



ADOPTED April 13, 2021

TOWN COUNCIL WORK PLAN FY 2021 Goals and Objectives

TOWN COUNCIL VISION STATEMENT
A Place That Makes Sense To Live, Work and Play.

GOAL 1) ENHANCE THE QUALITY OF LIFE FOR CLARKDALE RESIDENTS

- A. Update the 2022 General Plan
1. Re-evaluate criteria for proper use within each focus area for the Planning Commission and Design Review Board.
 - a. Evaluate approved uses for the Bitter-Creek Industrial Area during the General Plan 2022 review.
 2. Continue to host Public Participation meetings for the Public Participation Process as a requirement of the General Plan process.
ALL DEPARTMENTS AND TOWN COUNCIL
- B. Provide opportunities to promote “healthy community” recreation concepts
1. Secure grant funding and community partners for the development of Selna/Mongini Park.
 2. Initiate development of connective bike and walking trails within Clarkdale to community parks, the Verde River and local businesses.
 3. Promote Clarkdale active recreational features within the town on a regular basis through social media.
 4. Evaluate the development of bike lanes during new or reconstruction of roadways for better connectivity.
PARKS AND RECREATION, COMMUNITY DEVELOPMENT, AND PUBLIC WORKS
- C. Clarkdale Police Department will continue to remain community engaged to promote trust and accessibility to the town residents.
1. Continue the Citizen Police Academy.
 2. Promote community safety through National Night Out and other activities.
 3. Sponsor community engagement by performing community projects.

- D. Promote health and safety for the community.
1. Review the current Code of Ordinances.
 2. Conduct neighborhood clean-ups when feasible.
 3. Research and implement a Helping Hands Program.

ALL DEPARTMENTS AND TOWN COUNCIL

- E. 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.
 2. Put trails map on Town website.
 3. Place map of trail system on kiosks at Lower TAPCO and Tuzi RAP.
 4. Continue to work with the Verde Front Trails Working Group to promote connectivity to other (with) communities.

PARKS AND RECREATION AND COMMUNITY DEVELOPMENT

- F. Plan major infrastructure improvements.
1. Partner with APS and Unisource for marketing and funding opportunities.
 2. Apply for ACA and USDA Rural Development Funding
 3. Begin discussions with YAN, Salt River Pima and Town Council regarding Cement Plant Road improvements.
 4. Create the 2021-2026 Capital Improvement Plan (CIP) to identify projects that meet the strategic plan and maintains existing assets.
 - a. Town Council will adopt Year 1 of the CIP with known funding sources according to the Town budget.

COMMUNITY DEVELOPMENT, PUBLIC WORKS, TOWN MANAGER AND TOWN COUNCIL

5. Provide written scope and recommendations for Town Council consideration to engage a detailed Impact Fee Study.

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

- G. Develop a procedure for Town Council to address legislative issues in a timely manner prior to and during the Legislative Session.

TOWN CLERK, TOWN MANAGER, TOWN COUNCIL

- H. Explore opportunities for a new Town website.
1. Initiate a Town Website Review Committee
 2. Demo website platforms to determine feasibility and abilities that will meet the Town's needs.

ALL DEPARTMENTS

- I. Ensure availability and sustainable management of water and sanitation.
1. Conduct a Reclaimed Water Feasibility Study to assist with finding a reclaimed water user and reduce the amount of potable water use.
 2. Continue to work with Friends of the Verde River to improve the Watershed Report Card metric by collaborating with other municipalities to find solutions to River Friendly Living.

PUBLIC WORKS AND COMMUNITY DEVELOPMENT

- J. Continue to address affordable housing in the Verde Valley.
 - 1. Work with Elliot D. Pollack & Company, ASU and VVREO to explore housing adequacies and opportunities for Clarkdale.

COMMUNITY DEVELOPMENT, PUBLIC WORKS AND TOWN MANAGER

GOAL 2) CONTINUE LEADERSHIP ROLES IN COLLABORATIVE EFFORTS IN THE REGION AND STATE

- 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, Verde Front, Friends of the Verde River, Yavapai College and other community partners.

