



**NOTICE OF A REGULAR MEETING OF THE PARKS AND RECREATION COMMISSION
OF THE TOWN OF CLARKDALE
WEDNESDAY, SEPTEMBER 14, 2022 AT 5:00 PM**

Held via Zoom only:

Join Zoom Meeting

TOWN OF CLARKDALE is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us02web.zoom.us/j/83421170403?pwd=N3VnU3RFL3FuYzJBN1ZITW5jcTJWdz09>

Meeting ID: 834 2117 0403

Passcode: 896272

AMENDED (to include updated Zoom information)

PURSUANT TO A.R.S. §38-431.02, NOTICE IS HEREBY GIVEN that the Parks and Recreation Commission of the Town of Clarkdale will hold a Regular Meeting on Wednesday, May 11, 2022, at 5 p.m. Members of the Parks and Recreation Commission will attend either in person, telephone or via Zoom. A quorum of Town Council members may be present at this meeting; however, they will not deliberate or take any action on items. All members of the public are welcome to attend.

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

1. CALL TO ORDER

2. PUBLIC COMMENT

The Parks and Recreation Commission invites the public to provide comments at this time. Members of the Commission 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 comments on a specific agenda item are asked to complete a brief form and submit it to the Commission Liaison during the meeting. Each Speaker is asked to limit their comments to five minutes.

3. REPORTS

A. Special Interest Report (submitted electronically)

- Verde River @ Clarkdale

- Concerts in the Park
- Land Water Conservation Fund (LWCF) Grant Update
- 4th of July update
- Upcoming community events

4. CONSENT AGENDA

Items on the consent agenda are of a routine nature or have been previously studied by the Town Council at a work session or during New Business discussion. They are intended to be acted upon in one motion. Council members may pull items from consent if they would like them considered separately.

A. Approval of Minutes

Consider and act upon the draft minutes from the meeting held on May 11, 2022.

5. NEW BUSINESS

A. PARKS AND RECREATION STRATEGIC PLAN

Discuss, consider and act upon approving a list of values for the Parks and Recreation Strategic Plan.

B. CABALLERO PARK REVITALIZATION PLAN

Discuss, consider and act upon the Caballero Park Revitalization Plan.

C. CLARKDALE TRAILS MASTER PLAN

Discuss, consider and act upon future development of a comprehensive Clarkdale Trails Master Plan.

D. 2022 HALLOWEEN EVENT PLANNING

Discuss, consider and act upon the 2022 Halloween Event Plan.

6. FUTURE AGENDA ITEMS

The Parks and Recreation may propose items to be placed on a future agenda. This item is for discussion only.

7. ADJOURNMENT

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



Staff Report

Item Number: 4.A.

<u>Agenda Item:</u>	Approval of Minutes Consider and act upon the draft minutes from the meeting held on May 11, 2022.
<u>Staff Contact:</u>	Joni Westcott, Parks Manager
<u>Meeting Date:</u>	September 14, 2022
<u>Background:</u>	Review of the draft minutes from the meeting held on May 11, 2022.
<u>Budget Impact:</u>	No budget impact.
<u>Recommendation:</u>	Staff recommends approval of the draft minutes from the meeting held on May 11, 2022.



**MINUTES OF A REGULAR MEETING OF THE PARKS AND RECREATION COMMISSION
OF THE TOWN OF CLARKDALE
WEDNESDAY, MAY 11, 2022 AT 5:00 PM**

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

A regular meeting of the Parks and Recreation Commission of the Town of Clarkdale was held on Wednesday, March 9, 2022, at 5 p.m. in the Clark Memorial Clubhouse Men's Lounge, 19 N. Ninth Street, Clarkdale, Arizona.

Chairperson: Allyn Backus
Vice Chairperson: Cheryl Kessel
Commissioners: Jeri Miuccio

Town Staff:
Parks and Recreation Manager: Joni Westcott
Parks and Recreation Coordinator: Chell Smart

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

1. CALL TO ORDER – *Chair Backus called the meeting to order at 5:06 p.m.*

2. PUBLIC COMMENT – *There was no public comment.*

3. REPORTS

A. Special Interest Reports – (*submitted electronically – Included at end of minutes*)

Reports regarding regional organizations submitted electronically

- Chairperson's report – *There was no Chairperson's report.*
- Staff Report – Manager Westcott shared information about the upcoming repairs to the gazebo in Town Park
 - Town Park Gazebo and Play System
- Verde River @ Clarkdale - Outfitter Updates
- NACOG - CDBG Grant for Caballero Park
 - Tract K Park in Crossroads
- Concerts in the Park

- River Adventure Day
- Programs

4. Approval of Minutes

Approval of the minutes of the Regular Meeting held on March 12, 2022.

