

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

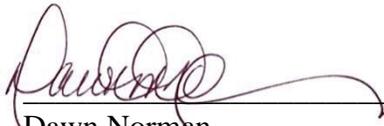
In accordance with Resolution #215 of the Town of Clarkdale, and Section 38-431.02, Arizona Revised Statutes,

**NOTICE IS HEREBY GIVEN** that the Parks and Recreation Commission of the Town of Clarkdale will hold a Regular Meeting on Wednesday, September 9, 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 8<sup>th</sup> day of September, 2015, at 10:00 a.m.

Dated this 8<sup>th</sup> day of September, 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 Meeting held on July 8, 2015.

**NEW BUSINESS:**

5. **WORKSESSION** – A worksession with the Library Advisory Board regarding the formation of a Community Services Commission.
6. **CONCERTS IN THE PARK** – A review and discussion on the 2015 Concerts in the Park.
7. **NORTHERN ARIZONA BLUES ALLIANCE BLUES BAND COMPETITION** – A discussion on the 2015 Northern Arizona Blues Alliance Blues Band Competition.
8. **VERDE RIVER POKER RUN** – An update and discussion on the 2015 Verde River Poker Run.
9. **HALLOWEEN** – A review and discussion of the 2015 Halloween event.
10. **FUTURE AGENDA ITEMS** – Listing of items to appear on future agendas.
11. **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, July 8, 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  
Lynda Zanolli (Absent)

Town Staff:  
Community Services Supervisor: Dawn Norman

**AGENDA ITEM: CALL TO ORDER** – Chairperson Shannon Westcott 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: 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:

- Special Event – Lower TAPCO RAP - Community Services is currently working with South by Southwest Adventures on a Special Event Permit. The permit is for an overnight kayak encampment for a college leadership group from the New Life Community Church based in the Phoenix area. The group of approximately 20 participants will camp at TAPCO for one night and will then kayak the stretch from TAPCO to TuziRAP the following day. South by Southwest expressed their excitement to be able to offer this to organizations and anticipates several more to be held this season. With this type of Special Event Permit, the Town will collect the \$50 application fee along with \$5/participant for the encampment. In addition, the Town will also collect \$5/participant on the kayaking portion under the River Runner permit held by South by Southwest.
- WiFi in the Town Park – Based on a suggestion made by the Library Advisory Board, Wi-Fi is currently being installed in the Town Park. This is an extension of library services being made available to the community. This service will also assist staff members with future programming as well as allow for circulation operations to be done at the park, including check-outs and issuing new patron cards.

- July 31<sup>st</sup> at 7pm the Clarkdale Downtown Business Alliance is hosting a block party which will include live music and beer tastings.
- Verde River @ Clarkdale Memberships – a total of 11 have been sold and issued.
- Resignation of Vice Chairperson Barbara Van Wye – Staff received a letter of resignation from Vice Chair Van Wye. Council is scheduled to consider and accept the resignation at the Council Meeting scheduled for tomorrow. Vice Chair Van Wye expressed to staff that it was important that the Commission know that the decision was not based on her experience serving on the Commission. Staff read Vice Chair Van Wye's letter of resignation to the Commission.

**AGENDA ITEM: MINUTES** - Discussion and consideration of the minutes of the Regular Meeting held on May 13, 2015.

**Commissioner Curé motioned to approve the Regular Meeting minutes for May 13, 2015, as written. Commissioner Gomez seconded the motion. The motion passed unanimously.**

**NEW BUSINESS:**

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

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

**AGENDA ITEM: FY14-15 PARKS & RECREATION BUDGET** – An update and discussion on the FY14-15 Parks & Recreation Budget.

Community Services Supervisor Dawn Norman stated that at the May 13, 2015 meeting the Parks and Recreation Commission approved the use of funds from the Parks and Recreation general donation account to apply towards the purchase of outdoor cinema equipment. This amount was to be added to the Parks and Recreation Programming budget of \$7,950 along with funds from the Library budget and Library donation funds. She continued that due to budget constraints, staff was not able to purchase the equipment as planned. The Parks and Recreation Programming budget line item of \$7,950 was reallocated to other department's line items in order for the budget to balance in fiscal year 14-15.

