

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

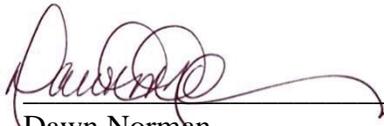
In accordance with Resolution #215 of the Town of Clarkdale, and Section 38-431.02, Arizona Revised Statutes,

NOTICE IS HEREBY GIVEN that the Parks and Recreation Commission of the Town of Clarkdale will hold a Regular Meeting 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. Members of the Clarkdale Parks and Recreation Commission will attend either in person or by telephone, video or internet conferencing. All members of the public are invited to attend.

The undersigned hereby certifies that a copy of this notice was duly posted on the Community Development Building bulletin board, located at 890 Main Street, Clarkdale, Arizona on the 5th day of March, 2015, at 2:30 p.m.

Dated this 5th day of March, 2015.

By:



Dawn Norman
Community Services Supervisor

ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND POSSIBLE ACTION, UNLESS OTHERWISE NOTED.

1. CALL TO ORDER

- 2. PUBLIC COMMENT** – The Parks and Recreation Commission invites the public to provide comments at this time. Members of the Parks and Recreation Commission may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01 (G), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism or scheduling the matter for further consideration and decision at a later date. Persons interested in making comments on a specific agenda item are asked to complete a brief form and submit it to the Parks and Recreation Supervisor during the meeting. Each Speaker is asked to limit their comments to five minutes.

3. INFORMATIONAL REPORTS

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

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

4. **MINUTES** - Discussion and consideration of the minutes of the Regular Meetings held on October 8, 2014 and January 14, 2015 and Special Meeting held on December 16, 2014.

NEW BUSINESS:

5. **VERDE RIVER @ CLARKDALE** – An update on the Verde River @ Clarkdale.
6. **2015 CONCERTS IN THE PARK** – Review and discussion on the 2015 Concerts in the Park.
7. **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.
8. **FUTURE AGENDA ITEMS** – Listing of items to appear on future agendas.
9. **ADJOURNMENT**

Reasonable accommodations may be requested by contacting Town Hall at (928) 639-2400 (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

**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, October 8, 2014, at 5:30 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.

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

Town Staff: Community Services Supervisor: Dawn Norman
Town Manager: Gayle Mabery

AGENDA ITEM: CALL TO ORDER – Chairperson Lynda 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 the minutes of the Special Meeting held on August 20, 2014.

Commissioner Curé motioned to approve the Special Meeting minutes for August 20, 2014, as written. Vice Chairperson Van Wye seconded the motion. The motion passed unanimously.

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.
There was no information to report.

NEW BUSINESS:

AGENDA ITEM: WELCOME & INTRODUCTION OF PARKS AND RECREATION COMMISSION MEMBERS – Welcome and introduction of current and newly appointed Parks & Recreation Commission Members.

Community Services Supervisor Dawn Norman welcomed the new Parks and Recreation Commission and congratulated the returning Commissioners on re-appointment. She introduced the Commissioners and thanked them all for their time and dedication to the Commission.

AGENDA ITEM: ELECTION OF CHAIRPERSON AND VICE CHAIRPERSON – Discussion and consideration of electing Chairperson and Vice Chairperson of the Parks & Recreation Commission.

Commissioner Van Wye motioned to elect Commissioner Westcott as Chairperson. Commissioner Gomez seconded the motion. Commissioner Westcott accepted the nomination and the motion passed unanimously.

Chairperson Westcott motioned to elect Commissioner Van Wye as Vice Chairperson. Commissioner Curé seconded the motion. Commissioner Van Wye accepted the nomination and the motion passed unanimously.

The meeting was turned over to the chairmanship of newly elected Chairperson Westcott.

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

Town Manager Gayle Mabery presented a PowerPoint on the Verde River @ Clarkdale project to the Commission. The presentation included the history of the project, the river access points, the trails located along the river at the wastewater treatment plant, work completed, grants received, partners, designated Quiet Zone, challenges and the future of the project. There was open discussion on the presentation.

Community Services Supervisor Dawn Norman then updated the Commission on the following, there was open discussion on each item:

- The Town of Clarkdale learned this week that they have received a technical assistance grant from the National Park Service's Rivers, Trails and Conservation Assistance (RTCA) Program for the 2015 federal fiscal year.

Clarkdale requested the grant in order to enhance trail connections as part of the Verde River @ Clarkdale project. Of particular interest is an extension of the Benatz Trail to the Tuzigoot River Access Point, and beyond to Tuzigoot National Park. Additionally, Clarkdale would like to see trail access between Tuzigoot National Park and the recently established Lower TAPCO River Access Point.

Through the grant, the National Park service anticipates supporting the Clarkdale Trails Project by:

- Helping locate and acquire funding for the proposed trails
 - Identifying critical stakeholders and developing strategies for project engagement and support
 - Ensuring meaningful opportunities for community participation throughout the planning process
- During the Regular Meeting in August, there was a general consensus of the Commission to create a membership for the Verde River @ Clarkdale supporters along with

establishing a name for the program. Community Services Supervisor Norman asked the Commission to think about ideas for the name but she had not received any suggestions other than the suggestion made by Commissioner Cure: “ISCREAM” for “I support Clarkdale’s River Environment and Management”. Community Services Supervisor Norman asked the Commission if the Commissioners had any suggestions. There was open discussion on possible names for the membership program, including:

- We (shape of heart) VR@C
 - We (shape of two paddles) VR@C.
- In order to prepare for the upcoming outfitter season, town staff met with Julie Rowe, the Outfitter Permitting Manager with the Red Rock Ranger District. She has many years of experience in working with outfitters, both on land and water. Staff received great information and guidance from her and will be implementing some of the same requirements and processes used by the US Forest Service.
 - A public open house meeting will be held on October 22nd at 5:30 pm in the Ladies Lounge for staff to share information on the Verde River @ Clarkdale project as well as receive input from the public.

AGENDA ITEM: HALLOWEEN – A review and discussion of the 2014 Halloween event.

Community Services Supervisor Dawn Norman reviewed the following with the Commission, there was open discussion on each item:

- Event details – including promotional flyer. All information is available on the Town’s website.
- Map overview of operations
 - It was suggested to implement the fire truck procedure to open all roads, now that both 1st South and 1st North are being closed to traffic.
- Volunteer Recruitment
- Resident Packets –
 - Scheduled for delivery tomorrow @ 9am. Staff thanked Chairperson Van Wye and Commissioner Gomez for volunteering to do this.
 - Survey available online (surveymonkey) – annually the Town asks the residents on the trick-or-treat route to participate in a survey to inform the Town on their experience, whether participating or not.
- Business Information Packets – will be distributed the week of 10/20 to all the businesses located in upper town.
- Review of Finances
 - There is a reserve of \$636 in the donation account.
 - Donations received to date this year total \$2,175.
 - Walmart has changed their donation process, they no longer issue a store gift card. A grant application must be submitted and if approved a check is issued. The Town received a grant in the amount of \$300.
- Coupons – the Town’s volunteer, Melissa Brooks, has come through again this year and has provided well over \$300 in coupon savings for the Town.

- Candy shopping is scheduled for 10/21 through 10/23. Commissioner Zanolli offered her services to assist with shopping.

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

Brewers Dam Update

AGENDA ITEM: ADJOURNMENT - With no further business before the Commission and with no objection, the meeting adjourned at 7:19 p.m.