Action: Approval of the minutes of the Regular Meeting held on March 12, 2022.

Motion: Chair Backus

Second: Vice Chair Kessel

Vote: 3-0

Voting Member	Aye/Nay
Chairperson Allyn Backus	Aye
Vice Chairperson Cheryl Kessel	Aye
Commissioner Gail Worden	Absent
Commissioner Jeri Miuccio	Aye
Commissioner Ben Kramer	Absent

NEW BUSINESS

5. CLARKDALE'S OLD-FASHIONED 4TH OF JULY CELEBRATION

The Commission discussed and approved Clarkdale's Old-Fashioned 4th of July Celebration event elements as proposed.

Action: Approval of the 4th of July event as presented with all traditional components.

Motion: Vice Chair Kessel

Second: Chair Backus

Vote:

Voting Member	Aye/Nay
Chairperson Allyn Backus	Aye
Vice Chairperson Cheryl Kessel	Aye
Commissioner Gail Worden	Absent
Commissioner Jeri Miuccio	Aye
Commissioner Ben Kramer	Absent

6. LOWER TAPCO RESTROOM

Commission discussed and considered implementation of the restroom facility at Lower TAPCO. Manager Westcott shared the new design concept for the restroom facility with the group.

Action: Approval of the design concept of the new restroom facility at Lower TAPCO as presented and request that Staff investigate hand sanitizer options.

Motion: Chair Backus

Second: Vice Chair Kessel

Vote:

Voting Member	Aye/Nay
Chairperson Allyn Backus	Aye
Vice Chairperson Cheryl Kessel	Aye
Commissioner Gail Worden	Absent
Commissioner Jeri Miuccio	Aye
Commissioner Ben Kramer	Absent

7. RIVER ADVENTURE DAY

Discussion and direction regarding the 2022 River Adventure Day event.

Manager Westcott discussed elements of past River Adventure Day events with Commissioners. Commissioner Miuccio was named as the lead volunteer to manage the event under the direction of Parks and Recreation. Some changes are anticipated based upon staffing availability. More information will be provided at a future meeting.

8. FUTURE AGENDA ITEMS

Town Council will propose items to be placed on future agenda. This item is for discussion only.

Caballero Park Plan

Volunteer Appreciation (to be noted in future reports)

9. ADJOURNMENT – *Meeting adjourned unanimously at 6:15 p.m.*

APPROVED:

Chairperson, Allyn Backus

SUBMITTED BY:

Parks and Recreation Coordinator, Chell Smart



Staff Report

Item Number: 5.A.

Agenda Item:

PARKS AND RECREATION STRATEGIC PLAN

Discuss, consider and act upon approving a list of values for the Parks and Recreation Strategic Plan.

Staff Contact:

Joni Westcott, Parks Manager

Meeting Date:

September 14, 2022

Background:

The Parks and Recreation Department is pursuing the creation of a comprehensive Parks and Recreation Strategic Plan. This plan will establish a vision, goals, objectives and implementation strategies for Parks and Recreation in Clarkdale. Staff will present completed work as well as work currently in progress.

The Town of Clarkdale has recently completed a Strategic Plan, which includes goals related to Parks and Recreation. The Commission will review this document and evaluate potential content to include in the Parks and Recreation Strategic Plan.

Once the values are approved, future work sessions will be planned to complete the following:

1. Brainstorming of Parks and Recreation strengths, weaknesses, opportunities, and threats.
2. Strategic analysis to identify and prioritize major issues/goals. Incorporate goals from the Parks and Recreation Master Plan, Townwide Strategic Plan, and General Plan.

Budget Impact:

No budget impact.

Recommendation:

Staff recommends the Parks and Recreation Commission complete and approve the list of values for the Parks and Recreation Strategic Plan.

Completed Work (approved May 12, 2021):

Vision Statement:

It is our vision to create a happy and healthy community where residents can live, learn, and play together.

