



**NOTICE OF A REGULAR MEETING OF THE TOWN COUNCIL
OF THE TOWN OF CLARKDALE
WEDNESDAY, FEBRUARY 4, 2026 AT 9:00 AM**

In Person: Clark Memorial Clubhouse, 19 N. Ninth St., Clarkdale AZ

Unless otherwise stated, the public will have physical access to the meeting place 15 minutes prior to the meeting start time.

Town of Clarkdale Vision

The Town of Clarkdale capitalizes on our unique history, proximity to the Verde River, and small-town charm. We cultivate an environment where residents and businesses can thrive.

We sustainably enhance our infrastructure, support the arts and education, and develop recreational opportunities to create a bright future for our entire community.

PURSUANT TO A.R.S. §38-431.02, NOTICE IS HEREBY GIVEN to the members of the Common Council of the Town of Clarkdale and to the general public that the Town of Clarkdale Town Council will hold a Regular Meeting open to the public on Wednesday, February 4, 2026, at 9:00 AM in person at 19 N. Ninth Street, Clarkdale, Arizona, Clark Memorial Clubhouse, Men's Lounge. Members of the Clarkdale Common Council will attend either in person or by telephone, video or internet conferencing. Pursuant to A.R.S. §38-431.03, the Council may vote to recess the meeting and move into Executive Session on any item, which will be held immediately after the vote and will not be open to the public. Upon completion of Executive Session, the Council may resume the meeting, open to the public, to address the remaining items on the agenda.

Supporting documentation and staff reports furnished to the Council with this agenda are available for review on the Town website at www.clarkdale.az.gov and the Town Clerk's Office.

ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND POSSIBLE ACTION, UNLESS OTHERWISE NOTED.

1. CALL TO ORDER

2. ROLL CALL

3. STRATEGIC PLANNING

A. Strategic Planning for the Town of Clarkdale for fiscal year 2026-2027.

4. ADJOURNMENT

Values

Values are the guiding principles that provide an organization with purpose and direction. The Town of Clarkdale's organizational values are:

COPPER

Customer focused

Open, transparent and equitable

Preserving our history, charm, and environment

Planning for a sustainable future

Economic and social resiliency

Resourceful and innovative

Mission

The Town of Clarkdale serves the community by providing amenities, infrastructure, services, and public safety to enhance quality of life. We are stewards of our history while we sustainably and resiliently plan for the future with an emphasis on community engagement and transparency.

Persons with a disability may request reasonable accommodations by contacting the Town Hall at (928) 639-2400 (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

Town of Clarkdale

Strategic Plan 2025/2026



Clarkdale Town Council

Mayor Robyn Prud'homme-Bauer

Vice Mayor Debbie Hunseder

Council Member Marney Babbitt-Pierce

Council Member Lisa O'Neill

Council Member Laura Jones



The History of Clarkdale

Prior to the arrival of the mining industry, the Clarkdale area was long inhabited by indigenous people, including the ancestors of the Yavapai and Apache peoples.

By 1912 the mining industry came to Clarkdale. Built by Senator William Andrews Clark, Clarkdale was founded as a modern copper-smelting company town for the employees of the smelter and their families.

Clarkdale is renowned as the first master planned community in Arizona. The Town of Clarkdale was incorporated in mid-1957.

Clarkdale's original town center is on the National Register of Historic Places.

Organizational Structure

Clarkdale is operated under a Council Manager form of government. The Town Council and Mayor are elected at large and serve four year terms. They are responsible for adopting the annual budget, making policy decisions, adopting ordinances, and with hiring and supervising the Town Manager and the Magistrate Judge.

The Town Manager's responsibilities include proposing the annual budget and overseeing daily operations, the budget, and the workforce.

Vision

The Town of Clarkdale capitalizes upon our unique history, proximity to the Verde River, and small-town charm. We cultivate a safe environment where residents and businesses can thrive. We sustainably enhance our infrastructure, support the arts and education, and develop recreational opportunities to create a bright future for our entire community.

Mission

The Town of Clarkdale serves the community by providing amenities, infrastructure, services and public safety to enhance quality of life. We are stewards of our history while we sustainably and resiliently plan for the future with an emphasis on community engagement and transparency.

Values

Values are the guiding principles that provide an organization with purpose and direction. The Town of Clarkdale's organizational values are:

COPPER

Customer Focused

Open, transparent and equitable

Preserving our history, charm, and environment

Planning for a sustainable future

Economic and social resiliency

Resourceful and innovative

Strategic Planning at a glance...

