

**NOTICE OF A REGULAR MEETING  
OF THE COMMUNITY SERVICES COMMISSION  
OF THE TOWN OF CLARKDALE**

**NOTICE IS HEREBY GIVEN** that the Community Services Commission of the Town of Clarkdale will hold a Regular Meeting Wednesday, June 8<sup>th</sup>, 2016, at 6:00 p.m. in the Clark Memorial Clubhouse Men's Lounge, 19 N. Ninth Street, Clarkdale, Arizona. Members of the Community Services 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 2<sup>nd</sup> day of June, 2016 at 4:00 p.m.

Dated this 2<sup>nd</sup> day of June, 2016.

By:



Joni Westcott  
Administrative Assistant II

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

**1. CALL TO ORDER**

**2. PUBLIC COMMENT** – The Community Services Commission invites the public to provide comments at this time. Members of the 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 Commission Liaison 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 staff on current events.

**4. MINUTES** - Discussion and consideration of the minutes of the Regular Meeting held on May 11<sup>th</sup>, 2016.

**NEW BUSINESS:**

5. **WORKSESSION: VERDE RIVER @ CLARKDALE UPDATE** – A worksession to discuss the Verde River @ Clarkdale.
6. **PRIORITIZING COMMUNITY SERVICES DEPARTMENT’S OPERATIONS, PROGRAMS AND EVENTS** – Discussion and consideration of Town operations, programs and events currently provided by the Community Services Department.
7. **CLARKDALE’S OLD-FASHIONED 4TH OF JULY** – An update and discussion on the 2016 Old-Fashioned 4th of July event and activities.
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.

**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, May 11<sup>th</sup>, 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  
Lynda Zanolli  
Vacant

**Town Staff:**  
**Community Services Supervisor** Dawn Norman  
**Administrative Assistant II** Joni Westcott

**AGENDA ITEM: CALL TO ORDER** – Chairperson Curé called the meeting to order at 6:02 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.**  
There was no information to report.

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

Community Services Supervisor Dawn Norman reported the following:

- Town Council accepted Shannon Westcott's resignation at the May 10, 2016 Council Meeting.
- Library –
  - a. Part time hours are working well – monthly stats have not been affected. They continue to be at the same levels as when operating at full-time status.
  - b. Continuing to focus on building the movie inventory as staff has seen an increase in check outs.
  - c. Yavapai Free Library District Funding received for FY15-16 in the amount of \$36,513.60, with \$2055.46 being withheld for annual YLN Membership Fees.

- d. The library has a group of after school youth that attend on a regular basis (10 youth, varies daily due to school activities, avg. 3/day). Staff was informed by one of the parents that there will not be an after school program offered by Discovery next school year.
- Relocation of Community Services Supervisor's office –
  - a. Provides better visual of library activities taking place; and
  - b. Presents the opportunity to consider enlarging the multi-use room in order to make the space more useable.
- Mingus Recreation Area – The Prescott National Forest (PNF) has scheduled a meeting with cities/towns managers and mayors along with other entities on June 6<sup>th</sup>. Anticipate PNF presenting in July or August to Commission.
- Community Services Administrative Assistant Joni Westcott will be out on medical leave beginning May 12<sup>th</sup> and returning on May 31<sup>st</sup>, dependent on recovery.
- Concerts in the Park -
  - a. Pre-season concert scheduled for Friday, May 13<sup>th</sup> at 6pm featuring Maivish
  - b. Volunteer opportunities still available

Community Services Administrative Assistant Joni Westcott reported the following:

- Library Institute- Community Services Administrative Assistant Westcott has been selected to participate in the 2016 Summer Library Institute to be held on the NAU campus in Flagstaff from June 6-10, 2016. Summer Library Institute is a 3-year scholarship program; this will be her 2<sup>nd</sup> year of attending. The program is sponsored by the Arizona State Library and provides professional development, training, and networking opportunities for non-MLS public library staff serving primarily in small and rural libraries throughout Arizona. During the five-day Institute, highly regarded library professionals provide learning experiences and training on a variety of topics designed to increase participants' job skills and knowledge. Library Institute is offered at no cost to participants, and is paid for by the State Library using Federal LSTA funds provided by the Institute of Museum and Library Service. The 2016 Summer Library Institute is open to public library staff who: are from a community of fewer than 100,000 people, are in a leadership role in their library, do not have, nor are in the process of obtaining an MLS degree.
- Spirit of Clarkdale (SOC) - The deadline for SOC nomination applications is Friday, May 15<sup>th</sup>. Currently 2 nominations have been received and the SOC Committee is considering postponing the deadline until next year in order to promote the program more efficiently. Staff will update the Commission once the SOC Committee has made a decision.
- Volunteer Appreciation – The 2016 Volunteer Appreciation Celebration was a success with 42 attendees and 12 staff members. There were 35 individual prizes valued at \$1,300 donated by local businesses and food totaling just over \$400 in value. Every volunteer present walked away with a gift donated by a local (Verde Valley) business.
- STEM Webinar - Community Services Administrative Assistant Westcott participated in a webinar entitled “Amping Up Your STEM Program”. Its content focused on how to develop and implement a unique STEM program for children of all ages. STEM is an acronym for Science, Technology, Engineering and Math education. These areas are focused on together, not only because the skills and knowledge in each discipline are essential for student success, but also because these fields are deeply intertwined in the real world and in how students learn most effectively. STEM is an interdisciplinary and applied approach

that is coupled with hands-on, problem-based learning. With the increased afterschool attendance in the Library, staff is looking at ways to offer future programming that could supplement and enhance STEM learning for the children in the community.

**AGENDA ITEM: MINUTES - Discussion and consideration of the minutes of the Regular Meeting held on March 9<sup>th</sup>, 2016.**

**Vice Chairperson Kramer motioned to approve the Regular Meeting minutes for March 9, 2016, as written. Commissioner Dehnert seconded the motion. The motion passed unanimously.**

**NEW BUSINESS:**

**AGENDA ITEM: MEMORANDUM OF UNDERSTANDING BETWEEN LIVE PERFORMANCE MUSICIANS AND THE TOWN OF CLARKDALE – Discussion and consideration of a recommendation to Council regarding a Memorandum of Understanding document to use with Live Performance Musicians who would perform at Town events.**

The Town has been hosting Concerts in the Park since 2001. With the formalization of the Town's Parks & Recreation duties in 2006 (including placement of a Parks and Recreation Supervisor position), each year since, this event has continued to not only improve in its functional operation but also its overall popularity. It is notable that this Town event has been voted the "Best Free Annual Local Event in the Verde Valley" eight out of the last ten years.

Also over these past ten years, the 50/50 Raffle donation profits have carried over currently providing a comfortable financial cushion, and staff's ability to engage a broader range of music artists has grown. As a result, the Town is now able to attract, consider and pay for higher-levels of talent. The operational relationship between the Town and artist has carried on over the years in good faith between the parties, without the security and clarity provided through a written understanding.

Staff has developed a Memorandum of Understanding (MOU) suitable to address the mutual need to formalize the relationship created via these events. The resulting document strikes a measured, fair and consistent posture – for both the Town and artist.

Community Services Supervisor Dawn Norman presented to the Commission and requested that the Commission make a recommendation to Council to allow staff to use the Memorandum of Understanding with live performance musicians. She asked if the Commission had any questions on the document.

There was open discussion that the document was clear and understanding and there were no questions posed.

**Vice Chairperson Kramer motioned to recommend to Council the Memorandum of Understanding between Live Performance Musicians and the Town of Clarkdale to use with live performing artists at Town events. Commissioner Gomez seconded the motion. The motion passed unanimously.**

**AGENDA ITEM: LIBRARY BIG BOOK SALE – An update and discussion on the 2016 Library Big Book Sale.**

Community Services Supervisor Dawn Norman briefed the Commission on the history of the book sale. The Library Advisory Board Book Sale was annually held in conjunction with the Made in Clarkdale (MIC) and Clarkdale Historical Society and Museum (CHSM) Home Tour events that take place in December each year. The main reason for holding the book sale in conjunction with these two events was to take advantage of the influx of foot traffic to the Town property during that time.

In 2015, both MIC and CHSM made major changes to their dates for these significant Clarkdale events:

- Made In Clarkdale was held for 3 days rather than its usual 10 days; and
- Clarkdale Historical Society and Museum postponed the Home Tour to April 2016.

In addition, there were other challenges: limited inventory, set-up/operations and impact on town staff due to event being held in the library, and difficulty recruiting volunteers during the holiday season.

The Library Advisory Board was informed of the MIC and CHSM date changes and discussed the challenges associated with the event and possible future dates for the book sale. The consensus of the Board was to postpone the book sale in 2015 and consider holding a smaller version in April during National Library Week.

The Library continued to receive donations as well as conducted a purging of the library inventory which built up the book sale inventory stored in the basement. Because of the large inventory being stored, staff decided to take on the book sale and implemented the changes proposed by the Library Advisory Board.

The 2016 Big Book Sale was held April 11<sup>th</sup> – May 6<sup>th</sup>. In lieu of using a significant amount of the library space as was done in 2015 and in order to lessen the impact on library patrons and staff, the multi-use room, conference room and the current 'Book Deals and Steals' shelves were used. The sale resulted in \$909.75 (as of 05/04/2016) and was offered during library operational hours (20 days/88 hours).

After 2 weeks of conducting the book sale, staff and a volunteer weeded the book sale inventory in order to lessen the clean-up. A total of 34 boxes, 16 boxes of paperbacks and 18 boxes of hard covers, were donated to a local non-profit organization. A large inventory of items still remain, approximately 90 boxes. Staff is seeking direction from the Commission on managing the remaining book inventory.