Mission Statement:

Enhance the quality of life in Clarkdale by providing safe and beautiful community public spaces and recreational opportunities that promote and sustain our unique environment, resources, and history.

Work in Progress: Discussed at Sept. 8, 2021, meeting, not yet approved. Commissioners were in favor of the following values and noted that some proposed values and definitions may be “reworded or combined for clarity and effect”:

Values:

Connections – *Connect people, trails, and outdoor recreation spaces. Collaborate with partners to share resources and further shared goals. Develop partnerships to further goals related to programming, events, volunteers, and community partners.*

Education – *Identify, promote, and develop educational opportunities, especially those focused on the Verde River.*

Equity – *Parks should be distributed evenly throughout the community with access for all. Provide parks, facilities, and program services in a just, fair, and equitable manner, so that residents from all neighborhoods and of diverse backgrounds, physical abilities, age, groups, races, and genders can access Clarkdale’s recreation resources in a non-discriminatory manner.*

Fun (Quality of life) – *Encourage play, quality of life, fun and entertainment in Clarkdale.*

Safety – *Design and promote a safe and healthy environment for all who work and play in our parks, facilities, and programs.*

Stewardship – *Preserve open space including the Verde River, parks, and trails to meet the needs of current and future residents.*

Sustainability – *Plan for a sustainable future for parks and recreation in Clarkdale. Sustainability means meeting the needs of the present without compromising the ability of future generations to meet their own needs. Because decisions related to sustainability can have long-term impacts on the environment, society, culture, and economy. We commit to practicing sustainability by considering a full range of potential impacts before moving forward with balanced and responsible decisions.*

Volunteerism – *Support and encourage volunteerism from Clarkdale citizens.*

Strategic Plan 2022/2024



Clarkdale Town Council

Mayor Robyn Prud'homme-Bauer

Vice Mayor Debbie Hunseder

Council Member Marney Babbitt-Pierce

Council Member Lisa O'Neill

Council Member Bill Regner



The History of Clarkdale

Established in 1912 and built by Senator William Andrews Clark, Clarkdale was founded as a modern copper-smelting company town for the employees of the mines in Jerome and their families. Ahead of its time, Clarkdale is renowned as the first master planned community in the State of Arizona. The Town of Clarkdale was incorporated in mid-1957.

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.



48
Team
Members

Vision

The Town of Clarkdale connects our unique history, proximity to the Verde River, and small-town charm to a future with a vibrant economy. We cultivate an environment where residents and businesses can thrive; providing services and jobs for our residents and capitalizing upon tourism. 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

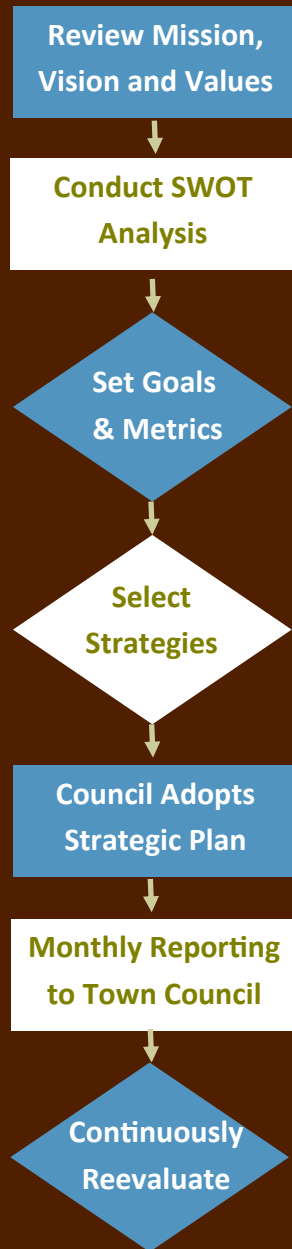
Preserving our history, charm, and environment

Planning for a sustainable future

Economic and social resiliency

Resourceful and innovative

Strategic Planning at a glance...



Kayakers enjoying the Verde River in Clarkdale.

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, key performance indicators (metrics), regulatory requirements, changing legislation, studies 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 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 monthly 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 2022-2023 and 2023-2024, based upon the SWOT analysis, vision, mission and input from stakeholders and staff.



GOAL AREA 1

Preserve and celebrate Clarkdale's unique, complex history.



