

CLARKDALE FOCUSED FUTURE II ECONOMIC DEVELOPMENT TOWN HALL

Meeting Summary Report
June 21, 2012

Prepared for:
Clarkdale Focused Future II
Action Team

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CLARKDALE FOCUSED FUTURE II TOWN HALL 2012 SUMMARY REPORT

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I. INTRODUCTION

In early 2012, leaders within the Clarkdale embarked on a very challenging project to develop a comprehensive economic development plan called the *Focused Future Strategic Plan for Economic Development*. The Town of Clarkdale, citizens, and other key stakeholders came together to sponsor along with APS the Focused Future II process. All of these entities have been actively working together to strengthen the local economy.

As a new era of economic development unfolds, the need for Clarkdale to work even smarter toward its economic goals is more pronounced. Focused Future II offers a forum rich with opportunity to be on the cutting edge of economic development. It is the goal of Focused Future II to bring together the citizens, landowners, agencies, policy makers, and other stakeholders to develop the *Clarkdale Focused Future Strategic Plan for Economic Development*.



The community contacted APS to utilize the successful Focused Future process to provide the framework for the plan's development. Clarkdale was selected to participate in the APS sponsored program called "Focused Future II." Elements of the Focused Future II process included an examination of successes and challenges, issue and trend analysis, and exploration of best practices. Included in the process is the design of a new model of non-traditional economic and community indicators developed to monitor successes.

At the heart of the process is an active, broad-based citizen and stakeholder committee called the Action Team. Their purpose is to work closely with APS and their consultants in completing the project. The Action Team has met several times to date. Unique to Focused Future II is the inclusion of the citizenry in the development of goals and community indicators through the Economic Development Town Hall.

The Economic Development Town Hall is the second public event in the process. It brought together Clarkdale residents for a half-day event to discuss, debate, and reach consensus on the future direction of the region. The input received provides the Action Team direction as they work to develop a plan that delineates how the Clarkdale area will strengthen its economic position and improve its quality of life.

The Clarkdale Economic Development Town Hall was held Thursday, June 21, 2012 Noon to 5:00 PM. This report presents the results of the Clarkdale Town Hall. The day started with presentations about the Town of Clarkdale - Past to Present. Additionally, presentations were provided about the process to date and an overview of community indicators.

Town Hall participants were divided into three groups. Each group had a facilitator, recorder, and reporter that assisted the group as the participants discussed the Focus Areas developed by the Focused Future Action Team. Each group developed strategies and community indicators for each of the Focus Areas.

II. CIVIC PARTICIPATION

The participants were asked how to improve community communications within Clarkdale. Sally Odette gave an overview of the Civic Participation topic. Sally explained that there are four prominent and typical obstacles to effective local problem solving. NOTE: These are not intended to say that Clarkdale demonstrates any of these. They are:

1. **Frustrated and Angry Citizens.** Apathy or lack of trust in the political system can cause this. Citizens have a feeling that their participation does not matter which translates into low voter turnout or people do not show up for public meetings or hearings. The consequence of this is that people will spend their time in areas they feel they have an impact (e.g., church or school).
2. **Presumption of Bad Intent.** In the past 30 years or so, communities operated differently. Decisions were made in private for the good of the people. People assumed hidden agendas and were suspicious. They felt that elected leaders had ulterior motives, whether true or not. The consequence of this is it will limit the community's ability to address challenges.
3. **Negative Media.** In many communities citizens report that the media is a barrier to getting things done because the media is fixated on sensationalism. They are concerned that the media highlights disagreements while ignoring those in search of common ground. The media perpetuates the public's cynicism, suspicion, and anger. The consequence of this is that people lose faith in the possibility of making positive changes.
4. **Dysfunctional Politics.** Local politics in many communities have become the target of jokes, sarcasm, and cynicism. Residents mock politicians and the process. Local politics become entertainment, not known for its ability to make any difference in the community. Consequences of having local government get this bad result is the fact that substantive issues are ignored resulting in all the more reason why citizens decide not to get involved.



