



**NOTICE OF A REGULAR MEETING OF THE TOWN COUNCIL
OF THE TOWN OF CLARKDALE
TUESDAY, SEPTEMBER 27, 2022 AT 3:00 PM**

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

OR

Join Zoom Meeting

<https://us02web.zoom.us/j/86217847662?pwd=N0FsdmlpSEJ1OUlGM29yNGRiejhjUT09>

Meeting ID: 862 1784 7662

AMENDED

Town of Clarkdale 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.

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 Tuesday, September 27, 2022, at 3:00 PM in a hybrid meeting via Zoom Video Conference or 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. PUBLIC COMMENT

The Town Council 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.

4. RECOGNITION

A. New Employee - Jon Shaw, Public Works Specialist

B. Proclamation - Honoring Scarlett Candelaria and Taiya Baltz

Proclamation Honoring Scarlett Candelaria and Taiya Baltz for their alertness and prompt action regarding a house fire.

5. REPORTS

Departmental Reports (submitted with Council packet) –

Summary of written Reports from Town Departments and Other Agencies:

- Building Permit Report
- Magistrate Court Report
- Water and Wastewater Report
- Police Department Report
- CAT/LYNX Transit Report
- Verde Valley Humane Society

6. 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 of the Common Council

Consider and act upon the draft minutes from the meeting held on Sept. 13, 2022.

B. Ratification of Arizona Office of Tourism Grant

Consider and act upon a request by staff to ratify a joint application with the City of Williams for a Marketing Grant through the Arizona Office of Tourism in the amount of \$100,000.

7. NEW BUSINESS

A. Proclamation - Domestic Violence Awareness Month

Discuss, consider and act upon a proclamation recognizing October as Domestic Violence Awareness Month.

8. POSSIBLE VOTE TO ENTER EXECUTIVE SESSION –

The Council may discuss the following matters in executive session pursuant to A.R.S. § 38-431.03(A)(3) for discussion or consultation for legal advice with the Town Attorney or attorneys of the public body and/or Ariz. Rev. Stat. § 38-431.03(A)(7) for discussion or consultation with designated representatives of the public body in order to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property.

A. Fisher Property

Discussion regarding the Fisher Property.

B. Callee Medina

Discussion regarding Callee Medina property.

9. RESUMPTION OF REGULAR MEETING –

Immediately following the executive session, the Council will resume public session.

A. Fisher Property

Discussion and possible action regarding the Fisher Property.

B. Callee Medina

Discussion and possible action regarding Callee Medina property.

10. FUTURE AGENDA ITEMS

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

11. 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, & 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.



PROCLAMATION

Scarlett Candelaria and Taiya Baltz

WHEREAS, on Sept. 3, 2022, Scarlett Candelaria and Taiya Baltz were playing in the front yard of Scarlett's home and observed smoke coming from the front door of a neighbor's home; and

WHEREAS, Scarlett and Taiya also noticed a caustic smell that alerted them that something was wrong; and

WHEREAS, Scarlett and Taiya ran inside Scarlett's home and alerted Scarlett's dad, an off-duty first responder; and

WHEREAS, the off-duty first responder was able to remove the resident and her dog from the home and to safety; and

WHEREAS, due to the alertness and prompt action of Scarlett and Taiya, the resident and her dog were unharmed.

THEREFORE, LET IT BE KNOWN, that on this date, the Mayor and Council of the Town of Clarkdale, acknowledge and congratulate Scarlett Candelaria and Taiya Baltz and express gratitude for their courage to render assistance and be an example for others to follow.

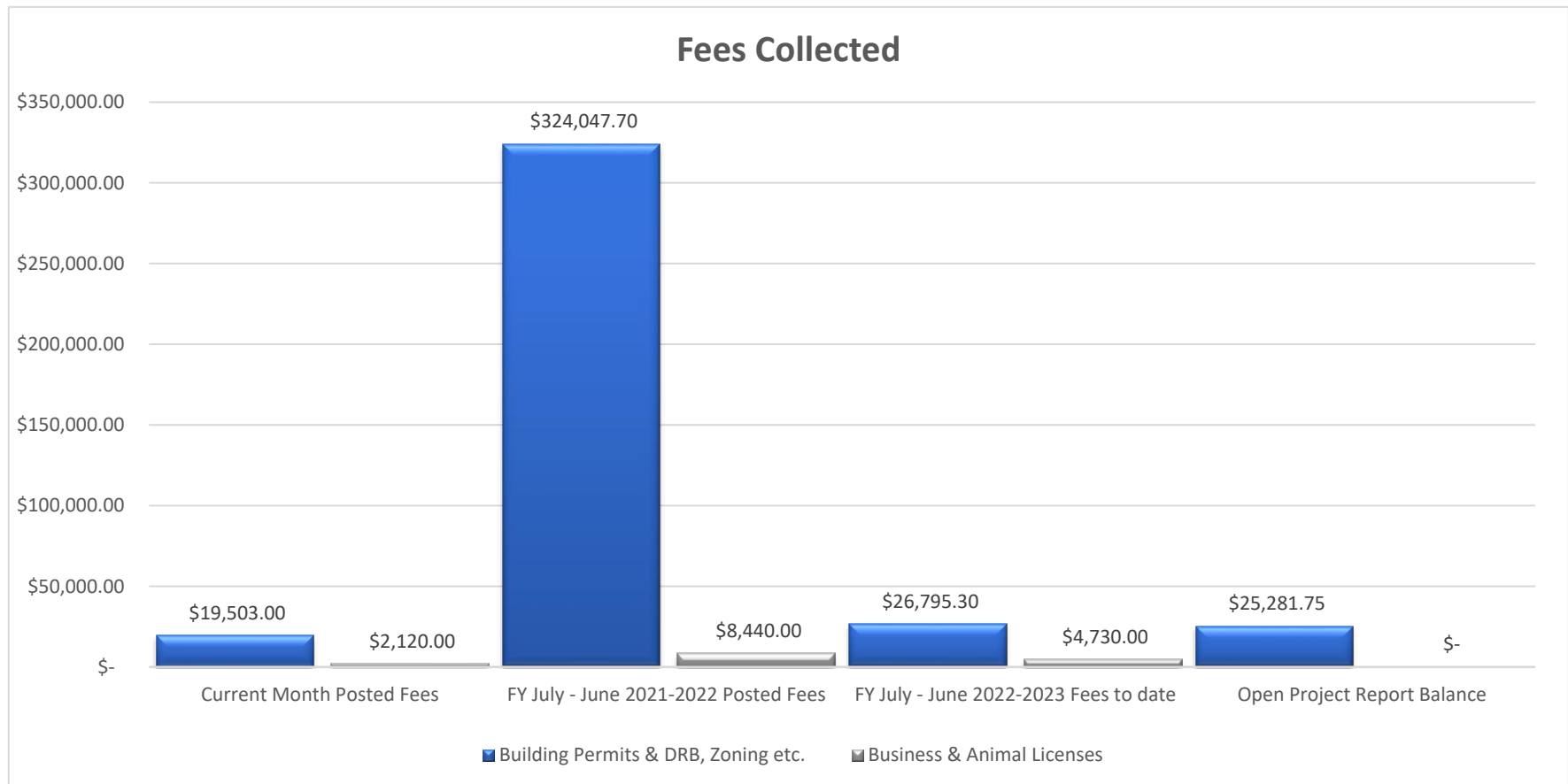
ATTEST:

Robyn Prud'homme-Bauer – Mayor

Charity Brooks, Town Clerk

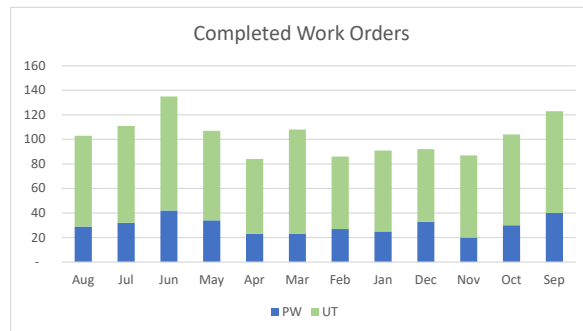
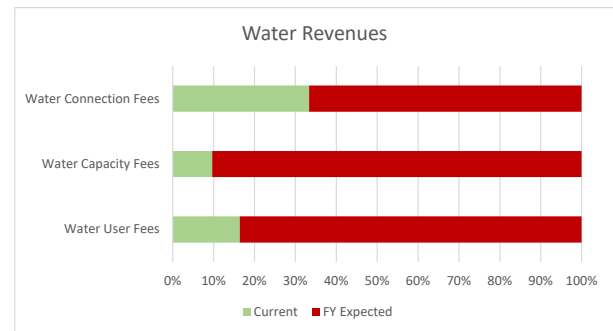
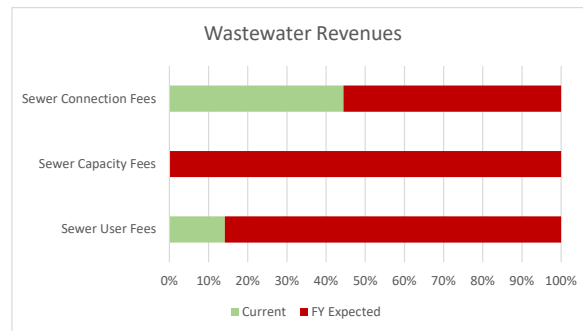
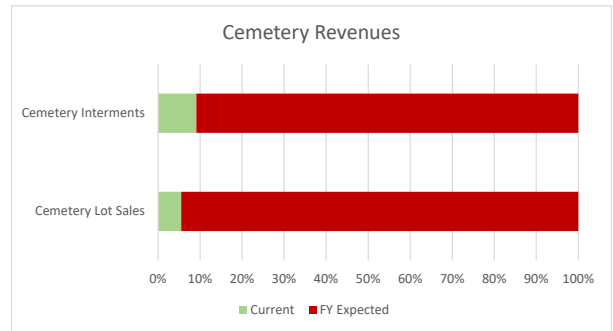
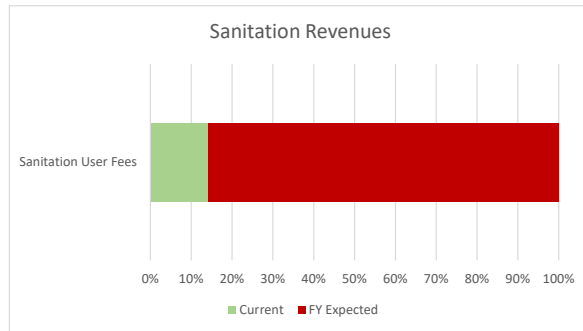
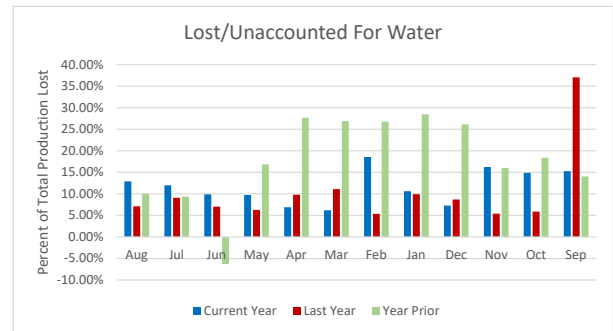
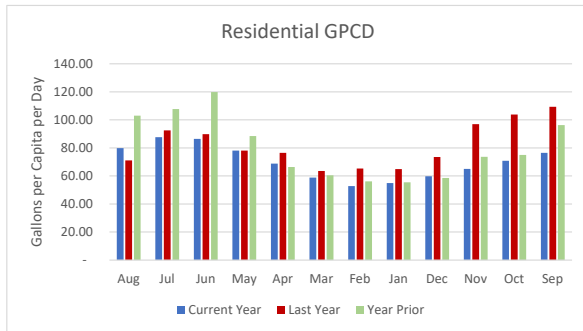
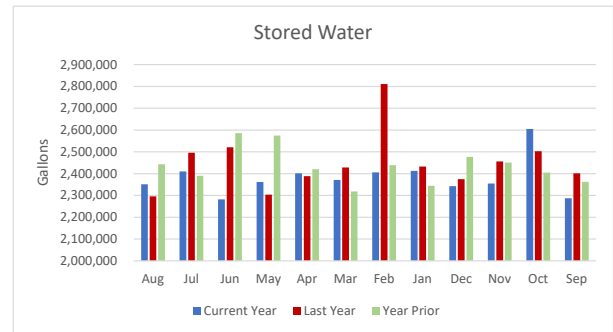
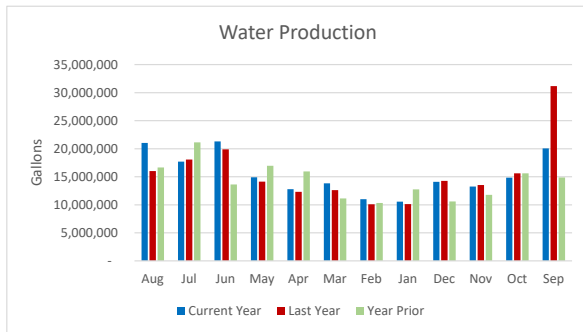
CDD History Transaction Report: AUGUST