**Review Mission,
Vision and Values**

Analyze Inputs

(Surveys, Focus Groups,
Metrics, CIP, Budget, etc.)

**Conduct
SWOT Analysis**

**Set Goals
& Metrics**

**Identify
Strategies**

**Council Adopts
Strategic Plan**

**Monthly Reporting
to Town Council**

**Continuous
Reevaluation**



Strategic Planning Process

- Annually, the Town Council, in coordination with Staff revisit the Vision, Mission and Values.
- The Council, Leadership Team, and Staff Members collaboratively identify organizational strengths, weaknesses, opportunities and threats (SWOT). These items come from a variety of sources, including: feedback from citizens, community surveys, key performance indicators (metrics), regulatory requirements, changing legislation, studies and assessments of existing infrastructure, feedback from employees, new technology, economic conditions, budget outcomes and more.
- The SWOT, Vision, Mission and Values are then used to identify key organizational goals and metrics to determine success.
- Once goals are set, the organization looks for strategies and tactics to achieve the goals.
- Council held a community open house to gain input on the preliminary plan.
- Council meets in work sessions to evaluate the strategic plan and ultimately adopts the annual plan.
- All strategies are placed on a project matrix that is updated by the Leadership Team quarterly and provided to the Town Council.
- This is an annual process so projects are continually assessed to determine relevancy. It is a living document so the organization can pivot to take advantage of emerging opportunities.

Goals

The Town of Clarkdale has selected the following goals for Fiscal Years 2025/2026, based upon the SWOT analysis, vision, mission and input from stakeholders and staff.



GOAL AREA 1

Enhance the quality of life for residents, businesses and visitors to Clarkdale.



GOAL AREA 2

Enhance the quality and availability of parks, recreation and cultural opportunities.



GOAL AREA 3

Strengthen and diversify our economy through cultivating a business friendly climate for business attraction and strategically capitalizing upon tourism.



GOAL AREA 4

Plan for the maintenance and growth of quality infrastructure that is sustainable and resilient.

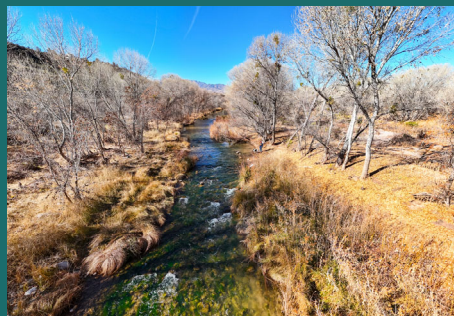
Goals

The Town of Clarkdale has selected the following goals for Fiscal Years 2025/2026, based upon the SWOT analysis, vision, mission and input from stakeholders and staff.



GOAL AREA 5

Strategically invest in organizational development to enhance efficiency and service delivery and to attract and retain an exemplary workforce.



GOAL AREA 6

Adopt water conservation strategies that result in no drawdown in the aquifer and no degradation of Verde River flows.

Strategies and Tactics



GOAL AREA 1

Enhance the quality of life
for residents, businesses and
visitors to Clarkdale.

MEASUREMENT

- ♦ Crime statistics.
- ♦ Citizen satisfaction via survey.
- ♦ Affordable housing options.
- ♦ Retain national historic status.
- ♦ Growing opportunities to share and highlight our history.
- ♦ Condition indexes of Town historic facilities.

Current projects:

1. Council to complete NIMS training. (2025)
2. Complete the grant-funded Housing Study to identify the type(s) of new housing needed to achieve a vibrant economy. (2024/2025)
 - a). Identify parcels appropriate for the diversity of housing needed.
 - b). By 2026 have 50 new workforce units available.
3. Educate new residents about fire and its impact on sustainability. Consider becoming an official Fire Wise Community. (2025)
4. Update Town Codes; appoint a citizen advisory committee. (2025)
5. Re-establish MOU with YAN for PD coverage and continue efforts to have a strong relationship with the Nation and residents. (2025)
6. Explore becoming an official dark sky community. (2025/2026)
7. Seek resources to assist residents with home repair and maintenance. For example: grants, tool lending, paint reuse, volunteers, etc. (2025)
8. Investigate potential of fee waivers for workforce housing. (2025/2026)
9. Begin implementation of the Patio Park revitalization plan. (2025/2026)
10. Conduct a community wide survey every two years. (Fall 2025)
11. Have exterior of the Clark Clubhouse repaired in 2025 as well as the windows in PW and CD. Place interior repairs on CIP 2026 as well as the repairs to other buildings.
12. Create and maintain inventories of historic properties, sites, landscapes, signage, and other historic features. (HPC Strat Plan)
13. Develop a public education program regarding historic preservation and its importance to Clarkdale. (HPC Strat Plan: Ongoing)
 - a). Collaborate with the Historic Preservation Commission and Clarkdale Historic Society and Museum.
14. Establish a list of resources to assist residents with planning and execution of the preservation of historic properties. (Ongoing)
15. Complete a facilities master plan. (2025/2026)
16. Complete steps for Certified Local Government status. (2025)
17. Ensure E-News and Website have translation available. (2025)
18. Continue efforts to mitigate impacts from flight training. (2025)
19. Develop an education program in cooperation with Tuzigoot National Monument and the Yavapai-Apache Nation regarding the Verde River and its historic importance to Clarkdale (trading route, home to Sinaguas, Yavapais and Apaches).

Strategies and Tactics



GOAL AREA 1

**Enhance the quality of life
for residents, businesses and
visitors to Clarkdale.**

Ongoing projects:

1. Conduct exercises to prepare for emergencies; establish an EOC; include Council and School in some exercises.
2. Plan for adequate staffing, training and equipment for Police Department to prevent a single officer on duty and to ensure connectivity.
3. Implement and market the Town emergency evacuation program that works with our reverse 911 system.
4. Use a variety of strategies to ensure transparency and a robust community dialogue: Continue E-Newsletter, Small Talk, social media platforms, open house events, public forums, focus groups, brochures, work sessions, Coffee with the Council, and web site.
5. Build upon the current robust process of promoting diverse board participation and volunteerism.
6. Work to keep the heart of the community, downtown, vibrant.
7. Sustain the activities and events that promote the Town's small town charm. (Host annual Concerts in the Park series. Host or support at least nine community events annually).
8. Engage with Yavapai College to enhance community involvement.
9. Host a Citizen Police Academy and a National Night Out event.
10. Continue Neighborhood clean up events.
11. Continue focus on traffic enforcement as per resident complaints.
12. Promote the Voluntary Historic Preservation Ordinance that seeks to preserve the historic downtown buildings.
13. Continue to participate in the study for a regional dispatch center.
14. Preserve historic integrity of Town Complex to maintain the historic nature of the structures, as identified in the CIP.

Strategies and Tactics



GOAL AREA 2

Enhance the quality and availability of parks, recreation and cultural opportunities.

MEASUREMENT

- ♦ Park space per capita.
- ♦ Trail miles.
- ♦ Satisfaction surveys.
- ♦ Quantity, quality and attendance at events and programming.

Current projects:

1. Complete Selna Mongini park project. (2025)
 - a). Continue capital campaign and seeking grants.
2. Annually update or replace aging park infrastructure. Work toward establishing a long term replacement plan.
3. Continue to enhance services and amenities related to the Verde River (bathrooms, RAPS, dust control and parking). (2025/2026)
4. Investigate establishing fees and a rental process for river ramadas and other amenities. (2025)
5. Explore becoming a bike-friendly community. (2025/2026)
6. Work with Friends of the Verde River for invasive removal at the river. (2025)
7. Seek volunteer groups to repaint Clarkdale C. (2026)
8. Look at starting a "Lights Out Telescope" event. (2026)
9. Begin evaluation and planning for upgrades to Centerville Park. (2026)
10. Accept Mountain Gate Trails into the Town's system and seek volunteer group to assist with maintenance. (2025)
11. Explore the feasibility of acquiring the second bridge adjoining the Benatz Trail. (2025/2026)
12. Add signage to Copper Penny Park. (2025)

Ongoing projects:

1. Continue implementation of the Trails Master Plan and seek grant funds.
2. Add bike lanes for new/reconstruction of roadways.
3. Continue working with developers to add open space and amenities to new developments.
4. Partner with other entities for events and programming; specifically those that support the environment, sustainability, and the arts. Consider alternative locations for parks programming using the events calendar.
5. Increase youth participation with parks and recreation.
6. Increase ADA opportunities in public spaces.
7. Continue promoting community events such as those hosted by the Library and Historic Society.
8. Continue efforts to have volunteer groups assist with trails maintenance.