These are examples of truly non-functioning, unhealthy communities. However, there is hope. The new model of citizen democracy as well as the evolution of community problem solving is called



“collaboration.” By bringing all (i.e., public and private sectors) to the table to discuss issues facing the community’s future in a constructive dialogue is representative of this new model. This Clarkdale Town Hall meeting is a good example of this new model of citizen collaboration.

Along with this model is the notion of “Safe” or “Civic” space. These are places where diverse perspectives are brought together and where leaders convene discussions that develop strategies to constructively address community issues. This process can sometimes be messy and time-consuming work, but it saves time on the back end when a community moves into implementation and the result is that it goes smoother and much quicker.

Before launching the group into small group discussions, Sally left them with a couple of thoughts:

- This community needs to define or redefine the meaning of democracy, community, citizenship, and leadership.
- Issues do not stop communities, communities stop themselves.

Sally said though the discussion at the Town Hall will only scratch the surface, she suggested that the Clarkdale area continue to explore how the community will move forward with a “shared vision and common goals” for civic participation.

Following is a summary of the ideas developed during the discussions.

1. HOW DO WE WORK TOGETHER AS A COMMUNITY?

How do we share information?

- News media
- E-blasts
- Websites
- Word of mouth
- Social network media
- Public Channel 2 Program
- Community gatherings
- Telephone
- Internet
- Small talk publication
- Public meetings and forums
- Legal notices
- Local TV and radio
- Focus groups
- Poorly
- Bulletin board postings
- Clarkdale Lions Club
- Neighbors
- Kudos
- Gossip



How do we reach consensus?

- Town forums
- Dialogue and idea exchange
- Talk until agreement is reached
- Finding common ground
- Compromise
- Research
- Council meetings
- Voting
- MIC
- Talk to neighbors
- Volunteer/staff relationships
- Radio
- Signage
- Trial and error
- Patience
- Open Mindedness; give and take

2. HOW ARE WE STRENGTHENING OUR COMMUNITY'S ABILITY TO SOLVE PROBLEMS?

How do we educate our citizens to meet community challenges?

Public forums

Web-based surveys

Encourage public participation (i.e. special events and meetings)

See #1 above

Training for boards and commissions; newly elected officials and Council through the League

One on one

Written media

Focus groups

By example

Develop a more interactive (user friendly) website

How are we building community leadership?

Boards, commissions, and council

Educate and encourage volunteerism in areas of interest

Focused Future II

Many, many, many community forums

Recruiting volunteers for boards and commissions, special events, committees, and other functions

Careful selection

Encourage more town hall meetings

Outreach to residents to volunteer

More communication

Capacity building

Participate in Verde Valley Leadership

Mentorship program

III. FOCUS AREAS, GOALS, AND PRIORITIZED STRATEGIES

Each of the three groups discussed the work completed to date by the Action Team. The first step was the discussion of the Strategic Focus Areas that were developed. Then the small groups identified strategies for each focus area and finally identified community indicators. All participants had an opportunity to listen to group reports, review each of the strategies identified, and then select their top choices for the Action Team to consider.



FOCUS AREAS AND GOALS

Participants reviewed the Action Team’s strategic focus areas and agreed that they were appropriate. There were a few minor suggestions made to the focus areas and goals and are noted below.

STRATEGIES

Following is a summary of the prioritized Strategies developed by the Town Hall participants. The number indicates the total of votes each received. It is important to note that all of the strategies listed were identified as important but the participants were given a limited number of voting dots to select their highest priorities.