APPROVED:

Shannon Westcott, Chairperson

SUBMITTED BY:

Dawn Norman, Community Services Supervisor

**Minutes of a Special Session of the Common Council and
Parks and Recreation Commission of the Town of Clarkdale
Held on Tuesday, December 16, 2014**

A Special Meeting of the Common Council and Parks and Recreation Commission of the Town of Clarkdale was held on Tuesday, December 16, 2014, at 6:00 p.m. in the Clarkdale Men's Lounge, 19 N. Ninth Street, Clarkdale, Arizona.

Town Council:

Mayor Doug Von Gausig (recused)
Vice Mayor Richard Dehnert
Councilmember Scott Buckley

Councilmember Bill Regner (recused)
Councilmember Curtiss Bohall

Parks and Recreation Commissioners:

Shannon Westcott, Chairperson
Barbara Van Wye, Vice Chairperson
Peter Curé (absent)
Trish Gomez
Lynda Zanolli

Town Staff:

Town Manager Gayle Mabery
Town Clerk/Finance Director Kathy Bainbridge
Community Services Supervisor Dawn Norman
Deputy Clerk Mary Ellen Dunn

CALL TO ORDER AT 6:01 P.M. BY THE CLARKDALE TOWN COUNCIL

CALL TO ORDER AT 6:01 P.M. BY THE CLARKDALE PARKS AND RECREATION COMMISSION

DESIGNATION OF CHAIRMAN FOR THIS JOINT MEETING – Consideration of designating Vice Mayor Richard Dehnert as the Chairman for the Joint meeting between the Clarkdale Town Council and the Clarkdale Parks and Recreation Commission.

As referenced in the Clarkdale Public Service Handbook the Chairman of our public meetings has the important responsibility of ensuring that the meeting operates efficiently and that decorum is maintained. During Joint Meetings of the Town Council with appointed Boards and Commissions, the Mayor acts as the chair of the Joint Meeting.

Mayor Von Gausig has declared a Conflict of Interest on the subject of tonight's meeting, and will not be participating in the meeting. As such, pursuant to Section 2-2-2 of the Clarkdale Town Code, the Vice Mayor shall perform the duties of the Mayor during the Mayor's absence.

To make the record clear, a motion, second and vote on this topic is appropriate during the meeting. The votes of all members of the Town Council and the Parks and Recreation Commission will be recorded in the minutes for this Joint Meeting.

Councilmember Regner also recused himself, declaring a conflict of interest.

Councilmember Bohall moved to approve the designation of Vice Mayor Dehnert as the Chairman for the December 16, 2014 Joint Meeting. Councilmember Buckley seconded the motion. The motion was approved unanimously.

Parks and Recreation Chairperson Westcott polled the commissioners and Vice Mayor Dehnert was approved as Chairman unanimously.

INTRODUCTION OF COUNCIL MEMBERS AND PARKS AND RECREATION COMMISSION MEMBERS

PUBLIC COMMENT – The Town Council and the Parks and Recreation Commission invite the public to provide comments at this time. Members of the Council and Commission may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01(G), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism or scheduling the matter for further consideration and decision at a later date. Persons interested in making a comment on a specific agenda item are asked to complete a brief form and submit it to the Town Clerk during the meeting. Each speaker is asked to limit their comments to five minutes.

There was no public comment.

Vice Mayor Dehnert presented opening comments.

NEW BUSINESS

JOINT WORKSESSION ON RECOMMENDATIONS FOR COMMERCIAL RIVER RUNNER CAPACITIES FOR THE VERDE RIVER @ CLARKDALE – Discussion of the information and recommendations submitted by Town Staff relating to Commercial River Runner Capacities on the Verde River @ Clarkdale.

After launching the Verde River @ Clarkdale project in 2011, the Town of Clarkdale opened the 110-acre Lower TAPCO River Access Point on June 18, 2014, providing the public with access to diverse year-round recreational activities on the river. As expected, the site quickly became popular as a kayak launch point for boaters who wanted to float the 3-mile stretch of river between the boat launch areas of Lower TAPCO River Access Point and the downstream Tuzigoot River Access Point. In addition, the Town of Clarkdale and Arizona State Parks issued the first special use permits to allow commercial outfitters to operate at the Lower TAPCO RAP and the Tuzigoot RAP in 2014, resulting in approximately 6,800 commercial customers either kayaking or tubing this stretch from April – December, 2014. During peak boating season (from June 1 – September 30) in 2014, we experienced an average of 250 commercial customers per week launching from the Lower TAPCO RAP.

With requests for issuance of additional commercial permits increasing, the Town of Clarkdale has determined the need to establish commercial river runner capacities for the Verde River @ Clarkdale between the Lower TAPCO River Access Point and the Tuzigoot River Access Point.

Staff at the Town of Clarkdale have developed a report (which is attached as part of your meeting packet) that outlines the information they considered in recommending commercial outfitter capacities for the Verde River @ Clarkdale.

The following commercial river outfitter capacities are recommended as part of the report:

- Maximum guided trip size of sixteen (16) people, including trip guides.
- Maximum of eight (8) guided kayak/canoe/stand-up paddle board trips per day, with at least two (2) of those trips being reserved specifically for tours that operate under a separate permitting structure and receive pre-approval as official interpretive trips by the Town of Clarkdale.
- Maximum of one (1) guided trip launching per hour, between the hours of 8:00 a.m. and 4:00 p.m. (which may be extended to include a 5:00 p.m. launch during certain seasons).
- Maximum of up to thirty (36) unguided customers (in a vessel that meets the Arizona definition of a watercraft) per day.
- Maximum of six (6) unguided customers launching per hour, between the hours of 9a.m. – 3:00 p.m.

Based on the comments and input received during the December 16th Joint Worksession, Staff will make revisions to the Capacity Recommendations, and present those for formal consideration by the Town Council at their January 13, 2015 Regular Council meeting. If the Parks and Recreation Commission would like to make a formal recommendation to the Town Council on this subject, a special meeting will be scheduled prior to January 13th in order for them to do so.

After the Council takes final action on establishing the commercial capacities on the Verde River @ Clarkdale, staff will begin the process for soliciting bids for the outfitter permits that will be available in 2015. Staff hopes to begin advertising in January and award the first sets of outfitter permits in February. Given that there are several different categories of permits that will be available, we anticipate that we'll be letting bids for different types of permits as we get them developed over a period of a couple of months.

The 2015 Outfitter Permit has not yet been drafted, as staff's focus has been on developing the capacity recommendations for the Council and Parks and Recreation Commission's consideration. Establishing capacities on the river is a necessary first step in the process.

Staff has invited representative from Arizona State Parks and the U.S. Forest Service to attend the meeting. Both of these agencies have reviewed and provided input on the report that has been developed by the Town Staff. If desired, these public land managers will be prepared to offer comments and/or address questions from the Council and Commission.

Staff also anticipates that members of the public may have comments to share on this topic. While this Joint Worksession is an opportunity for discussion between the Council and Parks and Recreation Commission, it is appropriate to open the agenda item for Public Comment at some point in the meeting.

Town Manager Mabery gave a PowerPoint presentation: "Commercial River Runner Capacities on the Verde River @ Clarkdale" which provided collected data regarding boating activities, history of river outfitters on the Middle Verde River, comparisons between guided and unguided commercial activity, interpretive and recreational guided tours, and recommendations and examples with regard to capacity.