Vice Chairman Kramer questioned the value of \$900 over a three week period and the amount of staff time involved. Community Services Supervisor reviewed the amount of lengthy time involved in set-up, operations and take down and the impact on staff. Commissioner Zanolli inquired as to what the purpose of the sale is. Community Services Supervisor Norman stated that it is a fundraiser. The question was posed if it was an avenue to eliminate the items that had been removed from the library inventory. Staff advised that the majority of items were left over from previous book sales as well as donations. There was open discussion on possible future fund-raising opportunities.

The Commission was redirected to focus on how staff should address the large inventory remaining. The consensus of the Commission was that the majority of the remaining items had been offered in two book sales with no success. There was open discussion on disposal of the books, including throwing the old books into the trash, recycling or donating to an organization.

The consensus of the Commission was that this was not a priority and advised staff to eliminate the inventory of books in the easiest, most efficient and least time consuming manner that staff sees fit.

**AGENDA ITEM: PRIORITIZING COMMUNITY SERVICES DEPARTMENT'S OPERATIONS, PROGRAMS AND EVENTS – Discussion and consideration of Town operations, programs and events currently provided by the Community Services Department.**

Community Services Supervisor Norman explained that at the Council's recent 2016 Strategic Planning session held on April 30<sup>th</sup>, Council identified 'Prioritizing Community Services Department's Operations, Programs and Events' to align with existing level of resources. It is to this end that a recommendation is being sought from this Commission. Staff will report these results to Council and use them in future related decisions.

To facilitate this exercise, staff provided a ranking chart which includes titles of 22 different primary operations, programs and events handled by Community Services. Each title includes a few bulleted items to provide a broader picture of the prime task identified. Staff asked each Commissioner to apply a ranking of 1, 2 or 3 to each listed item (in bolded text), using a total of 7 choices in category 1, and ranking the remaining 15 items split between categories 2 and 3 (7 checkmarks in category 2/8 checkmarks in category 3 or vice versa) and to base the ranking on how you feel the item best serves the Vision and Mission of Clarkdale's Community Services, and how staff's time can be best served to meet those ends.

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.

Community Services Supervisor Dawn Norman asked if the Commissioners had any questions prior to the next step of the exercise, which was to place a sticker representing the ranking on each of the items located on display boards. She continued that a point system would be used – the ranking of 1 would generate 3 points, 2 for 2 points and 3 for 1 point. She stated that each Commissioner was supplied with a total of 21 stickers, leaving each short one sticker for either a ranking of 2 or 3 and that once the exercise was conducted there would be a discussion on the results along with how that one ranking would affect the outcome. There were no questions so the Commission was asked to place their ranking stickers on the items so that staff could calculate the results.

The exercise was performed and the Commission reviewed the calculations. There was open discussion:

Commissioner Zanolli stated that she had concerns about the Verde River @ Clarkdale because there are so many other departments involved in that endeavor. Community Services Supervisor Dawn Norman shared that staff had concerns with including it to be ranked due to the fact that the department's involvement is minimal due to limited staff resources thus why on the ranking sheet the information was provided to the Commission as to which department is responsible for the different operations of the project. She continued that there are items not listed on the ranking such as site development and trail

building which is important to the Commission but with the current level of resources staff was not able to broach that topic with the Commission. Chairperson Curé inquired as to what type of activities are taking place by the different departments at the sites. Staff asked for clarification. Chairperson Curé asked if there are any facility improvements taking place and staff informed that there was not. He continued that he would like to see a permanent agenda item for staff to report on the Verde River @ Clarkdale. There was open discussion on what type of reporting is being done by the different departments that are involved. Chairperson Curé asked about the vehicle access pass envelopes and the information being received. Staff stated the police department was collecting the envelopes but did not know if the data was being captured. Commissioner Zanolli expressed that this discussion is exactly what she was pointing out as there are so many departments involved. She agreed that Verde River @ Clarkdale needed to be in the top 7 priorities and that she would like to see the Town make a decision as to who is going to oversee the Verde River @ Clarkdale and how the job descriptions are going to be delegated. Vice Chairperson Kramer stated that the Commission needs to receive a better definition as to what the Commission's role is and how concerned they need to be with it. Chairperson Curé stated that the Commission is concerned and wants to be involved with it, and in order to be involved in it the Commission needs to be provided more information. Commissioner Zanolli agreed and stated that this is not reflected in what is taking place currently. Chairperson Curé continued that the Commission was much more involved during the process of getting it off the ground than what the involvement level is now. He stated that he didn't want the project to get out of hand and that if the Commission is kept updated and receives information on the activities taking place it would provide the Commission the opportunity to be proactive in areas needed. He stated that right now the Commission is working in the dark and that unfortunately this would involve Community Services staff's time to assimilate the information needed in order to provide it to the Commission. Community Services Supervisor Norman stated that this was the purpose of the exercise as it was going to identify the priorities for the department. The Commission expressed the real gems of Community Services were the recreation related items – concerts, events, and the river access points. Commissioner Dehnert agreed and that those activities along with the parks bring a lot of people into Clarkdale.

There was open discussion on providing attendance numbers for each of the items to assist with what the true value of those items are. The attendance numbers reflect as to what is getting the greatest gift to a greater number of people because of having limited resources.

There was discussion as to what the next steps would be with Council. Staff explained that the information would be presented to Council on May 24<sup>th</sup> and staff would update the Commission on the process.

There was discussion on facility rentals and how that ranking developed for the item. The Commission felt it was an essential service to offer as it brings people to Clarkdale. The group discussed that the item was more management verses a program offered by the department.

Vice Chairperson Kramer stated that Movies in the Park ranked low and it was a program in its infancy and hadn't been launched. The program has the potential to have greater attendance than the top items such as concerts.

Chairperson Curé asked for a motion.

**Vice Chairperson Kramer motioned to present the list of priorities to the Council. Commissioner Gomez seconded the motion.**

Commissioner Zanolli opposed and stated that she would like to propose this as a first draft in the process and that it was not final. She continued that she wanted this to be a continued work in progress.

Chairperson Curé asked if she was making an amendment to the motion.

**Commissioner Zanolli made a motion to amend the motion to recommend the list of priorities to Council but that this was the Commission's first draft and not final.**

**Vice Chairperson Kramer seconded the motion.**

Prior to the vote, Community Services Supervisor Norman asked the Commission what information they need in order to develop a final ranking.

Commissioner Zanolli requested attendance numbers, the cost to operate each item listed along with a cost per person. There was open discussion on the presentation made to the Parks & Recreation Commission and Library Advisory Board that included cost per user and the survey results. Vice Chair Kramer agreed that a cost benefit analysis should be provided. Chairperson Curé stated that is exactly what drove the creation of this Commission. Commissioner Zanolli stated that the cost analysis was very eye opening and should be factored in.

Commissioner Engert pointed out that if each of the Commissioners had the additional sticker the results could be altered. The Commissioners shared what each of their last ranking was and staff incorporated those rankings. The new tabulation resulted in:

<u>POINTS</u>	<u>OPERATION/PROGRAMS/EVENT</u>
18	CONCERTS IN THE PARK
17	OLD-FASHIONED 4TH OF JULY
17	VERDE RIVER @ CLARKDALE
15	HALLOWEEN
14	FACILITY RENTALS
14	LIBRARY OPERATIONS AND SERVICES
14	VOLUNTEER PROGRAM
14	MOVIES IN THE PARK
13	NAZBA BLUES COMPETITION
13	SANTA COMES TO CLARKDALE
12	SPECIAL EVENT PERMITS
12	TOC WEBSITE
12	TOWN HOLIDAY LIGHT DECORATIONS
12	VENDOR PERMITS
11	SMALL TALK
10	VOLUNTEER APPRECIATION EVENT
9	SOCIAL MEDIA

7	ICE CREAM SOCIAL
7	LIBRARY BOOK SALE
6	SPIRIT OF CLARKDALE
6	CAROLING IN THE PARK
5	ART IN PUBLIC PLACES

**Commissioner Zanolli motioned to amend the motion to recommend to Council the ranking list of operations, programs and events provided by the Community Services Department with the statement that the list was not final and that the Commission would like the cost/person for programs, events and services along with staff input in order to evaluate each before finalizing the ranking list for Council to consider:**

<b><u>POINTS</u></b>	<b><u>OPERATIONS, PROGRAMS, &amp; EVENTS</u></b>
18	CONCERTS IN THE PARK
17	OLD-FASHIONED 4TH OF JULY
17	VERDE RIVER @ CLARKDALE
15	HALLOWEEN
14	FACILITY RENTALS
14	LIBRARY OPERATIONS AND SERVICES
14	VOLUNTEER PROGRAM
14	MOVIES IN THE PARK
13	NAZBA BLUES COMPETITION
13	SANTA COMES TO CLARKDALE
12	SPECIAL EVENT PERMITS
12	TOC WEBSITE
12	TOWN HOLIDAY LIGHT DECORATIONS
12	VENDOR PERMITS
11	SMALL TALK
10	VOLUNTEER APPRECIATION EVENT
9	SOCIAL MEDIA
7	ICE CREAM SOCIAL
7	LIBRARY BOOK SALE
6	SPIRIT OF CLARKDALE
6	CAROLING IN THE PARK
5	ART IN PUBLIC PLACES

**Vice Chairperson Kramer seconded the motion. The motion passed unanimously.**

**AGENDA ITEM: CLARKDALE’S OLD-FASHIONED 4TH OF JULY – An update and discussion on the 2016 Old-Fashioned 4th of July event and activities.**

Staff reviewed the plans and activities scheduled for the 2016 event. There was open discussion on the history of the event, schedule of events/activities, volunteer positions, and the Incident Action Plan. In addition, Staff reviewed the tasks and needs of the Library Ice Cream Social in order to conduct the

fundraiser. Prior to this year, the Library Advisory Board (LAB) was responsible for the majority of tasks and operations of the fundraiser with administrative support only from Town Staff.

