

**NOTICE OF A SPECIAL MEETING
OF THE COMMUNITY SERVICES COMMISSION
OF THE TOWN OF CLARKDALE**

NOTICE IS HEREBY GIVEN that the Community Services Commission of the Town of Clarkdale will hold a Special Meeting Wednesday, January 13th, 2016, at 6:00 p.m. in the Clark Memorial Clubhouse Men's Lounge, 19 N. Ninth Street, Clarkdale, Arizona. Members of the Community Services Commission will attend either in person or by telephone, video or internet conferencing. All members of the public are invited to attend.

The undersigned hereby certifies that a copy of this notice was duly posted on the Community Development Building bulletin board, located at 890 Main Street, Clarkdale, Arizona on the 7th day of January, 2016 at 9:00 a.m.

Dated this 7th day of January, 2016.

By:



Joni Westcott
Administrative Assistant II

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

1. CALL TO ORDER

- 2. PUBLIC COMMENT** – The Community Services 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.

NEW BUSINESS:

- 3. WELCOME & INTRODUCTION OF COMMUNITY SERVICES COMMISSION MEMBERS** – Welcome and introduction of newly appointed Commission Members.
- 4. ELECTION OF CHAIRPERSON AND VICE CHAIRPERSON** – Discussion and consideration of electing Chairperson and Vice Chairperson of the Community Services Commission.
- 5. MINUTES** – Discussion and acknowledgment of the minutes of the Special Meeting of the Library Advisory Board on September 9, 2015 and the Regular Meeting of the Parks & Recreation Commission on September 9, 2015.

6. **SET REGULAR MEETING DATES:** Discussion and consideration of a regular monthly meeting date.
7. **WORKSESSION:** A worksession to review and discuss the background and creation of the Community Services Department, and evolution towards a Community Services Commission.
8. **WORKSESSION:** A worksession to discuss the Community Services Commission's purpose, and to establish a vision and mission.
9. **FUTURE AGENDA ITEMS** – Listing of items to appear on future agendas.

10. ADJOURNMENT

Reasonable accommodations may be requested by contacting Town Hall at (928) 639-2400 (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

**MINUTES OF A SPECIAL MEETING
OF THE LIBRARY ADVISORY BOARD
OF THE TOWN OF CLARKDALE**

A Special Meeting of the Library Advisory Board of the Town of Clarkdale was held on Wednesday September 9th at 4:30 pm in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.

AGENDA ITEM: CALL TO ORDER- *Meeting was called to order at 4:36 p.m. by Chairperson John Sherman.*

Present:

Chairperson	John Sherman
Vice Chairperson	Ben Kramer
Board Member	Tom Murphy
Board Member	Vacant

Absent:

Board Member	Ann Viarengo
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Town Staff:

Community Services Administrative Assistant II: Joni Westcott
Community Services Supervisor: Dawn Norman

AGENDA ITEM: PUBLIC COMMENT –There was no public comment.

AGENDA ITEM: INFORMATIONAL REPORTS

CHAIRPERSON'S REPORT – **A report from the Chairperson on current events.**
There was no information to report.

STAFF REPORTS – **A report from Community Services staff members on current events.**

- Community Services Supervisor Dawn Norman presented a letter received from Library Advisory Board Member Ann Viarengo. The letter was to inform both staff and the Board that she is not able to commit to the new Community Services Commission due to her travel and other personal commitments, therefore she will not be applying to serve. Supervisor Norman stated that she had a meeting with Board Member Viarengo to address her concerns regarding the creation of the Community Services Commission and clarify some of the misunderstandings. Board Member Viarengo informed that she will continue to volunteer for the town at events and other happenings.
- Supervisor Norman invited the Library Advisory Board Members to stay for the Parks and Recreation Commission meeting to get an idea of what type of business the Commission conducts.

AGENDA ITEM: MINUTES - Discussion and consideration of the minutes of the Regular Meeting held on July 9, 2015.

Vice Chairperson Kramer motioned to approve the Regular Meeting Minutes held on July 9, 2015. The motion was seconded by Board Member Murphy. The motion passed unanimously.

NEW BUSINESS:

**AGENDA ITEM: WORKSESSION: LIBRARY ADVISORY BOARD BOOK SALE-
Worksession to discuss the 2015 Library Advisory Board Book Sale.**

Community Services Supervisor, Dawn Norman presented the following:

The Library Advisory Board Annual Book Sale has been held independently, but in conjunction with the Made in Clarkdale and Clarkdale Historical Society and Museum Home Tour events that take place in December each year. The main reason for holding the book sale in conjunction with these two events was to take advantage of the influx of foot traffic to the Town property during this time.