STRATEGIES PRIORITIZED

Downtown redevelopment	21
Strengthen the Chamber of Commerce	15
Develop more Verde River activities and more access	14
Partner with Old Town Cottonwood and Jerome	13
Develop a community profile for business development	11
Establish a municipal enterprise for high speed internet services for businesses and residents	8
Create and promote more reasons for regional residents and tourists to come to Clarkdale	7
Attract more professional medical services	6
Develop more community support businesses	6
Consult and work with the AZ Wine Growers Association to identify and determine needs of downstream supply chain businesses to the wine industry	5
Promote and dialogue with and about the Native American culture and archaeology	5
Incentives for home based businesses to stay here in downtown	4
Build the Southwest Wine Center at Yavapai College	4
Bring tourists through town by providing better transportation	4
Town support of events in the park and make the process to use the park more user friendly	4

Work with school system to distribute more information about the local educational achievement	4
Develop market research on other existing wine industry communities to determine best practices	3
Promote wellness through recreation	3
Develop a business roster for home based businesses	2
Package tours (e.g. bike, car races, etc.)	2
Develop new arts and entertainment events	2
Change Town regulations to support business development and expansion	2
Revitalize existing recreational facilities	2
Expand lifelong learning opportunities	2
Increase outdoor recreational opportunities	1
Inventory all businesses, available space, and infrastructure	1
Work to get the swimming pool open	1
Work with Yavapai College on a certification for healthcare careers	1
Use town facilities as daycare, after school activities, etc.	1
Attract a satellite nursing facility	1
Develop a program to have local business leaders to serve as mentors to teach locals	1
Promote more destination educational opportunities	
Promote and grow agri-tourism	
Conduct conversations with the Verde Valley Medical Center about the gaps in medical services needed by residents and develop a strategy to attract to Clarkdale	
Establish a business development advocate position dedicated to business support	
Establish a sports event coordinator	
Develop viticulture business education	
Complete unfinished subdivisions	

COMMUNITY INDICATORS

Brainstormed list of potential community indicators identified by Town Hall participants.

1. Tax revenues - Construction tax revenues; Sales Tax
2. Franchise fees paid by utilities
3. Restaurants and bar tax revenues
4. Clarkdale resident survey
5. Business licenses
6. Building permits (commercial and residential)
7. Building occupancy
8. Unemployment and underemployment
9. Commercial square footage and vacancy
10. Foreclosures
11. Number of college certificates completion and enrollment
12. Infrastructure
13. Track student demographics - graduation rates and college enrollment and completion
14. Payroll for manufacturers
15. Development of new businesses
16. Traffic counts



17. Population demographics
18. Visitors
19. Number of clinics and doctors, healthcare provides, and number of visitors to healthcare facilities
20. Number of buildings on register
21. Number of QR Code hits
22. Number of road connections
23. Median income; Average household income
24. Increase number of users – high speed internet
25. Event revenues
26. Number of participants at events
27. Facility use
28. Number of events
29. Number of local banquets
30. Revenues per square foot
31. Number of partnerships/relationships for events
32. Crime rate
33. School enrollment
34. Home ownership
35. Housing affordability
36. Attendance at museum
37. Traffic accidents
38. Lodging occupancy rates

IV. SMALL GROUP REPORTS

Green Group

Facilitator: Sally Odette

Recorder: Teal Sullivan

Participants:

Steve Walker	Tom Schumacher	Janet Perry
Cheri DeShaw	Vic Viarengo	Anita Simgen
Jorge Olguin	Reynold P. Radoccia	Bill Regner
Sharol O'Reilly		

Focus Area Discussion

The Green Group deleted the Quality of Life and Healthcare and Wellness Focus Areas and moved the ideas under Business Growth and Tourism and Recreation. Additional changes to the Focus Areas and Goals and are indicated in red.

Strategy Development

Focus Area: BUSINESS GROWTH

Overview

Small businesses play an important part of meeting the daily needs of area residents. Additionally, sales tax revenues generated by small businesses allow the town to fund needed and desired services to residents. As the community continues to grow it is critical that local small businesses remain strong and are sustainable.



Goal: Grow a diverse and vital mix of businesses within Clarkdale to meet the needs of citizens and visitors.

