MINTUES OF A REGULAR MEETING
OF THE COMMUNITY SERVICES COMMISSION
OF THE TOWN OF CLARKDALE

A Regular Meeting of the Community Services Commission of the Town of Clarkdale was held on Wednesday, February 10th, 2016, at 6:00 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.

Chairperson	Peter Curé	
Vice Chairperson	Ben Kramer	
Commissioners:	Krysta Dehnert	
	Carol Engert	
	Trish Gomez	
	Shannon Westcott	(Absent)
	Lynda Zanolli	

Town Staff:

HR/Community Services Director	Janet Perry
Community Services Supervisor	Dawn Norman
Administrative Assistant II	Joni Westcott

AGENDA ITEM: CALL TO ORDER - Chairperson Peter Curé called the meeting to order at 6:03 p.m.

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

AGENDA ITEM: INFORMATIONAL REPORTS

CHAIRPERSON'S REPORT- A report from the chairperson on current events.
No report was given.

STAFF REPORT – A report from the community services staff on current events.
Community Services Supervisor Dawn Norman reported the following:

- Art in Public Places (AIPP) - The program was started in 2011 by a group of volunteers. This is an ongoing public display of art in the Clark Memorial Library. The volunteers retired from the program at the end of 2013. At that time, the volunteers had secured exhibits for a few of the months in 2014. Staff was limited to the amount of time to dedicate to the program and moved forward with the exhibits already scheduled along with annual exhibitors that had committed to showing each year. There have been many exhibits on display throughout 2014 and 2015. Currently the Verde Valley Spinners and Weavers Guild have their annual exhibit on display through the end of February. Staff member Susan Cox expressed her interest in gearing the program back up and is working to schedule more art displays throughout the year.

- Special Event Permits - A special event permit application has been submitted by the Clarkdale Jerome School for a 7th grade overnight encampment and kayak trip. The event, "Waterway in our Back Yard", is scheduled for April 25-26. The overall goal is to educate and prepare their students for the annual 8th grade river trip on the San Juan River. The school is seeking community volunteers to assist with "Waterway in our Back Yard". Activity sessions will include:
    - Verde River Kayaking- Professionally guided trip in tandem ducky-boats from Tapco RAP to Tuzigoot RAP learning basic boating and water safety skills.
    - Tavasci Marsh exploration – Audubon Society volunteer led hike to observe native species of plants and animals.
    - Tuzigoot National Monument- Natural history talk and site tour, learning about native cultures.
    - Eco-Art- A fine arts experience led by staff and local artists using found natural objects.
    - Camp skills- This group will complete tasks needing to be done at camp including setting up camp, prepping meals, cooking, cleaning, Leave No Trace ethics, team building activities, etc.

Administrative Assistant Joni Westcott reported the following:

- Spirit of Clarkdale Awards - In 2007 the Town Council approved a program to recognize Clarkdale home and business owners, residents and other individuals that have taken steps that are worthy of recognition. The application process was quite involved as it had many categories. In addition, the trend in the selection process was to award all those nominated. This trend resulted in the same individuals and groups receiving the award year after year. In order to improve upon the value of receiving the Spirit of Clarkdale Award a committee was formed to assess the program and consider changes. The committee consists of a Town Council Member, a Community Services Commissioner, a Board of Adjustment Board member and a staff member from both the Community Services and Community Development Departments. Although the process continues to develop, the following considerations have been determined:
    - The program will have only one winner each year and winners can only be awarded one time
    - The Town of Clarkdale guiding principles will be used as a guide for choosing a winner
    - Application process will be simplified
    - The winner will receive a monetary prize in addition to the community recognition
    - The program will be promoted and available to receive nominations year round
    - Program ambassadors will be recruited to assist in the promotion process

There is a follow-up meeting scheduled to finalize the details and evaluation processes. The Spirit of Clarkdale committee will make a recommendation to the Town Council for approval

due to the fact that it is changing the initial program categories and processes approved by the Council.

Staff informed the Commission that this program was tasked to the Community Services Department and that the information is being shared on the basis of informing the Commission on projects the department is currently working on.

AGENDA ITEM: MINUTES - Discussion and consideration of the minutes of the Special Meeting held on January 13th, 2016.

Vice Chairperson Kramer motioned to approve the Special Meeting minutes as written. Commissioner Gomez seconded the motion. The motion passed unanimously.

NEW BUSINESS:

AGENDA ITEM: CLARKDALE COMMUNITY SERVICES VISION AND MISSION – Discussion and consideration of adopting Vision and Mission statements for Clarkdale Community Services.