Permit Type	Current Month Numbers	Current Month Posted Fees	FY Numbers	FY July - June 2021-2022 Posted Fees	FY Numbers	FY July - June 2022-2023 Fees to date	Open Numbers	Open Project Report Balance
Building Permits & DRB, Zoning etc.	23	\$ 19,503.00	395	\$ 324,047.70	46	\$ 26,795.30	3890	\$ 25,281.75
Business & Animal Licenses	70	\$ 2,120.00	284	\$ 8,440.00	157	\$ 4,730.00	0	\$ -
TOTAL	93	\$ 21,623.00	679	\$ 332,487.70	203	\$ 31,525.30	3890	\$ 25,281.75



Clarkdale Magistrate Court
August 2021-2022 Comparative Stats

	August 2021	August 2022
Criminal Cases	10	5
Civil Traffic Cases	12	24
Total Cases	22	29
Revenue to city	\$6,004	\$5,862



17% of FY completed as of 8/31/2022

Crossroads connecting faster than expected. Eight of ten expected connections completed.

Mt. Gate typically connects multiple (10+) at a time. None yet this FY.

	CURRENT MONTH	PREVIOUS MONTH	% CHANGE	YEAR TO DATE	PREVIOUS YEAR TO DATE	% CHANGE
* Primarily Level of Effort Activities	August 2022	July 2022		January - August 2022	January - August 2021	
Traffic						
Collision - Property Damage	1	1	0%	21	19	11%
Collision - Injury/Fatal	0	0	0%	1	2	-50%
DUI Arrests *	1	3	-67%	10	12	-17%
Citations *	16	26	-38%	172	205	-16%
Written Warnings *	11	6	83%	122	165	-26%
Traffic Stops *	43	48	-10%	408	579	-30%
Parking *	3	1	200%	9	19	-53%
Total Traffic	75	85	-12%	743	1001	-26%
Uniform Crime Reporting (UCR) Crimes						
Index Violent Crimes (Crimes Against Persons)						
Homicide	0	0	0%	0	0	0%
Sexual Assault	0	0	0%	0	0	0%
Robbery	0	0	0%	0	0	0%
Aggravated Assault	1	0	100%	3	4	-25%
Total Violent Crimes	1	0	100%	3	4	-25%
Index Property Crimes						
Burglary	0	2	-200%	7	2	250%
Theft	0	0	0%	7	8	-13%
Auto Theft	0	0	0%	1	0	100%
Arson	0	1	-100%	1	0	100%
Total Property Crimes	0	3	-300%	16	10	60%
Index Crimes	1	3	-67%	19	14	36%
Index Crime Rate (per 100,000)	0.0435	0.1305	-67%	0.8263	0.6089	36%
Town Population	4,349	4,349	0%	4,349	4,349	0%
Other Crimes						
Assault	1	2	-50%	10	10	0%
Criminal Damage	6	0	600%	12	15	-20%
Disorderly Conduct	4	2	100%	22	29	-24%
Domestic Violence	1	1	0%	6	24	-75%
Drug Offenses *	1	0	100%	12	14	-14%
Trespass	4	2	100%	14	7	100%
Juvenile Problem	3	0	300%	8	12	-33%
Harassment	0	1	-100%	8	9	-11%
Animal Offenses *	10	10	0%	124	83	49%
Other Town Ordinances *	2	8	-75%	31	73	-58%
All Other Offenses	8	5	60%	61	38	61%
Total Other Crimes	40	31	29%	308	314	-2%

	CURRENT MONTH	PREVIOUS MONTH	% CHANGE	YEAR TO DATE	PREVIOUS YEAR TO DATE	% CHANGE
	August 2022	July 2022		January - August 2022	January - August 2021	
Other Activities						
Alarms	8	9	-11%	55	32	72%
Doors/Windows Open	0	0	0%	5	3	67%
Suspicious Persons/Vehicles	8	18	-56%	118	172	-31%
Weapon Offenses	2	0	200%	5	4	25%
Citizen Assists	25	35	-29%	289	290	0%
Serve Papers	1	0	100%	3	1	200%
EMS/Rescue/Fire Calls (Clarkdale)	1	1	0%	29	38	-24%
Assist Other LE Agencies	13	18	-28%	131	126	4%
Suicide	0	0	0%	1	1	0%
Total Other Activities	58	81	-28%	636	667	-5%
Total All Categories Above	174	200	-13%	1,706	1,996	-15%
House Watch						
House Watch (Total Houses Per Month)	8	6	33%	35	21	67%
Arrests						
Adult	5	9	-44%	49	46	7%
Juvenile	1	0	100%	2	7	-71%
Total Arrests	6	9	-33%	51	53	-4%
Reserve Time	30	10	200%	240	430	-44%
Ambassador Time	233	230	1%	1,383	1,176	18%
Volunteer Time	33	30	10%	295	236	25%

Traffic

Staffing remains an issue and is evident in self-initiated activities. Sergeants are often covering patrol duties in addition to their supervisory duties. Recently, we have seen an increase in inquiries for both lateral and cadet positions. Hopefully, staffing issues will improve.

Crime

Our index crime rate has increased. Of note are several cases. The arson was a box on the back of an ATV set on fire at Tapco RAP. This caused very little damage. There were three burglaries in Centerville with unknown suspects. There was a rash of burglaries at construction sites. Additionally, the criminal damage increase this month is mostly due to a tagger spray painting several areas in Clarkdale and around the Verde Valley.

end of report

Cottonwood Area Transit
Weekly Ridership Reports

		8/14/2022	8/15/2022	8/16/2022	8/17/2022	8/18/2022	8/19/2022	8/20/2022	Weekly
Service for week ending 8/20/2022	Daily Average 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
Weekdays									
ADA/Paratransit	52		43	58	45	62	52		260
Blue Line	17.4		16	14	18	17	22		87
Yellow Line	74.2		94	59	56	90	72		371
Red Line	40.6		32	44	34	45	48		203
Green Line	86.6		86	86	86	96	79		433
CAT Connect (1845 - 0000 Wed-Sun)	0	0	0	0	0	0	0	0	0
Shuttle 1 - (600 - 1330 Wed - Sun)	92.8	88			98	106	91	81	464
Shuttle 2 - (645 - 1415 Wed - Sun)	0	0			0	0	0	0	0
Shuttle 3 - (1330 - 1915 Wed - Sun)	63.6	52			57	78	78	53	318
Shuttle 4 - (1415 - 1845 Wed - Sun)	0	0			0	0	0	0	0
Shuttle 5 - (1845 - 2315 Wed - Sun)	0	0			0	0	0	0	0
Weekend Verde Shuttle									
Monday (600 - 1915)	161		161						161
Tuesday (600 - 1915)	158			158					158
Totals		140	432	419	394	494	442	134	2455

