



Adopted 2-11-2020

## TOWN COUNCIL WORK PLAN FY 2020 Goals and Objectives

**TOWN COUNCIL VISION STATEMENT**  
**A Place That Makes Sense**

### GOAL 1) ENHANCE THE QUALITY OF LIFE FOR CLARKDALE RESIDENTS

#### A. Update the 2022 General Plan

##### 1. Create a General Plan Update Committee

The Town Council provided possible appointees to the General Plan Committee (GPC). The Council approved appointment to the GPC on February 25, 2020.

2. Evaluate approved uses for the Bitter-Creek Industrial Area during the General Plan 2022 review.

3. Re-evaluate criteria for proper use within each focus area for the Planning Commission and Design Review Board.

4. Adopt a Public Participation Plan and host public input meetings for the Public Participation Process.

The Public Participation Plan was approved by the Town Council during the February 25, 2020 Town Council Special Meeting.

*ALL DEPARTMENTS AND TOWN COUNCIL*

#### B. Continue to support the Clarkdale Downtown Business Alliance (CDBA)

1. Attend the Clarkdale Downtown Business Alliance meetings to assist with event logistics and Town policies.

Joni Westcott, Maher Hazine, Ruth Mayday and Tracie Hlavinka attended the CDBA meetings on February 4, 2020 and March 3, 2020. April's CDBA Meeting was cancelled due to COVID-19 and business closures. Staff attended a CDBA a meeting conducted via Zoom on May 5, 2020.

2. Provide assistance, when necessary, for CDBA block parties, Clarktoberfest, Car Show and other community events.

Staff assisted the CDBA with the Clarkdale Car Show held on March 15, 2020. Several staff members also attended the event and sampled chili. Congratulations to Main Street Grill for bringing the trophy back to Clarkdale. During the COVID-19, Stay Home, Stay Healthy, Stay Connected Order from the Governor, staff has provided information to the CDBA and some individual businesses for business relief efforts.

- C. Provide opportunities to promote “healthy community” recreation concepts
1. Develop first phase of Selna/Mongini Park with a walking trail system and community garden by securing grants and community partners as well as the use of designated funds approved by Council.  
*Arizona Community Foundation (ACF) Sedona Grant Application was completed the week of April 13, 2020. If the grant is fully funded it would provide \$10,000 for the construction of the educational water feature at Selna/Mongini Park. This is the second of two (2) grant opportunities through Arizona Community Foundation. The first was ACF Yavapai County for \$20,000. Award announcements will come late June or early July.*
  2. Initiate development of connective bike and walking trails within Clarkdale to community parks, Verde River and local businesses.  
*Bike lanes will be a specific discussion during the General Plan Updates. This very subject was a part of the ASU Sustainable Cities Showcase presentation on April 29. Conversations regarding trails continue with Verde Front Working Trails Group, Parks & Recreation, and Community Development Department to map out the best trail connections. Potential trail routes have been proposed to and approved by the Parks & Rec Commission.*
  3. Promote Clarkdale parks with active features on a more regular basis through social media.  
*360-degree views of each park are being produced for website and social media promotion.*
  4. Develop bike lanes on exist roadways for better connectivity.  
*This will be implemented as part of the roadway improvements proposed for May and June. This includes Clarkdale Parkway, Old Jerome Hwy, Main Street, Broadway, Centerville Road.*

PARKS AND RECREATION, COMMUNITY DEVELOPMENT, AND PUBLIC WORKS

- D. Continue to operate the Verde River at Clarkdale as a tourist opportunity.
1. Partner with Freeport McMoRan to develop a river restoration plan that could incorporate a “white water” park within the Verde River.  
*The Town Manager has broached the project with Freeport. At this time, all extra projects with Freeport are on hold due to the pandemic.*
  2. Secure grant funding to assist with design and construction of the “white water” park.
  3. Develop Upper TAPCO river access point for limited use for permitted outfitters and special event permit holders.  
*The Town Manager and the Mayor met with Freeport McMoRan and the Wildlife Habitat Council to discuss the Verde River and the effects of implementing another access point on the Verde River at Upper TAPCO. This meeting also consisted of*

providing information to the Wildlife Habitat and Clarkdale's commitment to sustaining the Verde River.

4. Design and construct restroom facilities at Lower TAPCO with grant funding from the Friends of the Verde River.

Restroom facility was delayed due to COVID-19. We will restart the efforts in May.

