

**Minutes of a Budget Retreat and Strategic Planning Session  
of the Common Council of the Town of Clarkdale  
Held on Tuesday, Feb. 8, 2022, at 3 p.m.**

A Budget Retreat and Strategic Planning Session of the Common Council of the Town of Clarkdale was held on Tuesday, Feb. 8, 2022, at 3 p.m. at the Clubhouse, in the Reading Room, at 19 N. Ninth St.

Town Council:

Mayor	Robyn Prud'homme-Bauer
Vice Mayor	Debbie Hunseder
Councilmember	Bill Regner
Councilmember	Marney Babbitt-Pierce
Councilmember	Lisa O'Neill

Town Staff:

Town Manager	Susan Guthrie
HR Manager	Randi Stephens
Interim Finance Director	Jessica Tucker
Town Clerk	Charity Brooks

Other:

Consultant	Matt Weatherly
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**1. CALL TO ORDER** – Mayor Prud'homme-Bauer called the meeting to order at 3 p.m.

**2. COUNCIL BUDGET DISCUSSION**

Staff will present an update on the compensation study results and provide input on a strategy to pursue for the upcoming budget process. This item is for discussion only.

Town Manager, Susan Guthrie, presented Mayor and Council with a binder of informational material regarding the Class & Comp Study.

Matt Weatherly gave a brief summary of the results from the compensation study and where Clarkdale ranks in comparison to other Town's of similar size. Mr. Weatherly presented competitive pay charts that are within 5% of the market.

Mayor, Council and the Town Manager asked questions to better understand the compensation study and offered their opinions and insight. Pay scales and titles were evaluated on an individual basis for each employee.

Consensus amongst Council is to bring everyone to the minimum pay scale and/or mid-point based on years of service in position. Cost of Living Adjustment could be considered mid-year based on revenues.

Meeting adjourned at 4:30 p.m. for a 10-minute break.

**3. STRATEGIC PLANNING DISCUSSION**

Mayor resumed the meeting at 4:40 p.m.

Town Manager, Susan Guthrie, opened the meeting, explaining the process of S.W.O.T. (Strengths, Weaknesses, Opportunities, and Threats), which will be used to update the Vision and Mission for the Town of Clarkdale.

The Vision tells us what we should be doing, what our priorities are, drives alignment and communicates the message. It guides future actions and decision making and should be measurable. The Vision should be short enough for an employee to know it and be able to summarize.

Ms. Guthrie asked the Mayor and Council to brainstorm words and ideas for our future Vision and provide examples.

Vice Mayor Hunseder suggested:

- Historic
- Strong Community
- Small Town Feel
- Sustainable Growth
- Family Oriented

Mayor Prude/homme-Bauer suggested:

- Exceptional Friendliness
- Exciting Outdoor Experience for All
- Caring and Sharing Community
- Building our Smelter History with a Vibrant Economy
- Honoring our Past with Respect to our Natural Environment
- The Unexpected is Just Around the Corner in Clarkdale
- Growing Food to Sustain our Community
- The Arts of Clarkdale Surround Us with Beauty and Meaning
- Clarkdale Embraces Lifelong Meaning for All
- Walk, Run, Float in Clarkdale

Council Member O'Neill suggested:

- Charmingly Historic
- Thriving Economically
- Sustainable Water

Council Member Babbitt-Pierce suggested:

- Not Everyone Who Lives Here Lives in a Single-Family Home
- Services are accessible like banks and grocery stores
- Our Community is known for its commitment for being welcoming and inclusive for all
- Increased access to utilities like sewer, water and internet
- Jobs pay a living wage
- Strong schools with teachers and families who live in Clarkdale
- Fun and recreation and things for families to do that are not all outside
- We have water for our needs and a healthy Verde River
- People outside the Verde Valley have heard of Clarkdale
- History doesn't hold us back but propels us forward

Council Member Regner suggested:

- Economic Vibrancy
- Sustainability
- Live, Work, Play
- Survive on Locals and Thrive on Tourists
- Embracing our History
- Connectivity
- Stewardship
- Inclusiveness
- Welcome diversity
- Maintaining history
- Balance

Ms. Guthrie asked Mayor and Council to elaborate on the word 'sustainable' since it was used by several members and discussion ensued amongst the group.

Ms. Guthrie asked Mayor and Council "what do you want for the Town of Clarkdale, economic development wise?" and "what do we see as a competitive business from an economic development perspective?". Discussion ensued amongst the group.

4. **ADJOURNMENT:** Without objection Mayor Prud'homme-Bauer adjourned the meeting at 5:45 p.m.

APPROVED:

*Robyn Prud'homme-Bauer*  
8929FEE8DC34438  
 Robyn Prud'homme-Bauer, Mayor

ATTESTED/SUBMITTED:

*Charity Brooks*  
ECEB3101EE8144B  
 Charity Brooks, Town Clerk

CERTIFICATION AND ATTESTATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the regular meeting of the Town Council of the Town of Clarkdale, Arizona held on the 8 day of Feb. 2022. I further certify that meeting was duly called and held and that a quorum was present.

Date approved by City Council ~~March 8, 2022~~ March 8, 2022

DocuSigned by:  
*Charity Brooks*  
ECEB3101EE8144B  
 Charity Brooks, Town Clerk

