



Action Team Meeting #4

Wednesday, June 6, 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 Radoccia	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 #3 Summary Notes and asked if there were any changes. Change to indicate that Bill Regner was in attendance and add Rennie Radoccia to the roster and he attended. Correct spelling on first page 5th dot point – stared to started

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

- Rennie Radoccia was appointed to the Town Council.
- The Action Team took an opportunity tour of downtown prior to the meeting. Approximately 40,000 square feet is available in downtown. There is about 1000 square feet of historic business office space available. There is a lot of opportunity in downtown.
- Town of Clarkdale is exploring an entertainment district for downtown.
- Clarkdale/Jerome School increased enrollment by 9.57 percent.



Outreach Activities

Focus Groups – The four focus groups were held May 30th. The focus groups are:

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

Three of the four focus group reports were distributed and discussed. There were a total of 15 participants in all focus groups.

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. Facilitators for the Townhall include: Sally, Jodie, and Janet. The Townhall Agenda was distributed and discussed. Judie Scalise will not be able to attend and Peggy will cover the community indicators.

Clarkdale Community Economic Health Assessment

The Community Economic Health Assessment was distributed ahead of the meeting by mail. The Action Team reviewed it and did not make any changes.

Economic Focus Areas

Peggy distributed a handout called Strategic Focus Areas. The focus areas create the framework for the Strategic Plan. The Action Team reviewed the list and agreed to the following.

BUSINESS GROWTH FOCUS AREA

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.



Target Sectors:

- ✓ Supply chain businesses to support the Arizona wine industry such as producers and distributors of barrels, winemaking equipment, bottles, corks, labels, boxes, and other inputs.
- ✓ Downstream distributors and marketers to support the growing industry.
- ✓ Businesses in related industries such as wine-related research and education, restaurants, catering companies, and cooking schools.
- ✓ Research and small business development related to water conservation and renewable energy technology.
- ✓ Supply chain expansion for existing manufacturing businesses.

TOURISM AND RECREATION STRATEGIC FOCUS AREA

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:

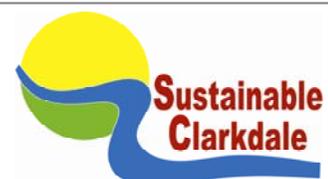
- ✓ Recreation outfitters and Verde River focused events
- ✓ Destination arts programs
- ✓ Community design and historic preservation

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.





HEALTHCARE AND WELLNESS STRATEGIC FOCUS AREA

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.

EDUCATION STRATEGIC FOCUS AREA

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.

Homework Assignment

Action Team members were asked to solicit more participants for the Townhall meeting.

Next Steps

1. Townhall – June 21, 2012
2. Next Action Team Meeting #5 – July 18, 2012; 9:00 AM to Noon

Adjourn

Meeting was adjourned at approximately Noon.

Handouts:

Meeting #3 Summary Notes
Clarkdale Community Health Assessment
Strategic Focus Areas