in the area for 15 years. She said she has a stake in the Town. Mr. Udall stated Ms. Groebner also serves on the White Mountains Partnership Board representing Hon-Dah and the Tribe, and said her opinion is highly regarded.

**COUNCILWOMAN WESSEL MOVED TO APPOINT ANNE GROEBNER TO THE ADVERTISING & PROMOTION COMMITTEE FOR A ONE-YEAR TERM COMMENCING ON AUGUST 27, 2010 AND EXPIRING ON AUGUST 26, 2011. VICE MAYOR CROCKETT SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 11, CURRENT EVENTS BY TOWN MANAGER:

Mr. Udall stated the first monthly business newsletter was sent out to the businesses and the Council, and said it has also been added to the Town's website. Vice Mayor Crockett stated he appreciates the Town crews cutting weeds and mowing grass along White Mountain Blvd. Mr. Udall stated he has received positive feedback from the businesses on this as well.

ITEM NO. 12, TOWN COUNCIL CURRENT EVENT REPORTS ON ALL COUNCIL APPOINTED COMMITTEES, COMMUNITY ORGANIZATIONS AND AFFILIATES:

This item was heard during the work session.

The Regular meeting adjourned at 8:38 p.m.

Dated this 28th day of September 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 2nd day of September 2010. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 28th day of September 2010.

/s/ Lu Anne Frost, Town Clerk