



Summary Notes

Clarkdale Focused Future II

Action Team Meeting #3

Wednesday, May 9, 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	Rennie Radoccio	Janet Regner
Bill Regner	Ray Selna	Mike Sullivan*
Teal Sullivan	Colleen Tobias*	John Tobias*
Mark Trufte*	Mike Zemke*	
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 provided a brief overview of Meeting #2 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.

- Grande Fiesta was held in the park; approximately 500 people attended; it was an official Centennial event.
- Last Saturday vines were planted at Yavapai College vineyard; 3 acres planted
- Dance event held last weekend and a free concert was conducted; dancers came from all over the country and loved Clarkdale
- First commercial kayaking event was held; 4 tours over 2 days; people from the area as well as outside the area attended
- Clarkdale/Jerome School started a strategic planning process
- Verde Valley Birding Festival was sold out
- Perm culture project at the facility dedication on July 10th





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- Walton Foundation held their family's strategic planning in the area; Clarkdale Mayor participated; they are continuing their financial support of local projects
- 10/12 Lounge held a motorcycle event that brought people to Clarkdale
- Clarkdale/Jerome School got a grant for a two year training program teaching Intel math
- Mayor continuing to get good press and that reflects positively on Clarkdale

Outreach Activities

Mini Summit – The Action Team discussed the Mini Summit and everyone thought it was excellent. The speakers and topics were well done.

Focus Groups – The four focus groups are set for May 30th. Sally will be facilitating the groups and will prepare a summary for use by the Action Team. The focus groups are:

1. Tourism and Recreation
2. Healthcare and Wellness
3. Education
4. Business Support

Economic Development Townhall – Townhall is set for June 21 from Noon to 5:00 p.m. It was stressed the importance of the Action Team members helping to get people to attend the event. It provides a great opportunity to get more people involved in the process.

Clarkdale Values and Vision

Values are defined as those attributes that are so important that no matter what happens or how the community grows the values are not lost or compromised. Following are ideas about community values mentioned by the Action Team.

- Civility – ability to have a discussion without anger; not polarizing
- Livability – defined as clean, safe, well planned (a work in progress), quiet, friendly, nature focused
- Sustainability – preserve today for tomorrow; treat the earth as if you plan to stay here; looking down generations
- Diversity
- Succession Planning – as a community to ensure adaptability





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Vision - is a broad statement of how Clarkdale views itself long term if they were to create the ideal community. Following are ideas about community values mentioned by the Action Team.

- Serve as an example to others in economic and social sustainability
- Diverse population with diverse values
- Tourism destination that embraces the natural environment
- Diverse places to stay
- Separate small commercial districts with shopping and business centers
- Strong historic district; shopping, art, and wine
- Historic 89A District that is promoted like Route 66
- Progressive thinking
- Adaptability tempered with stability
- Community with a diverse tax base with a developing economy while keeping home town values, natural setting, and high quality of life and historic preservation
- Appreciation of the natural environment reflected in all decision-making
- Build out of Clarkdale would not represent the potential build out (we would rethink the 35,000 projected population)
- More local food consumption
- Night skies would be better protected
- Not over regulated but sensitively regulated
- Air quality clean and clear
- Population is balanced with water availability
- Encourage the growth of small businesses because of the compatible scale
- Symbiotic/seamless and mutually supported environment between human, natural, and human-created
- Great schools
- Culturally and economically diverse
- Accepting; great sense of community
- Energy independence
- Downtown is a fun place to visit
- Green zones in downtown
- Primary residential with some economic diversification based on retirement, hospitality, and tourism
- Eco-tourism, technical research and development, higher education
- Yavapai College has evolved into a four year college and a private college attracted to Clarkdale



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- Wine supply companies; manufacturing glass from the slag
- Clarkdale known as the center for outdoor recreation with outfitters
- Historic community on the banks of a flowing river
- Thriving, diverse, and engaged citizens and businesses
- Better balance between retirees and younger folks
- Gore-like businesses in the community
- Growing medical industry; Clarkdale has found its medical niche
- Healthy community; wellness feeling around the river; in our approach to buildings – LEED certified as an example
- Technology – taking advantage of opportunities; education being able to be received at home; virtual experience
- Expanded infrastructure to support the virtual business environment

Homework Assignment

Action Team members were asked to complete (all or in part) the Clarkdale Community Health Assessment and send their ideas to Peggy prior to the next meeting.

Next Steps

1. Focus Groups – May 30, 2012
2. Next Action Team Meeting #4 – June 6, 2012; 9:00 AM to Noon

Adjourn

Meeting was adjourned at approximately Noon.

Handouts:

Meeting #2 Summary Notes
Clarkdale Community Health Assessment
Meeting Schedule