

Action Team Meeting #1

Wednesday, March 7, 2012; 9:00 am – Noon

Location: Men’s Lounge, Clark Memorial Clubhouse, 19 N. Ninth Street
Town of Clarkdale

Action Team Members

Steve Biasini*	Linda Buchanan	Andy Dall
Richard Dehnert	Beth Escobar	Wayne Ferguson
Jodie Filardo	Gayle Mabery	Becky O’Banion
Jorge Olguin	Cliff Pollay	Nancy Pollay*
Robyn Prud’homme-Bauer*	Janet Regner*	Bill Regner
Ray Selna	Mike Sullivan*	Teal Sullivan
Colleen Tobias	John Tobias	Mark Trufte*
Sally Odette, Arizona Public Service	Peggy Fiandaca, PSA	

*** Indicates Action Team Member Not in Attendance**

Meeting was called to order at 9:05 AM.

Welcome and Introductions

Jodie Filardo welcomed the Action Team and said that this is an exciting time for Clarkdale to embark on the Focused Future II process. We are pleased to participate in the APS Focused Future Program. Each of the Action Team members was selected because of their expertise and background within the community. We could not have pulled together a better group of individuals to serve on the Action Team. She introduced the folks from APS that were sponsoring the program – Wayne Ferguson and Sally Odette.

Sally Odette with APS welcomed everyone and thanked the Action Team for participating in this process. She gave a brief overview of Focused Future II and explained why APS was the program sponsor. APS is pleased to partner with the Town of Clarkdale to bring this program to the community.

In 1990, APS recognized that there was not a lot of planning being done statewide for economic development. A Focused Future was developed to meet this need. Today the program has been initiated in most of the 15 counties and in over 50 communities. Focused Future II is an upgraded version of the project that includes more public involvement and community indicators that will assist in ensuring that the economic vision is accomplished.

Sally introduced Peggy Fiandaca from Partners for Strategic Action, Inc. (PSA) who is hired by APS to facilitate the Focused Future process. Peggy welcomed everyone and introduced herself. Peggy will serve as the facilitator of the Focused Future II process. She has worked with all of the Focused Future communities since the program was established. She is a certified land use planner specializing in all aspects of community and economic development.

Focused Future II offers an information rich forum, with the opportunity to be on the cutting edge of economic development and the new economy. Elements of Focused Future II will include an examination of successes and challenges, issue and trend analysis, and an exploration of possible options. Included will be a design of a new model of non-traditional, economic and quality of life measures developed to monitor success as defined by the community.

At the heart of the process, is an active, broad-based citizen and stakeholder participation. Creating strategies with broad-based citizen support, acting upon, and tracking their own value-based indicators will hopefully engage the community constructively and positively. Peggy said that there are three major objectives of the Focused Future II process:

1. Create a Strategic Plan for Economic and Community Development
2. Identify community indicators that translate action items into specific measurable objectives.
3. Create new models for citizen participation

Peggy had everyone introduce themselves and identify “What I like most about Clarkdale” and “What I would change about Clarkdale.” Following are the responses.

What I like most about Clarkdale

- Clarkdale is the unmolested part of the Verde Valley
- Town staff and management
- Quality of life – good environment/climate, good education, great history/culture, and highly educated people
- Cultural diversity
- Sense of community
- Peace and quiet
- Friendly people
- Small town atmosphere
- Ability to engage in civil discourse

- Human capital is great
- History and architecture
- Cooperative spirit
- Common sense approach
- Spirit of it is "Our" Clarkdale; we have the opportunity to be involved
- Reminds me of "my hometown" because I know people and there is a sense of history
- People are united
- Smart people commit to making great things happen

What I would change about Clarkdale

- Need a good uniform long range plan to preserve and protect the historic district
- A better chance for economic viability
- Opportunity to spend my dollar in Clarkdale; need to find the right type of opportunities to attract to Clarkdale
- A supermarket
- Better access and a connection to the Verde River
- More opportunities for infill on Main Street
- More things for visitors to do
- Tourism opportunities expanded
- Revenues so that more events can be held
- Wine industry expands
- Increased tax base
- Capitalize on the fact that Clarkdale is a college town
- Traffic patterns – unless something is done you can't bring people into the city; people won't stop
- Need convenient parking
- Lack of integration back into a "town" like it was in the past while keeping the aspects we love
- Saving and preserving our natural and human resources
- More community effort to engage other governmental entities in reaching consensus on the future
- Downtown assessment to determine how to make changes
- Town is not sustainable yet but it is a focus

Community Assets

The Action Team identified the following "community assets" that the Focused Future process should try to build upon.

Recreation

Verde River



Strategic Plan for Economic Development

Summary Notes

Clarkdale Focused Future II

Verde Canyon Railroad
Points of Interest – Tuzigoot, wildlife, scenic beauty, copper museum
Riparian environment
Tavasci (sp) Marsh

Leadership

Visionary
Good reputation
Can-do attitude
Great town staff
Functional town government

People/Human Capital

Invested residents
Good people
Demographics of higher education
Medium income high

Infrastructure

Sewer line on 89A
89A corridor
Flat land
Available electric power
A+ effluent
Wide sidewalks
Railroad
Airport (Cottonwood)

Lands

Perfect soil for wine
Public lands
Vacant land (could be planned well)
Forest Service

Education

Yavapai College
Good performing schools K-8
Clarkdale/Jerome School District
Demographics of higher education

Community Amenities

Gazebo Park



Parks
Sustainability program
Solar community
Club house
In between two destination places (Jerome & Sedona)
Community events (Halloween, July 4th)
Town pool
Low crime
Quiet community
Dark skies
Active arts community

Industry

Tourism (Sedona Tourism Council)
Clarkdale Metals
Vacant buildings

Historic

Historic buildings
Copper Museum

Housing

Diverse
Affordable

Issues

The Action Team identified the following questions/issues that the Focused Future process should try to address.

