

**MINUTES OF A REGULAR MEETING
OF THE PARKS AND RECREATION COMMISSION
OF THE TOWN OF CLARKDALE**

A Regular Meeting of the Parks and Recreation Commission of the Town of Clarkdale was held on Wednesday, August 10, 2011, at 5:30 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.

Chairperson: Lynda Zanolli
Commissioners: Barbara Van Wye (Absent)
Debbie Pickard
Shannon Westcott
Vacant

Town Staff:
Community Services Supervisor: Dawn Norman
Community Development Director: Sherry Bailey
Clarkdale Sustainability Park Project Manager: Jodie Filardo
Town Manager: Gayle Mabery

Others in Attendance: None

AGENDA ITEM: CALL TO ORDER – Chairperson Zanolli called the meeting to order at 5:31 p.m. It was noted that a quorum was present.

AGENDA ITEM: PUBLIC COMMENT - There was no public comment.

AGENDA ITEM: MINUTES - Discussion and consideration of minutes of the Regular Meeting held on June 8, 2011.

Commissioner Westcott motioned to approve the Regular Meeting minutes for June 8, 2011 as written. Commissioner Pickard seconded the motion. The motion passed unanimously.

AGENDA ITEM: INFORMATIONAL REPORTS

CHAIRPERSON'S REPORT - A report from the Chairperson on current events.

Chairperson Lynda Zanolli had no items to report on but took the time to express her thanks and gratitude to Community Development Director Sherry Bailey for all her hard work for the community during her tenure with the Town of Clarkdale and wished her the best of luck.

STAFF REPORT – A report from the Community Services Supervisor on current events.

Community Services Supervisor Norman reported on the following:

- The pool season officially closed on July 27th. A meeting with the Pool Manager is scheduled to review the season's activities and year-end report.
- A review of the summer programs and events, including the pool, will be included on the next agenda for staff to report on and the Commission to discuss.
- Library - a community referral binder is underway and almost completed. It will continue to be a work in progress with it being the 1st edition. Information for the Yavapai Helpline is included. This is a referral center for the social services available in Yavapai County. Their goal is to efficiently and effectively connect those in need

with resource assistance available in Yavapai County. It will provide a single, county-wide phone number for those in need to call and be connected with those who can help.

- Attended a Yavapai College Focus Group on July 13th. Questions were geared towards programs, events, courses and facilities offered by the college on Verde Campus. The Town of Clarkdale was well represented by Council Member Bill Regner, CSP Project Manager Jodie Filardo, and several residents of the town.
- Scheduled to attend the 2nd Verde Front Trails Steering Committee on August 31st, 12:00-2:30 p.m. The Prescott National Forest Service is spear heading the project. The 1st meeting was scheduled for June 30th, but was unable to attend due to the preparation of the 4th of July event. Staff will email the Commission information, minutes, etc. relating to the project.

FINANCE REPORT -A review of the current finance reports.

NEW BUSINESS:

AGENDA ITEM: THE VERDE RIVER @ CLARKDALE – A work session to discuss the Verde River @ Clarkdale project.

Town Manager Gayle Mabery and Clarkdale Sustainability Project Manager Jodie Filardo presented a Power Point presentation to the Commission.

Town Manager Gayle Mabery explained that on Wednesday, May 18, 2011, she and Mayor Von Gausig drove around the Town with the intention of exploring under-performing Clarkdale assets. This car trip proved fruitful and tonight's discussion resulted directly from that conversation in the car.

What was clear to them and to many in Clarkdale is that a key resource – the Verde River and related recreational areas are underutilized, inaccessible, and as a result, economically undervalued by the Town and its residents. This project seeks to change that situation.

The Verde River travels 2.2 miles through Clarkdale and approximately 500 acres of prime open space owned by a variety of public and private landowners, both large and small including Clarkdale Minerals LLC, Freeport McMoRan, Arizona State Parks Board, the Federal Government, and the Town of Clarkdale.

In initial discussions, three river access points were explored: one close to the northernmost point where the river enters Clarkdale close to Brewer's Tunnel, the next at the Tuzigoot Bridge – on or around the Arizona State Park/Verde River Greenway land there, and the last at the base of Tuzigoot near the Cottonwood Ditch diversion. Providing a chance for residents and visitors alike to get on the river either in kayaks, in canoes or on tubes is thought to be important to connecting the public to the value provided by a free-flowing river. Current diversion structures inhibit the ability for people to float down the river without having to get out and hike around dams and dikes, and fish are prevented from migrating up river due to the same obstructions.

The first significant diversion on the Verde River (to feed Peck's Lake) is the Brewer's Tunnel diversion (owned by FMI). Some initial discussion regarding ways in which the diversion of water might be handled differently, or more efficient ways to divert water, ensued with the

presentation of options ranging from the installation of a grid-tied, solar-powered sump pump to divert a flow equal to approximately 7 cubic feet per second (cfs) to other sorts of diversion structures already in use in the Pacific Northwest. In general, the Brewer's Tunnel diversion could be handled in a way to allow the river to flow more freely (at about 40-60 cfs), providing a better recreational experience and enhancing wildlife habitat while at the same time reducing overall costs and management issues for FMI.