The tasks/responsibilities include:

<b>TASK</b>	<b>PERFORMED BY:</b>
• Determine number of tables and chairs required	LAB/Staff
• Determine set up and take down schedule	LAB/Staff
• Set prices	LAB
• Inventory supplies/create shopping list	LAB
• Create a supply check list	LAB
• Prepare and distribute bookmarks w/baked good request	Staff
• Prepare and send letters for donations	Staff
• Solicit volunteers, organize and distribute volunteer schedule	LAB/Staff
• Publicize-Small Talk, flyers	Staff
• Press Release-Newspaper, radio	Staff
• Make signs for tables	Staff
• Organize and distribute collection assignments for donations	Staff
• Shop for supplies/baked goods and pick up donations	LAB
• Put in order for cash box and pick up	Staff
• Pick up supplies from TOC to be taken to park	LAB
• Set up, run and take down	LAB/Volunteers
• Thank you letters to donors	Staff

Staff seeks direction from the Commission on the feasibility and management of the fundraiser.

There was open discussion on the fundraiser and the challenge of Commissioners working at the other activities for the event. Vice Chairperson Kramer stated that he has attended the event most of his life and he has also worked the ice cream social and that he didn't feel that it was a good use of resources or time as there are vendors and the pancake breakfast. Commissioner Gomez added that the past couple of years the group had a difficult time getting all of the items sold and towards the end of each event was

giving items away. The consensus of the Commission was that the ice cream social competed with the pancake breakfast and vendors and there was no need to offer the ice cream social.

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

*Verde River @ Clarkdale*  
*Verde Front*  
*Clarkdale's Old-Fashioned 4<sup>th</sup> of July*  
*Concerts in the Park*

**AGENDA ITEM: ADJOURNMENT**  
*With no objection, meeting adjourned at 7:45 p.m.*

APPROVED:

\_\_\_\_\_  
Peter Curé, Chairperson

SUBMITTED BY:

\_\_\_\_\_  
Joni Westcott, Administrative Assistant II



# Staff Report

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Agenda Item:                    **WORKSESSION: VERDE RIVER @ CLARKDALE UPDATE -**  
A worksession to discuss the Verde River @ Clarkdale.

Staff Contact:                Community Services Supervisor Dawn Norman

Meeting Date:                June 8, 2016

Background:                This update is designed to provide the Community Services Commission with an overview of the current operations and projects relating to the Verde River @ Clarkdale. Discussion to include but not limited to outfitter usage and reporting, public use, and operations and maintenance.

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

**AMBASSADOR UPDATES/REPORTS**  
**03/27/2016-04/30/2016**

**Ambassador Updates – 3/27/2016 through 4/2/2016**

Zimmer 3/27/2016: Tapco – A large group set up in the picnic area. Several visitors put boats into the river including the Mayor. A motor coach and several other vehicles were in the park. Tuzigoot: Several cars were parked at the bridge. Visitors played fetch with their dogs and went fishing.

Messier 3/27/2016: Tapco – A large group was set up in the picnic area with over 20 vehicles in the lot. A dog owner was asked to leash their dog. Another large group arrived with ATVs, children and dogs. Handed out multiple reminders to people without passes in their vehicles. Many vehicles were parked by the river. Requested they move. A horseback rider rode through. Contact made with Jeff from Center Vision. Discussed parking by river RAP while waiting for clients, who eventually arrived. Tuzigoot: Three vehicles parked by the bridge where visitors were fishing. A few people were in the beach area. The site was clean.

Brunot 3/28/2016: Tapco – No vehicles or visitors were in the park. Tuzigoot – One car was in the parking lot. Four women were sitting by the swimming hole. A man asked for directions. Both sites were clean.

Messier 3/29/2016: Tapco – The gate was open on arrival and the site was clean. Tuzigoot – Picked up a bag of trash. No vehicles were in the park. Ten horses galloped down to the river. Called the owner and left a message.

Gill 3/29/2016: Tapco – Picked up a handful of trash in the parking lot. A site check was performed. Tuzigoot – Picked up a handful of trash by the bridge. A site check was performed. Attended mandatory meeting at Town Hall.

Messier 3/30/2016: Tapco – The site was clean. Tuzigoot – The trash was not collected. Tested body cam. Truck running hot.

Messier 3/31/2016: Tapco – Picked up a handful of trash. Sighted cows, a blue heron and king fishers. Made contact with two visitors who were bike riding. Tuzigoot – Picked up a handful of trash. The trash cans are overflowing. Four vehicles were in the park. Nice Johns were clean at both sites.

Brunot 3/31/2016: Tapco – The site was clean. Two vehicles were in the park. Made contact with a visitor out for recreational purposes. The visitor had positive feedback. Tuzigoot – Three vehicles were in the park. Picked up a handful of trash. Nice Johns were clean. Made contact with a visitor whose dog was swimming.

Gill 4/1/2016: Tapco – Picked up a handful of trash. Two vehicles were in the park. Made contact with four visitors from Cornville who were there to four wheel to the end of the road. Sighted a hawk and a roadrunner. Tuzigoot – Picked up a handful of trash.

Messier 4/2/2016: Tapco – Site was clean. Had contact with a local visitor. Sighted cows and burros. Tuzigoot – Two vehicles were in the park. Site was clean.

Zimmer 4/2/2016: Tapco – One car was in the lot. Several people went paddling around the island. The Mayor was taking pictures. Kayakers arrived and put in. Made contact with local ladies visiting for the first time. Left gate open for kayakers. Tuzigoot – Eight to nine vehicles were in the park during the afternoon.

The pay station was emptied on 3/30/2016. There were 56 envelopes. \$262.26 was collected.

### **Ambassador Updates – 4/3/2016 through 4/9/2016**

Zimmer 4/3/2016: Sycamore Canyon Road and both parks were clean and clear. Tapco - Several people put their personal boats and other flotation devices in the water. A man from California had no luck fishing. Two more people were fishing in the picnic area. There were burros across the river.

Gill 4/3/2016: Picked up a couple handfuls of trash at both parks. Tapco – Ten vehicles were in the park. There were three kayakers. A man was walking his dog. Another couple of people were picnicking. Tuzigoot - Visitors from Florida were out RVing and kayaking. Others were out walking their dogs or kayaking. Sighted two squirrels and a hawk.

Gill 4/4/2016: Picked up a couple handfuls of trash at both parks. Tapco – Four vehicles were in the park. A visitor from Colorado came to go kayaking. Tuzigoot – Ten vehicles were in the parking lot. One person was out fishing. Trash cans were overflowing.

Gill 4/5/2016: Both parks were clean and clear. Tapco – Two vehicles were in the park. A visitor from Prescott was out kayaking. Tuzigoot – Four vehicles were in the park.

Messier 4/6/2016: Both sites were clean and clear except for a handful of trash picked up in Tuzigoot. Tapco – One vehicle was in the park. A local resident came out to show their family the area. Tuzigoot – Visitors from Wisconsin asked about kayaking and equipment rental. I recommended South by Southwest. Three to four vehicles were in the park. Sighted a red tail hawk, two bald eagles and a peregrine falcon.

Brunot 4/7/2016: Trash cans were overflowing in both parks. Tapco – Five to six vehicles were in the park. A cowboy movie was being shot. The director said it was a pleasure to film at Tapco. Looked for nesting eagle. Tuzigoot – Three to four vehicles were in the park.

Messier 4/8/2016: Picked up a handful of trash in both parks. Tapco – One vehicle was parked in the “No Parking” zone by the river. Made contact with a visitor from Wisconsin who is

touring the southwest. Told him everything I know about the Verde River. Tuzigoot – Three vehicles were in the park. Sighted a blue heron, cows, and calves.

Zimmer 4/9/2016: Both sites were clean and clear. Tapco – Needed toilet paper in the Nice John. Boating class was the only group in the park. Tuzigoot – Two vehicles were in the park.

Messier 4/9/2016: Tapco – Needed toilet paper in the Nice John. Thirteen vehicles were in the park. Safe boating group was on site. A local took their first kayak trip. Tuzigoot – Eleven vehicles were in the park. Sighted a blue heron, turkey vulture and jack rabbit.

The pay station was emptied on 4/6/2016. There were 28 envelopes. \$106.25 was collected.

### **Ambassador Updates – 4/10/2016 through 4/23/2016**

4/10/2016:

- Zimmer - One vehicle was parked at Tuzigoot. There were two transports to Tapco. Made contact with a local resident who was checking out Tapco and had questions about use fees. Six people from Wickenburg boated to Tuzigoot. Both sites were clean and clear.
- Messier - Picked up a handful of trash at Tuzigoot. Three cars were in the park. Tapco was clean. Three cars were in the park. It was a cold rainy day.

4/11 through 4/13/2016: No ambassador notes.

4/14/2016:

- Brunot - Tuzigoot was clean and clear. Eight vehicles were in the park. Picked up a handful of trash at Tapco. Two vehicles were in the park. A producer and helper from Arizona Highways Magazine were onsite at Tapco filming.

4/15/2016:

- Gill – Picked up a handful of trash at Tuzigoot and Tapco. Very windy conditions. Two vehicles were at Tuzigoot and one was at Tapco.

4/16/2016:

- Zimmer – One vehicle was parked at Tuzigoot. The last marathon runner went through the park at 10:15 a.m. Spoke with four kayakers who were at Tuzigoot. Brought them to Tapco. They went further down Sycamore Canyon Road. Both sites were clean and clear.
- Gill – Picked up a handful of trash at Tuzigoot and Tapco. Eight vehicles were at Tuzigoot. Three were at Tapco. Boy Scout Troop #869 out of Scottsdale put in 12 kayaks with 20 people. The kayaks were South by Southwest rentals. Assisted with traffic control at the bank robbery reenactment downtown.

4/17/2016:

- Zimmer – Eight vehicles were parked in the paintball area at Tuzigoot. Both sites were clean and clear. Made contact with local residents. One had questions about kayaking. One stated they liked the area.
- Messier – Picked up a handful of trash at Tuzigoot and Tapco. Ten vehicles were at Tuzigoot. A visitor from Wisconsin wanted to know where to get a kayak. A local resident who was camping/tubing at Tuzigoot had questions about other places to camp. Recommended Dead Horse. Ten vehicles were at Tapco. Sighted a red tail hawk and blue heron.