GOAL AREA 2

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



GOAL AREA 3

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



GOAL AREA 4

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

Goals

The Town of Clarkdale has selected the following goals for Fiscal Years 2022-2023 and 2023-2024, based upon the SWOT analysis, vision, mission and input from stakeholders and staff.



GOAL AREA 5

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



GOAL AREA 6

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

Strategies and Tactics



GOAL AREA 1

**Preserve and celebrate
Clarkdale's unique, complex
history.**

MEASUREMENT

- ◆ Retain national historic status.
- ◆ Growing opportunities to share and highlight our history.
- ◆ Condition indexes of facilities.

1. Implementation of a Historic Preservation Ordinance. (2022)
2. Preserve historic integrity of Town Complex to maintain the historic nature of the structures, as identified in the CIP. (Ongoing)
3. Support community partners and their historic preservation efforts. (Ongoing)
4. Complete an assessment of the Town campus to determine all deferred maintenance needs. (2022/2023)
5. Apply for grants and seek funding to make needed repairs identified in the assessment. (Ongoing)
6. Implement short term repairs to complex identified in the CIP for 2022/2023.
7. Work with the Historic Preservation Society to reopen the museum to the public. (2022/2023)
8. Complete a neighborhood revitalization plan to position the Town to apply for additional CDBG funds for Patio Park. (2023)
9. Replace faded history boards throughout Town. (2022/2023)
10. Work with the Museum or Historic Preservation Board to utilize oral history and use of QR codes in the self guided tours of the history boards and buildings. (Ongoing)
11. Create and maintain inventories of historic properties, sites, landscapes, signage, and other historic features. (HP Strat Plan: Ongoing)
12. Develop a program of public education regarding historic preservation and its importance to Clarkdale. (HP Strat Plan: Ongoing)
13. Develop an education program along the Verde River regarding its historic importance to Clarkdale (trading route, home to Sinaquas, Yavapais and Apaches). 2023/2024
14. Consider design review for commercial and multi-family in the historic district via the historic preservation ordinance. (2022/2023)
15. Assist residents with planning and execution of the preservation of historic properties (establish list of resources). (Ongoing)

Strategies and Tactics



GOAL AREA 2

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

MEASUREMENT

- ◆ Crime stats.
- ◆ Citizen satisfaction.
- ◆ Affordable housing options.

1. Ensure adequate staffing, training and equipment for Police Department and Code Enforcement. (Ongoing)
2. Implement a Town reverse 911 system. Promote thoroughly. (2022)
3. Conduct exercises to prepare for emergency situations. (Ongoing)
4. Seek a variety of communication methods to ensure we are reaching our residents with important Town information. (Ongoing)
5. Seek ways to grow inclusiveness in the Town through workgroups, public forums, focus groups, surveys and relationship building. (Ongoing)
6. Conduct outreach to promote diverse board participation and volunteerism and build upon the robust board process. (Ongoing)
7. Actively work to keep the heart of the community, downtown, vibrant through economic development activities, code enforcement, public infrastructure investment and maintenance.
8. Identify the type(s) of new housing needed to achieve a vibrant economy. (2022/2023)
9. Identify parcels appropriate for the diversity of housing needed for a vibrant economy. (2022/2023)
10. Identify those aspects of the Town that give it the “small town charm” and retain them. (Ongoing)
11. Advocate for equitable funding for the Junior College in the Verde Valley. (Ongoing)
12. Educate new residents about water and fire and its impact on sustainability in Clarkdale. (Ongoing)
13. Launch a Citizen Police Academy. (2023)
14. Host a National Night Out Event. (2022)
15. Continue Neighborhood Clean Ups. (Ongoing)
16. Review Codes. (Ongoing)

Strategies and Tactics



GOAL AREA 3

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.

1. Produce a map showing trails and future connectivity. (2023/2024)
 - Put trails map on Town website and kiosks.
 - Promote trails connectivity via work with Verde Front.
2. Complete Selna Mongini park project. (2022-2024)
3. Evaluate bike lanes for new/reconstruction of roadways. (Ongoing)
4. Update the gazebo. (2022)
5. Utilize CDBG funds to revitalize Caballero Park. (2022/2023)
6. Implement a park maintenance schedule. (2023)
7. Add a public works staff member to ensure park maintenance goals are met. (2022/2023)
8. Continue working with developers to add parks and amenities to new developments. (Ongoing)
9. Annually update or replace aging park infrastructure. Work toward establishing a five-year replacement plan. (Ongoing)
10. Partner with other entities for events and programming; specifically those that support the environment and sustainability as well as the arts. (Ongoing)
11. Continue to enhance services and amenities related to the Verde River. (Bathrooms, RAPS, dust control and parking.) (Ongoing)
12. Actively work on a plan to connect our neighborhoods through trails, sidewalks, pathways and bike lanes. (Ongoing)
13. See strategy for an arts incubator in Goal 4.
14. Develop specific programming for each park. (Ongoing)
15. Ensure all park amenities are listed on the website. (2022)

Strategies and Tactics



GOAL AREA 4

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.