Supervisor Norman reported that Staff has received recent information that the Board should consider as it will impact the success of the book sale for 2015:

- Made in Clarkdale is scheduled to run 3 days rather than its usual 10 days (12/4-12/6)
- Clarkdale Historical Society and Museum has postponed the Home Tour until 4/2/2016

Other considerations included:

- Limited inventory - There are approximately 30 boxes of books, 20 of which are leftover books that did not sell at the 2014 event and 10 boxes are primarily romance paperbacks.
- Financial considerations - Last year the book sale averaged \$88 per day (\$2,213/25 days). Average sales over the opening weekend were \$218 per day (\$654/3). Note that the Library Ice Cream Social brought in more revenue during a 4 hour event.
- Set-up/Operations - The 2014 Library Book Sale was a month long event that took a tremendous amount of staff and volunteer time to set up, run, and maintain. Staff time included Library/Community Services, Public Works, and IT.
- Scheduling the event around the holiday season makes it very difficult to recruit volunteers to help with after hour/weekend coverage.

Supervisor Norman added that Staff would like for the Board to consider postponing the book sale until the new Community Services Commission is formed.

There was an open discussion regarding the Library Book Sale. Chairperson Sherman stated that he would like to move forward with the book sale with a shorter running time, during the Made in Clarkdale event. He feels that most of the book sale shoppers were purchasing used books for Christmas gifts and that we should not miss out on the opportunity. Supervisor Norman stated that there is no actual data to support this view. Vice-Chairperson Kramer supported postponing the

book sale due to the lack of inventory, stating that there may be better opportunities in the future to raise funds for programs. There was additional discussion regarding the old inventory and use of staff time for setting up and running the sale. Supervisor Norman explained that it is extremely difficult for staff to dedicate time during the month of December for the sale and it is also difficult to get volunteers during this busy month. She continued that perhaps building the inventory and having a sale during National Library Week in April would be a better option. The new Commission will engage in strategic planning to determine how to move forward with fund raising opportunities.

The discussion ended with tabling the book sale for the time being.

AGENDA ITEM: FUTURE AGENDA ITEMS – Listing of items to appear on future agendas.
No future agenda items were brought forward.

With no objection, Chairman John Sherman recessed the meeting to reconvene at 5:30 pm.

The meeting reconvened with a joint worksession with the Parks and Recreation Commission and was called to order at 5:34 pm by Parks and Recreation Chairperson Shannon Westcott.

AGENDA ITEM: WORKSESSION – A worksession with the Parks and Recreation Commission and the Library Advisory Board regarding the formation of a Community Services Commission.

As presented to the Board and Commission in earlier meetings, staff has begun the process to create the new Community Services Commission and will now update the Parks and Recreation Commission and Library Advisory Board on the progress and timeline.

Community Services Supervisor Norman reported the following:

By creating a Community Services Department in 2009, the organization began a consolidation of efforts and a focus on providing a variety of activities and services to the community as efficiently and creatively as possible. The direction from Town Council, at that time, was to create a single Community Services Commission to support this focus. Due to a reduction in staff and a change in staff hours during 2009 and 2010, following the initial direction from Council, it was not possible to move forward immediately. The Community Services Department is making it a priority to take this pivotal step to make better use of staff resources, transitioning the existing Library Advisory Board and Parks & Recreation Commission to a single Community Services Commission. This move also takes Community Services in a direction that corresponds directly with data recently collected from community members through surveys and Library use data.

Supervisor Norman shared the timeline and progress of this move forward:

- In order to accomplish the goal of creating a Community Services Commission it is necessary to present an ordinance change to the Town Council. With a pressing time frame upon us, Community Services requested that the Council extend the terms for Board Members and Commissioners whose terms were expiring October 1st. Council extended these terms to December 31st at their July 21st meeting.
- The Community Services Staff will present a Town Code ordinance for Community Services Commission to the Town Council at their September 22nd meeting. Supervisor Norman

reviewed the Staff Report and ordinance that will be presented. The new Code combines elements from both the Library Advisory Board and Parks and Recreation Commission existing Codes, but eliminates redundancies and adds clarity.

17-3-1 Establishment and Purpose of the Community Services Commission: The Community Services Commission shall serve at the appointment of the Town Council. It shall act in an advisory capacity to the Town Council in matters pertaining to and in the advancement of sound Community Services planning and programming as follows:

- A. Assist, counsel and aid the Town Council in the purchase, sale, lease or other method of acquiring or disposing of lands, structures and facilities for current or future use as libraries, parks or recreation.*
- B. Assist the Town Council in establishing general priorities and continuing plans relating to libraries, parks and recreation.*
- C. Assist the Town Council on policies, rules and regulations relating to the operation, use, care and maintenance of areas and structures owned, leased or otherwise acquired by the Town for use as libraries, parks and recreation.*
- D. Assist the Town Council in developing fees and revenues in support of libraries, parks and recreation.*
- E. Make recommendations to the Town Council regarding receipt, acceptance or acquisition by gift, bequest or devise any real and personal property for libraries, parks and recreation.*

Once the above Code details are established, staff is prepared to move forward with this timeline:

10/13/215	Council meeting: Adoption of Ordinance
11/16/15	Week of...interview prospective members for new Commission
12/8/15	Recommendations of new members to Council
Jan. 2016	Inaugural Community Services Commission regular meeting.