Strategies:

1. Encourage Clarkdale for site selection of new medical facilities and providers.
2. Build a Southwest Wine Center at Yavapai College.
3. Increase shopping in downtown for visitors and citizens.
4. Create a downtown vision.
5. Create an arts and entertainment district (promote and brand).
6. Develop 89A and Broadway as business districts.
7. Revive the Chamber of Commerce.
8. Explore Bitter Creek commercial and retail area.
9. Improve the health and well being of Clarkdale residents by attracting more medical services and facilities such as hospice care.



Focus Area: TOURISM AND RECREATION

Overview

Clarkdale is the Gateway to the Upper Verde River area. Clarkdale and the Verde Valley has become a major destination for tourism and recreation. The area draws visitors from throughout the state and from out of state because of the emerging wine industry, area history, and recreational opportunities. Ensuring that the tourism and recreation development is compatible with the community's values and sustains the area's quality of life is critical. Tourism related to the Verde River and wine industry as well as river-related recreation is a unique niche for Clarkdale to play within the strong regional tourism program.

Goal: Maximize Clarkdale's unique position for tourism and **outdoor** recreational development.

Target Sectors:

- ✓ Recreation outfitters and Verde River focused events
- ✓ Destination arts programs
- ✓ Community design and historic preservation
- ✓ **Native American culture**
- ✓ **Wine industry**
- ✓ **Downtown as recreation (shopping, etc.)**
- ✓ **Eco-tourism**
- ✓ **Agri-tourism**
- ✓ **Pecks Lake**

Strategies:

1. Work on refining the Verde River @ Clarkdale project.
2. Promote wellness through recreation (i.e. Clarkdale wine trail, family/local farming, and/or sustainable agriculture).
3. Modify local codes to support the sale of local produce.
4. Promote a dialogue with Tribes and strengthen this relationship – working together with the Town offerings/activities to tourists and residents.
5. Create or encourage pride of ownership by developing a beautification program in the community.

Focus Area: EDUCATION

Overview

Education and workforce development are closely linked. When a company is considering a location they look at the local school's test scores and programs offered to ensure that their employee's children will receive a good education. Additionally, schools and workforce development are important for the area's ability to produce a qualified labor force. Lastly, prospects look to education for the on-going training programs they can offer to support their business.

Goal: Clarkdale is recognized as a model **and a destination** for exceptional access to and of quality educational opportunities.



Strategies:

1. Build the Southwest Wine Center.
2. Develop more lifelong learning classes.
3. Encourage businesses to add classes within the business (e.g. flower arranging in a market).
4. Add sustainable technology classes (e.g. solar).
5. Use local demographics to understand wealth of the community (i.e. asset inventory).
6. Promote the Town of Clarkdale as a college town.

Community Indicators

Following is the list of Community Indicators the group identified.

- 1 Tax revenues
- 2 Clarkdale resident survey
- 3 Business licenses
- 4 Building permits (commercial and residential)
- 5 Building occupancy
- 6 Unemployment and underemployment
- 7 Commercial square footage and vacancy
- 8 Foreclosures
- 9 Number of college certificates completion and enrollment
- 10 Infrastructure

Facilitator: Jodie Filardo

Recorder: Beth Escobar

Participants:

David Jackson	Cindy Emmett	Debbie Pickard
Randy Pickard	Wayne Ferguson	Scott Buckley
Carol Hagberg	Mary Lou Estlik	Kathleen Fleenor
Trisha Hutchinson	Doug Von Gausig	Bernadette Selna
Laura Jones	Jack Van Wye	

Focus Area Discussion

The Blue Group kept all of the Focus Areas and added a new Focus Area – Manufacturing. They changed the name of the first Focus Area to Business Growth and Support and the second one to Heritage Tourism and Recreation. Changes are indicated in red below.

Strategy Development

Focus Area: BUSINESS GROWTH AND SUPPORT

Overview

Small businesses play an important part of meeting the daily needs of area residents. Additionally, sales tax revenues generated by small businesses allow the town to fund needed and desired services to residents. As the community continues to grow it is critical that local small businesses remain strong and are sustainable.

Goal: Grow a diverse and vital mix of businesses within Clarkdale.