Community Services Director Perry reviewed the following:

During the January meeting Commissioners participated in an exercise towards developing a Vision and Mission statement for Community Services, with the resulting draft statements:

Vision: Connecting People to Clarkdale

Mission: Creating opportunities for people to enjoy and get involved in our Clarkdale experience by uniting, cultivating and protecting the small town experience and our environment.

Director Perry explained that although the Vision was unanimously embraced and agreed upon during the session, staff felt the Mission was not as strongly endorsed. She asked that the Commissioners revisit both, paying particular attention to the Mission statement wording.

There was open discussion on the Mission Statement and the goal associated.

Director Perry restated the intent, a Mission Statement reflects the operational purpose of the organization, the reason why the organization exists, and its core business. It answers the question – how does the organization intend to serve its clients and stakeholders – in the process of achieving its vision. A Mission is all about today, the reason for the existence of the organization, and what the organization is providing in pursuit of its vision. It should summarize the organization's focus for the next 12 to 18 months, moving the organization closer to accomplishing its vision.

Following open discussion, the Mission was revised:

Creating opportunities for people to enjoy and get involved in our Clarkdale community by cultivating the small town experience while protecting the environment.

Vice Chairperson Kramer motioned to approve the Vision and Mission statements:

Vision: Connecting People to Clarkdale

Mission: Creating opportunities for people to enjoy and get involved in our Clarkdale community by cultivating the small town experience while protecting the environment.

Commissioner Gomez seconded the motion. The motion passed unanimously.

AGENDA ITEM: FY15-16 BUDGET AND DONATION ACCOUNTS – Review and discussion of the FY15-16 Budget and Donation Accounts relating to the Community Services Department.

Supervisor Norman reviewed the FY15-16 budget and donation accounts for Community Services, Library, Parks & Recreation, Verde River Poker Run and Verde River Access Points:

- FY15-16 BUDGET: Staff and Commission reviewed the approved FY15-16 budget line items for Community Services, Library and Parks and Recreation. The commission did not have any questions relating to the line items associated with each operation of the department. Community Services Supervisor Norman shared that when adopting the budget the Town did not have the funding amount that would be received from the Yavapai County Library District. Since that time, staff has received written confirmation of the amount and once the funding is received the Finance Department will then adjust the line item to reflect those amounts.

- DONATION ACCOUNTS:

Library – General	$8,604.39
Parks & Recreation - General	$4,520.96
Concerts In The Park	$10,364.53
Halloween	$140.37
4th Of July	$637.28
Youth Program Scholarships	$340.00
Diamondback Trips	$36.00
Pecharich Memorial	$725.00
Pool	$26,029.26

There was open discussion on the donation accounts.

Concerts in the Park - Chairperson Curé inquired if the ambassador salaries were paid out of the proceeds from the concerts. Supervisor Norman confirmed that the ambassadors' salaries were included in the expenditures of the account and for 2015, coverage of the 7 concerts, a total of $429 was allotted to pay the Ambassadors.

Youth Program Scholarships - established through a grant. The grant funds are specific to assist kids in the community who would like to attend programs that are fee based.

Pecharich Memorial - This fund was created by a donation received from the Pecharich family after the passing of their father. The family had requested that globe lights be added to the back two corners of Town Park. This project would be in memory of their father and had asked that in lieu of flowers, individuals could donate to the project. The cost for the project exceeded over $7,000, and the donations did not come in as anticipated, therefore the project never moved forward. Supervisor Norman has recently spoken with a representative from the family who has re-designated the funds to be used for other Town Park improvements.

Pool – These are funds remaining from the fundraising campaign in 2010/2011 to open the pool in 2011.

Commissioner Zanolli inquired if the Library and Parks and Recreation general accounts could be combined to establish a Community Services general account. Director Perry explained that the two must remain separate for operations and due to funding resources.

- VERDE RIVER POKER RUN (VVPR): There have been two VVPR events held, resulting in a total of $3,172 raised for the river project. Commissioner Zanolli inquired if staff time was included in the expenses. Supervisor Norman informed that in 2015 there were 10 staff members who worked the event and that this time was not calculated into the total costs of the event. The Commission inquired as to why those costs were not included. Supervisor Norman did not know why it was decided to not include staff costs. She would have to clarify with management on that decision and would bring that information back to the Commission.

- VERDE RIVER ACCESS POINTS (VRAP): There was open discussion on maintenance and improvements to the RAPs. Chairperson Curé inquired about funds being allocated toward park maintenance and improvements. Supervisor Norman explained that the public works department oversees park improvements and maintenance and that there may be funding allocated under their department. She would have to look into that as she did not have the public works budget on hand.

  Commissioner Engert inquired about the money that is collected from the donations in the parking envelopes. Supervisor Norman confirmed that those funds get deposited into the account to help with expenses associated at the RAPs, such as River Ambassador salaries.