4/18/2016:

- Gill – Picked up a handful of trash at Tuzigoot and Tapco. Handle/lock was missing from the Nice John at Tuzigoot, and needs to be replaced. Two cars were parked at Tuzigoot. Local residents were in the park to fish and to go birding. One vehicle was in Tapco.
- Brunot – Picked up a handful of trash at Tuzigoot. The trash can was  $\frac{3}{4}$  full. The Nice John at Tuzigoot needs cleaning and supplies. Twelve vehicles were in the park. A local resident was at Tuzigoot fishing. Two vehicles were at Tapco. Visitors were out walking and letting their dogs swim.

4/19/2016:

- Gill – Picked up 18 beer cans in the parking area at the bridge in Tuzigoot. Eight cars were in the park. Spoke with a local resident who wanted to know where the “big fish” were. Picked up a handful of trash at Tapco. Two cars were in the park. A visitor from Wyoming was out sightseeing. Said Tapco was a nice clean park. Also spoke with a visitor from Tempe who was out sightseeing. Sighted bald eagles, a hawk and squirrels between Tapco and Tuzigoot. The lock at the Tapco gate needs oiling.

4/20/2016:

- Zimmer – Both parks were clean and clear. Five vehicles were in Tuzigoot. One vehicle was at Tapco with a horse trailer and two horses. Filming was being done involving the horses. One of the people filming was from the UK and one was a local resident. Six private boaters put into the water.

4/21/2016:

- Brunot – Both parks were clean and clear. Six vehicles were at Tuzigoot. Spoke with a local resident who was out sightseeing at Tuzigoot. Said it was beautiful. Eight vehicles were at Tapco. Spoke with a local resident who was at Tapco to relax. Said it was delightful. A cowboy movie was filming near the picnic area.

4/22/2016:

- Messier – Picked up a handful (one bag) of trash at Tuzigoot. Six vehicles were in the park. Spoke with a local resident who was out fishing. Said the park is clean. Five

vehicles were at Tapco. Spoke with a local resident who was out looking at the park. Sighted a turkey vulture and a peregrine falcon at Tapco.

4/23/2016:

- Zimmer – Both sites were clean and clear. Four vehicles were in Tuzigoot. Eight private boaters put in at Tapco.
- Messier – Both sites were clean and clear. Six vehicles were at Tuzigoot and five were at Tapco. At Tuzigoot spoke with a visitor from Utah who was out exploring Arizona. The visitor had kayak related questions. Provided the visitor with a map. One visitor from Phoenix commented on Tapco being a nice clean park. Sighted a red tail hawk, a fly catcher and a peregrine falcon.

The pay station was emptied on 4/13 and 4/20 for a total of 44 envelopes. \$186.00 was collected.

#### **Ambassador Updates – 4/24/2016 through 4/30/2016**

4/24/2016:

- Zimmer - One vehicle was parked at Tuzigoot. Three private boaters were on the river. Made contact with a fisherman at the swimming hole. Four private boaters put in at Tapco. Found a pistol in the water. Called it in to Clarkdale Police Department. Officer Steele retrieved it and took it to the station. Sighted several cows and an egret.
- Messier - Picked up a handful of trash at Tuzigoot and Tapco. Sixteen vehicles were in the park at Tuzigoot. Six vehicles were at Tapco. Visited with a local resident out walking his dogs. He asked if the use fee was mandatory or a donation. Also spoke with visitors from Flagstaff who were there to kayak. Sighted several cows in the picnic area at Tapco.

4/25/2016:

- Mast – Picked up a handful of trash at Tuzigoot and Tapco. Two vehicles were in the park at Tuzigoot. Four vehicles were at Tapco. Did a short bird walk with visitors from Texas who had questions about area birds. Sighted 14 cows at Tapco.
- Gill – Three vehicles were in the park at Tuzigoot. Six vehicles were in the park at Tapco. Picked up a handful of trash at Tapco. A group of school children were tent camping at the sandy beach. It was very windy. They seemed to have a ball chasing tents around.

4/26/2016:

- Mast – Picked up a handful of trash at Tuzigoot and Tapco. Eight vehicles were in the park at Tuzigoot. Answered questions from a hiker about day use of the park. Nine

vehicles were at Tapco. Spoke with visitors from Illinois who were surprised to see a river in Arizona.

- Gill – Picked up a handful of trash at Tuzigoot and Tapco. Three vehicles were in the park at Tuzigoot. A visitor from Rimrock was out fishing. Sighted a rattlesnake in the rocks by the bridge. Six vehicles were in the park at Tapco. The school children were still there kayaking and camping out. They went down the river at 2:00 p.m. Received complaints from kayakers about aquatic grass near the dam.

4/27/2016: No reports.

4/28/2016:

- Brunot – Picked up a handful of trash at Tuzigoot, Tapco and on Sycamore Canyon Road. Five vehicles were in the park at Tuzigoot. Sighted an otter under the bridge.
- Mast – Picked up a handful of trash at Tuzigoot and Tapco. Four vehicles were in the park at Tuzigoot. Spoke with visitors from Minnesota who were surprised at how beautiful the area is. Spoke with another visitor from Washington State who was there to fish. One vehicle was in the park at Tapco. Sighted a vermilion flycatcher, two wood ducks, a kingfisher, and a red tail hawk.

4/29/2016:

- Messier – Picked up a handful of trash at Tuzigoot, Tapco and on Sycamore Canyon Road. Four vehicles were in the park at Tuzigoot. Three vehicles were in the park at Tapco. Kayakers from Flagstaff asked where they could rent equipment. Provided them with the names of the outfitters. Visitors from Phoenix wanted to know where they could fish. Gave them a couple of suggestions. Sighted a peregrine falcon and a blue heron.

4/30/2016:

- Zimmer – Four vehicles were in the park at Tuzigoot. Both parks were clean.
- Messier – Picked up a handful of trash at Tuzigoot, Tapco and Sycamore Canyon Road. Five vehicles were in the park at Tuzigoot. Five vehicles were in the park at Tapco as well. Made contact with visitors from Prescott who were looking for Tuzigoot.

The pay station was emptied on 4/25 for a total of 26 envelopes. \$118.00 was collected.

## VEHICLE ACCESS PASSES

PERIOD REPORTING: 04-01-2016 to 04-30-2016

Payment Amount	Number of Envelopes submitted	Total \$ Collected	% of Total Envelopes Collected
\$0	13		0.125
\$1	2	\$ 2.00	0.019230769
\$2	5	\$ 10.00	0.048076923
\$3	1	\$ 3.00	0.009615385
\$4	2	\$ 8.00	0.019230769
\$5	79	\$ 395.00	0.759615385
\$6	1	\$ 6.00	0.009615385
\$7			0
\$8			0
\$9			0
\$10	1	\$ 10.00	0.009615385
Other Cash Payments		\$ 0.25	0
<b>Totals:</b>	<b>104</b>	<b>\$ 434.25</b>	
	Average Collected/Envelope	\$ 4.18	
Zip Codes Collected			
86324	Clarkdale	10	0.0962
86322	Camp Verde	3	0.0288
86325	Cornville	3	0.0288
86326	Cottonwood	21	0.2019
86351 & 86336	Sedona	5	0.0481
86335	Rimrock, AZ	2	0.0192
86331	Jerome	1	0.0096
86327 & 86329	Dewey-Humboldt		0.0000
86323	Chino Valley, AZ		0.0000
86301 & 86305	Prescott	3	0.0288
86314 & 86315	Prescott Valley	4	0.0385
85362	Yarnell, AZ		0.0000
86015, 86001, 86004	Flagstaff	3	0.0288
Various Zip Codes	Phoenix	7	0.0673
85120	Apache Junction	1	0.0096
85142	Peoria/Sun City	1	0.0096
85260	Scottsdale	2	0.0192
85297	Mesa		0.0000
85755	Tucson, AZ	3	0.0288
	Florida	1	0.0096
	Iowa	1	0.0096
	South Dakota	1	0.0096
	Nevada	1	0.0096

	Oregon	3	0.0288
	Idaho	2	0.0192
	California	1	0.0096
	Wisconsin	1	0.0096
	Texas	1	0.0096
	Minnesota	1	0.0096
	None Reported	22	0.2115
	<b>TOTAL ENVELOPES</b>	<b>104</b>	
	Verde Valley	39	
	Other Yavapai County	13	
	Phoenix Area	8	
	Tucson Area	3	
	Northern AZ	3	
	Other Arizona	3	
	Florida	1	
	Iowa	1	
	South Dakota	1	
	Nevada	1	
	Oregon	3	
	Idaho	2	
	California	1	
	Wisconsin	1	
	Texas	1	
	Minnesota	1	
<b>Primary Reason For Visit</b>			
		<b># of Vehicles</b>	<b># of People</b>
	<b>Kayaking/Canoeing</b>	28	80
	<b>Swimming/Wading</b>	10	28
	<b>Tubing</b>	1	6
	<b>Picnic</b>	13	34
	<b>Fishing</b>	6	17
	<b>Birding</b>	8	19
	<b>Painting</b>		
	<b>Photography</b>	11	30
	<b>Dog Walking</b>		
	<b>Hiking</b>	2	5
	<b>Special Event/Education</b>	2	2
	<b>Other</b>	12	20
	<b>None Marked</b>	18	
	<b>None Marked with people</b>	13	34
	<b>TOTAL</b>	<b>124</b>	<b>275</b>

<b>Number of Vehicles &amp; Users</b>			
<b># of Vehicles that did not include # of People</b>	21	0.201923077	
<b># of Vehicles that included # of People</b>	83	0.798076923	
<b># of Users/People Reported</b>	210		
<b>Avg. # of People/Vehicle</b>	2.530120482		
<b>Total Vehicles</b>	104		
<b>Total Estimate of Visitors based on total # of vehicles and Avg. # of people/vehicle</b>	263.1325301		