*PARKS AND RECREATION, PUBLIC WORKS, TOWN MANAGER AND COUNCIL*

- E. Review the current Code of Ordinances and make revisions according to health and safety.

This was a concerted effort from Community Development and the Town Clerk. The Chapter 11 updates were presented to the Town Council and approved on February 25, 2020. Staff has recently begun reviewing the Town's Sign Code.

*COMMUNITY DEVELOPMENT, POLICE DEPARTMENT, TOWN CLERK, TOWN MANAGER AND TOWN COUNCIL*

1. Research and institute an Annual Clean-up Day for Clarkdale
2. Research and implement a Helping Hands Program

*PARKS AND RECREATION, PUBLIC WORKS, POLICE DEPARTMENT AND TOWN MANAGER*

## **GOAL 2) CONTINUE LEADERSHIP ROLES IN COLLABORATIVE EFFORTS IN THE REGION**

- A. Continue regional economic development efforts with Verde Valley Regional Economic Development Organization (VVREO), Local First Arizona, Arizona State University Sustainable Cities, Arizona Rural Development Council and Yavapai College  
Town Manager, Tracie Hlavinka, is currently a board member for VVREO. Ms. Hlavinka attended board meetings for VVREO on January 3, February 7 and March 6, 2020. Ms. Hlavinka is also on the Long-Range Strategic Planning Committee for VVREO and attended a meeting on January 9, 2020.

*COMMUNITY DEVELOPMENT AND TOWN MANAGER*

- B. Coordinate efforts with Yavapai-Apache Nation Tribe for more efficient and effective services

1. Explore opportunities for the Tribe to assist with SRO services.

The Yavapai-Apache Nation Tribe currently has several vacancies on their Police Department. Due to the school being out for the year and the economic downturn, there has been no discussion regarding the SRO services.

2. Partner with Yavapai-Apache Nation Tribe for additional patrol to reduced response time.

The YAN has several vacancies; therefore, the Clarkdale Police Department has been aiding the Nation's Police Department when necessary.

*POLICE DEPARTMENT*

- C. Continue partnerships with Clarkdale-Jerome School, PANT, Spectrum, Yavapai County Sheriff, Regional SWAT, Jerome Police Department, Camp Verde Regional

Dispatch, Yavapai Apache Police Department, Yavapai College Police Department, GIITEM, and Cottonwood Police Department.

The Clarkdale PD continues to partner with all the aforementioned affiliates. There has been less interaction with the Clarkdale-Jerome School and Yavapai College Police Department due to the pandemic a classes canceled for the school year.

*POLICE DEPARTMENT*

- D. Continue efforts to partnership with the Verde Canyon Railroad to provide riders exposure to the Downtown area.

The Town Manager met with Verde Canyon Railroad on November 6, 2019, to discuss possibilities of partnering next year during the holiday season for activities in the Town park. Met again with the Railroad to discuss traffic issues and crosswalks near the train parking lot. Both Chief Taylor and Public Works Director, Maher Hazine, attended the meeting. Several suggestions came from the meeting and many were implemented to slow traffic as patrons cross from the parking lot across the street.

*TOWN MANAGER*

- E. Continue to attend Yavapai County Mayors, Managers, Supervisors, Nation biannual meetings and Intergovernmental Meetings.

The Mayor and Town Manager attended the Mayors, Managers, Supervisor, Nation biannual meeting on December 3, 2019. The Town Manager attended the Intergovernmental Meeting in Sedona on January 13, 2020, along with Councilmember Buckley and Councilmember Hunseder. Another Intergovernmental Meeting took place in Jerome on February 20, 2020. Councilmember Regner and Councilmember Hunseder were in attendance. Clarkdale will host a future Intergovernmental Meeting on August 27, 2020.

*TOWN MANAGER AND COUNCIL*

- F. Continue Clarkdale representation at regional organizations such as Northern Arizona Municipal Water Users (NAMWU), Northern Arizona Council of Governments (NACOG), Verde Valley Transportation Planning Organization (VVTPO) and Cottonwood AreaTransit.

The Public Works Director has attended these meetings on a monthly basis and continues via Zoom during the COVID-19 pandemic.

