

**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, March 11, 2015, at 5:30 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.

Chairperson: Shannon Westcott  
Vice Chairperson: Barbara Van Wye  
Commissioners: Peter Curé  
Trish Gomez  
Lynda Zanolli

Town Staff:  
Community Services Supervisor: Dawn Norman

**AGENDA ITEM: CALL TO ORDER** – Chairperson Shannon Westcott called the meeting to order at 5:30 p.m. It was noted that a quorum was present.

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

**AGENDA ITEM: INFORMATIONAL REPORTS**

**CHAIRPERSON'S REPORT** – A report from the Chairperson on current events.  
There was no information to report.

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

Community Services Supervisor Dawn Norman reported the following:

- Saturday, March 14th, several events taking place in Clarkdale:
  - Clarkdale-Jerome Lions Club Annual Car Show 9am-2pm, Free
  - Clarkdale Down Business Alliance Poker Stroll 11am-5pm, Free
  - Clarkdale Museum Heritage Dance 6:30-9:30 pm, \$10
  
- Selna-Mongini Ball Field – A couple of years ago a group of community volunteers came forward with a plan to “adopt” the Selna Ball Field. That group was in hopes of securing a grant from the AZ Diamondbacks to make improvements to the field. Unfortunately, they were unsuccessful and the project fell by the wayside. Some of those same folks have come forward with a new proposal for a partnership with the Town.  
The Arizona Combat Baseball Club, local USSSA travel baseball teams, would like to use the field for both practice and scrimmage games. They currently have two teams, a U9 and U11. The group offered to adopt the field and have committed to make the needed improvements as well as solicit donors and volunteers. They plan on utilizing it as their home field and have committed to assist with maintaining the field.

Staff is working with lead man, Jordan Baker. Staff requested that they submit a proposal of the improvements and their plans to implement in order for staff to ensure that work is being done properly as well as secure their commitment. They have submitted their insurance as well as their work plan. They have been successful in acquiring equipment, supplies and man power to make the needed repairs. They are very anxious as well as enthusiastic about the project and opportunity to use the field. The work plan has been reviewed and approved by our Public Works Department. To date, they have:

- Leveled the field – donated blade equipment
  - Unisource came in with a backhoe and a dump truck and hauled the excess dirt out after the blade was finished
  - Field work - picked up rocks, fixed / adjusted sprinklers and finished the rake work
  - Planted grass seed
  - Drug the field
  - Installed caution tape
  - Acquired a porta-potty for one year donated by Nice Jons
  - They will also:
    - Install new bases
    - Paint the dugouts and trash cans
- 
- March 29, 2104 Welcome Home Vietnam Veterans Day Event – In 2012, the Verde Valley began an annual tradition to host a Welcome Home Vietnam Veterans Event. Rotating each year to a different city or town in the Verde Valley, the 2015 event will be hosted by the Town of Clarkdale on Sunday, March 29th. In addition to the other Verde Valley cities and towns, numerous veterans groups and others assist in coordinating the event each year. The 2015 event kicks off with a Motorcycle Run which begins in Sedona and travels through all the communities in the Verde Valley. A Flag Raising and Bike Blessing takes place at 10:30 a.m. and Kick Stands Up at 11:00 a.m. The Bike Run participants are expected to begin arriving at the Clarkdale Town Park by 12:15 p.m. and the community is encouraged to line the final leg of the route on Main Street between 9th and 11th Street to welcome them the Clarkdale. The public is invited to the Clarkdale Town Park from 12:00 – 4:00 p.m. that day to join in honoring the sacrifices and contributions our Vietnam War Veterans made to protect the life, liberty and happiness of every American. A free BBQ will be open to the public (Bike Run participants and Veterans will be served first), and a Flag Raising Ceremony will take place at 1:00 p.m. Welcoming remarks will be offered immediately after the Flag Raising, and entertainment will follow.

