



# Staff Report

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**Agenda Item:**            **Proclamation of April as Clarkdale Water Awareness Month–  
Approval of a Proclamation declaring the month of April as Clarkdale  
Water Awareness Month**

**Staff Contact:**            Walt Good, Deputy Town Clerk

**Meeting Date:**            March 24, 2009

**Background:**            Clarkdale is aware that water is one of the Town's resources that need to be protected and conserved. The best way to accomplish this is through education and continual discussions. The Town of Clarkdale practices water conservation with varied programs to educate our residents and visitors in the need to protect our resources  
Proactive/Educational programs include:

- Drought and Water Shortage Preparedness Plan which implements water reduction strategies.
- Spirit of Clarkdale Awards that acknowledge residents and business who conserve water
- Verde Valley Water Festival, given a vote of support by Council, educated Fourth graders on water conservation
- Council has devoted meetings and work sessions for continual dialogue on the availability and conservation of water.

**Recommendation:**      Staff recommends approval of proclamation.

# PROCLAMATION

## *Town of Clarkdale Proclaims April Water Awareness Month*

**WHEREAS**, water is one of Clarkdale's most vital precious resources; and

**WHEREAS**, Arizona is an arid state, water is scarce and population growth continues to increase our demand for water; and

**WHEREAS**, Clarkdale has one of the few remaining perennially flowing rivers and the Town of Clarkdale is committed to protecting those perennially flowing streams, creeks and rivers that do remain; and

**WHEREAS**, all citizens of Clarkdale and visitors should use water efficiently; practicing a low water-use lifestyle is a way individuals and business can help ensure a long-term sufficient water supply; and

**WHEREAS**, creating a culture of conservation will greatly reduce the impact of drought on our natural resources, economy, and quality of life; and

**WHEREAS**, water education is a cornerstone to any comprehensive water conservation program, and greater awareness of water issues can be gained through community education, action and celebration.

**NOW, THEREFORE**, the *Town of Clarkdale Mayor and Common Council* proclaims the month of April, as the Town of Clarkdale Water Awareness Month to heighten awareness of this resource.

**DATED** this twenty-four day of March, 2009.

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*Mayor Doug Von Gausig*  
*The Town of Clarkdale*