Protection of any water rights associated with current diversions is a key component of the project, and is of utmost importance to the owners of the diversions and the water rights. With that acknowledged, Freeport-McMoRan Inc. (FMI) has expressed a desire to continue discussions about alternative diversions (an idea they are already exploring internally), and noted that all potential options for effectively and responsibly managing this area (both on the Verde River and in the Peck's Lake area) are of interest to them.

There was open discussion on permit requirements.

Clarkdale Sustainability Park Project Manager, Jodie Filardo, explained that several meetings have been held with key stakeholders. To explore the possibility of improving public access to and education about the river, a small team of key stakeholders met on June 22, 2011 to discuss a Sustainable Clarkdale proposal to provide improved access to the Verde River running through the Town. Present at the meeting were representatives from the Town, The Nature Conservancy, Yavapai County, and Freeport-McMoRan Inc. (Representatives from Arizona State Parks and the National Park Service were invited but unable to attend this meeting.) The team discussed formulating a project to improve public access, while simultaneously restoring wildlife habitat, promoting economic development, and heightening awareness of the Verde River. In short, the project hopes to result in the river become a performing asset for the Town of Clarkdale. As a result of the meeting, FMI representative, Angie Harmon agreed to brief her colleagues at FMI and to give direction to all involved as to next steps with FMI. All parties were captivated and engaged in seeing where this project leads.

At a later date, Clarkdale Staff met with representatives from Arizona State Parks and National Park Service. Both parties expressed they were excited about the possibility of extending access and connecting to their trails.

As key to all is the acquisition of both long term capital plus operating expense funding to ensure the long term viability of any new facilities developed in support of public access. Funding sustainability, insurance issues, management planning, land access, removing fish barriers, river flows, ecological services and who will pay for all of these aspects need to be defined in a feasibility study.

Currently, Clarkdale Staff is working with Walton Family Foundation and American Rivers Association, an organization that advocates for rivers in the U.S., for grant funding. American Rivers Association has a program named Blue Trails that establishes an aquatic trail through an area that helps preserve and teach people about the river. They want a test case in the West.

There was open discussion on the Blue Trails concept which could start in Clarkdale and continue down the river. Clarkdale Sustainability Park Project Manager Jodie Filardo continued stating that the Blue Trails project would be a cornerstone for the Verde River in addition to the access that would be made available at "Centennial Park" which would be located at the north

point of the river and the enhancement of the Tuzigoot access partnering with Arizona State Parks and Kathy Davis, Prescott National Forest.

It will be important to begin discussions with members of the public to help define where their interests lie with the many components of this project.

There was open discussion on feedback received from the public and the economic impact this project would have on Clarkdale.

It is important to retain the rights of the people who own the diversions to the water. The Town will explore alternative methods of diversion that deliver the amount of water they have a right to use, but maintain as much flow as possible in the river to increase recreation and habitat usage of the river.

It's possible to protect, preserve and restore the river and its habitat while honoring existing water rights, enhancing the public's experience and improving the economy of Clarkdale.

Staff presented the original idea to Council on July 12th and Council has requested Staff to continue exploring the project.

The Commission expressed their support for the project and thanked staff for their time and effort in pursuing the project.

AGENDA ITEM: TOWN OF CLARKDALE SOCIAL MEDIA POLICY - A work session to discuss the Town of Clarkdale Social Media Policy.

Town Manager Gayle Mabery informed the Commission that on June 14, 2011, the Town Council approved an amendment to the Town of Clarkdale Public Service Handbook. This amendment implements a Social Media Policy for the Town of Clarkdale.

Town Manager Gayle Mabery reviewed Section Three C. Computer, Email, Internet and Social Media Policy of the Public Service Handbook with the Commission. There was open discussion on email and public records.

Town Manager Gayle Mabery explained during the Council's Strategic Planning Session they had discussed implementing social media for the Town of Clarkdale but a policy had to be implemented prior to any form of social media being launched. After policy was adopted staff was ready to initiate social media. With limited staff resources it was decided to start with Facebook and a positive feel good subject. Parks and Recreation was chosen as the first to introduce to the social media world.

Town Manager Gayle Mabery reviewed Section 7. Social Networking and Social Media with the Commission.

Town Manager Gayle Mabery informed that the Parks and Recreation page was created as a "Fan Page" which has limitations with regards to friend requests unless you purchase a Facebook ad, this was unknown at the time of creating the page. As a result, the page currently has 70 fans. The page was created in late June.

During this learning process of Facebook and how it works, a Facebook account was established for the Clarkdale Gazebo two and half weeks ago. This was set up as an individual page not as a fan page. This account has over 315 friends and is receiving more interaction/use than the Parks and Recreation page.