Staff intends to purchase the equipment in this fiscal year. Staff is currently requesting updated price quotes from vendors as the originals have expired. In addition, the Parks and Recreation Programming line item has been reduced and staff anticipates this amount to be approximately \$6,500. She explained that the FY15-16 budget has not yet been adopted by Council. She continued that because of working with a lesser amount than anticipated in addition to not knowing if there will be an increase in the new cost proposals staff will be presenting to the Library Advisory Board to consider contributing additional donation funds in the amount of \$4,000 to the equipment.

There was an open discussion on the Parks and Recreation budget.

**AGENDA ITEM: MOVIES IN THE PARK** – An update and discussion on the Movies in the Park Program.

As presented in the previous agenda item, staff continued to explain that due to the delay in purchasing the equipment this will now push back the anticipated start date for the Movies in Park program. Community Services Supervisor Norman stated that as things progress the Commission will be kept updated.

Chairperson Westcott requested additional information as to the planning of the program due to her absence at the last meeting when staff presented the program to the Commission.

Community Services Supervisor Dawn Norman explained that movie showings would be offered throughout the town, including the Town Park, Selna Ball Field, Centerville Park, Caballero Park and possibly Lower TAPCO. In order to offset the cost of movie licenses, staff will create partnerships with local businesses to sponsor movie showings, similar to how Concerts in the Park is structured. In addition, the equipment can be utilized for other types of programming, for example gaming, astronomy, lectures/workshops relating to wildlife at the river access points and showings of sport events, just to name a few. There was open discussion. The Commission expressed their excitement in being able to offer a program of this kind to the community.

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

Community Services Supervisor Dawn Norman stated that this year's season is off to a great start. The Ambassadors are doing a great job overseeing the concert operations and in bringing in the 50/50 raffle revenue. Staff reviewed the current financial standings of the Concert in the Parks donation account with the Commission:

	Balance Forward	\$ 8,493.77
<b>Donation - Clarkdale Foundation</b>	<b>\$ (500.00)</b>	<b>\$ 8,993.77</b>
<b>Donation - Clarkdale-Jerome Lions Club</b>	<b>\$ (500.00)</b>	<b>\$ 9,493.77</b>
<b>2015 - 50/50 RAFFLE PROCEEDS</b>	<b>\$ (1,187.75)</b>	<b>\$ 10,681.52</b>
<b>2015 - AMABASSADOR EXPENSES</b>	<b>\$ 234.00</b>	<b>\$ 10,447.52</b>
Sentimental Journey	\$ 500.00	\$ 9,947.52
Jonathan Levingston & JWhite	\$ 350.00	\$ 9,597.52
Gerald Prunty - Missouri Opry Duo	\$ 500.00	\$ 9,097.52

Staff is still recruiting for volunteers to assist with the concerts and will email the list of concert dates still in need of volunteers to the Commissioners to consider.

Community Services Supervisor Norman informed the Commission that she was contacted by the Verde Valley Visionaries who would like to sponsor the August 1<sup>st</sup> concert featuring Aces N Eights. The Verde Valley Visionaries is a networking group of local businesses working together to promote our community. In addition to sponsoring the concert, the group will be providing around 8 volunteers to help with selling raffle tickets as well as

donating a 3 day/2night Vegas vacation and 2 sets of 2 Diamondbacks Tickets to be raffled off with the 50/50. They are hoping to boost the raffle sales that night to add to the concert fund.

**AGENDA ITEM: CLARKDALE’S OLD-FASHIONED 4<sup>TH</sup> OF JULY** – An update and discussion on the 2015 Old-Fashioned 4<sup>th</sup> of July event.

Community Services Supervisor Norman congratulated the Commission on another successful and safe 4<sup>th</sup> of July event. She wanted to express a huge kudos and thanks to all the volunteers that contributed to the event. She informed there was a total of 62 volunteers recruited by Community Services to operate the event. She continued that this number did not represent the volunteers provided by the Fire and Police for the pancake breakfast, Verde Valley Ambulance, Clarkdale-Jerome School to operate the games or the Cottonwood Community Band. She also commended the Vineyard Congregation for their huge support of the event and stated that they provide a large number of volunteers in order to make this event happen.