Strategies:

- 1 Create and promote more reasons for people, residents, and tourists to come to Clarkdale. (Chamber of Commerce)
- 2 Develop business development advocate dedicated to business support and development as a Town staff member within the next five years.
- 3 Create an incentive program for businesses to locate and stay in Clarkdale.
- 4 Change Town regulations to support business growth (i.e. sign code)
- 5 Re-establish and strengthen the Chamber of Commerce.
- 6 Town should support events in the park and make the process to use the park and other Town facilities easier to use.
- 7 Expand the wine industry and build the Southwest Wine Institute.

Focus Area: HERITAGE TOURISM AND RECREATION

Overview

Clarkdale and the Verde Valley has become a major destination for tourism and recreation. The area draws visitors from throughout the state and from out of state because of the emerging wine industry, area history, and recreational opportunities. Ensuring that the tourism and recreation





development is compatible with the community's values and sustains the area's quality of life is critical. Tourism related to the Verde River and wine industry as well as river-related recreation is a unique niche for Clarkdale to play within the strong regional tourism program.

Goal: Maximize Clarkdale's unique position for tourism and river-based recreational development.

Target Sectors:

- ✓ Recreation outfitters and Verde River focused events
- ✓ Destination arts programs
- ✓ Community design and historic preservation

Strategies:

- 1 Work to get the swimming pool open.
- 2 More advertising and marketing, better signage, and Internet presence about Clarkdale.
- 3 Package tours (e.g. bikes, car rallies, and motorcycles).
- 4 Infrastructure development.
- 5 Promote historic buildings and other Town facilities.
- 6 Develop the Verde River access and activities.
- 7 Wine tasting on the Verde Train.

Focus Area: QUALITY OF LIFE

Overview

Clarkdale enjoys an exceptional quality of life that is highly valued by its residents. **It is a community for all ages.** Ensuring that this quality of life is sustainable is very important to residents. Access to recreational amenities and the Verde River, efficient and responsive local government, a range of housing styles and price ranges, and the preservation of Clarkdale's history, culture, and architecture are all components of the community's quality of life.

Goal: Maintain Clarkdale's exceptional quality of life.

Strategies:

- 1 Use community facilities for support services such as after school care and adult day care.
- 2 Develop more support services.
- 3 Enforce codes to ensure property standards are met.
- 4 Complete unfinished subdivisions.
- 5 Develop arts and entertainment events.

Focus Area: MANUFACTURING

Strategies:

- 1 Improved truck access.
- 2 Connect existing businesses with prospective businesses (i.e. spin-off business and supply chain businesses).

Focus Area: HEALTHCARE AND WELLNESS

Overview

"Healthcare and Wellness" is an important part of ensuring Clarkdale's quality of life and enhancing economic development efforts. The healthcare industry is a critical component of the



regional economy. Maintaining and expanding healthcare in the region creates jobs and generates revenues.

Goal: Improve the health and well being of Clarkdale residents.

Strategies:

- 1 Use Town facilities as daycare, after school programs, and adult daycare.
- 2 Conduct health information fairs.

Focus Area: EDUCATION

Overview

Education and workforce development are closely linked. When a company is considering a location they look at the local school's test scores and programs offered to ensure that their employee's children will receive a good education. Additionally, schools and workforce development are important for the area's ability to produce a qualified labor force. Lastly, prospects look to education for the on-going training programs they can offer to support their business.

Goal: Clarkdale is recognized as a model for exceptional access to and of quality educational opportunities.

Strategies:

- 1 Partnership with business community for lifelong education.
- 2 Work with Yavapai College to expand viticulture business education.
- 3 Attract a community college location in Downtown Clarkdale.
- 4 Develop a satellite nursing facility.
- 5 Develop a mentorship program where business leaders teach locals.

Community Indicators

Following is the list of Community Indicators the group identified.