Arizona State Parks Representative, Keith Ayot, presented Parks's views and cited three directives:

- 1) Protect our resources; 2) provide access to those resources; and 3) be an economic driver for local communities.

Clarkdale Town Council and Parks and Recreation Commission shared questions and comments.

Councilmember Bohall thanked the staff for their efforts and time. Stated he does not kayak but believes the river is an asset for the Town of Clarkdale to cherish.

Discussion followed regarding topics including the Ambassador program, water quality testing, and Brewer's Tunnel Diversion Dam challenges.

Vice Mayor Dehnert opened the discussion to public comment. The following persons addressed the Council:

Tom Martin, not a Clarkdale resident – requested reconsideration of the “do-it-yourself” boating capacity; supports river access

Jett Tenant – expressed concerns about the initial capacity numbers; supports public access to river

Ann Miranda, Clarkdale resident – stated concerns about the noise along the river and disturbed quality of life of property owners along the river; supports public access to river

Paul Matthew – had public safety concerns

Rick Littell, Clarkdale resident – noted concerns about noise/quality of life for property owners along the river and changes in wildlife presence; supports public access

Lisa Petty, Clarkdale resident – concerned about initial numbers with regard to maximum capacity; supports public access to river

Liz Gail, Clarkdale resident – appreciates the Ambassador program; concerned about enforcement of quiet zones

Harry Sweet, not a Clarkdale resident – concerned about impact on wildlife and peacefulness of river for private boaters

Carrie Anderson, former Clarkdale resident – supports river access; concerned about initial maximum capacity figures and environmental impact as well as property owners' quality of life

Jane Moore, Jerome resident – has concerns about impacts on the river; would like to see greater numbers of interpretive tours as opposed to increased recreational capacities

Richard Lynch, outfitter – believes the maximum capacity figures may be too high and stated he wants a cooperative effort in dealing with the issues and concerns

Elizabeth Gerstner, Clarkdale resident – stated concerns with the noise levels, impacts on wildlife and parking on her street to access river

Wendy Kaye, Clarkdale resident – concerned about neighbors along the river and their quality of life; questioned Town's financial gain

Nicki Check, Jerome resident – participated in interpretive tour and felt strong connection to the river and noted the low impact of the trip; appreciated the Town's evaluations and endeavors

Dylan Anderson, outfitter – would like to see more education; believes the initial maximum capacity numbers are too high

Vice Mayor/Chairman Dehnert stated that the Town of Clarkdale did not get into the project for financial gain but for the river's protection and thanked everyone for attending and bringing out issues for consideration. Dehnert then turned the discussion back to the Council and Commission for comments.

Chairman Dehnert: noted a “measured reaction” to the maximum capacity numbers and would like to take another look at refining those numbers more conservatively, keeping the public comments in mind.

Commissioner Westcott: stated she always looked for places to get into the river and appreciates the new access points and has some of the same thoughts and concerns as those stated earlier in the public comments. She assured the audience that their concerns do not go unnoticed or unheard. She further stated that the panel represents the community and that’s the reason they volunteer for the positions they hold.

Councilmember Buckley: stated he would like to see more “science” and data regarding impacts on the river.

Commissioner Zanolli: clarified that the Town was no longer recommending rented inner tubes and supports that recommendation.

This Joint Worksession was agendized for discussion only, and no formal action was taken.

ADJOURNMENT – Commissioner Westcott moved to adjourn the meeting and Councilmember Bohall seconded. Without objection, Chairperson Dehnert adjourned the meeting at 7:53 P.M.

APPROVED:

ATTESTED/SUBMITTED:

Shannon Westcott
Parks & Recreation Commission Chairperson

Dawn Norman
Community Services Supervisor



Staff Report

Agenda Item: VERDE RIVER @ CLARKDALE – An update on the Verde River @ Clarkdale.

Staff Contact: Dawn Norman, Community Services Supervisor

Meeting Date: March 11, 2015

Background: Staff will update the Commission on the progress of the Verde River @ Clarkdale projects.

Recommendation: This item is scheduled as an update and discussion only, and no official action is necessary from the Commission.

**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, January 14, 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 (Absent)
Commissioners: Peter Curé
Trish Gomez (Absent)
Lynda Zanolli

Town Staff:
Community Services Supervisor: Dawn Norman
Human Resources and Community Services Director: Janet Perry

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:

- National Park Service River, Trails and Conservation Assistance Program Grant – Staff is scheduled to meet on January 21 and 22 with Joe Winfield, National Park Service Representative, to do a site review of both River Access Points and the trail system located near the Wastewater Treatment Plant.
- Concerts in the Park – Due to the high number of inquiries received from bands to participate in the upcoming season, staff is forming a selection committee made up of one staff member and two Parks and Recreation Commissioners and is developing a selection process.

NEW BUSINESS:

AGENDA ITEM: COMMERCIAL RIVER RUNNER CAPACITIES FOR THE VERDE RIVER @ CLARKDALE – Discussion and possible action relating to the establishment of Commercial River Runner Capacities on the Verde River @ Clarkdale.

Community Services Supervisor Dawn Norman reviewed with the Commission the steps taken with regards to establishing Commercial River Runner Capacities for the Verde River @ Clarkdale. She explained that the Clarkdale Town Council and Parks and Recreation Commission held a Joint Worksession on Tuesday, December 16, 2014 to discuss recommendations that the Town Staff had developed relating to the establishment of Commercial River Runner Capacities on the Verde River @ Clarkdale. The purpose of the December 16th worksession was to receive comments and input from the Council, Parks and Recreation Commission and the general public so that the Town Staff could then revise the capacity recommendations and present the revised recommendations to the Town Council for possible approval at their January 13, 2015 Council meeting.

While the initial capacity recommendations that were the subject of the December 16th discussion were developed with a long-term capacity in mind, the Council and Commission expressed support for taking a more conservative approach to setting initial capacities on the river. With that in mind, the Town Staff is recommending that, instead of setting long-term capacities, that the Council consider setting a capacity limit to be applied only to the 2015 river season. Acknowledging that the Town of Clarkdale is on the leading edge of river recreation issues in the Verde Valley, it makes sense to move more slowly, and re-look at capacity issues on a year-by-year basis during the initial years of the Verde River @ Clarkdale project.

Community Services Supervisor Dawn Norman informed that Council reviewed the proposed recommendations for the 2015 calendar year and approved as presented at the meeting held on January 13, 2015:

- Maximum capacity of 9,200 commercial customers during the 2015 season, allocated as follows:
 - 7,820 commercial recreational (maximum)
 - 1,380 commercial interpretive/educational (minimum)
- Maximum guided trip size of sixteen (16) people per trip, including trip guides.
- Maximum of up to thirty-six (36) unguided commercial recreational customers (in a vessel that meets the Arizona definition of a watercraft) per day.
- Maximum of 20% of the total commercial recreational capacity may be allocated for unguided commercial recreational customers.

There was open discussion on the approved commercial river outfitter capacities. The Commission expressed that they were pleased with the new capacity limits and the approach to assess each year on an annual basis.

AGENDA ITEM: COMMERCIAL OUTFITTER REGULATIONS – Discussion and consideration of a recommendation to Council regarding an Ordinance amending the Town of Clarkdale Town Code to add Article 8-7: Commercial Outfitters; which establishes the Town’s policies for regulating outfitters that offer commercial outdoor recreation services in the Town of Clarkdale and on lands operated by the Town of Clarkdale.

