A Special Meeting of the Common Council of the Town of Clarkdale was held on Tuesday, November 30, 2010, at 3:00 PM at Clark Memorial Clubhouse, Men's Lounge, 19 N. Ninth Street, Clarkdale, Arizona.

CALL TO ORDER- Meeting was called to order at 3:03 p.m. by Vice Mayor Richard Dehnert.

Town Council in attendance:

Mayor Doug Von Gausig	Councilmember Curtiss Bohall
Vice Mayor Richard Dehnert	Councilmember Bill Regner
	Councilmember Pat Williams

Town Staff in attendance:
Town Manager Gayle Mabery
Community Development Director Sherry Bailey
Human Resources/Community Services Director Janet Perry
Utilities Director Wayne Debrosky
Clarkdale Sustainability Project Manager Jodie Filardo

PUBLIC COMMENT – The Town Council invites the public to provide comments at this time. Members of the Council may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01(G), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism or scheduling the matter for further consideration and decision at a later date. Persons interested in making a comment on a specific agenda item are asked to complete a brief form and submit it to the Town Clerk during the meeting. Each speaker is asked to limit their comments to five minutes.
There was no public comment.

NEW BUSINESS

PRESENTATION AND POSSIBLE DIRECTION TO STAFF REGARDING THE CLARKDALE SUSTAINABILITY PARK - Presentation providing an update on the progress of the CSP, plans for the immediate future including funding discussions, and receiving direction from Council.

Town Manager Mabery opened the meeting with a review of the Vision and Mission for the CSP that was developed a year ago by the Town Council, Department Heads and the CSP Scoping Committee:

Vision:	An Evolutionary Solution for a Sustainable Community
Mission:	Provide an entrepreneurial environment rich in innovative, multi-disciplinary solutions, and educational and economic opportunities, Resulting in a vibrant and viable future

She noted that, importantly, when the vision and mission were developed, there was no reference to the possible locations of the site or the technology that would be involved. She also noted that everyone understood from the beginning phases that this project would have to continually evolve and adapt to new opportunities and challenges. She reported that all the efforts that have

been undertaken in the past year have been true to the original Vision and Mission, and that the project has definitely had continuous evolution. A short review of milestones included:

Formation of the CSP Scoping Committee	October, 2009
Development of the Vision and Mission	November, 2009
Council's Annual Strategic Planning (when the Council envisioned the need to "Instill a Culture of Sustainability" in Clarkdale)	February, 2010
70+ Presentations on the CSP to Citizens and Stakeholders	Oct 2010-present
General Plan Committee Adopts Sustainability as Central Theme to Clarkdale's Updated General Plan	March, 2010
Walton Family Foundation Approves Grant for Project Administration	June, 2010
Jodie Filardo Hired As CSP Project Manager	October, 2010

With the hiring of the Clarkdale Sustainability Park Project Manager, specific projects with deliverables outlined in the grant proposal to the Walton Family Foundation were put into motion. The three measurable anticipated project results per the grant are as follows:

1. Secure funding for the CSP Feasibility Study.
2. Develop a plan to pursue treatment of the Town's effluent to potable standards.
3. Put in place a formal relationship with at least one Arizona college or university providing internship opportunities for the CSP.

Mayor Von Gausig joined the meeting at 3:10 p.m.

Town Manager Mabery then discussed the evolution of the CSP project that she believes is based on both Council direction to instill a culture of sustainability and based on public feedback received during the 70+ public and stakeholder outreach sessions that have been conducted on the project. Some of the highlights of that evolution include:

a. New General Plan – Which includes a broad based sustainability theme;
b. Considering options for dispersing CSP related businesses throughout the Town instead of focusing on one area for the project;
c. The elimination of the possibility that Freeport McMoRan would consider donating a substantial portion of their property towards the CSP;
d. The need to trim back the Feasibility Study to $50-200,000 based on the realities of grant fund availability;
e. The considerable time frames 2-4 years to complete complex Feasibility Studies and then move to the implementation stage;
f. The need for flexibility in moving forward with businesses who are interested in locating in Clarkdale now, rather than waiting for feasibility study completion;
g. A recognition that smaller projects with specific proposals on particular sites create opportunities for public engagement regarding projects on a manageable scale;

h. Identification that grants will be easier to apply for on specific, smaller portions of the project.

Councilmember Regner expressed concern that the Town may be missing an opportunity to further engage Freeport McMoRan (FMI), based on FMI's denial of the Town's original proposal for the site. Discussion followed that while FMI denied the Town's January 2010 proposal, they left the door open for further discussions about the site. It was noted that considering the entire Town for possible CSP related development keeps all the original sites under consideration for either large-scale or smaller-scale CSP related development, and adds additional property to the inventory for consideration.

CSP Project Manager Jodie Filardo then briefed the Council on business approaches and related issues that have come forward to the Town due to sustainability interests, including:

1. Interest expressed from 2 solar sector businesses (one of which anticipates an initial investment of $2 million bringing at least 50 jobs) and 1 sustainable agriculture business;
2. A need to define the roles that the Town might consider in helping businesses who are interested in locating in Clarkdale, i.e.
    i. Help with permitting or grant writing
    ii. Rebate on property taxes
    iii. Others?
3. An opportunity to explore collaboration with the Northern Arizona Center for Emerging Technologies (NACET) which is a successful business incubator and small-business assistance program established to help entrepreneurs and startups succeed in northern Arizona. It offers hands-on consulting to high-tech, science, and renewable energy firms.