Permit Holder	Permit Allocation		Capacity Available This Month		Used This Month		Remaining Capacity					
	Guided	Unguided	Int/Ed	Guided	Unguided	Int/Ed	Guided	Unguided	Int/Ed			
South By Southwest	930	515	300	845	496	300	67	16	49	778	480	251
Verde River Institute	0	0	500	0	0	500	0	0	40	0	0	460
Darkdale Kayak Co	4093	500	0	4093	500	0	20	0	0	4073	500	0
CenterFocus	800	0	500	790	0	483	12	0	9	778	0	474

Special Events						
Organization	Event Name	Event Date	# of Participants	Fees Remitted	Spec. Event Permit #	
VRVNO	Safe River Recreation-Intro Workshop	4/9/2016	12	\$110	CS-2016-02	

Launches By Hour	
Time	# of Launches
8:00 AM	0
9:00 AM	0
9:30 AM	40
10:00 AM	52
11:00 AM	6
12:00 PM	17
1:00 PM	7
1:30 PM	0
2:00 PM	64
3:00 PM	7
4:00 PM	4
Sunset	0
Unguided	16
Spc Event	12
Total	225

Launches By Day	
Time	# of Launches
Sunday	14
Monday	32
Tuesday	54
Wednesday	22
Thursday	24
Friday	25
Saturday	54
Totals	225



# Staff Report

**Agenda Item:**           **PRIORITIZING COMMUNITY SERVICES DEPARTMENT'S OPERATIONS, PROGRAMS AND EVENTS** – Discussion and consideration of Town operations, programs and events currently provided by the Community Services Department.

**Staff Contact:**           Dawn Norman, Community Services Supervisor

**Meeting Date:**           June 8, 2016

**Background:**           At the Community Services Commission Meeting on May 11, 2016, the Commission was tasked with the exercise of ranking a list of 22 different primary operations, programs and events handled by Community Services. The Commission performed the exercise and based on a points system, the following list was developed:

<b>RANKING</b>	<b>POINTS</b>	<b>OPERATIONS, PROGRAMS, &amp; EVENTS</b>
<b>1</b>	18	CONCERTS IN THE PARK
<b>Tied - 2</b>	17	OLD-FASHIONED 4TH OF JULY
<b>Tied - 2</b>	17	VERDE RIVER @ CLARKDALE
<b>4</b>	15	HALLOWEEN
<b>Tied - 5</b>	14	FACILITY RENTALS
<b>Tied - 5</b>	14	LIBRARY OPERATIONS AND SERVICES
<b>Tied - 5</b>	14	VOLUNTEER PROGRAM
<b>Tied - 5</b>	14	MOVIES IN THE PARK
<b>Tied - 9</b>	13	NAZBA BLUES COMPETITION
<b>Tied - 9</b>	13	SANTA COMES TO CLARKDALE
<b>Tied - 11</b>	12	SPECIAL EVENT PERMITS
<b>Tied - 11</b>	12	TOC WEBSITE
<b>Tied - 11</b>	12	TOWN HOLIDAY LIGHT DECORATIONS
<b>Tied - 11</b>	12	VENDOR PERMITS
<b>15</b>	11	SMALL TALK
<b>16</b>	10	VOLUNTEER APPRECIATION EVENT
<b>17</b>	9	SOCIAL MEDIA
<b>Tied - 18</b>	7	ICE CREAM SOCIAL
<b>Tied - 18</b>	7	LIBRARY BOOK SALE
<b>Tied - 20</b>	6	SPIRIT OF CLARKDALE
<b>Tied - 20</b>	6	CAROLING IN THE PARK
<b>22</b>	5	ART IN PUBLIC PLACES

The Commission reviewed the results and expressed that although the ranking was performed, there was additional information needed in order for the Commission to finalize the priority list. Staff had provided the number of attendees to events, but not the cost per user associated with that operation. The Commission requested staff to provide the number of people served and the cost/user for

programs, events and library, as this was an important resource that should be factored in when developing the list of priorities for the department.

Staff has prepared the cost/user associated for the following operations:

	TOTAL COST	NUMBER OF ATTENDEES	COST PER PERSON
Concerts in the Park	\$ 1,859.58	350/Concert	\$ .59/Concert
Old-Fashioned 4th of July	\$ 4,542.40	1000	\$ 4.55
Halloween	\$ 3,952.00	1825	\$ 2.17
Santa Comes to Clarkdale	\$ 1,238.00	178	\$ 6.96
Caroling in the Park	\$ 147.60	70	\$ 2.11
NAZBA Blues Competition	\$ 759.52	300	\$ 2.54
Movies in the Park	NA	NA	NA
Volunteer Appreciation	\$ 2,211.80	54	\$ 40.96
Library Operations	\$77,019.15	5416 Visits by Users	\$ 14.22/Visit
Library Book Sale	UNK	140 (15 Volunteers)	

Please note:

- Concerts in the Park - The cost in the above chart reflects staff salaries only, including Ambassadors. The following amounts were not included in the calculation of the cost: proceeds from 50/50 raffles, sponsorships of concerts or payments made to performers as these revenues and expenses are deposited/expended from the donation account verses the general fund/town budget.
- NAZBA Blues Competition – The cost in the above chart reflects staff salaries only. The following amounts were not included in the calculation of the cost: proceeds from beer/wine sales, 50/50 raffle or cost of supplies as these revenues and expenses are deposited/expended from the donation account verses the general fund/town budget. After all expenses (excluding staff salaries), the event resulted in net proceeds of \$549.83.
- Library Operations – Annually the Town receives a distribution from the Yavapai County Free Library District. For this fiscal year, the Town received \$36,513.60 (included in the total cost above). These funds are allocated as follows:
  - Yavapai Library Network Membership \$ 2,055.46
  - Library Materials \$ 12, 120.81
  - Library Services (Operations) \$ 22,337.33
- Library Book Sale (April 11 through May 6) - Of the 140 patrons, 15 were Town volunteers who used the certificate received at the Volunteer Appreciation Event to claim a free bag of books as a gift from the Town.

In addition, the Commission referenced the presentation made to the Parks & Recreation Commission and Library Advisory Board several times throughout the meeting. This presentation included a cost analysis and survey results generated from a Community Services Survey. The Commission

expressed this information was eye opening and a factor to be considered. Staff has included that presentation for the Commission.

The Commission will review the current priority list developed on May 11<sup>th</sup> and apply the same exercise of ranking the 22 items in three categories – Priority Level 1, 2 or 3, with 1 being the top priorities.

**Recommendation:** To provide a recommendation to the Town Council of prioritized Town operations, programs and events administered by the Community Services Department.

# COMMUNITY SERVICES DEPARTMENT

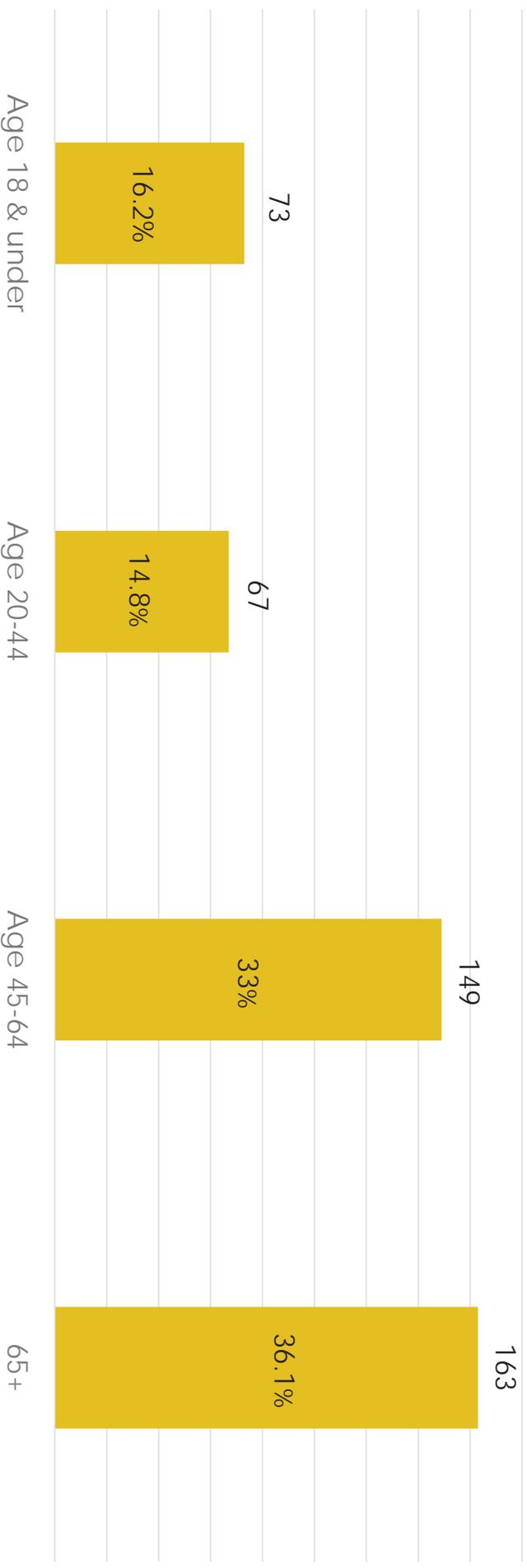


# COMMUNITY SERVICES SURVEY

- Total of 7 questions – both in print and online
- Distributed in October 2014
  - Small Talk/Utility Bills
  - Front Desks throughout Town Hall and Library
  - Hand Delivered to Lampliter Village, YA Reservation
  - TOC Website/Online Survey
- Deadline to submit responses - November 14, 2014
- Received 213 Survey Responses – Representing:
  - 213 Households (11.6% Clarkdale's Households)
  - 452 residents (10.84% Population)