Community Services Supervisor Dawn Norman explained that with the establishment of the Verde River @ Clarkdale project in 2011, the Town of Clarkdale is receiving increasing levels of interest from commercial outfitters who are interested in operating outdoor recreation services on public lands in the Town of Clarkdale and on lands operated by the Town of Clarkdale. While regulation and permitting of outfitters is nothing new to land management agencies across the state and country, it is a new venture for the Town of Clarkdale.

While the Town Staff is well versed in the administration of various permit and license rulemaking and procedures, the Town of Clarkdale does not have an adopted policy to provide a framework for outfitter permitting at this time. To provide clear authority and guidance in the future, the staff has developed a draft ordinance for the Parks and Recreation Commission's review and consideration of making a recommendation to Council. She explained that staff researched other municipalities for outfitter ordinances and discovered that the State of Colorado is the leader on the topic as they have extensive experience working with outfitters and they have adopted state laws pertaining to outfitters. The Colorado ordinance was used as a foundation to draft the ordinance.

While most of the interest we are experiencing is focused on river outfitters at this time, the Town has also received inquiries about other types of outfitting services (for example: guided hikes, guided bird watching, and guided horseback tours). The ordinance has been drafted to apply to all types of outdoor recreation outfitting. Special details that are specific to a given type of outfitting activity would be included as part of the administrative rulemaking, and included in the Commercial Outfitter Permit for that particular activity.

Community Services Supervisor Dawn Norman explained that the proposed ordinance was reviewed by Council and they have expressed that they are in support of this direction.

There was open discussion on the ordinance. Commissioner Zanolli expressed the concern brought forward at the public meeting with regards to outfitters having the appropriate facilities to operate, for example bathrooms for changing rooms. She inquired if this is something that should be incorporated into the ordinance.

Community Services Supervisor Norman explained that the Town Manager has appointed a committee for the River Runner Outfitter Permits. This would be an item to be discussed and considered during that process. She ensured the Commission she would share this concern with the committee members.

There was open discussion regarding enforcement concerns. This included the suggestion of placing a River Ambassador at the dam to help regulate outfitters.

Commissioner Curé motioned to approve an Ordinance amending the Town of Clarkdale Town Code to adopt Article 8-7: Commercial Outfitters; which establishes the Town's policies for regulating outfitters that offer commercial outdoor recreation services in the Town of Clarkdale and on lands operated by the Town of Clarkdale. Commissioner Zanolli seconded the motion. The motion passed unanimously.

AGENDA ITEM: VERDE RIVER @ CLARKDALE ANNUAL MEMBERSHIP – Discussion and consideration of a Verde River @ Clarkdale Annual Membership.

Community Services Supervisor Dawn Norman explained that the Parks and Recreation Commission held a worksession on August 8, 2014 to discuss establishing an annual vehicle access pass for the Verde River @ Clarkdale sites. During that worksession, there was a general consensus of the Commission to create a membership for the Verde River @ Clarkdale supporters with an annual fee of \$40. Staff would like the Commission to consider establishing a resident and non-resident fee for the Verde River @ Clarkdale Membership.

The membership benefits will include:

- Annual Parking Pass for the Verde River @ Clarkdale River Access Points (Lower TAPCO and Tuzigoot River Access Points)
- Membership card
- Membership decal to display on vehicle
- Reduced Town of Clarkdale registration fees for Town of Clarkdale events/activities held at the Verde River @ Clarkdale River Access Points (including the Poker Run)
- Membership benefits expire twelve (12) months from the date of purchase

Verde River @ Clarkdale Annual Parking Pass conditions of use:

1. Annual Parking Pass allows day-use access and parking at all Verde River @ Clarkdale sites for pass holder and passengers in the same vehicle, the number of which shall not exceed the recommended number of passengers for the make and model of vehicle.
2. Pass is not valid without owner's name on it. Pass holder may be asked to show identification.
3. Pass holder shall hang/display the dated "hanging card" from the rearview mirror for entrance and at all times while on the site premises.
4. Pass does not guarantee admission to a site that has been closed, restricted, or reached capacity.
5. It is illegal to copy or alter this pass.
6. Nontransferable, non-replaceable, nonrefundable.
7. Pass expires twelve (12) months from date of membership purchase.

Community Services Supervisor Dawn Norman explained that she reviewed other local municipalities and compared the resident and non-resident fee structure and proposed the fee of \$40 for residents and \$50 for non-residents. This is a 25% difference between resident/non-resident fees which is in line with the other local municipality fee structures.

There was open discussion on the fees and the process of acquiring the membership. It was suggested to have the memberships available at the site to purchase.

Commissioner Zanolli motioned to approve the Verde River @ Clarkdale Annual Membership with the annual fees of \$40 for residents and \$50 for non-residents. Commissioner Curé seconded the motion. The motion passed unanimously.

AGENDA ITEM: VERDE RIVER @ CLARKDALE – Discussion and consideration of naming the day use area and trails located at the Clarkdale Wastewater Treatment Plant site.

The Parks and Recreation Commission held a worksession on April 9, 2014 to discuss naming the Verde River @ Clarkdale trail loop located at the Clarkdale Wastewater Treatment Plant (WWTP). At that time, input had been received from a couple of the trail volunteers to consider naming the trail Apache Springs Trail due to the historical significance of the site. The Commission was hesitant to consider the name without confirming the historical information first.

In November, Mayor Von Gausig had the opportunity to tour all of the Verde River @ Clarkdale sites with Yavapai-Apache elder Vincent Randall. Mr. Randall gave the Mayor a wonderful insight into the area based on Yavapai-Apache history, and also provided the Apache names for places along the river.

The spring that is located near the wastewater treatment plant was called Tu Cho Ha Li'i' (Big Spring) by the Apaches. Staff would like the Parks and Recreation Commission to consider designating the area surrounding the wastewater treatment plant as the "Big Spring Natural Area" on the Verde River @ Clarkdale. This will allow all references to that Verde River @ Clarkdale site with a designated site name, rather than referring to it as the wastewater treatment plant.

The Commission will need to consider a name for the trail loop located at the site. There are not any other traditional names associated with this area, although, as seen on the map on the following page, Mr. Randall also offered information on the history and location of things in the area from growing up here as a youth. There was an area near the WWTP called "Hobo Town", the Indian Schoolhouse was located here, as were the old stockyards. All of these items can be incorporated into interpretive signage at the site. As the Commission concluded to at the April 9th worksession, Staff recommends the Commission to consider a river or natural theme for naming the trail loop: "The discussion continued and the consensus was that the name should include the terms 'river' and 'riparian' or 'habitat', as those terms would catch the interest of all those that drove by and encourage passers-by to stop. The Commission suggested naming the trail: Verde River Habitat Trail."

There was open discussion on the site name. Commissioner Cure' expressed that he wasn't sure about including 'natural area' in the name. The Commission came to a consensus on the naming of the site.

Community Services Supervisor Dawn Norman presented name suggestions received for the trails. She explained these suggestions were received by:

- Attendees at the last Sustainability event
- Trail Volunteers; and
- The Clarkdale-Jerome School 6th Grade Class.