Cottonwood Area Transit
Weekly Ridership Reports

		8/21/2022	8/22/2022	8/23/2022	8/24/2022	8/25/2022	8/26/2022	8/27/2022	Weekly
Service for week ending 8/27/2022	Daily Average 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
Weekdays									
ADA/Paratransit	49.2		54	56	40	48	48		246
Blue Line	14.8		8	15	20	15	16		74
Yellow Line	72		78	70	84	71	57		360
Red Line	40.8		44	38	53	37	32		204
Green Line	83.6		101	68	97	65	87		418
CAT Connect (1845 - 0000 Wed-Sun)	0								0
Shuttle 1 - (600 - 1330 Wed - Sun)	97.4	86			105	86	115	95	487
Shuttle 2 - (645 - 1415 Wed - Sun)	0								0
Shuttle 3 - (1330 - 1915 Wed - Sun)	67	47			87	60	69	72	335
Shuttle 4 - (1415 - 1845 Wed - Sun)	0								0
Shuttle 5 - (1845 - 2315 Wed - Sun)	0								0
Weekend LYNX									
Monday (600 - 1915)	160		160						160
Tuesday (600 - 1915)	147			147					147
Totals		133	445	394	486	382	424	167	2431

Cottonwood Area Transit
Weekly Ridership Reports

		8/28/2022	8/29/2022	8/30/2022	8/31/2022	9/1/2022	9/2/2022	9/3/2022	Weekly	
Service for week ending 9/3/2022	Daily Average 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total	
Weekdays										
ADA/Paratransit	53		48	55	42	58	62		265	
Blue Line	21.2		23	18	21	20	24		106	
Yellow Line	81		107	60	82	69	87		405	
Red Line	50.4		44	39	60	47	62		252	
Green Line	101.6		86	85	109	106	122		508	
CAT Connect (1845 - 0000 Wed-Sun)	0.4		0	0	1	0	1		2	
Shuttle 1 - (600 - 1330 Wed - Sun)	77.4	77			85	80	71	74	387	
Shuttle 2 - (645 - 1415 Wed - Sun)	18.6	5			21	21	31	15	93	
Shuttle 3 - (1330 - 1915 Wed - Sun)	48.6	42			62	41	59	39	243	
Shuttle 4 - (1415 - 1845 Wed - Sun)	17.2	28			16	14	11	17	86	
Shuttle 5 - (1845 - 2315 Wed - Sun)	5.6	2			5	3	5	13	28	
Weekend LYNX										
Monday (600 - 1915)	189	189								189
Tuesday (600 - 1915)	135	135								135
Totals		154	497	392	504	459	535	158	2699	

Cottonwood Area Transit
Weekly Ridership Reports

		9/4/2022	9/5/2022	9/6/2022	9/7/2022	9/8/2022	9/9/2022	9/10/2022	Weekly	
Service for week ending 9/10/2022	Daily Average 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total	
Weekdays										
ADA/Paratransit	46.4		26	46	56	53	51		232	
Blue Line	15.8		8	18	18	17	18		79	
Yellow Line	66.6		41	33	88	87	84		333	
Red Line	53.4		20	60	67	65	55		267	
Green Line	109.4		74	129	127	111	106		547	
CAT Connect (1845 - 0000 Wed-Sun)	1		0	0	3	1	1		5	
Shuttle 1 - (600 - 1330 Wed - Sun)	87	77			86	81	99	92	435	
Shuttle 2 - (645 - 1415 Wed - Sun)	26.6	29			27	25	17	35	133	
Shuttle 3 - (1330 - 1915 Wed - Sun)	59	52			60	56	48	79	295	
Shuttle 4 - (1415 - 1845 Wed - Sun)	21.4	10			20	34	22	21	107	
Shuttle 5 - (1845 - 2315 Wed - Sun)	12	8			9	12	22	9	60	
Weekend Verde Shuttle										
Monday (600 - 1915)	159	159								159
Tuesday (600 - 1915)	169	169								169
Totals		176	328	455	561	542	523	236	2821	

Cottonwood Area Transit
Weekly Ridership Reports

		9/11/2022	9/12/2022	9/13/2022	9/14/2022	9/15/2022	9/16/2022	9/17/2022	Weekly
Service for week ending 9/17/2022	Daily Average 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
Weekdays									
ADA/Paratransit	50		45	46	48	51	60		250
Blue Line	13.8		10	11	19	18	11		69
Yellow Line	78.2		94	68	74	82	73		391
Red Line	50.8		63	48	50	51	42		254
Green Line	97.6		84	81	97	111	115		488
CAT Connect (1845 - 0000 Wed-Sun)	0.8		0	0	2	0	2		4
Shuttle 1 - (600 - 1330 Wed - Sun)	85.6	73			110	86	90	69	428
Shuttle 2 - (645 - 1415 Wed - Sun)	31.4	28			40	29	30	30	157
Shuttle 3 - (1330 - 1915 Wed - Sun)	47.8	52			55	4	76	52	239
Shuttle 4 - (1415 - 1845 Wed - Sun)	24.8	9			36	22	33	24	124
Shuttle 5 - (1845 - 2315 Wed - Sun)	13.6	10			7	5	32	14	68
Weekend LYNX									
Monday (600 - 1915)	164		164						164
Tuesday (600 - 1915)	170			170					170
Totals		172	460	424	538	459	564	189	2806

Verde Valley Humane Society
1520 W. Mingus Avenue
Cottonwood, AZ. 86326
928-634-7387

7/14/2022

Clarkdale Animal Intake Report - June 2022

Date	Type	Species	ID #	Disposition Type	Date
6/8/2022	Owner Surrender	Dog	D49140		
6/8/2022	Owner Surrender	Dog	D49139		
6/13/2022	Stray - ACO	Dog	D49162		



Staff Report

Item Number: 6.A.

<u>Agenda Item:</u>	Approval of Minutes of the Common Council Consider and act upon the draft minutes from the meeting held on Sept. 13, 2022.
<u>Staff Contact:</u>	Charity Brooks, Town Clerk
<u>Meeting Date:</u>	September 27, 2022
<u>Strategic Goal:</u>	This agenda item supports the following Clarkdale Strategic Goal Area: • Goal Area 2 - Enhance the quality of life for residents, businesses, and visitors to Clarkdale.
<u>Background:</u>	Review the draft minutes from the meeting held on Sept. 13, 2022.
<u>Budget Impact:</u>	No budget impact.
<u>Recommendation:</u>	Staff recommends approval of the draft minutes from the meeting held on Sept. 13, 2022.