1. Continue partnering with the Verde Canyon Railroad. (Ongoing)
2. Continue operations of Verde River. (Ongoing)
3. Explore the feasibility of Broadband in Clarkdale. 2022/2023
4. Provide water/wastewater infrastructure along 89A for future residential and commercial growth. (2023/2024)
5. Strategically assist with economic development opportunities in the downtown area, on the 89 Bypass and Broadway. (Ongoing)
6. Establish a Tourism Marketing Working Group. (2022)
7. Work with community to identify marketing brand. (2022)
8. Fiscally capitalize upon tourism (Retail development). (Ongoing)
9. Retain a consultant to work with site selectors to attract businesses that meet the needs of Clarkdale. (2023)
10. Collaborate regionally to provide workforce housing. (Ongoing)
11. Partner with the college as an asset for workforce training as well as business services and lifelong learning opportunities. (Ongoing)
12. Support entrepreneurship and attract "locate anywhere" businesses, using VVREO, SBDC, REDC, ACA & Local First. (Ongoing)
13. Conduct analysis and study with ASU to develop an arts incubator and/or pop up shops in downtown. (2023/2024)
14. Implement local "shop online" educational campaign. (2023)
15. Create an economic development web page with tools and referrals to business start up assistance. (2023)
16. Complete an updated study on the Bittercreek Industrial Area in partnership with ASU. Develop a strategic plan for the Bittercreek Area involving the stakeholders and the understanding of being located next to a Class 1 Airshed: Residential, commercial businesses, light manufacturing. (2023)
17. Begin study of a wayfinding program. (2023/2024)
18. Establish a business development working group. (2023)
19. Promote light industrial freight as a regional asset. (Ongoing)

Strategies and Tactics



GOAL AREA 5

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.

1. Auditorium AC Upgrade. (2022)
2. Broadway Overlay Phase II (2022-2024)
3. 89A Water and Sewer Improvements (2022-2024)
4. Continue annual CIP planning process with addition of scoring methodology and public participation. (Ongoing)
5. Get projects shovel ready so we may seek grants for major capital projects. (Ongoing)
6. Complete the IIP (Infrastructure Improvement Plan) and Rate Study for water and wastewater. (2022/2023)
7. Implement 2022/2023 CIP projects.
8. Ensure adequate funding is budgeted for maintenance of water and wastewater plants. (Ongoing)
9. Complete a plan for ongoing street maintenance to extend the life of our paved system. (2023/2024)
10. Bring Mescal Well online. (2022-2024)
11. Begin planning for new storage tank in the next three years. (2024)
12. Possibly begin design of Bitter Creek Bridge II (pending grant outcome). (2022)
13. Work on preparing for road connectivity—particularly Black Hills Drive and Centerville. (2022-2024)
14. Expand wastewater capture and add more re-use of effluent (purple pipe). (2022-2024)

Strategies and Tactics



GOAL AREA 6

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.
- ◆ Citizen satisfaction survey.
- ◆ Employee satisfaction survey.
- ◆ Process improvement events and outcomes (Kaizen).
- ◆ Completion of DMAIC projects).