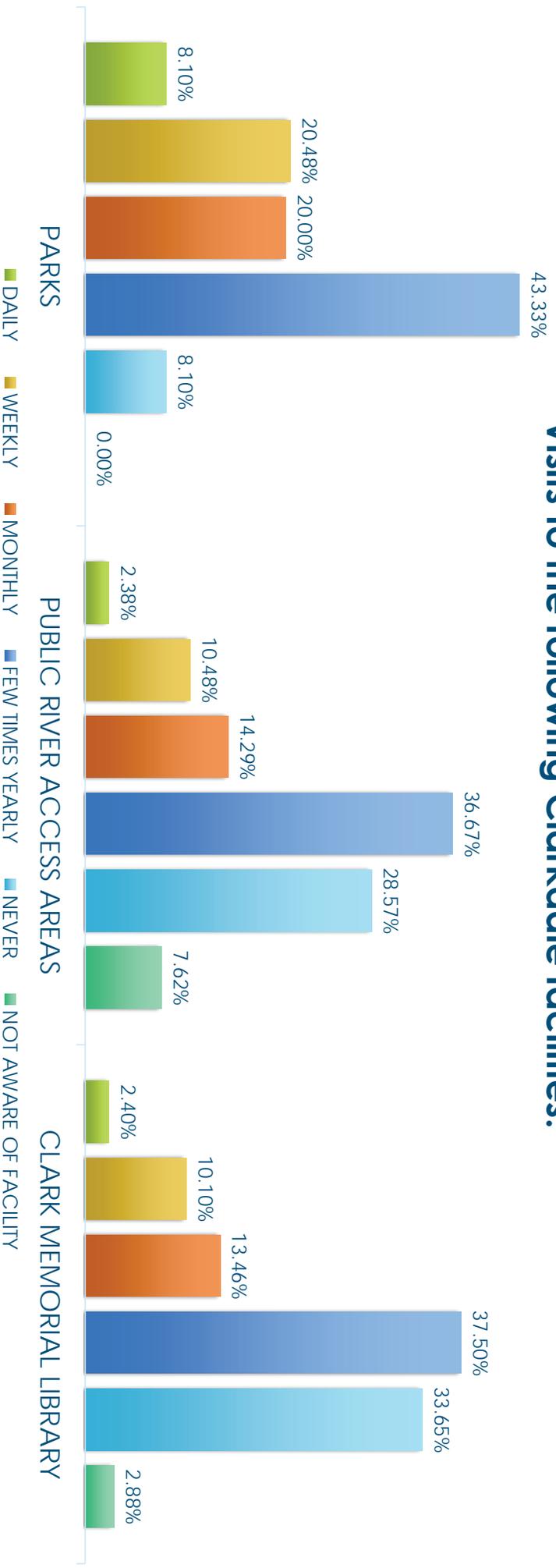
# COMMUNITY SERVICES SURVEY RESULTS

## HOW MANY IN THE HOUSEHOLD ARE:



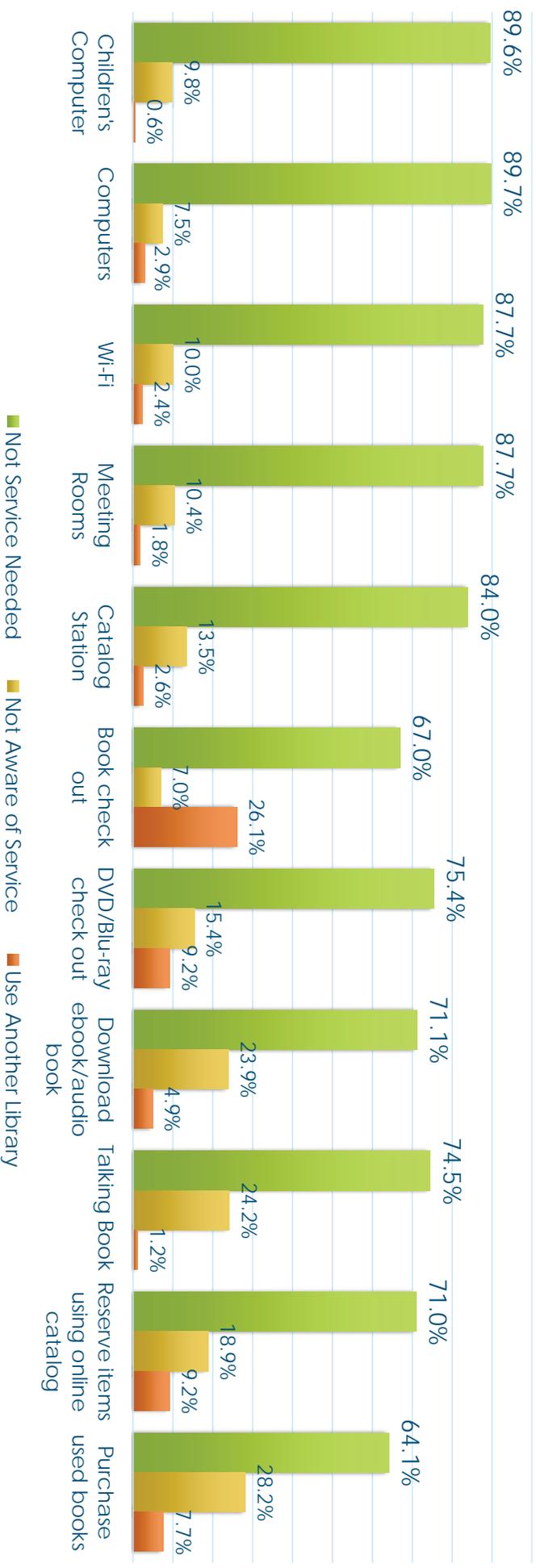
# COMMUNITY SERVICES SURVEY RESULTS

## Visits to the following Clarkdale facilities:



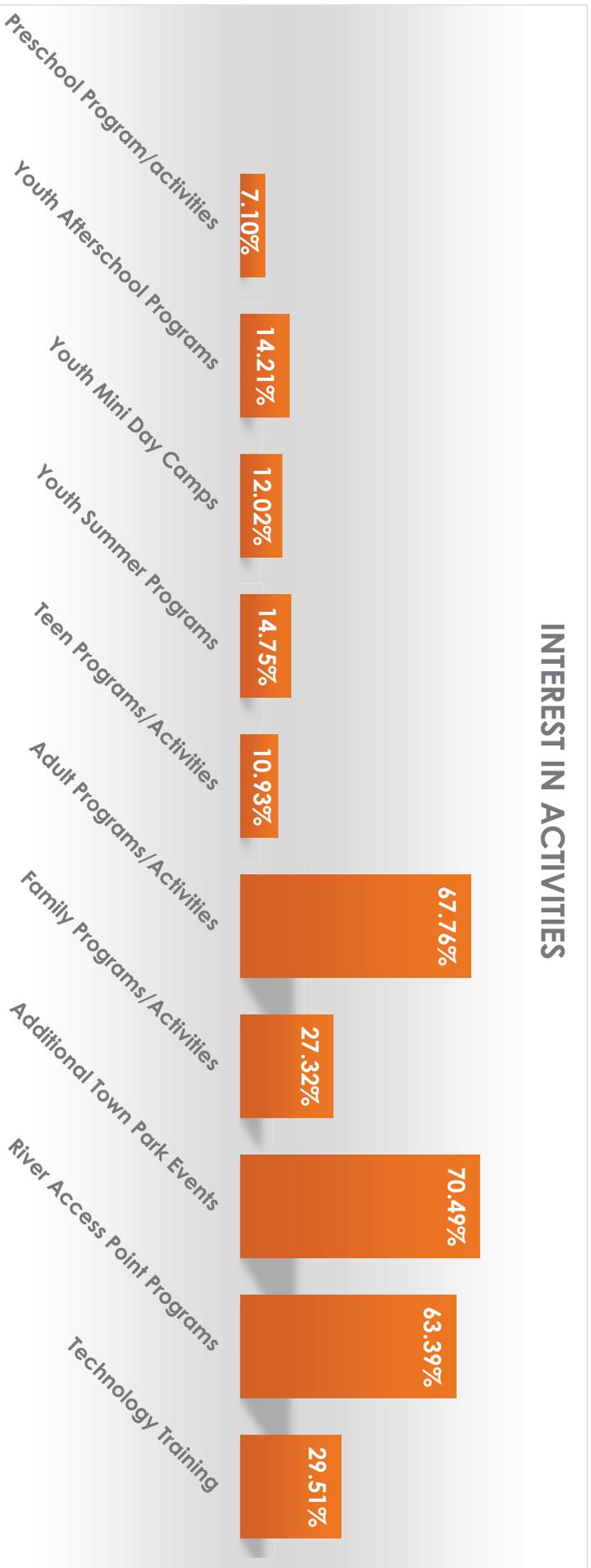
# COMMUNITY SERVICES SURVEY RESULTS

## LIBRARY SERVICES NOT USED AND WHY:



# COMMUNITY SERVICES SURVEY RESULTS

## INTEREST IN ACTIVITIES



# CLARK MEMORIAL LIBRARY DATA/STATISTICS

- PERIOD DATA COLLECTED: 3 MONTHS/QTR OF YEAR
- DATA COLLECTED - DAILY
  - NUMBER OF VISITS TO THE LIBRARY
  - NUMBER OF PEOPLE SERVED
  - PATRON INFO
    - RESIDENCY
    - FREQUENCY
  - LIBRARY SERVICES USED