**MINUTES OF A REGULAR MEETING OF THE TOWN COUNCIL
OF THE TOWN OF CLARKDALE
TUESDAY, SEPTEMBER 13, 2022, AT 6:00 PM**

Members Present: Mayor Prud'homme-Bauer and Council Members Debbie Hunseder, Bill Regner, Lisa O'Neill and Marney Babbitt-Pierce

Other Municipal Officials Present: Susan Guthrie, Town Manager; Charity Brooks, Town Clerk; Cory Franek, Public Works Director; Virginia Smith, Administrative Supervisor; Randy Taylor, Police Chief

Audience: One member of the public was present

1. CALL TO ORDER – *Mayor Prud'homme-Bauer called the meeting to order at 6:01 p.m.*

2. ROLL CALL – *Mayor and all Council Members present*

3. PUBLIC COMMENT – *No public comment*

4. REPORTS

A. Current Events – (submitted electronically)

A brief summary of current events. The Council will not propose, discuss, deliberate, or take legal action on any matter in the summary. Reports submitted electronically:

- Mayor's Report

Remembering Herculano "Henry" Dominguez Ontiveros

Mayor Prud'homme-Bauer honored Mr. Ontiveros.

- Vice-Mayor's Report
- Councilmembers' Reports

Town Manager Susan Guthrie shared that the grant applications submitted by the Town of Clarkdale have been placed on the NACOG priority project list.

B. Organizational Reports – (submitted electronically)

Reports regarding regional organizations submitted electronically

- CAT – Cottonwood Area Transit – *no meeting*
- VVTPO – Verde Valley Transportation Planning Organization – *no meeting*

- NACOG - Northern Arizona Council of Governments – *minutes shared with the group electronically*
- NAMWUA - Northern Arizona Municipal Water Users Association – *no meeting*
- VVREO – LRSPC - Verde Valley Regional Economic Organization’s Long Range Strategic Plan – *no meeting*
- TPAC – Transportation Policy Advisory Council – *meeting held on Aug. 10th. Will share minutes once received.*
- VFLC – Verde Front Leadership Council – *meeting held*
- Greater AZ Mayor’s Organizational Report – *Candidate webinar will be held on Oct. 5.*

C. Claims (submitted with Council packet)

List of specific expenditures made by the Town during the previous month.

5. 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

Considered and approved the draft minutes from the Special Meeting held on Aug. 22, 2022.

B. Action Minutes Policy

Considered and approved a policy for action minutes for all public meetings as described in A.R.S. §38-431.01(A).

C. Ratification of Arizona Office of Tourism Grant

Considered and approved a request by staff to ratify an application for an Outdoor Recreation Revitalization Grant through the Arizona Office of Tourism for an amount of \$78,316.

Action: Approve consent agenda items A-C as written:

Motion: Council Member Babbitt-Pierce

Second: Vice Mayor Hunseder

Vote: Approved 5-0

Voting Member	Aye/Nay
Council Member Marney Babbitt-Pierce	Aye
Vice Mayor Debbie Hunseder	Aye
Council Member Lisa O’Neill	Aye
Mayor Robyn Prud’homme-Bauer	Aye
Council Member Bill Regner	Aye

6. NEW BUSINESS

A. WATER METERS PURCHASE

Discussed, considered and approved an update on water meter projects and request for approval of Sole Source Badger Meter Quote.

Action: Approval of the Sole Source quote submitted by Badger Meter in the amount of \$166,082.01:

Motion: Council Member Babbitt-Pierce

Second: Council Member Regner

Vote: Approved 5-0

Voting Member	Aye/Nay
Council Member Marney Babbitt-Pierce	Aye
Vice Mayor Debbie Hunseder	Aye
Council Member Lisa O'Neill	Aye
Mayor Robyn Prud'homme-Bauer	Aye
Council Member Bill Regner	Aye

B. RECLAIM - REUSE FEASIBILITY STUDY

Discussed, considered and approved a Reuse Feasibility Study to determine ways to eliminate unnecessary use of potable water and find additional solutions to use reclaimed water within the Town for irrigation and other non-potable purposes, in order to conserve our potable water supply.

Action: Approval to move forward with Sunrise Engineering to conduct the Reclaim Feasibility Study:

Motion: Vice Mayor Hunseder

Second: Council Member Regner

Vote: Approved 5-0

Voting Member	Aye/Nay
Council Member Marney Babbitt-Pierce	Aye
Vice Mayor Debbie Hunseder	Aye
Council Member Lisa O'Neill	Aye
Mayor Robyn Prud'homme-Bauer	Aye
Council Member Bill Regner	Aye

7. DISCUSSION ITEMS ONLY - NO ACTION TAKEN

A. Call to the Public

Mayor Robyn Prud'homme-Bauer discussed the Attorney General's opinion regarding Calls to the Public under Open Meeting Law.

8. FUTURE AGENDA ITEMS

Town Council did not propose items to be placed on a future agenda.

9. ADJOURNMENT – Mayor Prud'homme-Bauer adjourned the meeting without objection at 6:28 p.m.

APPROVED:

ATTESTED/SUBMITTED:

Robyn Prud'homme-Bauer, Mayor

Charity Brooks, Town Clerk

CERTIFICATION AND ATTESTATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the regular meeting of the Town Council of the Town of Clarkdale, Arizona held on the 13th day of September 2022. I further certify that meeting was duly called and held and that a quorum was present.