ALL DEPARTMENTS

- B. Continue to work cooperatively with the Yavapai-Apache Nation.
 - 1. Meet with Yavapai-Apache Nation (YAN) Tribe quarterly for more efficient and effective services.
 - 2. Schedule a joint meeting with the Clarkdale Town Council and the Yavapai-Apache Council to discuss common goals.

POLICE DEPARTMENT, TOWN MANAGER AND TOWN COUNCIL

- C. Continue to support the Clarkdale Downtown Business Alliance (CDBA)
 - 1. Attend the Clarkdale Downtown Business Alliance meetings to assist with marketing, event logistics and Town policies.
 - 2. Assist CDBA, when necessary, for block parties, Clarktoberfest, Car Show and other community events.

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

- D. 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, GITEM, Cottonwood Police Department, Spectrum Health Group, Governor's Office of Highway Safety, Department of Public Safety, Northern Arizona Regional Training Academy (NARTA), MAT Force, Yavapai Mental Health Criminal Justice Coalition, and Arizona State University (ASU).

POLICE DEPARTMENT

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

TOWN MANAGER AND TOWN COUNCIL

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

PUBLIC WORKS AND TOWN COUNCIL

- G. Continue efforts to remain innovative in mental health crisis response.
 - 1. Enhance Police Department and Spectrum co-response program.
 - 2. Increase the Police Department crisis intervention trained personnel to meet the International Crisis Intervention Standard

POLICE DEPARTMENT
- H. Develop and implement a Regional Mobile Field Force with Yavapai County agencies to respond to civil unrest.

POLICE DEPARTMENT

GOAL 3) RECOGNIZE AND PRESERVE CLARKDALE'S HISTORY

- A. Apply for a "Certified Local Government" designation from the State Historic Preservation Office.
- B. Development and implementation of a Historic Preservation Ordinance.
 - 1. Continue to preserve the historic integrity of the Town Complex facilities to maintain the historic nature of the structures, as identified in the multi-year Capital Improvement Plan (CIP).
 - 2. Continue to support community partners and their historic preservation efforts.

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

GOAL 4) MAINTAIN A QUALITY WORKPLACE FOR EMPLOYEES

- A. Explore and design an Employee Wellness Program.
 - 1. Partner with Kairos to develop wellness checks/fair
 - 2. Continue communication with Risk Management for resources
 - 3. Develop wellness opportunities for staff throughout the year.

HUMAN RESOURCE DEPARTMENT
- B. Continue Police Department focus on mental and physical health.
 - 1. Continue and conduct biannual Physical Fitness Testing.
 - 2. Maintain membership to the responder first program.
 - 3. Continue biennial mental health first aid for first responders training.
 - 4. Increase the department crisis intervention trained personnel to meet the International Crisis Intervention Standard.

POLICE DEPARTMENT
- C. Continue the Annual Chili Cook-off.
 - 1. Identify additional opportunities for staff recreation and appreciation.
- D. Increase employee communication through intranet opportunities.
 - 1. Research alternate communication options to address remote workforce and field staff.
- E. Continue Mandatory Meetings with staff to communicate important information.

- F. Implement NovaTIME electronic timekeeping system.
1. Transition to paperless Time Off Request process through NovaTIME.
- HUMAN RESOURCES AND TOWN MANAGER*

GOAL 5) MAINTAIN TRANSPARENCY

- A. Update Financial Operations Guide (FOG), Town and Zoning Code where applicable.
1. Update the FOG for uniformed requirements regarding cash management – disbursement.
 2. Update the Town Procurement Policy to include best practices.
 3. Update the section for Business License in the Zoning Code to reflect the current A.R.S.

FINANCE DEPARTMENT, COMMUNITY DEVELOPMENT AND TOWN CLERK

- B. Develop a Work Plan with Town staff and the Town Strategic Plan 2021
1. Put Strategic Plan on Town website.
 2. Continue quarterly updates to Town Council on Work Plan objectives and Strategic Plan goals.