Vice Mayor Dehnert expressed a desire for the Town to actively engage with businesses who express current interest, and agreed that we need to avoid the possibility of lost opportunities as we move forward with feasibility and planning processes. It was noted that the desire was to continue planning for implementation of the long term vision of the CSP, while simultaneously acting on smaller components that make sense within the framework of the vision and mission.

CSP Project Manager Filardo then briefed the Council on progress with the goal of establishing relationships with higher education, and noted that two ASU Engineering In Community Service Programs (EPICS) teams with sustainability interests are applying for innovation grants and funding decisions on those grants are expected in January 2011. The program parameters require that the projects include the following elements:

i. Green & sustainable
ii. Original & creative
iii. Leadership development & teamwork
iv. Design & engineering fundamentals

Ms. Filardo noted that numerous opportunities are available to partner with higher education, and the EPICS teams are simply the first we've engaged with. Developing a more defined focus for our educational partnership strategies will be a need for the future.

The development of a plan to pursue treatment of the Town's effluent to potable standards is another goal identified in the Walton Family Foundation grant. Ms. Filardo briefed the Council on the discussions and site visits that she has had with Utilities Director Wayne Debrosky, as well as a Wastewater Recharge Forum that she attended on November 13th. She noted that, in order to effectively accomplish this particular goal, close collaboration with Wayne Debrosky and his work on upgrading the current wastewater treatment plant is necessary. It is one of the earliest examples of the close coordination that Ms. Filardo needs to develop within the Clarkdale organization in order to move the project forward.

The final of the three goals under the Walton Family Foundation grant is to secure funding for the CSP Feasibility Study. Ms. Filardo briefed the Council on the processes involved with applying for a grant from the federal Economic Development Agency (EDA), and that, although that agency has funded some feasibility studies in the $700-800,000 range a more realistic expectation is that grant funding levels will be in the $50-200,000 range. Teri Drew, Executive Director of the Northern Arizona Council of Governments has already been very helpful in guiding Ms. Filardo and Ms. Mabery about next steps, and we hope to have a proposal for submission in early 2011.

The U. S. Department of Agriculture, Rural Development (USDA) also has grant funds that may be available for individual CSP project elements or for technical assistance in support of the feasibility study. In addition to public sector grants, we continue to explore possibilities of private sector grant funding. On November 16, Mayor Von Gausig and CSP Project Manager Filardo met with the Board of the New Earth Foundation Board. Following a brief presentation and question and answer session, the Town was invited to apply for a grant from the Foundation with a funding range of $5,000 to $10,000.

Ms. Filardo and Town Manager Mabery noted that, based on the most recent grant funding developments, they believe that we should apply for EDA technical assistance grant funding within the average funding ranges of $50-200,000 to increase the possibility of a successful application. Therefore, they recommend exploring ways of narrowing the scope of the feasibility study to make successful funding more likely.

Another grant related issue that has arisen is the myriad of entities that offer grants that could fit within the framework of the CSP. It is a time consuming process not only to research the grants, but to manage them and their unique parameters when we are successful in receiving them. We have to be careful to manage time wisely so we get the best return on our investment of time and we have to develop ways to become selective about the sources we do pursue.

Long timelines were noted as a concern. Many federal grant programs take a long time to complete and will delay us moving forward with any speed. In addition, the feasibility study as presently scoped is estimated to take from 18 to 24 months to complete following the grant award (which could take up to 9 months). We'd like to explore ways in which we can have some short term wins even while waiting for some of the longer grant processes to be completed. As

Vice Mayor Dehnert noted previously, we want to seize the day rather than let enthusiasm generated by the project wane.

Councilmember Williams noted that this project was designed to be organic from its inception and was always expected to change over time. She expressed her pleasure at having Jodie Filardo come on as the CSP Project Manager and her desire to continue to see Ms. Filardo bring forward changes and recommendations to Council as new ideas arise.

Council Member Bohall asked if the CSP project was coordinating with the Arizona Department of Transportation for long range transportation planning. Community Development Director Bailey confirmed that the PARA study that is in progress does consider the CSP.

Ms. Filardo then briefed the Council on the need to conduct a Strategic Planning session on the CSP in January, 2011. This session will be an extension of the successful community creation of the CSP Vision and Mission (in November, 2010) and the next step in the process is to establish the work plan for the project and give further definition to elements of the vision and mission. We anticipate that the January meeting will help define solutions to some of the challenges discussed during tonight's meeting, provide a framework for the CSP Project Manager's work plant, set the stage for grants, and provide measurements through which the community can see progress on the project.

Mayor Von Gausig reminded everyone that the fluid nature of this project necessitates changes over time and thanked Ms. Filardo for the work she has done since coming on as Project Manager.

FUTURE AGENDA ITEMS - Listing of items to be placed on a future council agenda

ADJOURNMENT – Without further business, the Council adjourned by unanimous consent at 4:20 p.m.

APPROVED:

_____

Doug Von Gausig, Mayor

ATTESTED/SUBMITTED:

_____

Kathy Bainbridge, Town Clerk