



# Staff Report

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**Agenda Item:**            **CLARKDALE SUSTAINABILITY PARK** – An update on the progress of the Clarkdale Sustainability Park (CSP) project.

**Staff Contact:**            Gayle Mabery, Town Manager

**Meeting Date:**            January 12, 2010

**Background:**            The Town Council met on October 13, 2009 and authorized the staff, mayor and council to: 1) work on the development of a scope of work for the feasibility study of the CSP; 2) make presentations to key stakeholders including legislators, land owners, potential tenants, and/or investors, the media, educational and other civic and business institutions; 3) develop presentation and outreach materials for on-line and print; and 4) to work with property owners to identify land acquisition alternatives for the CSP project.

Work has progressed in each of the 4 areas identified and is summarized briefly below. Town Manager Mabery, Community Development Director Sherry Bailey, Assistant Town Manager Janet Perry and Mayor Von Gausig will also be prepared to give further verbal updates at the Council meeting.

- 1) **Development of a scope of work for the feasibility study of the CSP** – Immediately following the October 13<sup>th</sup> Council meeting, Town Manager Mabery appointed a Work Group whose responsibility is to develop the Scope of Work for the CSP Feasibility Study. Members of the group include:

- Lew Dodendorf
- Jodie Filardo
- Jorge Olguin
- Janet Regner
- Dave Puzas

And Town Staff Members:

- Sherry Bailey
- Steve Burroughs
- Janet Perry

The Scope of Work Group was invited to participate in a Strategic Planning Session on the CSP with Town Council Members, Department Heads and ASU representatives on Saturday, November 14, 2009 in order to define a Vision, Mission and Goals for the CSP. As a result of that day-long exercise, the following Vision and Mission were developed for the CSP by the participants:

- Vision – “An Evolutionary Solution For a Sustainable Community.”
- Mission - The Clarkdale Sustainability Park will provide an entrepreneurial environment rich in innovative, multi-disciplinary solutions, and educational and economic opportunities resulting in a vibrant and viable future.

A number of goals were identified during the November 14, 2009 session, and will need to be expanded and refined through further strategic planning as the project continues to progress. The goals that were listed included (in no particular order of importance):

- Develop feasibility study
- Hire Project Manager
- Obtain long-term funding
- Obtain community buy-in
- Secure the site
- Identify partners
- Develop the organizational framework
- Develop a Strategic Plan
- Create (educational) talking points

The Scope of Work Group has met several times since the November 14, 2009 session. One of the goals set on November 14, 2009 was for the Scope of Work to be complete by March 1, 2010 so that an application can be submitted to the U.S. Department of Commerce for an economic development grant to fund the Feasibility Study by April, 2010.

2) **Make presentations to key stakeholders including legislators, land owners, potential tenants, and/or investors, the media, educational and other civic and business institutions**

The following presentations have been given regarding the CSP:

August 19, 2009	Freeport-McMoRan
September 29, 2009	Joint Worksession – Town Council, Planning Commission & General Plan Committee
October 12, 2009	Representative Andy Tobin and Yavapai County Supervisor Chip Davis
October 13, 2009	Council Meeting to authorize support for CSP

October 14, 2009	APS Sustainable Energy Breakfast
October 21, 2009	Sustainable Economic Development Institute
October 22, 2009	Democrats of the Verde Valley
October 26, 2009	Verde Valley Natural Resources Committee
October 27, 2009	Verde Exploration
October 28, 2009	Yavapai College, Yavapai College Foundation
October 29, 2009	Yavapai – Apache Nation Tribal Council Salt River Materials Group
November 3, 2009	Representative Lucy Mason
November 5, 2009	Senator Steve Pierce
November 9, 2009	Virginia Turner, Congresswoman Anne Kirkpatrick's staff
November 13, 2009	The Nature Conservancy
November 14, 2009	<b>Strategic Planning</b> – Town Council, ASU, Feasibility Group, Staff
November 18, 2009	Salt River Project
November 19, 2009	Intergovernmental Meeting – Clarkdale, Camp Verde, Cottonwood, Jerome, Sedona and Yavapai County
November 23, 2009	National Park Service, Arizona State Parks, U.S. Fish & Wildlife Service
November 24, 2009	City of Sedona Council
December 1, 2009	Jerome Town Council
December 4, 2009	Verde Valley Regional Economic Organization (VVREO)
December 7, 2009	Walton Family Foundation
December 10, 2009	Freeport-McMoRan
December 14, 2009	APS
December 14, 2009	General Public Meeting
December 17, 2009	Clarkdale-Verde Kiwanis
December 17, 2009	Clarkdale Planning Commission
January 6, 2010	Orme School

Additional presentations are scheduled as follows:

January 25, 2010	APS - Phoenix
January 27, 2010	General Public Meeting
February 4, 2010	NACOG Economic Development Council
February 11, 2010	International Association of Energy Engineers – Phoenix; 12:00-1:00 p.m. General Presentation @ League of Cities and Towns – Phoenix; 2:30-4:30 p.m.
February 18, 2010	NACOG Board
February 22, 2010	General Public Meeting
March 11, 2010	General Presentation @ League of Cities and Towns – Phoenix; 2:00-4:00 p.m.
March 29, 2010	General Public Meeting

- 3) **Develop presentation and outreach materials for on-line and print** – Numerous versions of Powerpoint presentations have been developed and used for the presentations listed above. Printed outreach materials have been limited to date due to budget constraints. Although we have a tri-fold brochure that was developed and used during early presentations, we are relying on less expensive business cards for distribution at meetings at this time.

A community volunteer (Nick Hunseder) is developing a website for the CSP that we hope to have linked to our own website within a month. We do have a newsletter style distribution list for the CSP, that gives email updates about the progress of the CSP to approximately 200 people who have expressed interest in staying up-to-date on the CSP. The membership on that list continues to grow daily.

- 4) **Work with property owners to identify land acquisition alternatives for the CSP project** – Mayor Von Gausig and Town Manager Mabery met with representatives from Freeport McMoRan Copper and Gold on December 10, 2009. Based on that meeting, the CSP Work Group (the Mayor, Town Manager, Assistant Town Manager Janet Perry, and Community Development Director Sherry Bailey) developed a draft proposal to submit to the land owner. The negotiating team is seeking direction from the Town Council regarding the provisions of the proposal at the January 12, 2010 Executive Session.

**Recommendation:** This is a status update only. No Council action is necessary on this agenda item.