- How do we move transportation solutions to support economic development?
- How do we connect parks and recreation assets more effectively within Clarkdale?
- How do we guide more people into Clarkdale?
- How do we capitalize on visitors that are coming to the Verde Valley?
- How do we re-master our community's master plan?
- What does economic development really mean for Clarkdale?

Timeline

The process is designed to move as fast or as slow as the Action Team desires. The typical process includes seven tasks and approximately ten

meetings. However, the process can be modified to meet the needs of Clarkdale. The process includes:

- Task 1 – Economic Development Update
- Task 2 – Community Assessment
- Task 3 – Issue Analysis/Trends
- Task 4 – Economic Development Town Hall
- Task 5 – Best Practices/Quality of Life Indicators
- Task 6 – Action Program
- Task 7 – Final Plan

Focus Groups The Action Team discussed the importance of having a series of focus groups to solicit more information from specific groups of individuals. They felt it was important to conduct these early in the process. Following are the suggested focus groups.

1. **Business Support** (railroad, manufacturing, and small businesses) – discuss business needs and issues (infrastructure), supply chain, and ideas for the economic development strategic plan
2. **Education** (parents, teachers, and administration at all levels of education) – discuss existing educational system and future needs, workforce development needs, and ideas for the economic development strategic plan
3. **Healthcare** (hospital and providers of kind from throughout the Verde Valley) – discuss existing and future healthcare as well as how the healthcare industry can be an economic development opportunity for Clarkdale
4. **Tourism/Recreation** (tourism/recreation businesses and other entities involved) to discuss the tourism/recreation assets and identify ways that Clarkdale can capitalize better on tourism/recreation opportunities

Mini Summit The Action Team discussed the Mini Summit and identified the following potential topics.

- Historic Redevelopment – best practices, funding opportunities, and how to better build upon Clarkdale’s asset
- Civic Discourse – though this is identified as a strength it is critical to continue to be diligent
- Sustainability – what does this mean for Clarkdale and how do we ensure a sustainable future

Roles and Responsibilities

Peggy distributed a handout that described the various roles and responsibilities and the Action Team discussed.

Action Team

- Attend and actively participate in all meetings
- Frame community issues and assists in the analysis of the issues
- Identify community indicators
- Ensure widespread community participation
- Participate in the development interim and final reports

APS

- Coordinate the process
- Prepare mailing, handouts, database, etc.
- Provide technical assistance
- Print interim and final documents
- Participate in all meetings.

Partners for Strategic Action, Inc. (PSA)

- Facilitate the process
- Prepare meeting summary notes and interim reports
- Provide technical assistance/training
- Facilitate public meetings (e.g., Economic Development Town Hall)
- Write all draft/final documents for review

ESI Inc. (another consulting firm that will work on the project)

- Present an overview of community indicators
- Assist Action Team in developing community indicators
- Participate in the Economic Development Town Hall
- Conducting analysis of community indicators
- Completion of community indicators report and methodology

Economic Development Basics

Peggy asked the group to identify what economic development means to Clarkdale.

- Better utilization of current assets
- Revenue generation for the town to provide services
- Collaboration of vested parties
- Increase in property values
- Short and long term actions to build business
- Larger and more diverse tax base
- Meeting the needs of residents

- Branding to make Clarkdale a destination and define the value to residents
- Good place to work, live and play
- Create opportunities for residents
- Sustainability
- Attracting new businesses through incentives
- Preservation
- Attracting business that makes sense
- Preserving the river
- Sound, healthy education
- Retaining our youth
- Protecting our character

What makes Clarkdale different from the rest of Verde Valley?

- Smarter; higher educational attainment
- Better planned; first master planned community in Arizona
- Reflects our values
- Size of Clarkdale much smaller
- Different set of assets
- Unique community in history and geography
- Good at bringing everyone to the table
- Lack of an economic development council like Cottonwood
- Good at balancing economic development with all the other resources including human capital
- Lack of revenue stream

Why do you do economic development?

- To increase prosperity
- Improve the quality of life

Focused Future Mission

Peggy asked the group to identify their expectations for the Focused Future II process and following were their responses. The Action Team discussed the "Mission" for the Focused Future process and their ideas are summarized below.

- Recommendations regarding barriers and opportunities for Clarkdale
- Vision for what Clarkdale can be
- Prioritize how we want to implement economic development
- Clear economic development strategy that is realistic and within Clarkdale's character

- Collaborate with and educate residents to develop a strategy that makes sense for Clarkdale
- Clear understanding of what success is and metrics to manage results
- Timetable for implementation
- Identification of funding opportunities
- Assignment of responsibilities to ensure accountability
- Truly collaborative effort
- An approach that fits within the regional scheme

Community Questionnaire

Peggy distributed a questionnaire for all Action Team members to complete. She said that it will be electronically distributed and everyone was asked to complete it.

Assignment

1. By March 14th, send to Jodie Filardo the Action Team's definition of Clarkdale economic development.
2. Ask 3 people that live in Clarkdale and 3 people from outside of Clarkdale what their perceptions are of Clarkdale. Bring to the next meeting what you heard.
3. Complete community questionnaire when emailed.

Adjourn

Meeting was adjourned at approximately Noon.

Handouts:

Timeline/Project Schedule

Project Roles and Responsibilities

Chapter 12 Economic Development from the Clarkdale General Plan