1. Continue recently implemented employee newsletter. (Ongoing)
2. Continue adding low cost/high impact benefits. Determine which benefits are most highly valued by staff. (2023)
3. Host employee appreciation events quarterly. (Ongoing)
4. Do annual 1 on 1s with all employees to discuss compensation.
5. Ensure quarterly 1 on 1s with supervisors and direct reports are occurring and are documented. (Ongoing)
6. Investigate and select an electronic time keeping system. (2023)
7. Begin early steps of launching a Six Sigma program; balance with creative hot-washes (lessons learned). (Ongoing)
8. Establish key performance indicators (metrics) maintained monthly. (Ongoing)
9. Establish a succession planning process and look for opportunities to create career ladders. (2022-2024)
10. Improve organizational onboarding process. (2023)
11. Assess options to outsource non specialized tasks. (Ongoing)
12. Seek technological and process improvement through process mapping events (Kaizen) and auditing IT risks. (Ongoing)
13. Continue online employee training program. (Ongoing)
14. Conduct annual benchmarking for pay and benefits. (Ongoing)
15. Create safety committee (to minimize risk and control costs.
16. Launch customer service training program. (2023/2024)
17. Put in place customer service complaint portal so residents can check the status of issues. (2022/2023)
18. Review policies related to response time and other operational topics to update employee manual. (2022/2023)
19. Maintain use of project matrix to establish priorities. (Ongoing)
20. Revamp performance review process. (2023)
21. Implement Incode improvements (P.O.s, etc.) (2023/2024)
22. Do the Q12 employee survey every two years. (Ongoing)



Town of Clarkdale

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Staff Report

Item Number: 5.B.

Agenda Item:**CABALLERO PARK REVITILIZATION PLAN**

Discuss, consider and act upon the Caballero Park Revitalization Plan.

Staff Contact:

Joni Westcott, Parks Manager

Meeting Date:

September 14, 2022

Background:

In early 2022, staff learned that the Town would be eligible for the Community Development Block Grant (CDBG) through the Arizona Department of Housing (ADOH). Council approved moving forward with the CDBG application on Feb. 8, 2022, for an estimated \$348,000 to be used for Caballero Park rehabilitation and neighborhood revitalization. Staff has since learned that the amount of the qualifying award for the project has increased to \$356,016, of which \$13,000 will be used toward administrative costs to NACOG, leaving approximately \$344,000 for the park project.

As part of the grant application process, an income survey was conducted by mail and in-person through door-to-door attempts. In addition, a neighborhood meeting was held for residents to come and share what they would like to see in the park. We wanted to know how the park is currently used by our residents. Do they desire more playground equipment or larger gathering spaces? This was their chance to share what best suits the needs of their neighborhood. A full accounting of all documented responses is included in the Community Engagement Result sheet.

The income survey results indicated that the neighborhood qualified to receive the grant funds for the project. The Arizona Department of Housing is currently conducting an Environmental Record Review (ERR) for the park property. The estimated project timeline is as follows:

CONTRACT SCHEDULE	CONTRACT DATE
Environmental Review	10/1/2022
Contract Execution	11/1/2022
Finalize plans and specs	11/1/2022
Obtain bids and select contractors	2/1/2023
Begin construction	4/1/2023
Complete construction	11/1/2023
Inspection period	12/1/2023
Contract close-out	2/1/2024

Planning work for the project includes the following:

- Finalize the overall park plan schematic (e.g., layout)
- Define park equipment (e.g., detailed description, dimensions, etc.)

- Define grading, drainage & erosion control plan and concrete work
- Define surfacing (materials, area, schematic layout, etc.)

The project budget that was submitted with the grant application is included with this report. Staff will present a draft park plan for Commission review, comments, and possible approval.

Budget Impact: CDBG Revenue \$356,016 (25-4-4000-4500)
CDBG Expense Misc. \$356,016 (25-5-0000-7999)

Recommendation: Staff recommends approval of the Caballero Park Revitalization plan.

Caballero Park Community Engagement Results

Feature	Mentions (each representing input from one or more persons in party)
Shade	10
Tables	5
Benches	5
Ramadas	5
Grill. A nicer BBQ	5
Swings	5
More play stuff. More playground eqpt. Play gym eqpt. Renewed play area.	4
Wifi	4
Grass	3
Improve bball court (full size, markings)	3
Cats – pest control	3
Soccer field	2
Crow's nest playset high climbers.	2
Tall playground eqpt w/climber	2
Monkey bars	2
Spinny thing, like merry-go- round	2
A real see-saw	2
Slides	2
Tunnels	2
Climbing wall	2
Drinking fountain (human / pet)	2
Closing gate	2
Soft ground for kids to play	1
More level surface	1
Trees	1
Trail from park to river	1