Date approved by City Council: Sept. 27, 2022

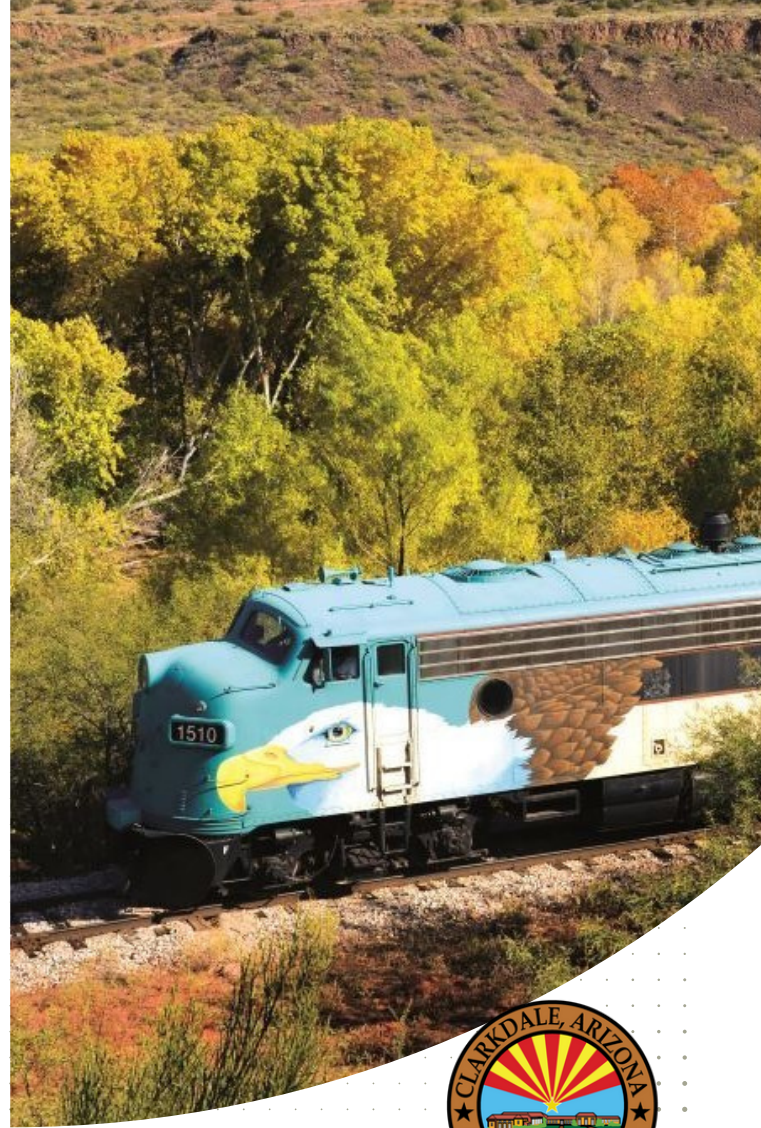
Charity Brooks, Town Clerk



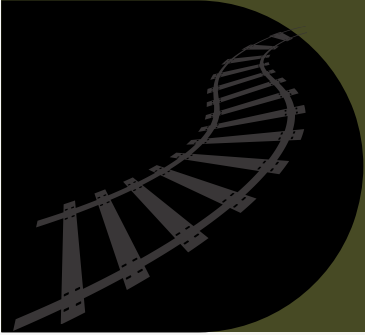
Staff Report

Item Number: 6.B.

<u>Agenda Item:</u>	Ratification of Arizona Office of Tourism Grant Consider and act upon a request by staff to ratify a joint application with the City of Williams for a Marketing Grant through the Arizona Office of Tourism in the amount of \$100,000.
<u>Staff Contact:</u>	Susan Guthrie, Town Manager
<u>Meeting Date:</u>	September 27, 2022
<u>Strategic Goal:</u>	This agenda item supports the following Clarkdale Strategic Goal Area: • Goal Area 4 - Strengthen and diversify our economy through cultivating a business-friendly climate for business attraction and strategically capitalizing upon tourism.
<u>Background:</u>	The Arizona Office of Tourism has posted a notice of funding opportunity (NOFO) for their Marketing Grant. Specifically, this grant provides funding for entities to engage in marketing, implement sustainability efforts, and/or make infrastructure improvements to help accelerate industry recovery due to the COVID pandemic. Staff worked with the City of Williams marketing firm as well as the Verde Canyon Railroad to jointly apply for this grant. The grant will provide funding to market the two railroads in Arizona. By partnering to promote the Verde Canyon Railroad and the Grand Canyon Railroad through the "Two Arizona Train Towns" marketing program, more visitors from around the world will be invited to experience the historic charm of these two destinations. The City of Williams will act as the fiduciary for this grant.
<u>Budget Impact:</u>	The grant request is for \$100,000. There is no match required.
<u>Recommendation:</u>	Staff recommends that Council ratify the submission of the AOT marketing grant for marketing the railroads and authorize the Town Manager to accept the award and sign all required documents.



TWO ARIZONA TRAIN TOWNS



INTRODUCTION

Two Arizona Train Towns

Williams and Clarkdale are known for their historic charm, small town atmosphere, and their world famous attractions on tracks: trains.

By partnering to promote the Verde Canyon Railroad and the Grand Canyon Railroad through the Two Arizona Train Towns marketing program, more visitors from around the world will be invited to experience the historic charm of these two destinations.

The following scope of work outlines how Two Arizona Train Towns will utilize the grant funding to capture the curious traveler's imagination, motivating them to visit Arizona and ride the rails.

Please find the following outline enclosed:

- Objectives
- Marketing plan
- Covid impact
- Project management
- Results & measurement



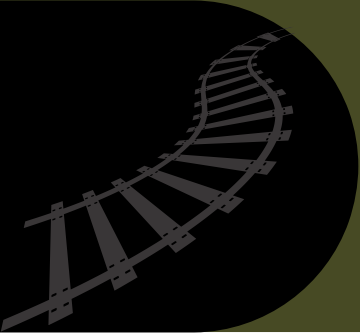
OBJECTIVES

Objectives

The objectives of the Two Arizona Train Towns marketing initiative:

- invite visitors to two historic, rural, charming destinations in Arizona with trains in common
- generate awareness for two rural communities within driving distance, easily accessible and combinable on a 2+ night visit
- promote two rural destinations in shoulder seasons, balancing the flow of traffic to both destinations
- emphasize stewardship principles in rural historic destinations
- promote two of the greatest attractions in Arizona!





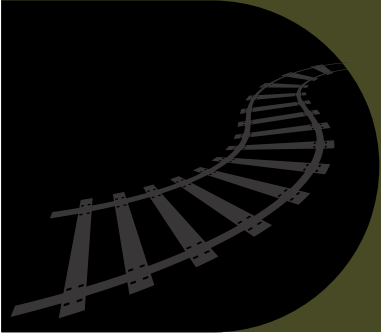
MARKETING PLAN

Marketing Plan

The marketing plan involves the following:

- focus on leisure activities: two train rides, the largest attractions for two rural destinations
 - digital, print, and TV placement
- promote shoulder season to balance visitation
 - digital, print, TV placement, social media campaign with enter to win promotions
- share history and engage in storytelling to further the promotion of two rural destinations, in turn, Arizona as a premier destination
 - social storytelling, local favorites, how to keep small town charm alive and leave it that way when you're done, riding the rails in two spots in the greatest state
- public relations
 - outreach through media and social influencers to promote the program and invite them to experience, promote, and cover through their own storytelling.

Please see the attached Marketing Plan budget for a full list of paid opportunities. The URL's twoaztrains.com, 2aztrains.com, and 2aztraintowns.com have been purchased and will be used.



COVID IMPACT

Covid Impact

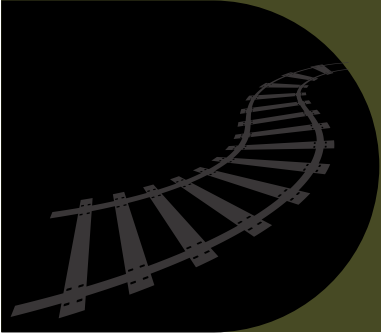
As rural destinations, Williams and Clarkdale were seeing surges in numbers and visitation prior to the pandemic.