*PUBLIC WORKS*

### **GOAL 3) RECOGNIZE AND PRESERVE CLARKDALE'S HISTORY**

- A. Apply for a "Certified Local Government" designation from the State Historic Preservation Office (SHPO)

1. Research steps on obtaining a "Certified Local Government" designation.

Community Development has been working with SHPO to outline what the appropriate steps are for the Town of Clarkdale. The historical property inventory, which already exists, is being updated. Community Development is scheduling a meeting with Dan Ryden, who worked closely with the Town on their original application for historic designation.

2. Work with a Certified Local Government Coordinator to assist with the application process.  
 The next steps will be a discussion of the ordinance and going through the approval process. This will take place in the fall. The most divisive issue will likely be the inclusion of the historic residential neighborhoods, as their inclusion will impose additional design guidelines and review processes for changes to listed homes. As a result, we will need a vigorous and complete public review process to ensure buy-in and support from a majority of the owners of historic residential properties.
3. Apply to the State Historic Preservation Office (SHPO) for the Certified Local Government designation.
4. Continue to preserve the historic integrity of the Town Complex facilities to maintain the historic nature of the structures.  
 As the Public Works Department continues to do renovations and upgrades on our historic Town Complex, they remain committed to ensure the historic aspects are preserved.

*COMMUNITY DEVELOPMENT, PARKS AND RECREATION, PUBLIC WORKS AND TOWN MANAGER*

#### **GOAL 4) MAINTAIN A QUALITY WORKPLACE FOR EMPLOYEES**

- A. Develop and implement new grant procurement guidelines and procedures.  
*FINANCE DEPARTMENT*
- B. Streamline the Budget Process to include all department heads.  
 This was a difficult task with the Coronavirus restricting contact with department heads. Staff attended budget meetings via Zoom to review the current and FY20-21 budget. All were involved in decisions for reduction and prioritizing.  
*FINANCE DEPARTMENT AND TOWN MANAGER*
- C. Explore the use of tablets for Councilmembers to conduct official Town business including agenda packets.  
 A Chrome book was purchased to explore the possibility of distributing one to each Council member for Town business and to access the Council packet. This was in an effort to provide efficiency for the Town Clerk when preparing Council meeting packets and to minimize costs for paper, printing, and administrative time. This is a Designated Fund expense that will be reconsidered by Council when the funding is available.  
*TOWN CLERK, INFORMATION TECHNOLOGY CONSULTANT AND TOWN MANAGER*
- D. Explore and design an Employee Wellness Program.
  1. Partner with Kairos to develop wellness checks/fair  
 Mobile mammograms and bone density screening were scheduled for employees in early April, but due to COVID-19 both had to be cancelled. The screening opportunities will be scheduled for the fall.
  2. Continue communication with Risk Management for resources  
 Human Resources, Town Clerk and the Town Manager communicated with Risk Management after the Officer involved shooting in Clarkdale.

3. Develop some wellness opportunities for staff throughout the year.  
Neither Kairos or AMRRP currently offer any Wellness programs; however, both are planning to do so in the future. This may be a great opportunity for Clarkdale to participate in a pilot program to assist either with development.

*FINANCE DEPARTMENT*

## **GOAL 5) MAINTAIN TRANSPARENCY**

- A. Update Financial Operations Guide and Town Code where applicable.

The Town Code was updated and decodified on February 25, 2020, during a Town Council Special Meeting. Amendments to the Town Code are on-going.

*FINANCE DEPARTMENT AND TOWN CLERK*

- B. Develop a Work Plan with Town staff and the Town Strategic Plan 2020 – 2025.

1. Put Strategic Plan on Town website.

The Town Council Work Plan document was posted to the Town website on April 27, 2020. The document is located under the “Mayor and Council” webpage on the Town website.

2. Provide quarterly updates to Town Council on Work Plan objectives and Strategic Plan goals.

Due to the recent events of the Coronavirus pandemic, the Town Council Work Plan Update is behind schedule. A presentation on the current updates will be made to the Town Council on May 14, 2020.

*ALL DEPARTMENTS*

- C. Implement new policies and procedures for Town Staff and the Police Department.

1. Review current Town policies

Several Town policies have been reviewed by staff in the recent months. The Police Department has updated the Police Department Policy handbook to reflect current best practices for law enforcement.

2. Draft new policies i.e. inclement weather, work place violence and hiring procedures.

The Human Resource Manager has drafted an emergency closure policy, the Emergency Sick Leave and expanded FMLA policy related to COVID-19, and weapons/workplace violence. The Employee Policy manual is being reviewed in its entirety to determine what policies are out-of-date, no longer legal or not valid. This policy will come before the Town Council when completed.

