



Action Team Meeting #5

Wednesday, July 18, 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 #4 Summary Notes and asked if there were any changes. Change to indicate that Bill Regner was in attendance.

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

- Dedication of Centennial Park occurred
- July 4th parade and event was held
- Superintendent/Principal tendered his retirement; they will be reconfiguring the position
- New police chief was hired and will start in August – Randy Taylor
- Walton Family Foundation grant finished
- Verde River gauge at all time low
- Completed the IGA with State Parks (through 2022) to co-manage Tuzicot access point
- Two concerts in the park were held and attendance was excellent
- Jodie mentioned that she is on the Governor’s Digital Action Committee which is using ARA funds to map what exists in terms of





broadband service and to put in place a plan to address the service gaps. Clarkdale is a focal point within the Verde Valley.

Outreach Activities

Economic Development Townhall – Townhall was held June 21 from Noon to 5:00 p.m. Everyone thought the event was very successful. The Action Team was pleased by a lot of new faces attending. The energy level was high and everyone was participating. Some people came with beefs about the town and they felt like they could address them. Some interesting ideas evolved through the discussions. They thought the summary report was a good documentation of the dialogue.

Strategy Development

The Action Team was divided into two groups and they were tasked with developing specific strategies for each of the Focus Areas using the past meeting materials, focus group input, and the townhall report. Following the group discussions, each group reported back on what they developed. Peggy will use the input to craft the draft strategic plan.

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.
ADDED – MANUFACTURING; this was identified at the town hall

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.

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.

THE GROUP THOUGHT THIS MIGHT BE AN OVER-RIDING THEME INSTEAD OF A FOCUS AREA

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.

CONSIDER A HEALTHY COMMUNITIES FOCUS AREA

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 review the Roles and Responsibilities matrix that was distributed.



Strategic Plan for Economic Development

Summary Notes

Clarkdale Focused Future II

Next Steps

1. Next Action Team Meeting #6 – August 15, 2012; 9:00 AM to 2:00.
The meeting is longer to include a working lunch to discuss the organization of the Clarkdale Business Council and Roles/Responsibilities.

Adjourn

Meeting was adjourned at approximately Noon.

Handouts:

Meeting #4 Summary Notes
Clarkdale Town Hall Summary Report
Roles and Responsibilities Matrix
Strategic Framework

