



Summary Notes

Clarkdale Focused Future II

Action Team Meeting #2

Wednesday, April 4, 2012; 10:00 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 Project Update

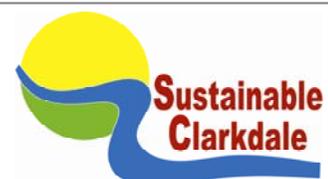
Peggy Fiandaca, Partners for Strategic Action, Inc. (PSA) the consultant hired by APS to facilitate the Focused Future process welcomed everyone. She reiterated the three major objectives of the Focused Future II process:

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. She provided a brief overview of Meeting #1 Summary Notes and asked if there were any changes. No changes were suggested.

The Action Team discussed the following activities that have occurred since the last meeting.

- Clarkdale’s “C” got repainted
- General Plan was ratified by the voters (65%)
- Economic development tour was given to investors wanting to relocate on Main Street





Summary Notes

- Yavapai College campus growth is happening; final build out of the bond
- New campus dean will be on board this summer
- Town is in discussion to provide water to the expanding vineyards
- Election reaffirmed the Town's direction; incumbents were re-elected
- Miller's Market closed
- Train is in full season
- Birds are back
- Held a successful bike rally; 150 bikers; another will be held at the end of April; raised funding to replace flags and add new ones
- Car show on March 10th raised funds for the pool
- The Mayor and Jodie were the AZ representatives at the White House Conference on Conservation; made connections with the Department of Interior
- APS extending three phase power to the new wastewater treatment plant
- School District completed the annual audit with minor changes
- School District solar went live
- School District agreed to go into talks with surrounding districts about shared services across the Verde Valley
- Verde Valley Regional Economic Organization conducted a survey to understand the perceptions and potential for Verde River economic development potential. It was completed March 27th. Clarkdale held a conversation to discuss the river and about 45 people attended.
- Verde Drinks is a networking group on sustainability and is a part of the Green Drinks nationwide movement.
- Crossroads submitted a preliminary design for the project.
- City Council approved the design for a roundabout at Broadway and Main
- Clarkdale signed an intergovernmental agreement with AZ State Parks to manage about 70 acres of river access. The city is completing a master plan that was funded by the Walton Foundation. The first draft is being reviewed internally now.
- Notice to proceed on the engineering for a solar array at the wastewater treatment site.



Personalizing Clarkdale Economic Development

Vice Mayor reported that the Council had a strategic planning session and talked about economic development. He said that there is a paradigm or new reality for economic development due to too much residential product in the marketplace and a high retail vacancy. It is important to think about Clarkdale's economic development that is not dependent upon population growth and what makes it unique. Things to consider might include the entertainment district and backyard agriculture. The Action Team agreed that it was important that Clarkdale create a sense of welcoming to businesses but it must find the right economic niche that is uniquely Clarkdale.

Outreach Activities

Mini Summit Set for April 27th from 9:30 until Noon. Speakers and topics include:

- Our Sustainable Future – Ed Fox, Vice President & Chief Sustainability Officer, APS
- Reduce, Reuse, Recycle - Historic Preservation Flagstaff Perspective – Karl Eberhard, Flagstaff Community Design & Redevelopment Manager
- Arizona's Emerging Wine Industry – Peggy Fiandaca, President Arizona Wine Growers Association

Focus Groups The Action Team discussed the upcoming 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

Economic Town Hall The Clarkdale Economic Development Town Hall is set for June 21, 2012 from Noon to 5:00 PM.





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Questionnaire Summary

Peggy distributed the questionnaire summary and the Action Team discussed the responses.

Focused Future Mission and Economic Development Definition

Based on the feedback received at meeting #1, Peggy presented the following "Mission" for the Focused Future process and definition for Clarkdale's definition of "Economic Development." Action Team members will discuss further at the next meeting and begin to finalize the statements.

Clarkdale Focused Future II mission is to reach broad community consensus on a realistic economic strategy for community sustainability.

Clarkdale Economic Development Definition – Improve community prosperity, increased local tax base, and quality of life that is focused on the principles of sustainability, is aligned with Clarkdale's historic character, and result in a diversified, growing local economy. Economic development takes proactive actions to anticipate our economic future, attract and retain enterprises that provide high-value, high wage jobs, strengthen our economy, and help fund vital public services.

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.

Clarkdale Internal and External Perceptions

Action Team members were asked to ask residents and outsiders about their perceptions of Clarkdale. Following are some of the responses.





Summary Notes

Clarkdale Focused Future II

INTERNAL (Residents)	EXTERNAL (Outsiders)
Resilient	Great place to work
Caring community	Autonomy as a small town
More cooperation to everyone's benefit than other communities	Speed trap; avoid it as a result
Aging infrastructure; water lines are breaking; dirt roads	
Love events and community charm	
Community center for residents to hang out in	
Like Clarkdale the way it is but would like to have more shipping	
No more roundabouts	

Next Steps

1. Mini Summit – April 27, 2012; 9:30 AM to Noon
2. Next Action Team Meeting #3 – May 9, 2012; 9:00 AM to Noon

Adjourn

Meeting was adjourned at approximately Noon.

Handouts:

Questionnaire Summary