# CLARK MEMORIAL LIBRARY

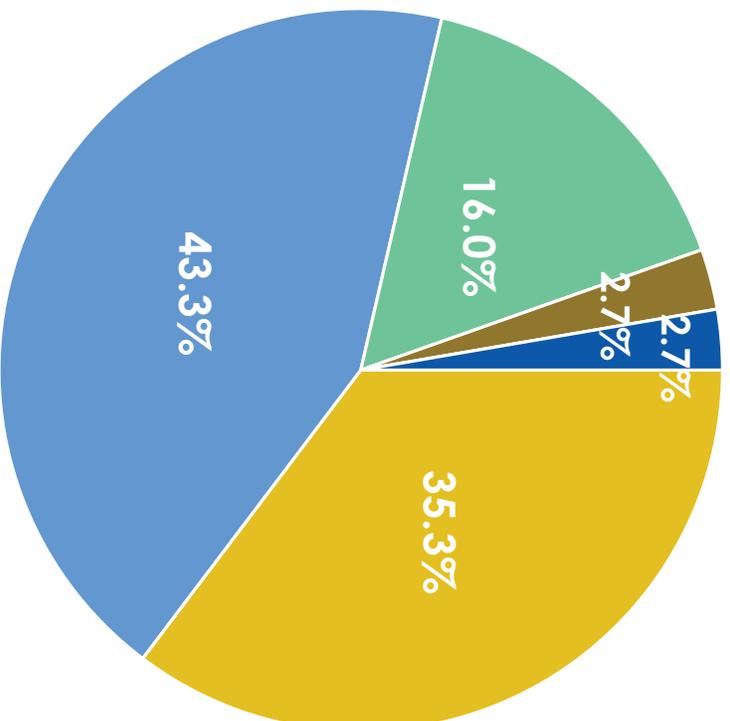
## DATA/STATISTICS – Number of Patrons Served in Qtr: 300



# CLARK MEMORIAL LIBRARY

## DATA/STATISTICS - Number Served/Library Use

Patrons Served in Qtr: 300



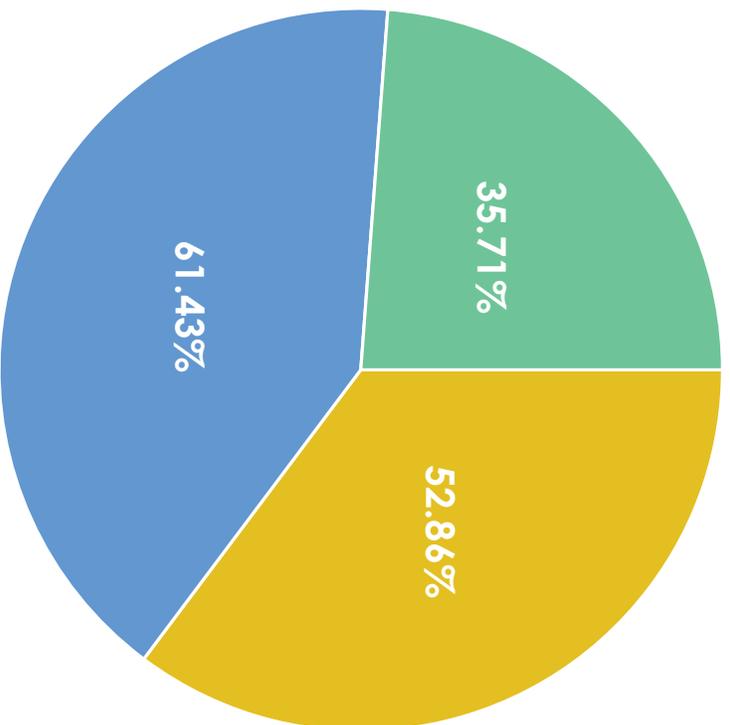
- Computer Only
- Check Outs Only
- Computer & Check Out
- Return Items Only
- Misc

# CLARK MEMORIAL LIBRARY DATA/STATISTICS - Frequent Patrons/Qt

**69.7% OF VISITS WERE MADE BY 70 PEOPLE**



# CLARK MEMORIAL LIBRARY DATA/STATISTICS 70 Frequent Users (5+ Visits/Qtr) & Library Use



■ Computers

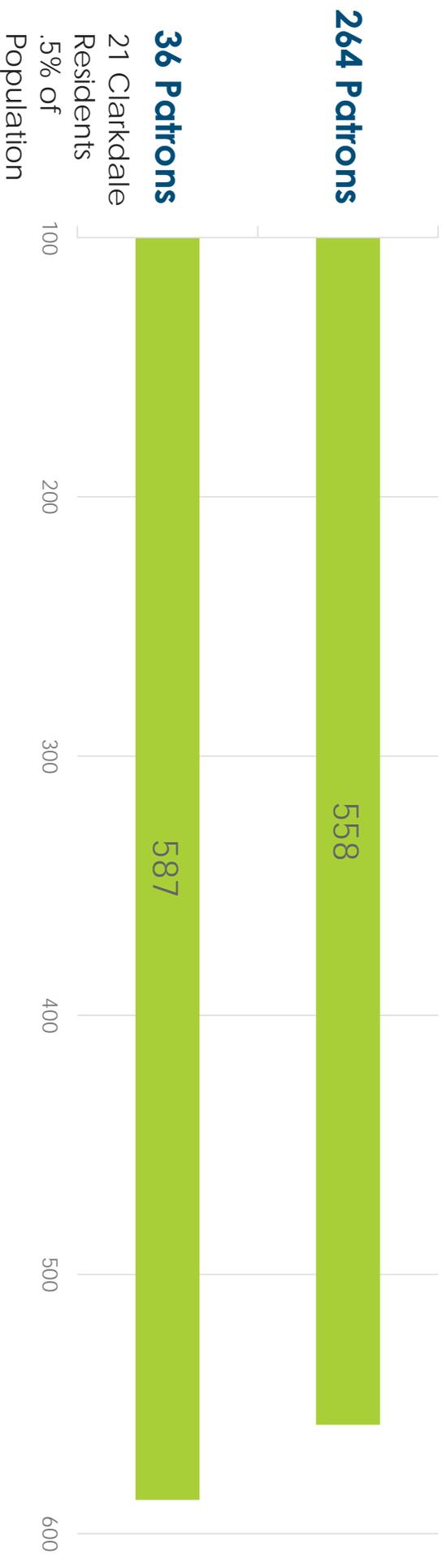
■ Movie Checkout

■ Book Checkout

# CLARK MEMORIAL LIBRARY DATA/STATISTICS - Frequent Patrons/Qtr

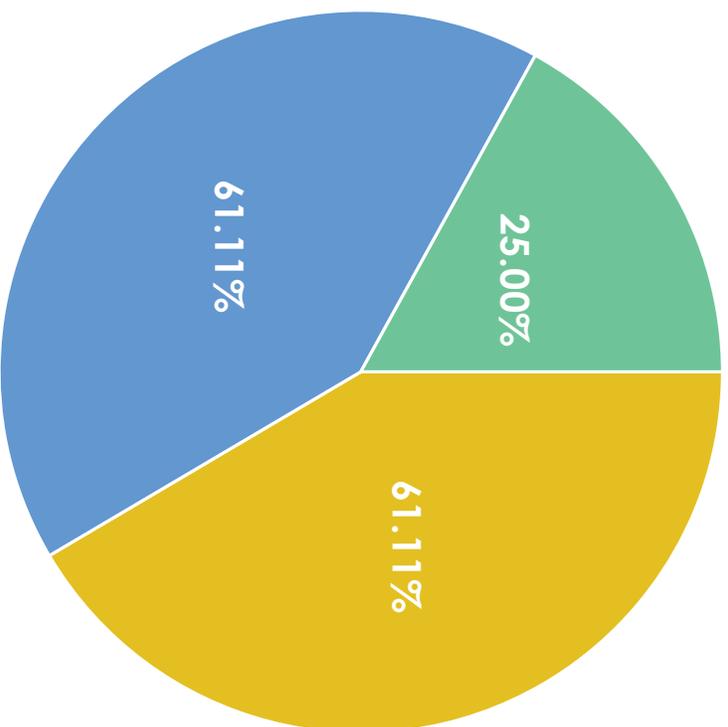
**51.27% OF VISITS WERE MADE BY 36 PEOPLE**