*ALL DEPARTMENTS*

- D. Draft and implement a Town Code of Ethics Policy.

1. Review other municipalities Code of Ethics.

The Town Manager and Town Clerk have reviewed several different municipalities regarding Ethics Policies. Staff is working to develop a draft policy to present to Council in the near future.

2. Schedule a Work Session with the Town Council to discuss the policy.
3. Adopt a Town Code - Code of Ethics Policy.

**GOAL 6) ENHANCE MARKETING, COMMUNICATION AND ECONOMIC DEVELOPMENT FOR CLARKDALE**

A. Improve social media outreach to increase public awareness regarding Town meetings, events, activities and facility rentals.

1. Enhance the social media presence on Facebook, Twitter, Instagram and new social media platforms.

There have been numerous updates to the Town website during the last several months. An Employee Portal was initiated on the website to provide information to Town employees. A dedicated page was created for COVID-19 to provide factual information to Clarkdale residents. The Town of Clarkdale Instagram account was reactivated and has started pushing information out. Our Facebook page has been instrumental in keeping the public aware of Town operations, social distancing requirements, and U.S and State guidelines for returning to some semblance of normal.

2. Assess facility rental rates and marketing opportunities.

a. Gather data to access the true and complete cost associated with facility rental.

b. Develop new rate structure to cover the cost of doing business.

Public Works has utilized the M-Plus, an online application system, to track costs and determine an accurate rate structure.

c. Develop a marketing strategy to increase rentals.

d. Use technology to create user friendly options for public use.

With the recent pandemic causing everyone to think outside the box regarding technology, the Town has implemented an Employee portal on the Town website. Promoted several services to the Town website. Created a COVID-19 dedicated page for updates and resources. Parks and Recreation have developed a virtual tour of Town rental facilities.

*PARKS AND RECREATION, POLICE DEPARTMENT, COMMUNITY DEVELOPMENT AND PUBLIC WORKS*

B. Bring more awareness to the trail systems within Clarkdale and show connectivity to future trail systems.

1. Produce a map showing trails and future connectivity

Town staff has worked cooperatively with the Verde Front Trails Committee to conceptualize future trail connectivity. The Mayor, Town Manager, Community Development Director and Project Manager for Community Development walked the trail system on January 15, 2020 to discuss possible trails. The Project Manager has presented a Trails and Connectivity Plan to the Parks and Recreation Committee in March of 2020. Although some maps have been developed they are in the preliminary stages to help with trail planning not public engagement at this time. A presentation regarding trails will come to the Town Council in the near future.

2. Place map of trail system on kiosks at Lower TAPCO and Tuzi RAP.

*PARKS AND RECREATION AND COMMUNITY DEVELOPMENT*

C. Continue to explore the feasibility of Broadband in Clarkdale

1. Establish with the APS Strategic Fiber Senior Manager to partner with APS when the new substation is constructed.
2. Continue working with Sparklight, formerly Cable One, to optimize putting infrastructure in rights-of-way.

The Town Manager has initiated a Broadband Action Team (BAT) to assist with engagements with broadband vendors. This BAT group will be instrumental when future discussions take place after the pandemic, due to the need for broadband advancements in rural areas of Arizona.

*COMMUNITY DEVELOPMENT, PUBLIC WORKS, TOWN MANAGER*

D. Create and host a Clarkdale Civic Academy, Clarkdale Youth Advisory and Citizen Police Academy

1. Create sessions for residents and students to attend for information and opportunities

The Clarkdale Civic Academy is structured, formatted and ready to go for the next available date. Inaugural academy was postponed due to COVID-19 however there were 14 delegates who applied and were accepted. The Civic Academy will include six classes presented by the various Town departments. A copy of the preliminary schedule is attached.

2. Work with the Clarkdale-Jerome School and Mingus Schools to develop a Youth Advisory Group

This project has been postponed due to the Coronavirus and school canceled for the school year.

*ALL DEPARTMENTS*

E. Provide water/wastewater infrastructure along 89A for future residential and commercial growth.

The Town is in possession of a finalized proposal for the work, but stopped the project till assessments are done on the economic impact for the Town and the fiscal year budget.