  Chairperson Curé asked if there are funds elsewhere for maintenance and improvement and what the projected expenses are. Director Perry explained that the river access development is in a toddler stage. Public Works and the outfitters will contribute to the needs of maintenance and improvements. Also some additional funds come in from Verde River at Clarkdale. Chairperson Curé wanted to know if the current $12,000 balance continues to increase, will it go to the Public Works budget or will it remain in the RAP accounts as in past experience on the Parks and Recreation Commission funding had been appropriated for park improvements at Mongini/Selna Park and the funding was reallocated elsewhere before the Commission could make any recommendation to Council. He commented that

ultimately if the fund increases there will be enough to improve the access points. Director Perry agreed and that is the Town's goal as well.

In moving forward, Chairperson Curé would like to know how the town budgets for park improvements. Vice Chairperson Kramer agreed and further questioned, how does the Community Services Commission move forward in meeting its Mission.

AGENDA ITEM: 2016 CONCERTS IN THE PARK – Review and discussion of the 2016 Concerts in the Park.

Supervisor Norman provided an update to the Commission on the 2016 Concerts in the Park:

1. Selection Process – Given the growing popularity of the annual series and increasing demand for bands wanting to be included, a formal selection process was successfully implemented last year utilizing an appointed selection committee. This year, the selection committee was comprised of three commissioners, Krysta Dehnert, Trish Gomez and Lynda Zanolli.

   The announcement for interested bands was published and released in early December. In addition, the information was posted on the Town's website and prior performers and inquiries were emailed directly the announcement. In order to be considered, bands were required to submit:

   - Letter of interest
   - Brief description of band and music
   - Current music samples
   - List of current venues performed along with contact information
   - Fees/Rates
   - Top 3 choices of scheduled concert dates
   - Deadline to submit: January 15

   In the selection process the following was considered:
   - First come, first serve for the genre
   - Experience/background – including performing as a group verses individual members
   - Family friendliness of material
   - Sound/quality of music
   - Popularity/demand
   - Has the genre been offered before
   - How many times/often has the band played in our concerts (this sometimes is overrode by popularity/demand OR if the band is sponsored/free)
   - If they have performed, what the 50/50 raffle produced – compare the raffle amount to the amount paid to the band (Example: Band charged $400 to perform, the raffle produced $380, resulting in the cost $20)
   - Cost/fees – not only consider the payment amount for the experience/professionalism of the performers/performance, but how many members/instruments are in the band (Example: a band with 4 members charging

$400 is $100/band member verses a band of 2 members charging $800, $400/band member.)

2. 24 Bands/Performers submitted interest; received complete packets from 20 bands, representing 14 different genres to select from.

3. Results:

   MAY
   Pre-Event-Friday, May 13, 6-7pm – TBA – Sponsored by Dance in AZ

   JUNE
   Saturday, June 04, 2016 – SENTIMENTAL JOURNEY – Big Band
   Saturday, June 18, 2016 – TROTTER'S WAKE – Celtic/Irish

   JULY
   Saturday, July 09, 2016 – RD OLSON BAND - Blues
   Saturday, July 23, 2016 – CADILLAC ANGELS – Rockabilly/Americana

   AUGUST
   Saturday, August 06, 2016 – COME BACK BUDDY – 50's
   Saturday, August 20, 2016 – ROMEN BUFFALO – Bluegrass

   SEPTEMBER
   Saturday, September 03, 2016 – MATCHBOX TWENTY TOO – Pop

4. Sponsors – Dance in AZ and Clarkdale-Jerome Lions Club

5. Concert Hotline – The existing pool phone line will be utilized as a general info line for the concerts. The recording will announce who is scheduled for the upcoming concert as well as be used to notify of cancellation.

There was open discussion. Vice Chairperson Kramer asked if alcohol will be served at any of the concerts. Supervisor Norman explained that there will be a future worksession to discuss the subject. Commissioner Zanolli inquired as to who will be selling 50/50 raffle tickets, ambassadors or community services staff. Supervisor Norman responded that initially it will be both in order to train the ambassadors for the season. Staff will also be recruiting volunteers to assist due to increased attendance and Commissioners will have an opportunity to sign up to volunteer.

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

Service of Alcohol at Concerts in the Park
Verde River Front
2016 River Runner Outfitters
Mingus Recreation Area
Budgets/Funding for: Verde River Access Points, Improvements/Maintenance for all Town Parks, Verde River Poker Run

AGENDA ITEM: ADJOURNMENT - ***Vice Chairperson Kramer motioned to adjourn the meeting and Commissioner Zanolli seconded the motion. With no objection, meeting adjourned at 7:22 p.m.***

APPROVED:

Ben Kramer, Vice Chairperson

SUBMITTED BY:

Joni Westcott, Administrative Assistant II