Hinch Knece, Western Regional Director of Marketing at Xanterra Travel Collection, shared: "2019 was a record-setting year at Grand Canyon Railway & Hotel (GCR), and 2020 started off strong. When the pandemic hit in March, GCR operations ceased for several months, and when operations finally resumed, the train was forced to operate at a substantially reduced capacity due to social distancing mandates. As a result, revenue in 2020 plunged (62%) compared to 2019. Social distancing and masking mandates remained in effect through much of the following year, so while revenues improved over 2020, 2021 still came in (20%) below 2019.

The same trend was largely reflected in total park attendance, which dropped (52%) in 2020 vs. 2019 and rebounded somewhat in 2021, with total visitation dropping (24%) from 2019."

Revenue loss for the largest attraction in Williams resulted in a decrease of revenue for the city as well. Bed tax revenue went from nearly monthly triple digits to less than 1/4 of the monthly amounts from March 2020-June 2020, resulting in an overall decrease of bed tax revenue by 17%. Sales tax revenue numbers can in at half the trending amounts from March 2020-June 2020, resulting in a decrease of 8.23%.

Although traffic increased and more visitors were visiting Williams, not all were spending and the tax revenues did not begin to reach pre-pandemic numbers February of 2021. Visitors were flooding the forests, parks, and recreational areas, creating more litter, waster, and damage, impacting the limited resources in a rural destination.



COVID IMPACT

Covid Impact

Teresa Hildebrant, Vice President of Marketing and Passenger Services at Verde Canyon Railroad in Clarkdale, shared: "In mid-March 2020, the railroad received immediate cancellations of well over 8,000 passengers from individual consumers, offsite bookings and large group businesses. Basically, as the newspapers and television news reported, no one in the nation was allowed to travel.

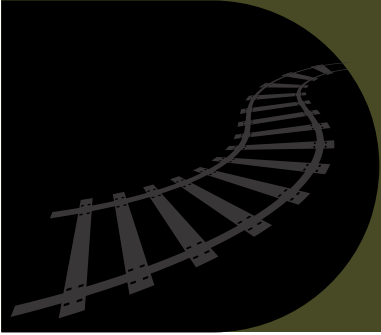
From March through June 2020, when average ridership would normally exceed 25,000 passengers, Verde Canyon Railroad had no passengers whatsoever.

To this date, group business, which generates over 20,000 paid seats per year, has still not returned to normal, due to "state-to-state" issues, international border restrictions and the financial burdens of re-opening that many of our tour partners are experiencing.

For 2022, Verde Canyon Railroad group business is 35% of expected ridership and consumer business in 2022 is approximately 69% of what was seen in 2019.

Today, there is a "rebuild" occurring at Verde Canyon Railroad. New projects for 2022, which were halted in 2020, such as Fright Nights (static haunted train experience) and May Winefest have finally been brought to life.

Our partnership with the Town of Clarkdale is seeing a revitalization and strength that we never knew was possible. Advertising, event partnerships, and marketing concepts are now front and center to promote a cohesive message to not only bring business to the town, or Verde Canyon Railroad, but to the surrounding businesses that peripherally benefit from Verde Valley tourism."



PROJECT MANAGEMENT

Project Management

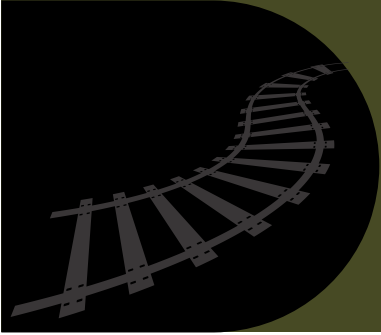
By partnering, Clarkdale and Williams, will utilize the services of Heather Hermen, owner of Front Burner Media. Her fees are being contributed at no cost to the destinations and will be rolled into her work as representative of the City of Williams.

Each destination will provide:

- historic information
- logos
- photos
- video
- content

These items will be used to build the website, social content, create the brochure, and begin promotion of the marketing initiative.





PROJECT MANAGEMENT

Project Management

Schedule for marketing program:

September:

- content generation
- website build begins

October:

- content generation continues
- brochure design begins
- community education: visitor center and key stakeholders

November:

- brochure and website content generated
- brochure design completed
- community education continues

December:

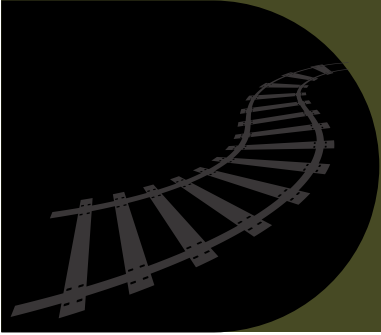
- website launches
- digital campaigns begin
- monthly reporting: analytics, results, inquiries, comments, questions

January-March:

- digital campaigns continue
- social media advertising campaign and giveaways
- print secured and placed
- monthly reporting: analytics, results, inquiries, comments, questions

April-June:

- social media advertising campaign continues
- monthly reporting: analytics, results, inquiries, comments, questions