Suggested names received from Sustainability event and trail volunteers:

Deception Trail
Apache Spring

The Swallow Trail
Deception Gulch Trail

Suggested names received from the Clarkdale-Jerome School 6th Grade Class:

Fresh Verde River Spring Trail
Verde Blue Trail
The Stepping Stone Trail
The Trail Of Life
The Old Railroad Trail
The Green Mesquite Trail
Whispering River Trail
Jack Rabbit Trail
Soft Sand Silhouette Trail
Copper's Bridge Trail
Whistle Track Trail
Tuzigoot's Secret
Trickling Spring Trail
Shady Springs Trail
Valley of Datura Trail
Crystal Clear Springs Trail

Community Services Supervisor Norman explained that the list provided by the school was generated through the program offered through the Verde NRCD Ed Center that the Town partners with. Commissioner Zanolli is the Director of Verde NRCD Ed Center and oversees the program. Commissioner Zanolli then explained that she and Town Manager Gayle Mabery had taken the class to the site for one of the field trips and through that experience asked the class if they would provide some name suggestions for the Town to consider.

There was open discussion on the list of suggested names and the name, 'Trail of Life'. The discussion included that the name seemed fitting for the site, with interpretive signage it would support the name - with the abundance of wildlife, the history and significance of the site, the natural vegetation, the running spring and the Verde River. There was a consensus of the Commission to name the trail, the Trail of Life. There was open discussion on the importance of ensuring that the Clarkdale-Jerome School 6th Grade Class received the acknowledgement of naming the trail and that a placard be placed at the site giving them the recognition.

Commissioner Curé motioned to designate and name the area the Big Spring @ the Verde River @ Clarkdale and the trail loop as the Trail of Life, with the acknowledgement to the 6th Grade Class at Clarkdale-Jerome Elementary School for the name. Commissioner Zanolli seconded the motion. The motion passed unanimously.

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

AGENDA ITEM: ADJOURNMENT - With no further business before the Commission and with no objection, the meeting adjourned at 6:26 p.m.

APPROVED:

Shannon Westcott, Chairperson

SUBMITTED BY:

Dawn Norman, Community Services Supervisor

DRAFT



Staff Report

Agenda Item: 2015 CONCERTS IN THE PARK – REVIEW AND DISCUSSION
ON THE 2015 CONCERTS IN THE PARK.

Staff Contact: Dawn Norman, Community Services Supervisor

Meeting Date: March 11, 2015

Background: Staff will provide an update to the Commission on the progress of the 2015 Concerts in the Park.

Recommendation: This item is scheduled as a discussion only, and no official action is necessary from the Commission



Staff Report

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.

Staff Contact: Dawn Norman, Community Services Supervisor

Meeting Date: March 11, 2015

Background: 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 is included in this packet. Staff will also be presenting additional data collected last year as a result of actual programming and attendance, and hands-on, daily operations.

Recommendation: This item is scheduled as an update and discussion only, and no official action is necessary from the Commission.



Town of Clarkdale 2014 Community Activity Survey

Hello! Your Community Services Department is asking Clarkdale citizens to provide input regarding certain events, programs and activities that have either taken place, or you'd be interested to see happen in Clarkdale. While the resources available to provide these types of community activities continue to be limited, the feedback provided in this brief (2-sided) survey is very valuable to us and will help serve as a directional guide as we are able to take steps forward. We invite each household's participation, and appreciate the time and efforts to do so. **The deadline to submit completed surveys is Friday, November 14, 2014.**

1. Counting yourself, how many people in your household are:

Age 19 & under _____ 45 – 64 years _____
 20 – 44 years _____ 65 + years _____

2. What are the best methods for you and your household to receive information about Town events, programs and activities:

- | | |
|--|---|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Small Talk Town Newsletter |
| <input type="checkbox"/> Town of Clarkdale website | <input type="checkbox"/> Visit/Call Town of Clarkdale offices |
| <input type="checkbox"/> Town Facebook page(s) | <input type="checkbox"/> School flyers |
| <input type="checkbox"/> Other/Please specify: _____ | |

3. How often do you or someone in your household use/visit each of the following Clarkdale facilities?

<u>PARKS</u>	<u>PUBLIC RIVER ACCESS AREAS</u>	<u>CLARK MEMORIAL LIBRARY</u>
<input type="checkbox"/> Daily	<input type="checkbox"/> Daily	<input type="checkbox"/> Daily
<input type="checkbox"/> Weekly	<input type="checkbox"/> Weekly	<input type="checkbox"/> Weekly
<input type="checkbox"/> Monthly	<input type="checkbox"/> Monthly	<input type="checkbox"/> Monthly
<input type="checkbox"/> A few times yearly	<input type="checkbox"/> A few times yearly	<input type="checkbox"/> A few times yearly
<input type="checkbox"/> Never	<input type="checkbox"/> Never	<input type="checkbox"/> Never
<input type="checkbox"/> Not aware of this/these facilities	<input type="checkbox"/> Not aware of this/these facilities	<input type="checkbox"/> Not aware of the Clark Memorial Library

4. For each of the following Town events, activities or programs held this past year, if you or a member of your household did NOT attend it, please indicate why:

EVENT/ACTIVITY NAME	NOT AWARE OF THE ACTIVITY	NOT INTERESTED	OTHER REASON
Fourth of July			
Concerts in the Park			
Library Story Time			
Art in Public Places			
Halloween			
Movies on Monday			
Annual Book Sale			
Santa Comes to Town			
Caroling in the Park			



5. For each of the following Clark Memorial Library services offered this past year, if you or a member of your household did **NOT** make use of it, please indicate why:

TYPE OF SERVICE	NOT A SERVICE WE NEED	NOT AWARE OF THIS SERVICE	I USE ANOTHER LIBRARY FOR THIS SERVICE
Children's Early Literacy			
Computer Station			
Computer use			
Wi-Fi			
Meeting/conference room space			
In-house catalog station			
Book check-out			
DVD/Blu-ray check-out			
Online, downloadable items (e-books, audio)			
Talking Book Library			
Use online catalog to reserve items			
Purchase used books			

6. Please check any of the following activities you OR any member of your household would have an interest in attending:

- Preschool programs/activities
- Youth after school programs/activities (i.e. art, game day, hiking, wildlife/nature, homework/study groups, app sharing, astronomy, etc.)
- Youth mini-day camps (on no-school days)
- Youth summer programs
- Teen programs/activities (i.e. art, game day, hiking, wildlife/nature, night dances, etc.)
- Adult programs/activities (i.e. nutrition, ancestry, gardening, photography, cooking, geocaching, sustainability, language, astronomy, art, etc.)
- Family programs/activities
- Additional Town Park events (i.e. art/craft fairs, campfire stories, movie showings, etc.)
- Public River Access Point programs/activities (i.e. nature walks & lectures, birding, geology, hiking, kayaking, etc.)
- Technology training (i.e. internet use, computer/tablet/e-reader basics, job searching, etc.)