### **NEW BUSINESS:**

#### **AGENDA ITEM: VERDE RIVER @ CLARKDALE – An update on the Verde River @ Clarkdale.**

Community Services Supervisor Dawn Norman reported the following and there was open discussion on each item:

- Council approved the name ‘Big Spring Natural Area’ for the site located near the wastewater treatment plant. With regards to the trail name, the Council was very

supportive of asking the CJES 6<sup>th</sup> Grade Class to submit ideas for the name. There was concern with “Trail of Life” and how the name would be perceived without explanation. The thought was because the name submissions were made prior to receiving the history on the site that maybe if the class had that information along with the area name, the name submissions would be more in line with the area name. After discussion, it was decided to ask the class to submit 3 name choices to be considered by the Parks & Recreation Commission and Council.

- Friends of the Verde River Greenway (FVRG) and the Verde Watershed Restoration Coalition (VWRC) have made great strides in removal of invasive species and trail building in the Big Springs Area. As a result of all the invasive plant removal that has occurred in the area, there are numerous stockpiles that need to be chipped or burned in place. After coordinating with the Clarkdale Fire District, the Town Crew burned a large pile of arundo between the WWTP and the river. The FVRG will be restoring the burn areas and trail sections after all the burning has been completed.
- Last week, Verde Watershed Restoration Coalition arranged for Larry Stevens, Curator of Ecology and Conservation, Spring Stewardship Institute for the Museum of Northern Arizona, to do a site visit to Big Spring and perform a spring assessment. The assessment will provide a baseline analysis of the area and help staff work with our partners to monitor the habitat and plan for additional improvements in the area. Larry Stevens will be holding a workshop to train individuals on performing assessments and the Town along with Verde Watershed Restoration Coalition will be sending representatives in hopes that we can continue to assess the Big Spring.
- Arizona Game and Fish Boating Improvements Grants – As the Commission is aware, the Clarkdale Town Staff has been in communication with the staff the Arizona Game and Fish Department’s Boating Facilities Office for the past several years. After several site visits to the river access points on the Verde River at Clarkdale, AZGFD staff recommended that the Town work with them to develop funding applications for boating facilities at the river access points. The first step in the process is to secure a Memorandum of Understanding (MOU) with the Arizona Game and Fish Commission. Town Manager received word last week that the MOU was approved by the AZGF Commission and was presented and approved by the Town Council at last night’s Council Meeting.

This MOU basically serves as an umbrella document under which individual applications for specific projects can be considered by AZGFD staff. The Arizona Game and Fish Commission will execute a final copy once they receive Clarkdale’s signed copy.

After the MOU is executed, Clarkdale staff will begin work with AZGFD staff to develop applications for boating facilities at the public river access points located on the Verde River @ Clarkdale. Applications for specific projects will be aligned with the Master Plans for the river access points, and those applications will come back before the Town

Council for individual approvals before projects move forward. Staff will continue to update the Parks and Recreation Commission on each of the projects.

- 2015 Verde River @ Clarkdale Commercial River Runner Outfitter permitting process results
  - The Town of Clarkdale published an Invitation for Proposals for Commercial River Runner Outfitters on January 28, 2015. The deadline for receipt of applications under this initial offering was 12:00 p.m. on Friday, February 27, 2015, and applications were received in three categories:
    - Commercial Guided Recreational Customer Units
    - Commercial Unguided Recreational Customer Units
    - Commercial Interpretive/Educational Customer Units

The Town Manager established an Outfitter Review Committee in January, 2015 to assist with the development of the proposal process and the draft Outfitter Permits, and to review and make recommendations on the applications that were received as a result of the invitation for proposals. Committee members included:

- Keith Ayotte, Region II Manager, Arizona State Parks
- Scott Buckley, Clarkdale Town Council
- Dawn Norman, Community Services Supervisor, Town of Clarkdale
- Laura Jones, Clarkdale Citizen
- Shannon Westcott, Chairperson, Clarkdale Parks and Recreation Commission