Strategies and Tactics



GOAL AREA 3

Strengthen and diversify our economy through cultivating a business friendly climate for business attraction and strategically capitalizing upon tourism.

MEASUREMENT

- ♦ Sales tax.
- ♦ Business sustainability.
- ♦ Stability of population.
- ♦ Jobs/employment.

Current projects:

1. Capitalize upon existing tourism (retail development).
 - a). Recruit one new business each year through direct recruitment or work with Retail Strategies.
2. Identify strategies to support entrepreneurship and attract “locate anywhere” businesses, using VVREO, SBDC, ACA & Local First. (2025/2026)
3. Explore partnering with the Library and Made in Clarkdale to develop an arts incubator and/or pop up shops in downtown through grant funding. (2025/2026)
4. Modify and update our economic development web page with tools and referrals to business start up assistance. Add local businesses to the page as a resource. (2025)
5. Develop an area development plan for the Bitter Creek Area:
 - a). Include being located next to a Class 1 Airshed. Also include residential, tourism, agriculture, commercial and light manufacturing areas and the promotion of light industrial freight as a regional asset.
 - c). Apply for a grant to pave Luke Lane and incorporate utilities to facilitate future growth. (2025)
6. Update the wayfinding signage program. (2025/2026)
7. Establish an Economic Development Working Group. (2026)
8. Evaluate cost/benefits of purchasing a downtown property. (2025/2026)

Ongoing projects:

1. Continue partnering with businesses in Clarkdale to enhance business development.
2. Continue operations of Verde River RAPs.
3. Partner to apply for a BEAD grant to expand broadband in Clarkdale.
4. Strategically assist with economic development opportunities in the downtown area, on the 89A Bypass and Broadway and look for innovative strategies for business attraction and retention.
5. Continue the Tourism Marketing Working Group and utilizing the AOT Rural Cooperative to purchase tourism marketing ads.
6. Continue local “shop online” educational campaign.
7. Partner with the College as an asset for workforce training as well as business services and lifelong learning opportunities. Continue quarterly meetings with Yavapai College and rotate Council attendance.

Strategies and Tactics



GOAL AREA 4

Plan for the maintenance and growth of quality infrastructure that is sustainable and resilient.

MEASUREMENT

- ♦ Annual investment in capital projects.
- ♦ Condition of roadways (condition indexing).
- ♦ Line breaks.
- ♦ Customers on water and sewer.
- ♦ Grant revenue.

Current projects:

1. Complete design of Clarkdale Parkway multi-use path. (2025)
2. Obtain grant funding for Luke Lane paving. (2025)
3. Obtain funding and construct the 3rd North Sewer Project. (2025)
4. Complete the IIP (Infrastructure Improvement Plan) to be able to implement development fees. (2025/2026)
5. Implement 2025/2026 CIP projects. (See CIP Plan)
6. Complete the Centerville Road connector project. (2025/2026)
7. Complete design and start construction of Bitter Creek Bridge II. (2025)
8. Work on preparing for road connectivity—particularly Broadway, Black Hills Drive, Luke Lane, Centerville Road. Begin ROW acquisition discussions on collectors, such as Old Jerome highway. (2025/2026)
9. Begin planning for a septic to sewer initiative. (2026)
10. Complete a facilities master plan. (2025/2026)
11. Develop and implement a fleet replacement plan. (2025/2026)
12. Implement street maintenance/pavement management action plan. (2025/2026)
13. Contract for restriping of roads. (2025)
14. Complete design of Cement Plant Road improvements and apply for a RAISE grant for construction. (2025/2026) Assess speed limit.
15. Complete fire hydrant CIP project. (2025)
16. Complete assessment of Town sewer lines. (2025)
17. Complete upgrades to VRIC effluent site. (2025/2026)

Ongoing projects:

1. Continue annual CIP planning process and post on website.
2. Continue getting projects shovel ready so we may seek grants for major capital projects.
3. Ensure adequate funding is budgeted for preventative maintenance of water and wastewater plants.

Strategies and Tactics



GOAL AREA 5

Strategically invest in organizational development to enhance efficiency and service delivery and to attract and retain an exemplary workforce.