ALL DEPARTMENTS

- C. Implement new policies and procedures for Town Council and Staff.
1. Review current and draft new Town policies.
 2. Draft department SOPs to document current procedures and/or best practices for use by current and future employees.
 3. Develop social media policies for Town Council.

ALL DEPARTMENTS

- 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.
 2. Work with the Clarkdale-Jerome, Cottonwood Oak Creek and Mingus Union to develop a Youth Advisory Group.

ALL DEPARTMENTS

- E. In the public role of the Town Council; the Mayor, Vice-Mayor and Councilmembers will engage in scheduled activities, events or meeting in support of the town and employees.
1. Members of Town Council are encouraged to attend community and employee events.
 2. Members of the Town Council will provide brief reports from assigned organizations during Town Council meetings.
 3. As needed, members of the Town Council will be appointed to represent the Town of Clarkdale at local, regional and state meetings.
 4. Members of the Town Council may provide brief monthly written reports of their town related activities to the Town Clerk in time for publication in the Town Council agenda packet.

5. Members of the Town Council are encouraged to write an article for the Small Talk Newsletter regarding Clarkdale activities, events or issues on a quarterly basis.

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

- A. Continue social media outreach to increase public awareness regarding Town meetings, events, activities and facility rentals.
 1. Continue the social media presence on Facebook, Twitter, Instagram and new social media platforms.
 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.
 - c. Develop a marketing strategy to increase rentals.
 - d. Use technology to create user friendly options for public use.

PARKS AND RECREATION, PUBLIC WORKS, TOWN MANAGER AND TOWN COUNCIL
- B. Continue efforts to partner with the Verde Canyon Railroad for town events and marketing.

PARKS AND RECREATION, PUBLIC WORKS AND TOWN MANAGER
- C. Continue to operate the Verde River at Clarkdale as a tourist opportunity.
 1. Design and construct restroom facilities at Lower TAPCO with grant funding from the Friends of the Verde River.
 2. Develop a site plan for Tuzigoot to include a kiosk, entrance gate, and additional parking.
 3. Continue to evaluate the outfitter program as a sustainable enterprise.
 4. Continue the Ambassador Program to assist permitted outfitters and individuals at the RAPs.

PARKS AND RECREATION, POLICE DEPARTMENT, PUBLIC WORKS, TOWN MANAGER AND COUNCIL
- D. Continue to explore the feasibility of Broadband in Clarkdale
 1. Continue the partnership with VVREO and other municipalities to secure grant funding for broadband infrastructure.

COMMUNITY DEVELOPMENT, PUBLIC WORKS, TOWN MANAGER
- E. Provide water/wastewater infrastructure along 89A for future residential and commercial growth.
 1. Review feasibility study and evaluate current infrastructure.
 2. Work with consultant engineer to devise plan for future infrastructure on 89A Corridor.
 3. Present findings to Town Council and discuss recommendations.

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

1. Implement the Downtown Parking Study adopted by the Town Council for the downtown area.
2. Partner with APS and Arizona Highways to market Clarkdale
 - a. Work with Arizona Highways to film a segment of the Downtown area and local wineries to promote Clarkdale in the spring of 2021.

COMMUNITY DEVELOPMENT, PUBLIC WORKS AND TOWN MANAGER

Future items:

1. Partner with Freeport McMoRan to develop a river restoration plan that could incorporate a “white water” park within the Verde River.
3. Secure grant funding to assist with design and construction of the “white water” park.
4. Develop Upper TAPCO river access point for limited use for permitted outfitters and special event permit holders.
5. Explore opportunities for the Tribe to assist with SRO services.
6. Disseminating messages (email or text) and receiving questions or feedback.
7. A “Town Hall” – Livable Clarkdale: include an open house with displays, keynote speaker, dinner buffet, small group discussions, and a wrap-up session.
8. Identify long and short-term rentals in Clarkdale and provide a way to ensure collection of TPT tax collection.