Community Services Supervisor Norman reviewed and discussed the following with the Commission:

- 2015 statistics:

	<u>2015</u>	<u>2014</u>	<u>2013</u>
Volunteers	*62	48	50
Pancake Breakfasts Served/Sold	711	615	800 (proceeds to the Prescott Hot Shots)
Kids’ Parade Entries	55/187	62	65

Community Services Supervisor Norman stated that one of the judges reported that there were many participants seen in the parade who did not register as they were not at registration to be judged. She continued that in previous years, only the number of registrants/entries have been reported, not the number of participants. She explained that one registration/entries could include a total of 5 participants. This year she also compiled the number of participants and will continue this practice.

Vendors	11	13	6
Cost/Expenditures	\$730	\$675	\$970

- Addition of VV Astronomers
- Spirit of Clarkdale Awards – next year the awards will be issued earlier
- Debrief meeting is scheduled for next week. This allows for all departments to review the operations of the event and discuss the consideration to implement changes.

Report from Chairperson Westcott on the Parade operations:

The operations at the school were smooth with a couple of challenges:

- One entrant that was a large family felt they had the right to be the first in line for the parade and were instructing children to go behind them which was

upsetting some of the children. Staff made note to contact the family prior to next year's parade to alleviate any upsetting circumstances for all parties involved.

- There was a chicken entered into the parade which caused question as to if it fell in the approved category. After review of the current rules, it was determined that chickens were allowed, provided it was secured and under control by the owner.

Commissioner Gomez informed that everything went smoothly at the end of the parade. She stated that four volunteers at the end worked well as they were able to distribute the certificates and collect the parade numbers successfully.

Community Service Supervisor Norman informed that next year's parade will mark the 40<sup>th</sup> anniversary of the Kids' Parade.

Report from Commissioner Gomez on the Information/Communication/Volunteer check-in table operations: She expressed that she really enjoyed working at the table. She felt it was very important to assign volunteers at that table that will be ambassadors for the town. She was surprised at the number of people that inquired about services or information about the town.

**AGENDA ITEM: COMMUNITY SERVICES COMMISSION** – A discussion on the formation of a Community Services Commission.

Community Services Supervisor Dawn Norman shared with the Commission that in 2009, Council's Strategic Planning agenda focused primarily on preparing Clarkdale to meet serious and continuing economic challenges. Among the numerous ideas and strategies discussed during that session was a community outreach concept which included combining Parks & Recreation and Library services, along with an increased focus on volunteer services. A Community Services Department was formed to facilitate this vision.

Since 2009, the Community Services Department has worked on presenting the department as such, steering from being identified as Parks and Recreation or Library since the department includes both operations.

At that time, one of the items for future consideration, was to eliminate the Parks & Recreation Commission and Library Advisory Board and form a Community Services Commission. This Commission would be an advisory board to the Council relating to community services.

This is the beginning discussion on the formation and future of the new Commission and how it relates to the current Parks & Recreation Commission and Library Advisory Board. She continued that staff is currently working with the Clerk's office on the formation of the new Commission and that the details still need to be determined, including the application and appointment process as well as meeting dates and times, etc. Staff's initial hope would be to have everything in place for the upcoming Board and Commission application and review process so that the new appointments to the Community Services Commission would take place at the same time as the current terms expire. Staff will continue to update the progress with both the Library Advisory Board and the Parks and Recreation Commission.

There was open discussion on the new Community Services Commission. The consensus of the Parks and Recreation Commission was that this new direction made sense for the town and its resources. They expressed that combining the two Boards/Commissions would be more efficient for the Community Services Department.

**AGENDA ITEM: BIG SPRINGS NATURAL AREA TRAIL SYSTEM** – Discussion and consideration of naming the trail system at the Big Springs Natural Area.

Staff reviewed the history on the process of naming the trail system with the Commission:

On January 14, 2015, the Commission reviewed several names submitted for the trail system located at the Big Springs Natural Area. At that time, the Commission made a recommendation to Council to designate and name the trail loop as the Trail of Life, ensuring that an acknowledgement be given to the 6th Grade Class at Clarkdale-Jerome Elementary School for the name.