Feature	Mentions (each representing input from one or more persons in party)
Shaded play area	1
Zipline	1
Firefighter pole	1
Splash pad	1
Climbers: wishbone, switchback, hula loop	1
Early childhood climbers, clubhouse	1
Early childhood sculpture play	1
Pretend play: independent events	1
Motion play: rope w/twist	1
Motion play: spring rider, wobble, rocker	1
Bridges: floating stones	1
Play structures	1
Fire truck themed play eqpt	1
Activity panels (tic-tac-toe, math)	1
Frisbee golf putting basket	1
Handball court	1
Bike rack	1
"Parkour set up" (? Parcourse?)	1
Repair sign	1
"Leave old Caballero sign"	1
Ash can	1
Closed refuse receptacle	1
Community garden or at least yard compost collection	1
Lighting	1
Spotting scope in crow's nest	1
Fence	1

CABALLERO PARK REVITALIZATION BUDGET

ITEM	COST
EQUIPMENT	
Playground system w/shade structure	65,746
Ramada	23,205
Picnic tables (2)	3,500
Grill	929
Inclusive swing "Oodle"	6,360
Solar shade table (ADA) w/WiFi and charging station	10,000
Basketball Goalpost w/ backboard	1,741
Court markings and surfacing	2,500
Fencing (incl. install)	18,625
Park signage	2,500
FREIGHT/SHIPPING	7,020 (play system + swing) 1,197 (ramada) 715 (bball post) 396 (grill) 700 (engineered wood surface)
INSTALLATION	39,372 (play system + swing) 8,155 (ramada) 1,759 (bball goal) 3,388 (Oodle swing) 3,630 (wood chip surface)
DRAWINGS	2,245 (ramada)
GRADING / DRAINAGE EXCAVATION / DISPOSAL	20,000
CONCRETE	9,348 (ramada footers) 34,055 (curbing, 357 ln/ft – <i>perimeter</i>)
LINE LOCATION	1,338
DG ROCK (supply / install)	8,333 (2" depth, 2,725 sf)
WOOD FIBER SURFACE (supply/install)	3,960 (110 CY)
SUBTOTAL	280,717
SALES TAX	18,247
PERFORMANCE / PAYMENT BOND	9825
CONTINGENCY (e.g., inflation)	34,727
TOTAL	343,516



Staff Report

Item Number: 5.C.

Agenda Item:

CLARKDALE TRAILS MASTER PLAN

Discuss, consider and act upon future development of a comprehensive Clarkdale Trails Master Plan.

Staff Contact:

Joni Westcott, Parks Manager

Meeting Date:

September 14, 2022

Background:

Clarkdale Trails were identified in a 2020 Town survey as a top recreational need and providing for trails is a stated goal in the Town's 2022 General Plan.

Clarkdale has just a few fully developed trails and some that are partially developed. The future considerations of new trail development are also important. The need for a comprehensive trails plan to guide Clarkdale now and in the future is imperative to making sure all things are being considered, from community needs to open space planning.

Volunteer Felicia Coates has assisted with the creation of a *scope of work* document to assist with identifying companies that will be able to provide support for a trails plan.

Budget Impact:

Trails Planning and Development CIP-Professional Services \$30,000
(24-5-0800-8023)

Recommendation:

Staff recommends approval to move forward with the future development of a comprehensive Clarkdale Trails Master Plan.



Town of Clarkdale Trails Master Plan: SCOPE

Background

Trails have been identified in a 2020 Town survey as a top recreational need. Providing for trails is a stated goal in the Town's General Plan.

There are several trails within the Town of Clarkdale. Several more have been proposed, including trails that would connect not only within Clarkdale but to the Verde Valley Circle Trail (Clarkdale, Cottonwood, Camp Verde, Sedona) and to surrounding National Forest trails.

The Town has identified the need for a Trails Master Plan.

Trails Master Plan Objectives

- To serve as a guide and implementation tool for the development and management/maintenance of trails in Clarkdale.
- To meet the recreational needs of the Clarkdale community.

Trail Master Plan Criteria

Address interests of the community for trails.

Increase trail opportunities within the Town and beyond consistent with the General Plan and Park & Recreation Department's Vision and Mission statement.

Accommodate a variety of trail users in a safe and environmentally sensitive manner.

Provide equitable and inclusive access to trails.

Site trails in areas highlighting Clarkdale's culture and history (Native American, railroad, etc.).

Provide trail connectivity to surrounding communities and forest land.

Promote Clarkdale sustainably.

Trails Master Plan Deliverables

Trail map.