- 1 Track student demographics - graduation rates and college enrollment and completion
- 2 Tax revenues
- 3 Payroll for manufacturers
- 4 Development of new businesses
- 5 Traffic counts
- 6 Population demographics
- 7 Visitors
- 8 Number of clinics and doctors, healthcare provides, and number of visitors to healthcare facilities
- 9 Number of buildings on register
- 10 Number of QR Code hits
- 11 Satisfaction surveys
- 12 Number of road connections
- 13 Franchise fees paid by utilities
- 14 Median income
- 15 Building permits

Red Group

Facilitator: Janet Regner

Recorder: Robyn Prud'homme-Bauer

Participants:

Bill Sakelarios	Elaine Sakelarios	Nancy Pllay
Curt Bohall	Isabel Erickson	Earl Bauer
Richard Dehnert	Ellie Bauer	Lois Wells
John Erickson	Lee Daniels	Ida de Blanc
Cliff Polloy		

Focus Area Discussion

The Red Group kept all of the Focus Areas. Changes are indicated in red below.

Strategy Development
Focus Area: BUSINESS GROWTH

Overview

Small businesses play an important part of meeting the daily needs of area residents. Additionally, sales tax revenues generated by small businesses allow the town to fund needed and desired services to residents. As the community continues to grow it is critical that local small businesses remain strong and are sustainable.



Goal: Grow a diverse and vital mix of businesses within Clarkdale including home based businesses and supply chain businesses to support existing industries.

Strategies:

1. Expand high speed internet for all in Clarkdale.
2. Develop and implement a strategy to attract supply chain support businesses to existing industries.
3. Conduct an inventory of existing businesses.
4. Explore potential incentives to attract business.
5. Develop business areas other than just downtown.
6. Develop a brand and image for Downtown Clarkdale by building upon what is currently there.
7. Establish a municipal enterprise for high speed services for businesses and residents.
8. Develop a business roster for home based businesses.
9. Conduct market research on existing communities that can be used as a best practice.
10. Consult and work with the Arizona Wine Growers Association on downstream supply chain needs for the wine industry in the Verde Valley as well as statewide.



Focus Area: TOURISM AND RECREATION

Overview

Clarkdale and the Verde Valley has become a major destination for tourism and recreation. The area draws visitors from throughout the state and from out of state because of the emerging wine industry, area history, and recreational opportunities. Ensuring that the tourism and recreation development is compatible with the community's values and sustains the area's quality of life is critical. Tourism related to the Verde River and wine industry as well as river-related recreation is a unique niche for Clarkdale to play within the strong regional tourism program.

Goal: Maximize Clarkdale's unique position for tourism and river-based recreational development.

Target Sectors:

- ✓ Recreation outfitters and Verde River focused events
- ✓ Destination arts programs
- ✓ Community design and historic preservation

Strategies:

- 1 Work to develop more access to the Verde River.
- 2 Maximize the economic impact VCRR.
- 3 Incentives to locate businesses in Downtown Clarkdale.
- 4 Partnership with Old Town Cottonwood and Jerome.
- 5 Create a Sports Events Coordinator.
- 6 Ensure vendors and events pay adequate fees.

Focus Area: QUALITY OF LIFE

Overview

Clarkdale enjoys an exceptional quality of life that is highly valued by its residents. Ensuring that this quality of life is sustainable is very important to residents. Access to recreational amenities and the Verde River, efficient and responsive local government, a range of housing styles and price ranges, and the preservation of Clarkdale's history, culture, and architecture are all components of the community's quality of life.

Goal: Maintain Clarkdale's exceptional quality of life.

Focus Area: HEALTHCARE AND WELLNESS

Overview

"Healthcare and Wellness" is an important part of ensuring Clarkdale's quality of life and enhancing economic development efforts. The healthcare industry is a critical component of the regional economy. Maintaining and expanding healthcare in the region creates jobs and generates revenues.

Goal: Improve the health and well being of Clarkdale residents.

Strategies:

1. Conduct conversations with VVMC about what services are most used and/or needed by residents.



Focus Area: EDUCATION

Overview

Education and workforce development are closely linked. When a company is considering a location they look at the local school's test scores and programs offered to ensure that their employee's children will receive a good education. Additionally, schools and workforce development are important for the area's ability to produce a qualified labor force. Lastly, prospects look to education for the on-going training programs they can offer to support their business.

