

**Minutes of a Special Session of the Common Council of the Town of Clarkdale  
Held on Friday, April 29, 2016**

A Special Meeting of the Common Council of the Town of Clarkdale was held on Friday, April 29, 2016 at 9:00 a.m. at the Clarkdale Town Hall Community Conference, 39 N. Ninth Street, Clarkdale, Arizona.

**CALL TO ORDER** – Meeting was called to order at 9:00 a.m. by Mayor Von Gausig.

Town Council:

Mayor Doug Von Gausig  
Vice Mayor Richard Dehnert

Councilmember Scott Buckley  
Councilmember Curtiss Bohall  
Councilmember Bill Regner

Town Staff:

Town Manager Gayle Mabery  
Town Clerk – Finance Director Kathy Bainbridge  
Community Services/Human Resources Director Janet Perry  
Utilities/Public Works Director Wayne Debrosky  
Police Chief Randy Taylor  
Community Economic & Development Director Jodie Filardo

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

There was no public comment.

**2016 STRATEGIC PLANNING –**

The Town Council met with the Town Manager and Department Heads in their annual Strategic Planning Session. Mayor Von Gausig stated that a good direction had been created and now we needed to build on the foundation created by asking “What do we want to do”, “How to get it done” and “How do we pay for it”.

Town Manager Mabery reviewed the seven focus areas from 2015 Strategic Planning, which included:

- 1) Economic Development
- 2) Financial Resiliency
- 3) Capital Improvements Planning
- 4) Workforce/Human Capital
- 5) Enhanced Partnerships
- 6) Technology Upgrades
- 7) Community Engagement

Three of these focus areas were selected as the priority Focus Areas for the years of 2015-2017:

- Economic Development
- Financial Resiliency
- Capital Improvements Planning.

The Council also identified 26 objectives and categorized them in priority order :

<b>Highest Priority Objectives</b>
Enhance Revenues
Actively Support Clarkdale Downtown Business Alliance
Reward Staff
Streets Capital Improvements Plan
Increase Staff Compensation
Agricultural Zoning Review
Upgrade Clark Memorial Clubhouse & Move Towards Enterprise Fund
<i>Monitoring and Adaptation of the Commercial River Runner Outfitter Permitting Program (proposed addition)</i>
<b>Important Priority Objectives</b>
USSSA Ball field Improvement Project
Geo-Tourism/National Geographic Project
Employee of the Year/Quarter
Maintain Level of IT Infrastructure and Equipment
Increase Amount of Annual Dedicated Streets Maintenance Fund
Verde Valley Broadband/Gigabit Project
Refinance 2006 Water Bonds
Enhance Police Department Community Engagement
<i>Verde River @ Clarkdale Master Plan (proposed addition)</i>
<b>Priority Objectives</b>
Develop PSPRS Unfunded Liability Policy
Verde Front/String of Pearls
Court Technology Efficiency
Council Tablets
Public Engagement on Community Services/Library/Events Priorities
Reduce Amount of Non-Revenue Water
Retrofit 89A Reservoir to Support Haskell Springs Wells
Police Department Policy/Procedure Manual
Internship Program

Town Manager Mabery updated the council on the progress of each objective and the Council worked towards selecting the top five priorities for the next three years.

**Clarkdale Town Council  
2016 Strategic Planning  
Priority Focus Areas (2016-2018)**

<b>2016 Strategic Planning</b>
<b>Priority Focus Areas (2016-2018)</b>
Economic Development
Human Resources/Sustainable Workforce
Capital Improvements Planning and Projects
<b>Highest Priority Goals (2016-2018)</b>
Attract and Support Business in Clarkdale
Bitter Creek Industrial Area Development & Infrastructure Plan
Build & Maintain a Sustainable Workforce
Transportation Infrastructure Planning
<b>Important Priority Goals (2016-2018)</b>
Prioritize Community Services Operations, Programs and Events to Align with Existing Level of Resources
Develop Public Safety Personnel Retirement System (PSPRS) Unfunded Liability Policy
Operate Clark Memorial Clubhouse and River Access Points as Enterprise Funds
<b>Priority Goals (2016-2018)</b>
Reduce Amount of Non-Revenue Water in Clarkdale Municipal Water Utility
Finalize and Adopt an Amended Police Department Policy/Procedure Manual
Design and Construct Upper Clarkdale Water Line Replacement Project

**ADJOURNMENT** – without objection, the Mayor adjourned the meeting at 1:30 P.M.

APPROVED:

  
Richard Dehnert, Vice Mayor

ATTESTED/SUBMITTED:

  
Kathy Bainbridge, Town Clerk