Definition of the following:

- Trails for range of age groups and users (bicycle, pedestrian, equestrian).
- Necessary ancillary services (e.g., parking).
- Implementation plan (incl. challenges and options to address, needed land acquisitions and easements, definition of path of least resistance, etc.).
- Maintenance plan.
- Recommendations for branding and marketing.
- Liability considerations.
- Best funding options.



Staff Report

Item Number: 5.D.

Agenda Item: **2022 HALLOWEEN EVENT PLANNING**
Discuss, consider and act upon the 2022 Halloween Event Plan.

Staff Contact: Chell Smart, Parks Coordinator

Meeting Date: September 14, 2022

Background: The annual Safe Trick-or-Treating event for Clarkdale started approximately 25 years ago.
In 2006, a costume contest in Town Park was added to the event.

Safe Trick-or-Treating Halloween involves street closures to vehicular traffic to provide a safe area for kids and families to walk and trick-or-treat along upper Clarkdale streets. The closures include Main Street from Eleventh Street to Sixteenth Street, First North Street and First South Street. The streets are closed from 5 p.m. to 7 p.m. so attendees can roam safely along the upper Clarkdale streets. Resident packets are hand-delivered a month prior to notify them that the event is taking place and include information on road closures, as well as a sign for residents to put up if they wish not to participate. A form to request supplemental candy is also included. Additionally, Clarkdale Police Department, Verde Valley Fire District, and local volunteers are enlisted to assist with road closures and traffic control. The average annual attendance of trick-or-treaters alone is about 1,300. This does not include family members that accompany them.

The Town also conducts a costume contest that takes place in Town Park with judging and awards (cash prizes totaling \$300) for winners in various categories. The costume contest traditionally begins at 5:30 p.m.

A "Best Decorated Halloween House" contest was initiated in 2019 and has continued thru 2021, taking a pause in 2020 for COVID. In 2021, this event had a sponsor, and a \$100 prize was awarded to the best house in Upper Clarkdale. The "Spirit of Clarkdale" award went to the best decorated house in all other neighborhoods but preregistration was required. Unfortunately, only one house preregistered, and judges drove around neighborhoods to make their final selection. The "Spirit of Clarkdale" award was two tickets on the Verde Canyon Railroad, sponsored by the train.

Staff worked to recruit a sponsor and to assist with the purchase of new lighting and decorations to be installed at the Town Park gazebo. This was a success and received positive feedback from the community.

The 2021 Halloween event reintroduced most elements, including the Safe Trick-or-Treating, costume contest, house decorating contest, and decorating the gazebo. Due to staffing concerns, there was no movie in the park in 2021. Past movie attendance has also been hampered by poor weather, with an estimated attendance between 40-300 in 2018 and 2019.

Candy is typically purchased for amounts between \$1500 - \$3500 from Fry's, Dollar General and Walmart. \$1000 of these funds comes from the Town's General Fund, while the remaining amount comes from donated funds.

Budget Impact:

General Fund Halloween Expense \$1000 (01-5-2602-7800)
Halloween Donation Fund Revenue \$4500 (80-4-2600-4003)
Halloween Donation Fund Expense \$4500 (80-5-2600-8003)

Recommendation:

Staff recommends approval of the 2022 Halloween event plan.

Proposed 2022 Halloween Event Plan

- Safe Trick-or-Treating – Recommend no changes.
- Costume Contest – Recommend no changes.
- Best Decorated Halloween House Contest – Recommend awarding one home in Upper Clarkdale on Halloween day without requiring pre-registration. Consider feasibility of creating an 'honorable mention' category and awarding the "Spirit of Clarkdale" to a home representing all neighborhoods outside of the Upper Clarkdale area.
- Halloween Movie – Recommend foregoing a Halloween movie this year and planning for a movie in the park in 2023 after considering staffing and weather concerns.
- Gazebo Decorating -Recommend considering a volunteer decorating team and setting priorities for theme/types of decorations to purchase.
- Consider bulk purchase of candy for a more efficient process.

Other items of note:

Volunteer participation totaled **52 volunteers** in 2021:

- (10) Gazebo decorating volunteers.
- (9) Candy Bagging.
- (10) Candy Delivery.
- (12) Roadblocks.
- (4) Costume Contest.
- (3) House Contest.
- (2) Town Park Booth Candy.
- (2) Audio Tech.