Goal: Clarkdale is recognized as a model for exceptional access to and of quality educational opportunities.

Strategies:

1. Work with school systems to put information out about the success of the local educational system.
2. Work with Yavapai College on certification for careers in healthcare.
3. Develop more workforce development support.

Community Indicators

Following is the list of Community Indicators the group identified.

- 1 Number of licenses
- 2 Increase number of users – high speed internet
- 3 Register of businesses in Town
- 4 Increase in sales tax revenues
- 5 Event revenues
- 6 Number of participants at events
- 7 Facility use
- 8 Building permits
- 9 Number of events
- 10 Number of local banquets
- 11 Revenues per square foot
- 12 Number of partnerships/relationships for events
- 13 Crime rate
- 14 Average household income
- 15 School enrollment
- 16 Unemployment rate
- 17 Building occupancy
- 18 Home ownership
- 19 Housing affordability
- 20 Attendance at museum
- 21 Traffic accidents
- 22 Lodging occupancy rates
- 23 Restaurants and bar tax revenues
- 24 Construction tax revenues

V. EVENT EVALUATION

Following is a summary of the Clarkdale Town Hall. 26 Surveys received.

	Poor	Fair	Good	Excellent
Topic	-	1	10	10
Information Packet	-	3	15	13
Group Size	-	2	16	8
Meeting Facility	-	1	11	14
Facilitators & Presenters	-	1	11	14

What did you like most about the Economic Development Town Hall?

- Information exchange, detail discussion on some subjects
- The opportunity to be a part in helping our community grow
- Freedom to express and be heard. Able to listen to wants and needs of other community members and town employees.
- It was terrific
- Interaction and expression of people's ideas
- Facilitators and their professionalism
- The broad knowledge, education and experience of the participants
- The breadth of information and structure for feedback
- The dialogue from different perspectives
- Willingness of staff to listen
- Willingness of people in my group to be candid
- Discussing the focus areas and strategies
- Very well planned and organized
- Lunch
- Structure; very good facilitator
- Stimulating new perspectives and ideas
- Town participation
- Many participants
- Some new faces with engaged minds
- Good mix of people
- Good conversation and place to share ideas
- Chance to meet and share common concerns and ideas with local community
- Variety of participants offering a wider perspective
- Opportunity to connect with others and express ideas and concerns
- Chance to share opinions with others who are like minded
- Learning people's views about the outlook for Clarkdale and what we can do to improve it



- Sharing information
- Great information gathering and exchange

What did you dislike?

- Group size too large
- Needs more information provided for basic town statistics to use during forum
- Taste of the water
- Too short; needed more group time
- Lack of enough time to cover all topics thoroughly
- Acoustics are difficult to deal with
- All was good
- Nothing
- Slow and redundant group reports
- Group facilitation rigidity blocked flow
- Next time plan for a time when most working people could attend
- Prefer working meeting
- As the sessions progress, people lose interest
- Not enough time. Took 22 years since first Focused Future

Should the process continue to be used to educate citizens and receive input from the community?

25 yes; 1 did not answer the question, plus:

- More the merrier; input is good; you can always filter out high/low
- This is ongoing and building Clarkdale's future needs to be an ongoing endeavor
- Build the knowledge base
- Need to find way to engage people that work during the day
- Always useful
- We need to move forward
- Use all kinds of media
- We need to communicate with the citizens of Clarkdale – all media! Determine our public – “Public relation is a conversation not a lecture.”
- So governance and direction is created by those living it – not created in a vacuum
- We are at a critical juncture. We need to get more folks engaged and excited.
- Absolutely! The more ideas the better for solutions to challenges
- This is an opportunity to express opinions and ideas
- Communication of progress; fleshing out ideas

Would you like to stay involved in the Focused Future II process?

23 said yes; 2 people did not respond to this question; 1 said No