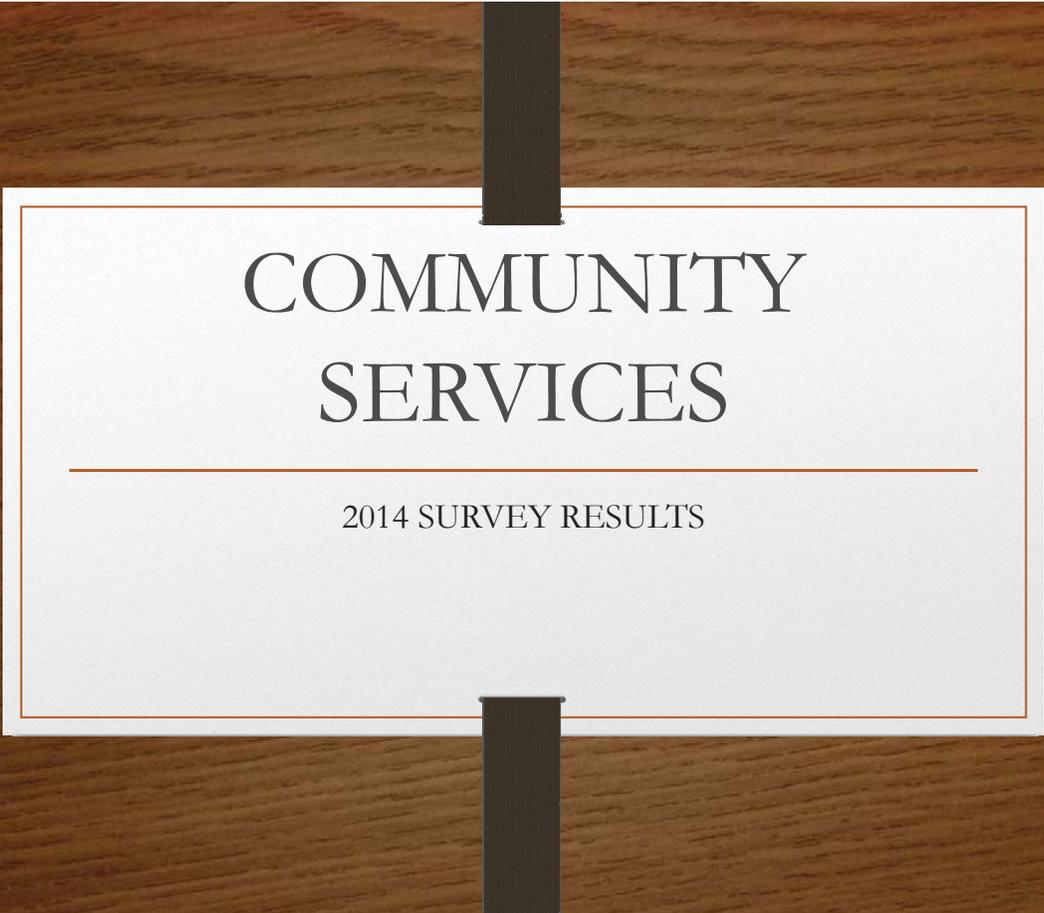
Other: _____

Additional Suggestions/Comments: _____

Please return your completed survey before Friday, November 14th to the Town of Clarkdale, Community Services Department:

- ✓ drop off at the Clark Memorial Library located at 39 N. 9th Street, Clarkdale, AZ 86324, if after hours please use the book drop box at the library front door entrance;
- ✓ by mail to P. O. Box 308, Clarkdale, AZ 86324;
- ✓ by email to community.services@clarkdale.az.gov;
- ✓ OR complete an online version available at www.clarkdale.az.gov.

 THANK YOU 



COMMUNITY SERVICES

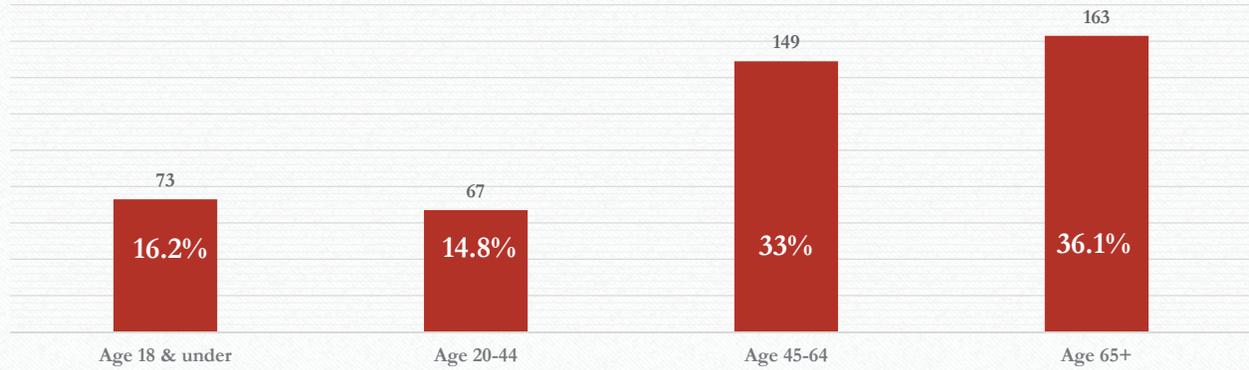
2014 SURVEY RESULTS

Q1

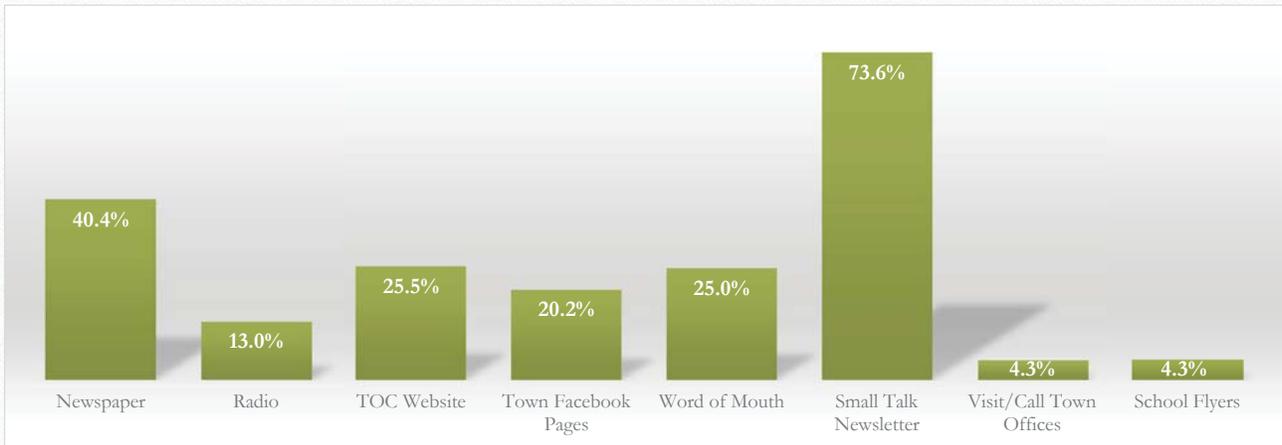
Household Information 214 Households/Respondents

Responses Represent 452 Clarkdale Residents

HOW MANY IN THE HOUSEHOLD ARE:

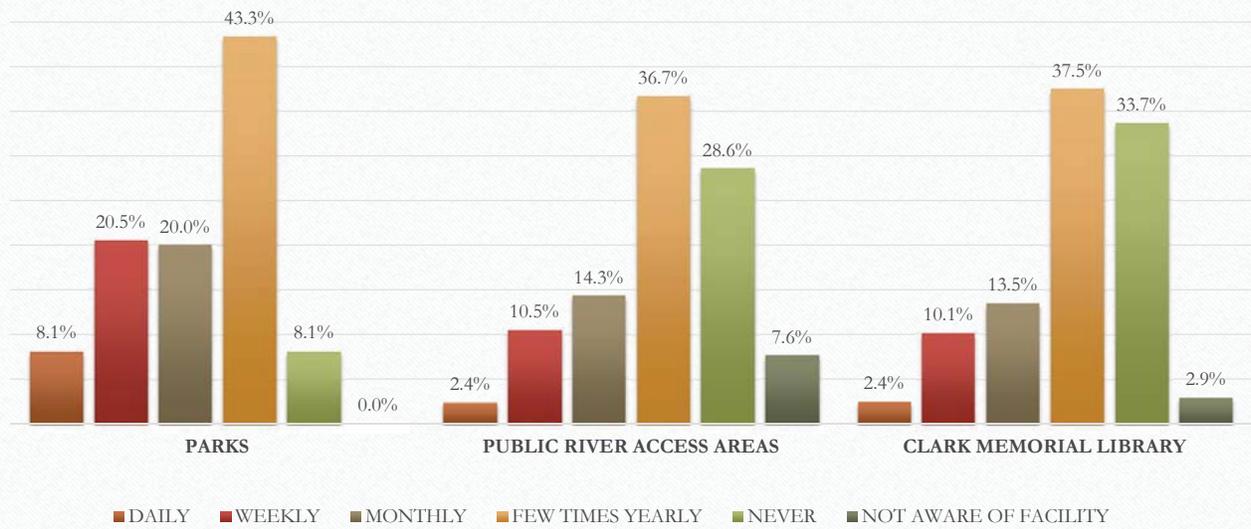


Q2 BEST METHOD TO RECEIVE INFORMATION

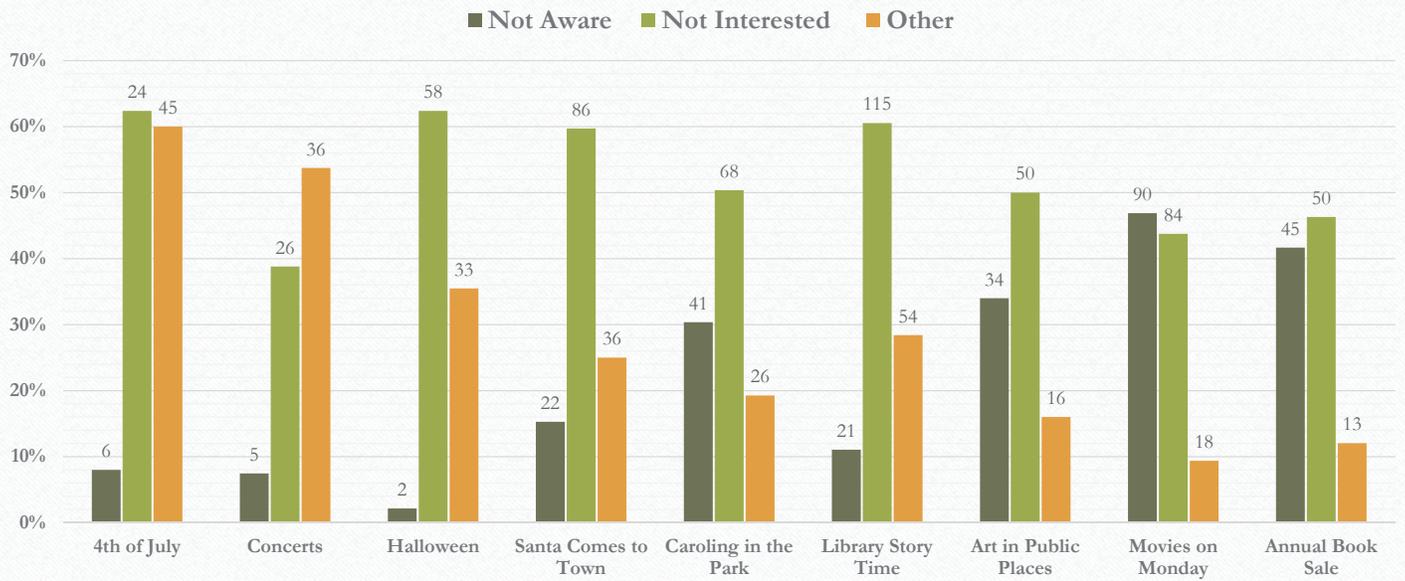


Q3

VISITS TO CLARKDALE RECREATION AREAS/FACILITIES



Q4 TOC EVENTS/PROGRAMS NOT ATTENDED AND WHY



Q4-OTHER REASONS PEOPLE DID NOT ATTEND TOC EVENTS

4TH OF JULY

Activities too early in the a.m.
Too old
Too hot
Out of town (7)
Go to Cottonwood
Have to work (3)
Too many people, parking
Age/health considerations (2)

CONCERTS

Don't like to go alone
Schedule conflicts and weather (4)
Forgot
No beer allowed, not even one
Too busy (2)
Age/health considerations (3)
Working (2)
Out of town

HALLOWEEN

Have own party
Out of town (2)
No kids (14)
Too many people (2)

MOVIES

During work hours
No children (14)

BOOK SALE

Forgot (2)
Age/health considerations (2)

STORY TIME

No children (17)
Kids too old
Only in Clarkdale on weekend
Schedule conflicts

SANTA

At the Cottonwood Christmas Parade
Out of Town (2)
No children (15)