MEASUREMENT

- ♦ Turnover of staff metrics.
- ♦ Time with vacancies.
- ♦ Employees per capita.
- ♦ Employee satisfaction survey.
- ♦ Completion of DMAIC projects.

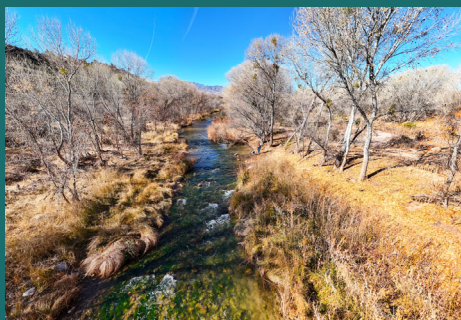
Current projects:

1. Improve organizational onboarding process. (2025)
2. Investigate identification of housing for employees. (2025/2026)
3. Research an employee wellness program. (2025/2026)
4. Roll out additional leadership and communication training (DISC). (2025)
5. Investigate additional medical insurance coverage. (2025)
6. Plan an annual celebration event. (2025)

Ongoing projects:

1. Continue employee newsletter.
2. Continue adding low cost/high impact benefits. Determine which benefits are most highly valued by staff.
3. Host employee appreciation and team building events quarterly.
4. Ensure quarterly 1 on 1s with supervisors and direct reports are occurring and are documented.
5. Continue and expand key performance indicators (metrics) maintained monthly.
6. Continue to expand succession planning process and look for additional opportunities to create career ladders.
7. Conduct annual benchmarking for pay and benefits.
8. Continually review policies to update employee manual; have legal review.
9. Maintain use of project matrix to establish priorities.
10. Continue implementation of new performance review process.
11. Look for innovative solutions to staffing needs.
12. Encourage employee development through programs such as Verde Valley Leadership and tuition reimbursement.
13. Continue efforts to plan for long-term financial security for the Town of Clarkdale, including making changes to the FOG to increase fund balance and contingencies.
14. Roll out the Q12 employee survey every two years. (Fall 2026)

Strategies and Tactics



NEW GOAL AREA 6

Adopt water conservation strategies that prevent negative aquifer impacts and no degradation of Verde River flows.

MEASUREMENT

- ♦ Gallons-per-day use for fluctuations in demand and potential leaks.
- ♦ Ongoing measurement of aquifer levels and river flows.
- ♦ Compliance with escalated conservation strategies.
- ♦ Lost water measurement.

Current projects:

1. Be the regional model for creating a Water-Smart Community.
 - a). Adopt codes, regulations and communications strategies that promote water conservation and water-wise strategies. (2025)
 - b). Create and adopt Stormwater management practices. (2026)
 - c). Provide informative and educational content through the Town's social media channels. (2025/2026)
 - d). Develop a reclaimed water reuse demonstration project. (2025)
2. Build a resilient, redundant water infrastructure system that meets current demand and provides for future expansion.
 - a). Adopt Water/Wastewater Master Plan. (2025)
 - b). Conduct Lost Water Evaluation to ID and repair system leaks. (2025)
 - c). Complete design and construct water campus with additional well, storage tank, fill tank and arsenic treatment plant to provide for redundancy and future expansion. (2025-2027)
 - d). Prioritize water conservation projects in the Capital Improvement Plan (CIP). (2025/2026)
 - e). Complete repairs on system including Haskell Springs Tank, 89A Booster Station repairs. (2025)
 - f). Complete Cemetery water recharge project via grant. (2025)
 - g). Continue researching the potential of advanced water purification (direct reuse) of water. (2026)
 - h). Explore feasibility of bringing the cemetery well into the potable water system. (2025/2026)
3. Create Clarkdale H2O 2050 water conservation strategy that does not unduly deplete the aquifer or Verde River levels.
 - a). Engage residents in developing strategies through social media, neighborhood meetings and other outreach methods. (2025/2026)
 - b). Create a water report card or dashboard that reflects water data. (2025/2026)
 - c). Apply for a grant to conduct water audits for residents and provide concrete suggestions for improvements. (2026)
 - d). Seek grant funding to create rebate and incentive programs for installing water saving fixtures, appliances and landscaping. (2025/2026)
 - e). Hold community wide lunch-and-learns to share information about water-wise strategies and practices. (2026)
 - f). Apply for a reclaimed water (purple pipe) design grant for Clarkdale Parks. (2025)
 - g). Complete cellular (AMI) meter installation project. (2025)