Although the Town Council established slightly higher available capacity at their January 27, 2015 meeting, the Outfitter Permitting Review Committee decided to reduce the available capacity under this Initial Offering as follows:

- 1,242 customer units are reserved for guided interpretive/educational trips
- A maximum of 7,038 customer units are available for recreational trips
- A maximum of 1,407 of the 7,038 recreational customer units can be assigned for unguided trip customers
- Maximum guided trip size is sixteen (16) persons per trip. This maximum includes trip guides.
- A maximum of thirty-six (36) unguided trip customers are allowed per calendar day. Unguided customer trips must be taken in a vessel that meets the Arizona definition of a watercraft.

Four companies responded with complete proposals by the February 27, 2015 deadline. The following graph shows the companies who responded and the total number of customer units requested by each applicant:

	# of Customer Units Requested						Total	
	Guided Recreational		Unguided Recreational		Interpretive/Educational			
	Maximum Requested	Minimum Requested	Maximum Requested	Minimum Requested	Maximum Requested	Minimum Requested	Maximum Requested	Minimum Requested
Just Roughin' It Adventure Company, LLC	300	100	0	0	0	0	300	100
South By Southwest Adventures	750	500	500	400	250	100	1,500	1,000
Verde Adventures, Inc.	4,786	3,000	1,196	800	0	0	5,982	3,800
Verde River Institute	0	0	0	0	300	300	300	300
<b>Total Amounts Requested</b>	<b>5,836</b>	<b>3,600</b>	<b>1,696</b>	<b>1,200</b>	<b>550</b>	<b>400</b>	<b>8,082</b>	<b>5,200</b>

The Outfitter Permit Committee met on Monday, March 9, 2015 from 8:30 a.m. until 11:00 a.m. in order to take the following steps:

- Review and Develop Consensus on Strengths and Weaknesses of Each Applicant
- Review and Develop Consensus on Criteria Ratings of Each Applicant
- Develop Consensus on Overall Ranking of Each Applicant
- Determine Permits to Be Awarded and In What Capacity
- Discuss Recommended Launch Schedules for Discussion with Outfitters

Following the identification of strengths and weaknesses, and the ranking of the applicants, the committee recommended that the following capacity allocations be made:

	# of Customer Units Awarded			
	Guided Recreational	Unguided Recreational	Interpretive/Educational	Total
Just Roughin' It	95	N/A	N/A	95
South By Southwest	750	415 (Maximum of 11 per day)	250	2,107
Verde Adventures	4,786	992 (Maximum of 25 per day)	N/A	5,778
Verde River Institute	N/A	N/A	300	300
<b>Total Awarded</b>	<b>5,631</b>	<b>1,407</b>	<b>550</b>	<b>8,280</b>
Remaining Capacity	0	0	692	692

Finally, the committee discussed the need for appropriate spacing between commercial launches and agreed that launches should not begin before 8:00 a.m. or launch later than 4:00 p.m. The committee submitted a recommended launch schedule for the outfitters

who were recommended for permit approval. The launch schedules are subject to further consultation between the Town and the outfitters, and are subject to alteration during the season, as warranted.

Town Manager contacted the four outfitters to let them know that they have been recommended to receive permits this year. They now need to provide appropriate insurance documentation, along with the need to file an Annual Operations Plan and post appropriate deposits. Upon receiving the required items, and all are acceptable/approved, permits will then be issued.