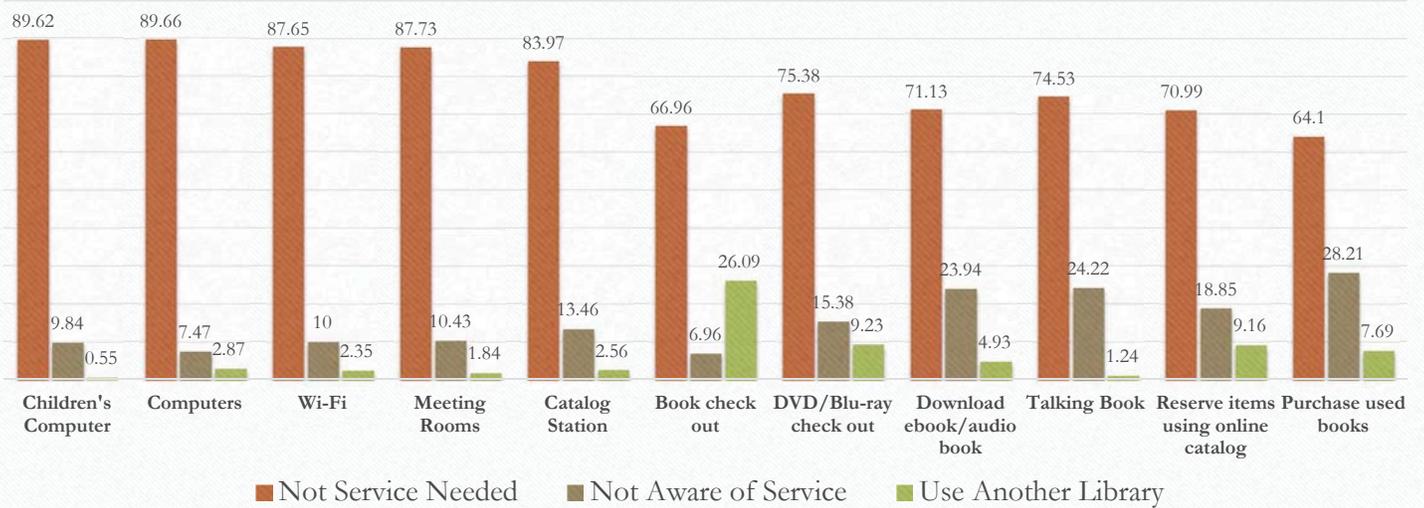
CAROLING

No time
Working
Health reasons

ART IN PUBLIC PLACES

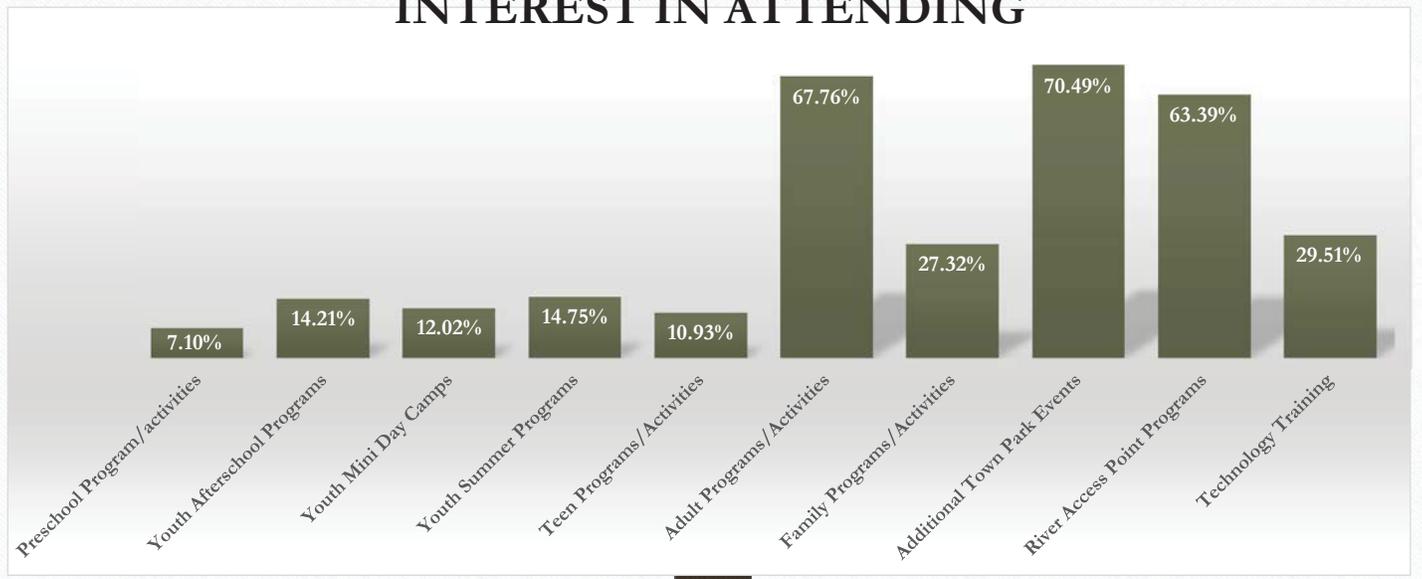
No time
Age/health considerations (2)
Forgot

Q5 LIBRARY SERVICES NOT USED AND WHY



Q6

ACTIVITIES COMMUNITY MEMBERS HAVE INTEREST IN ATTENDING



Q6-RESPONSES TO "OTHER" OPTION REGARDING INTERESTS

- My grandchildren would be interested in youth programs.
- Vocational tech training, art classes (drawing, painting, 3D animation, arts and crafts, sewing)
- Pool reopened
- Adult programs such as hiking, wildlife/nature
- Not a big fan of kayaking/canoeing on the Verde, particularly large groups. Would like to hear more about hiking trails.
- More youth events-pool opening/baseball field
- Bicycling if streets were safer
- Trail system along/near the river for running, hiking, biking
- Ancestry, photography, art/craft fairs
- Photography
- Additional services not needed. The Town can afford to offer the above??? Plus the liability insurance..who pays for it all?
- Bus trips to events or shopping
- Would like to provide art related programs; teach workshops, provide materials, etc.
- Cycling, hiking trails
- Bring back Rhythm and Ribs!! Ask for more volunteers instead of axing a favorite event.

ADDITIONAL COMMENTS FROM SURVEY RESPONDENTS

<p>Would be interested in doing youth programs for astronomy. Think there should be a food bank for Clarkdale residents only.</p>
<p>Nice job soliciting community involvement & participation in building community. We appreciate your efforts and thank all for all you do. You are surveying 2 who between work & church community are usually out of the home 10-14 hour. 6 days a week. Not that uninterested, time issue for some of these.</p>
<p>Love your library staff! Best group of workers I have ever seen!</p>
<p>For your budget and size I think you do a great job providing services to the community.</p>
<p>Definitely need more programs for kids and teens. Library space need to be reassessed. Do we need a traditional library? How better could the space be used? Need to look forward</p>
<p>Provide an envelope for your bill!!</p>
<p>Activities that bring in large, noisy groups impose on nearby residents; location, size and duration of such activities should be carefully considered and located in appropriate settings, not necessarily on Main Street. Would like to see a 'neighbors helping neighbors' program in Town and a community garden project for growing and sharing healthy foods.</p>
<p>We just moved her so we look forward to participating in events in the future.</p>
<p>We feel the town should allocate most of this money to open the baseball field back up.</p>
<p>Maybe WiFi at the park near gazebo</p>
<p>Please don't shut down Halloween at 7pm. Let it run until 8:30 or 9:00.</p>
<p>Program(s) at Centerville Park.</p>
<p>Please! Send a return envelope with your utility bill. You are the only one who doesn't.</p>
<p>I just moved into the community in Oct. I am very excited to be a part of Clarkdale's wonderful community.</p>
<p>We love watching improvements and growth in our little town of Clarkdale.</p>
<p>Technology training for elderly would be very helpful</p>
<p>Because of the proximity of the Cottonwood Library, I think the library budget should be used to only supply computer use & WiFi. The books are not necessary. Any budget savings could be used to support Made in Clarkdale or other events.</p>

I know it's nice to have events and services locally, however, since Clarkdale is so close to Cottonwood, and Cottonwood has better resources, with better availability (hours/days open), it would make sense to me to get rid of some of the services in Clarkdale. The library for example. Since they are hardly open when I would be able to go, I never go and just use the one in Cottonwood, which I use often. I wish there was a way to consolidate some services between Cottonwood and Clarkdale.

Doing a great job! Thanks!

Just moved here in February. Wasn't aware of these things, but would be interested now that I know.

I have not visited the Public River Access areas but I plan to!

The library should become a pick up/drop off location as supposed to a full service library where the only people in the library are those playing computer games all day. The community would be better served with a limited amount of services and hours. The book collection is not serving the needs of the community but the transit services are very popular.

For some of us, Clarkdale is that place "way over there", where we send money for water and trash pickup, pay high property taxes and get little in return. How about more enforcement of speeding on Old Jerome Speedway and non-stop barking dogs? Or just annex on to Cottonwood so we can get a return on sales taxes?

Although we do not utilize the youth services, we believe they are a vital part of our community. Our youth really need good programs!

Is it possible to get an email distribution group to let us know of web site updates?

We love Clarkdale

See above! Port~ a~ potties were overflowing and V.I.P. section was mostly empty...how about a happy medium?! Motorcyclists may fill motel rooms...we are the people that live here... There must be a solution!

Love the Made in Clarkdale Art Show...my thought for last year, was that it would've been nice to have tables/chairs to sit and enjoy the music with my beverage. So maybe this year that will happen.