On February 10, 2015, the recommendation was brought forward to Council to consider and approve the name 'Trail of Life'. The Council was very supportive of requesting 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 re-submit 3 name choices to be considered by the Parks & Recreation Commission and Council.

The request was sent to the 6<sup>th</sup> Grade Class at Clarkdale-Jerome School. Mrs. Bustya's 6<sup>th</sup> Grade Class submitted the following name suggestions:

- Cow Springs
- Blooming Flower Trail
- Verde Blue Trail
- Crystal Spring Trail
- Whispering Snake Trail
- Hobo Spring Trail
- Schoolhouse River Trail
- The Little Spring Walk
- The Historical River Trail
- Tuzigoot's Retreat
- Mesquite's Shadow

Mrs. Scott's class was not able to participate due to projects her class was already committed to.

There was open discussion on the name submissions. The Commission narrowed the list down to three names: Verde Blue Trail, Crystal Spring Trail, and Tuzigoot's Retreat. There was open discussion on each. The Commission agreed that Tuzigoot's Retreat may be confusing and

could be perceived by the public that it is part of the Tuzigoot National Monument. The Commission continued to deliberate and concluded to Crystal Spring Trail.

**Commissioner Gomez motioned to designate and name the trail loop as the Crystal Spring Trail. Vice Chair Curé seconded the motion. The motion passed unanimously.**

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

**Verde River Poker Run**

**AGENDA ITEM: ADJOURNMENT** - With no further business before the Commission and with no objection, the meeting adjourned at 6:28 p.m.

APPROVED:

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Shannon Westcott, Chairperson

SUBMITTED BY:

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Dawn Norman, Community Services Supervisor



# Staff Report

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Agenda Item:           **WORKSESSION** – A worksession with the Library Advisory Board regarding the formation of a Community Services Commission.

Staff Contact:           Community Services Supervisor Dawn Norman

Meeting Date:           September 9, 2015

Background:           By creating a Community Services Department in 2009, our organization began a consolidation of efforts and a focus on providing a variety of activities and services to the community as efficiently and creatively as possible. To now transition our existing Library Advisory Board and Parks & Recreation Commission to a single Community Services Commission is a pivotal step in that direction.

As presented to the Commission in earlier meetings, staff has begun the process to create the new Community Services Commission and will update the Commission and Library Advisory Board on the progress and timeline.

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



# Staff Report

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Agenda Item:           **NORTHERN ARIZONA BLUES ALLIANCE BLUES BAND COMPETITION** – A discussion on the 2015 Northern Arizona Blues Alliance Blues Band Competition.

Staff Contact:           Community Services Supervisor Dawn Norman

Meeting Date:           September 9, 2015

Background:

The Town of Clarkdale is partnering with the Northern Arizona Blues Alliance (NAZBA) to hold the 1<sup>st</sup> Annual Northern Arizona Blues Alliance Blues Competition. The competition will be held on Saturday, October 10<sup>th</sup>, 1-5pm, in the Town Park. Staff will update the Commission on the event.

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



# Staff Report

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Agenda Item:           **CONCERTS IN THE PARK** – A review and discussion on the 2015 Concerts in the Park.

Staff Contact:           Community Services Supervisor Dawn Norman

Meeting Date:           September 9, 2015

Background:           Staff will review the 2015 Concerts in the Park with the Commission.

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



# Staff Report

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Agenda Item:           **VERDE RIVER POKER RUN** – An update and discussion on the 2015 Verde River Poker Run.

Staff Contact:           Community Services Supervisor Dawn Norman

Meeting Date:           September 9, 2015

Background:           Staff will present to and update the Commission on the progress on the plans for the 2015 event.

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



# Staff Report

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Agenda Item:           **HALLOWEEN** – A review and discussion of the 2015 Halloween event.

Staff Contact:           Community Services Supervisor Dawn Norman

Meeting Date:           September 9, 2015

Background:           Staff will present to the Commission the progress on the plans for the 2015 event and update the Commission on the activities scheduled.

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