- A new kiosk will be installed at the Lower TAPCO RAP boat launch areas informing of the designated “Quiet Zone”. Staff shared a draft of the kiosk design with the Commission.
- Due to the recent rain/weather conditions – The River Access Points were closed to vehicular access March 1-5, re-opened on March 6. This was necessary to protect the areas from damage caused by vehicles driving on muddy roads and driveways, which can create deep ruts and change natural drainage patterns. The temporary closure is the best way to protect the roads and the park resources and to keep the public safe. Once dried out and Public Works made the necessary repairs the RAPs were re-opened. The Town will continue with this practice in the future.
- Recent flooding throughout the Verde River basin has resulted in reports of lots of new snags and obstacles all up and down the river corridor. All boaters, even those who are experienced on these sections of the Verde River, need to use extreme caution.
- On the Verde River @ Clarkdale, high water during the first week of March impacted the area around the Brewer's Tunnel Diversion Dam. The flood damage makes the portage around the west end of the dam more difficult than it was prior to the flood. Signage is posted in the area warning boaters to use extreme caution. The Commission was presented with a photo example of the signage. The Town of Clarkdale is currently working with the property owner, Freeport McMoRan, Inc., to devise and implement a plan to repair the damage caused by the flooding.

Town Manager Mabery will be meeting with representatives from Freeport MacMoRan on Monday to discuss repairs to the dam. 3 of the 4 outfitters will be attending as well to make recommendations/suggestions.

#### **AGENDA ITEM: 2015 CONCERTS IN THE PARK – Review and discussion on the 2015 Concerts in the Park.**

Community Services Supervisor Dawn Norman explained that Selection Committee met on Thursday, March 5<sup>th</sup>, to review all submittals. There will be 9 concerts, one of which is scheduled as ‘pre-season’ for Friday, May 15, sponsored by AZ We Dance.

Concerts will kick off on May 30th. There will be a total of 8 concerts. Of the 8 openings, staff has confirmed the Clarkdale-Jerome Lions Club will sponsor Sentimental Journey who is scheduled for the opening concert, May 30. Staff has also confirmed with both Cadillac Angels and Trotter's Wake, both who had said they would play for free the next time due to receiving payment and not being able to complete their performances due to weather. That left only 5 concert date openings.

The Town had received letters of interest from 18 bands, 4 of which were omitted from consideration because of cost, lodging requirements, etc. In order to be considered, bands were required to provide:

- Brief description of band and music
- Current music samples
- Current venues performed along with any references; and
- Rates/fees.

After sending a final follow-up to all of the remaining bands who had not provided the required items, a total of 8 completed packages were submitted for consideration. Staff is currently working on scheduling the bands selected.

**AGENDA ITEM: WORKSESSION: COMMUNITY SERVICES SURVEY & DATA REVIEW – A presentation, review and discussion of the information and data recently collected by the Community Services Department regarding usage of certain services and programming.**

A presentation, review and discussion of the information and data recently collected by the Community Services Department regarding usage of certain services and programming.

Last year the Community Services Department (CSD) created and distributed a survey to query the community and gain feedback regarding certain events, programs and activities currently being provided by the Town, and to collect information about other ideas and desires community members might have in these areas. A copy of the survey and its resulting information was included in the Commissioner's packet.

Community Services Supervisor Dawn Norman presented a power point offering additional data collected last year as a result of actual programming and attendance, and hands-on, daily operations. Community Services Supervisor Dawn Norman explained the results of the survey conducted earlier this year aided by Administrative Assistant Joni Westcott.

Discussion followed about the Clarkdale library patrons and other community libraries comparisons, including that Clarkdale has two libraries. The Commission expressed that it didn't seem fiscally responsible to continue to operate the library when those funds could be expended on other projects/events that the community supports.

Commissioner Zanolli asked if staff needed the Commission to take action on the item. Community Services Supervisor Norman explained that this item was to provide information to the Commission and to keep them updated. Staff will be continuing to gather data and

information from the public on deciding the direction of the Community Services Department and the services offered.

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

*Selna Ball Field/Mongini Park*  
*Big Springs Natural Area Trail Name*  
*2015 Concerts in the Park*  
*Cell Tower*

**AGENDA ITEM: ADJOURNMENT** - With no further business before the Commission and with no objection, the meeting adjourned at 6:48 p.m.

APPROVED:



Shannon Westcott, Chairperson

SUBMITTED BY:



Dawn Norman, Community Services Supervisor