Staff would like to continue to receive input from the Commission on how Parks and Recreation can utilize Facebook.

There was open discussion on Facebook and friends.

AGENDA ITEM: PARKS AND RECREATION MASTER PLAN – A work session to discuss the Parks and Recreation Master Plan.

Community Development Director Sherry Bailey stated that the new Verde River project presented by Town Manager Gayle Mabery and Clarkdale Sustainability Park Project Manager Jodie Filardo is not included in the Parks and Recreation Master Plan. She explained that there are general references to the river and the ecology of the river but nothing based on the recreational possibilities of the river. Because this is the Parks and Recreation Master Plan and a major focal point for the Town, the Commission needs to discuss the possibility for inclusion.

There was consensus that the project should be included in the Master Plan.

Community Development Sherry Bailey stated that the Commission should discuss how they could see this project evolving and the possibilities it would present for the residents and incorporate this into the plan.

There was open discussion on the inclusion of the Sustainability Park. There is not a section dedicated to the Sustainability Park, only references are made in the Parks and Recreation Master Plan. It is included in the General Plan update.

The Commission requested to have more time to prepare for continuing the discussion. With just learning of the new Verde River project the Commission would like additional time to process and reassess the homework assignment in order for inclusion of the Verde River project.

Community Development Director Sherry Bailey stated she would provide information on Blue Trails and the American Rivers Association Executive Summary as well as the City of Yuma's Parks and Recreation plan which includes a Blue Trail on the Colorado River. She will also include a new set of questions for the Commission to consider.

Chairperson Zanolli asked if it was possible to furnish the new Commissioners with the Peck's Lake map created during the mini-charette. Community Development Director Bailey informed she would provide the map to Community Services Supervisor Dawn Norman to distribute to the Commission.

AGENDA ITEM: HALLOWEEN - A work session to discuss the 2011 Halloween event.

Community Services Supervisor Norman reviewed the minutes from November 10, 2010 on the discussion of the 2010 Halloween event. The two concerns expressed were: the large amount of attendees and the age appropriateness of some trick-or-treaters.

In researching setting an age limit for trick-or-treating, only four communities in the country have implemented a restriction. All four have adopted an ordinance that prohibits anyone over the age of 12 to trick or treat. They have stated that the laws are rarely strictly enforced and have not jailed or fined anyone for breaking the law. Two of the communities implemented the ordinance due to single mothers and senior citizens complaining that they were frightened by 6 foot tall kids showing up at their homes in search of candy. This is not such the case in Clarkdale.

During research there were many pros to allowing older kids to participate, the majority expressing that it deters them from any negative activities during the evening such as drinking or getting into trouble.

There was open discussion on age limitations and how that could be controlled. The consensus was not to set an age limitation.

In 2010, the Clarkdale event had 1,842 trick-or-treaters. This figure does not include the parents/family members who were also in attendance. There was open discussion on 2010 event and the amount of participants.

This year's event will be on Monday, October 31st. With this being a work day the event time will change to 6-8pm and will be held in conjunction with Cottonwood's events, 5-8 pm Old Town Safe Street to trick-or-treat and 6-9 pm Fall Carnival. In addition the Town will:

- Offer to supply volunteers to upper Clarkdale residents who either want to participate but need assistance with handing out candy, or for residents who do not wish to participate, but would allow volunteers to hand out candy in front of their residence.
- Solicit for volunteer participation from other Clarkdale neighborhoods to assist with handing out candy. This will allow all residents the opportunity to participate.
- Continue to direct and encourage trick-or-treaters to First South and First North Streets at the road blocks to decrease the mass numbers on Main Street.
- A survey will be issued to the upper Clarkdale residents to assess this year's event and receive feedback on the annual event.

There was open discussion on:

- How to control attendance numbers.
- Push for volunteers, utilizing high school students as this may lessen the amount of older kids who trick-or-treat.
- Candy drop off locations at various locations, including school, churches, rotary club, and chamber.
- Encourage participants to dress up and discourage people from bringing pets in order to lessen the crowd.

It was suggested to consider moving the costume contest to 7 pm in order to alleviate the congestion on Main Street. Community Services Supervisor expressed that lighting would be a

challenge at that time due to the loss of daylight. Commissioner Pickard suggested using construction lights. There was discussion on the cost that the lighting would impose. Commissioner Pickard offered to seek information and the possibility of getting the lights donated by United Rentals.

Staff will continue with planning the event and will update the Commission at the next meeting.

AGENDA ITEM: FUTURE AGENDA ITEMS – Listing of items to appear on future agendas.

Parks and Recreation Master Plan

Halloween

Pool

4th of July Recap

Joint Meeting with Clarkdale Chamber of Commerce

AGENDA ITEM: ADJOURNMENT-With no further business before the board and with no objection, the meeting adjourned at 7:24 p.m.

APPROVED:



Lynda Zanolli
Chairperson

SUBMITTED BY:



Dawn Norman
Community Services Supervisor