1. Review feasibility study and evaluate current infrastructure
2. Work with consultant engineer to devise plan for future infrastructure on 89A
3. Present findings to Town Council and discuss recommendations

*PUBLIC WORKS*

F. Develop plan for Centerville Road Extension

1. Complete acquisition of land as set forth in Second Amendment to Development Agreement with Mountain Gate Clarkdale LLC

There has been discussion with two (2) of the three (3) property owners regarding acquisition for Centerville Road. One (1) owner has already agreed to the conditions. Discussions continue with the other two (2).

2. Coordinate, review and approve the design for the extension of Centerville Road.

Town is waiting on the developer from Mountain Gate to make a formal submittal. This will be done after all three (3) parcels are obtained to construct the roadway.

*COMMUNITY DEVELOPMENT, PUBLIC WORKS, TOWN MANAGER AND TOWN COUNCIL*



G. Plan and fund major infrastructure improvements

1. Determine if Opportunity Zone designation is possible

The federal Opportunity Zones program allows each state's governor to nominate up to 25 percent of the qualifying low-income Census tracts as Opportunity Zones. It was created under a provision of the Tax Cuts and Jobs Act, which was signed into law December of 2017. Investors who reinvest capital gains monies in Opportunity Zone funds will receive reductions on capital gains taxes relative to the years of their investment. The Arizona Governor's Office and the Arizona Commerce Authority worked with local governments, tribal communities, and counties to decide which census tracts would be submitted for consideration by the federal government. Based on nominations of eligible census tracts by the Chief Executive Officers of each State, Treasury has completed its designation of Qualified Opportunity Zones. As of April 9, 2018, all of Arizona's 168 submitted tracts became officially designated as Opportunity Zones. Each State nominated the maximum number of eligible tracts, per statute, and these designations are final. The statute and legislative history of the Opportunity Zone designations, under IRC § 1400Z, do not contemplate an opportunity for additional or revised designations after the maximum number of zones allowable have been designated in a State or Territory. Therefore, Clarkdale cannot ask for an opportunity zone designation at this time. Staff will continue to monitor this process for the next submission.

2. Research Freeport-McMoRan Foundation Grants for Economic Development

Freeport is also experiencing a decline in revenue due to the Coronavirus and the copper market in the negative. Grant opportunities have halted at this time.

3. Partner with APS and Unisource for funding sources

4. Apply for ACA and USDA Rural Development Funding

At this time, there are no specific projects to pursue funding.

*COMMUNITY DEVELOPMENT, PUBLIC WORKS, TOWN MANAGER AND TOWN COUNCIL*

H. Continue to work with resources to assist with economic development opportunities in the downtown area, on the 89 Bypass and Broadway

1. Work with the spring semester Arizona State University students to develop a report to address economic opportunities in these areas.

Hosted a kick-off meeting with ASU on January 6, 2020. Attended a planning workshop virtually with ASU students on January 15, 2020. Hosted a site visit with the students to expose them to Clarkdale and tour the downtown area and 89A. Met numerous times with the Sustaining Cities project manager and the ASU Engineering class throughout the spring semester. A Project Cities Kickoff event was hosted on January 31, 2020 to get feedback from Clarkdale stakeholders. The information obtained during this meeting will be utilized in a final report from ASU. Twenty-eight stakeholders attended this meeting on a Friday night. The Project Cities Showcase was held virtually on April 29, 2020. Several Clarkdale residents and Town Council attended the showcase where students presented their findings. This was a great presentation and will prove to be very helpful to the Town as we update the General Plan.

2. Work with Elliot D. Pollack & Company to explore housing adequacies and opportunities for Clarkdale.

Town Manager attended a Regional Housing Meeting on February 12, 2020. This project has been slowed by the Coronavirus.

3. Implement the Downtown Parking Study adopted by the Town Council for the downtown area.

A work session was conducted with the Town Council on March 26, 2019 to discuss future direction for the Downtown Parking Study. Staff presented several options to the Town for consideration. Town Council revisited the Parking Study for action on December 10, 2019. During this meeting Council noted they preferred a parking design concept that allowed for continued two-way traffic on Main Street and addressing local businesses concerns. Public Works Director, Maher Hazine, committed to removing the two-hour parking signs from the eastbound lane of Main Street. The parking plan presented at the meeting consisted of 156 parking spaces. The Town Council approved the Downtown Parking study with an unanimous vote.

4. Conduct a Reclaimed Water Feasibility Study to assist with finding a reclaimed water user and reduce the amount of potable water use.

*COMMUNITY DEVELOPMENT, PUBLIC WORKS AND TOWN MANAGER*