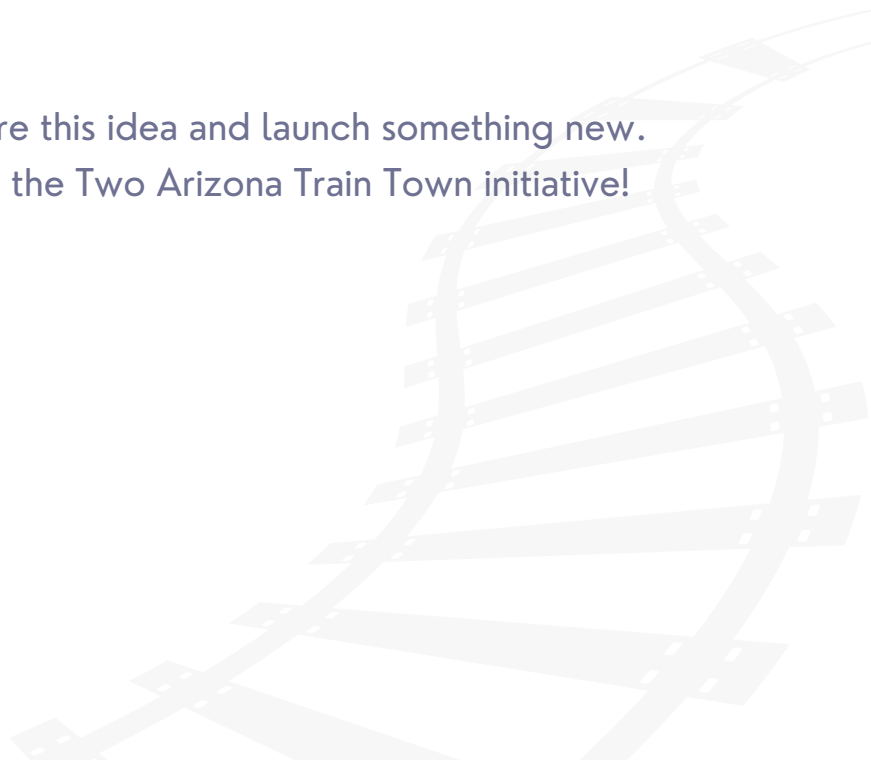
CONCLUSION

Conclusion

Williams and Clarkdale are two historic and charming rural destinations in Arizona. Both small, but home to two of the most iconic attractions in the state. By partnering and focusing on the key objectives outlined, Two Arizona Train Towns has the potential to attract visitors from Arizona and beyond.

Inviting visitors to experience these two attractions, most impacted in the destinations from Covid, will assist in the reinvigorating of the destinations. Marketing Two Arizona Train Towns will help revive the local economy, generate awareness about shoulder season visitation, and provide an opportunity for these communities to partner and promote a longer Arizona stay.

Thank you for the opportunity to share this idea and launch something new. We invite everyone to climb aboard the Two Arizona Train Town initiative!





Staff Report

Item Number: 7.A.

Agenda Item: **Proclamation - Domestic Violence Awareness Month**
Discuss, consider and act upon a proclamation recognizing October as Domestic Violence Awareness Month.

Staff Contact: Charity Brooks, Town Clerk

Meeting Date: September 27, 2022

Strategic Goal: This agenda item supports the following Clarkdale Strategic Goal Area:

- Goal Area 2 - Enhance the quality of life for residents, businesses, and visitors to Clarkdale.

Background: For far too long, domestic violence was considered a “family issue” and was left for families to address in private. Today, we recognize the important roles of the public and private sectors, non-profit organizations, communities, and individuals in helping to prevent and address domestic violence and create a culture that refuses to tolerate abuse.

Domestic violence affects millions of people in the United States and thousands of people in the Verde Valley and causes significant harm to the physical and mental health of survivors and their families and undermines their economic stability and overall well-being. While significant progress has been made in reducing domestic violence and improving services and support for survivors, much work remains to be done to expand prevention efforts and provide greater access to safety and healing. During National Domestic Violence Awareness and Prevention Month, we come together to reaffirm our commitment to ending domestic violence and supporting survivors.

Domestic violence is an abuse of power that tears apart the fabric of relationships and families and undermines the well-being of communities.

One in four women and one in 10 men have experienced sexual violence, physical violence, or stalking by an intimate partner during their lifetime.

Homicide is one of the leading causes of death in the United States for women under the age of 44, and nearly half are killed by a current or former male intimate partner.

To strengthen our response to domestic violence, we need the citizens to know there are safe places to get help in their own community. The Verde Valley Sanctuary (VVS) began 29 years ago. Our mission is to provide safety,

services, and comfort to survivors of domestic and sexual violence.

Free Services

- Emergency Shelter 24/7/365
- Lay Legal Advocacy Center
- Outreach Center
- Youth Empowerment Services (YES) Program
- Crisis Hotline 24/7/365 (928) 634-2511
- Community Education
- Transitional Housing

In Fiscal Year 2021/2022, the Verde Valley Sanctuary provided services to nearly 1,500 survivors of domestic violence and sexual assault. The Sanctuary also provides prevention education for more than 2,000 young people throughout the Verde Valley. Our facilities are located in Cottonwood, Sedona, and Camp Verde.

During National Domestic Violence Awareness and Prevention Month, we honor the tremendous dedication of advocates and service providers, honor the courage and resilience of survivors, and recommit ourselves to standing with them for safety, dignity, and justice. There is still much work to do, and it will take all of us to do it. We must rededicate ourselves to creating a society where domestic violence is not tolerated, where survivors are supported, and where all people have an opportunity to thrive without fear of violence or abuse.

Budget Impact: No budget impact.

Recommendation: No recommendation.



PROCLAMATION

Domestic Violence Awareness Month

WHEREAS, Domestic violence is a pattern of coercive control and abusive behaviors in any intimate or familial relationship that are used to gain and maintain power and control over another.

WHEREAS, Domestic violence can present in many different ways, including: Emotional Abuse, Economic Abuse, Physical Abuse, Using Children, Reproduction Coercion, Isolation, and Sexual Abuse; and

WHEREAS, domestic violence is an issue affecting Arizonans in all communities, regardless of age, race, gender, economic status, religion, nationality, or educational background; and

WHEREAS, more than 12 million women and men are victims of rape, physical violence or stalking by an intimate partner in the United States every year, averaging 24 people per minute; and

WHEREAS, one in four women and one in ten men have experienced contact sexual violence, physical violence, and/or stalking by an intimate partner during their lifetime; and

WHEREAS, 30 percent of children exposed to intimate partner violence had their first exposure before the age of two, and an additional 26 percent had their first exposure between the ages of two and seven; and

WHEREAS, witnessing violence in the home during childhood is an Adverse Childhood Experience, which without proper support may lead to a greater risk of lasting negative effects on health and well-being; and

WHEREAS, victims of domestic violence are more likely to experience long-term mental and physical health concerns including a higher risk of chronic disease, substance abuse, post-traumatic stress disorder, depression, anxiety, and risky behaviors; and

WHEREAS, promoting healthy, respectful, and nonviolent relationships can help reduce the occurrence of intimate partner violence, support survivors, and lessen short and long-term harm on individuals, families, and communities; and

WHEREAS, Domestic Violence Awareness Month provides an important opportunity to enhance education, prevention and intervention efforts around domestic violence and support organizations and individuals who provide advocacy efforts, services, and assistance to victims.

NOW, THEREFORE, I, Robyn Prud'homme-Bauer, Mayor of the Town of Clarkdale, Arizona, on behalf of the Town Council, do hereby proclaim October 2022 as

DOMESTIC VIOLENCE AWARENESS MONTH

and call upon all citizens, parents, governmental agencies, public and private institutions, businesses, hospitals, schools, and colleges in the Town of Clarkdale to support domestic violence survivors and take a stand against all forms of violence and abuse in relationships.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the Town of Clarkdale, Arizona, to be affixed this 27th day of September 2022.

ATTEST:

Robyn Prud'homme-Bauer – Mayor

Charity Brooks, Town Clerk