9 OR MORE VISITS FOR QUARTER



# CLARK MEMORIAL LIBRARY DATA/STATISTICS

36 Frequent Users (9+ Visits/Qtr) & Library Use



■ Computer

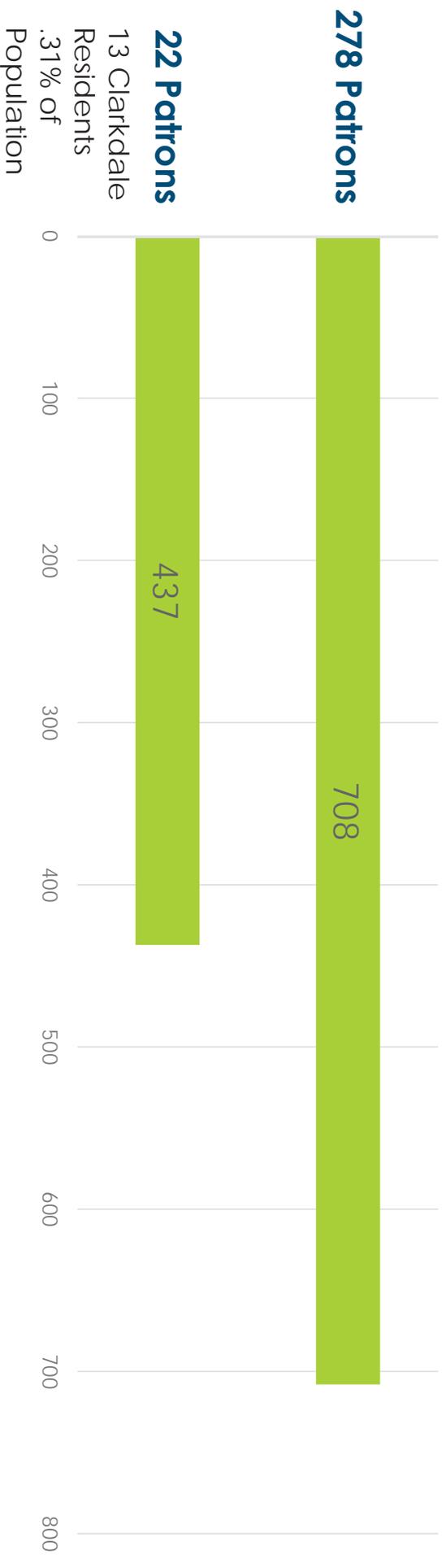
■ Movie Checkout

■ Book Checkout

# CLARK MEMORIAL LIBRARY DATA/STATISTICS - Frequent Patrons

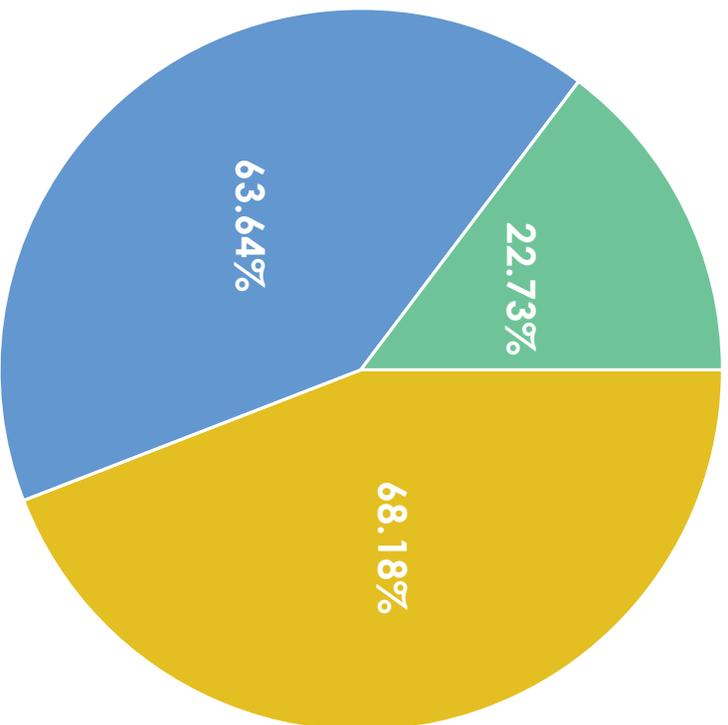
**38.17% OF VISITS WERE MADE BY 22 PEOPLE**

13 OR MORE VISITS FOR QUARTER



# CLARK MEMORIAL LIBRARY DATA/STATISTICS

22 Frequent Users-1x/Week (13+ Visits/Qtr) & Library Use



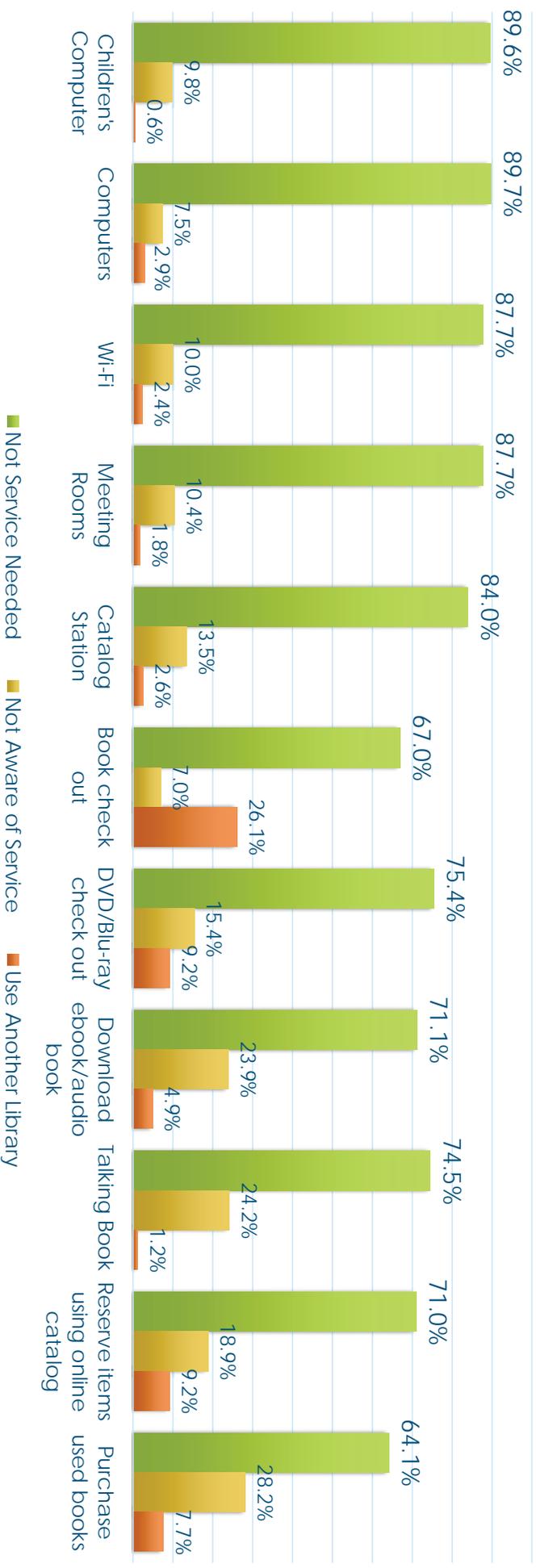
■ Computer

■ Movie Checkout

■ Book Checkout

# COMMUNITY SERVICES SURVEY RESULTS

## LIBRARY SERVICES NOT USED AND WHY:



**AREA LIBRARIES THAT PROVIDE THE SAME CORE LIBRARY SERVICES AND ARE AVAILABLE TO CLARKDALE LIBRARY PATRONS AND RESIDENTS**



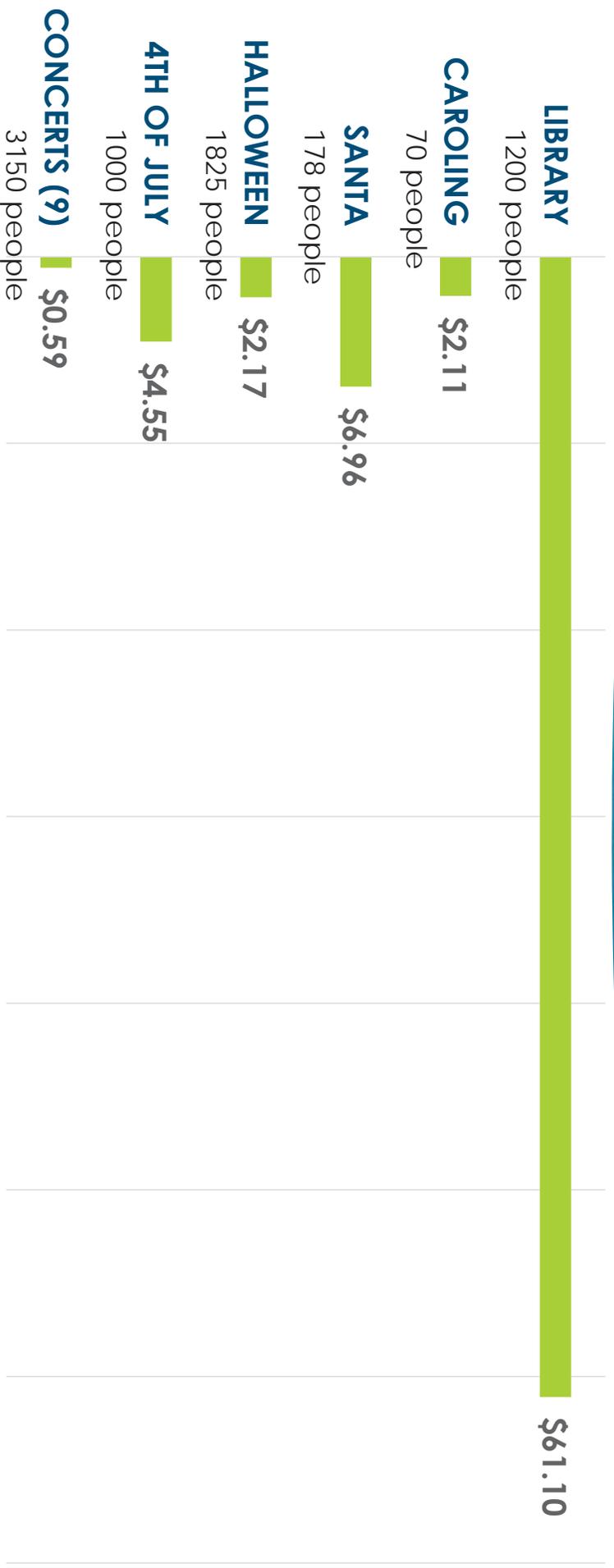
**JEROME PUBLIC LIBRARY**  
 Distance: 5.5 Miles  
 HOURS OF OPERATION:  
 Mon & Wed: 10 am - 5 pm  
 Tues & Thurs: 12 pm - 8 pm  
 Fri: 12 pm - 6 pm  
 Sat: Closed  
 Sun: 10 am - 2 pm

**YAVAPAI COLLEGE LIBRARY CLARKDALE CAMPUS**  
 Distance: 3.5 Miles  
 HOURS OF OPERATION:  
 Mon - Thu: 8 am - 7 pm  
 Fri: 8 am - 4 pm  
 Sat-Sun: Closed

**COTTONWOOD PUBLIC LIBRARY**  
 Distance: 3.5 Miles  
 HOURS OF OPERATION:  
 Mon: 10 am - 2 pm  
 Tue - Fri: 8:30 am - 6 pm  
 Sat: 10 am - 2 pm  
 Sunday

# ANNUAL OPERATIONAL COST/PERSON

Based on Attendance/People Served







# Staff Report

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Agenda Item: **CLARKDALE'S OLD-FASHIONED 4TH OF JULY** – An update and discussion on the 2016 Old-Fashioned 4th of July event.

Staff Contact: Community Services Supervisor Dawn Norman

Meeting Date: June 8, 2016

Background: Staff will update the Commission on the plans and activities scheduled for the 2016 event.

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