Supervisor Norman also reviewed the expectations of the new Community Services Commission, specifically noting the following:

- Community Services Commissioners are an integral part of the Town Government structure. They focus attention on specific issues, weigh community values in making recommendations to the Town Council, and thoroughly research and review alternatives to accompany formal recommendations to the Town Council with a non-biased approach.
- The Commission should be aware of the long and short term goals and policies of the Town Council. In turn, the Town Council should remain receptive to new ideas presented by the Commission.
- An important role of the Commission is to provide opportunities for increased citizen participation in the development of Town policies and operating procedures by holding public hearings or offering surveys to solicit community in-put on current issues.
- At times the Town Council may not accept the recommendation of a Commission. If this happens the Council will let the Commission know why. Depending on the reasons for the rejection, the Commission may re-address the issue and bring an alternative suggestion to the Council. The Council may not be rejecting the quality of work or basic idea, but may have

additional information or need to balance the Commission's recommendation against other Town priorities.

- The Commission will hold regular monthly meetings. Special meetings and work sessions are held when the Commission deems necessary. Due to the fact that two staff members will be acting liaisons for the Commission, monthly meetings will need to be held after Town business hours.
- Commissioners are expected to attend all meetings. If any representative misses three consecutive regular meetings or a cumulative total of seven meetings from October 1st and September 30th, he or she shall automatically cease to hold membership without further action being taken by either the Commission or the Town Council.
- Commissioners will be notified of volunteer opportunities, however, volunteering is not a requirement of the Commission.

An open discussion began with Parks and Recreation Commissioner Zanolli inquiring about the application process and moving forward with meetings of the separate Boards and Commissions. Supervisor Norman explained that both the Library Advisory Board and the Parks and Recreation Commission will move forward with regular scheduled meetings until December 31 when the entities will dissolve. Applications will be accepted for all who wish to apply to the Community Services Commission.

Library Advisory Board member Kramer inquired as to the terms of the Community Services Commission with all members beginning at the same time as to how the expiration dates will be offset. Supervisor Norman explained that this will be determined by the Town Clerk.

Parks and Recreation Commissioner Cure asked about the wording in the new Code, specifically that the words "programs" and "budget" are not included. Supervisor Norman explained that the new Code was developed in a broader scope to give the Commission more flexibility. 17-3-1 – (B) states that the Commission assists the Council in establishing general priorities and continuing plans relating to libraries, parks and recreation. This encompasses "programs" without being overly specific. 17-3-1 – (D) states that the Commission assists the Council in developing fees and revenues in support of libraries, parks and recreation, without specifically referring to budgetary complexities this incorporates involvement in financial planning.

AGENDA ITEM: ADJOURNMENT- With no objection, meeting adjourned at 5:59 p.m.

Reasonable accommodations may be requested by contacting Town Hall at (928) 639-2400 (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

**MINUTES OF A REGULAR MEETING
OF THE PARKS AND RECREATION COMMISSION
OF THE TOWN OF CLARKDALE**

A Regular Meeting of the Parks and Recreation Commission of the Town of Clarkdale was held on Wednesday, September 9th, 2015, at 5:30 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.

Chairperson:	Shannon Westcott
Vice Chairperson:	Peter Curé
Commissioners:	Trish Gomez
	Lynda Zanolli
	Vacant

Library Advisory Board:	
Chairperson:	John Sherman
Vice Chairperson:	Ben Kramer
Board Member:	Tom Murphy

Town Staff:
Community Services Supervisor: Dawn Norman
Community Services Administrative Assistant II: Joni Westcott

AGENDA ITEM: CALL TO ORDER – Chairperson Shannon Westcott called the meeting to order at 5:34 p.m. It was noted that a quorum was present.

AGENDA ITEM: PUBLIC COMMENT - There was no public comment.

AGENDA ITEM: INFORMATIONAL REPORTS

CHAIRPERSON'S REPORT – A report from the Chairperson on current events.
There was no information to report.

STAFF REPORT – A report from the Community Services Supervisor on current events.

There was no information to report.

AGENDA ITEM: MINUTES - Discussion and consideration of the minutes of the Regular Meeting held on July 8, 2015.

Vice Chairperson Curé motioned to approve the Regular Meeting minutes for July 8, 2015, as written. Commissioner Gomez seconded the motion. The motion passed unanimously.

NEW BUSINESS:

AGENDA ITEM: WORKSESSION – A worksession with the Library Advisory Board regarding the formation of a Community Services Commission.

As presented to the Board and Commission in earlier meetings, staff has begun the process to create the new Community Services Commission and will now update the Parks and Recreation Commission and Library Advisory Board on the progress and timeline.

Community Services Supervisor Norman reported the following:

By creating a Community Services Department in 2009, the organization began a consolidation of efforts and a focus on providing a variety of activities and services to the community as efficiently and creatively as possible. The direction from Town Council, at that time, was to create a single Community Services Commission to support this focus. Due to a reduction in staff and a change in staff hours during 2009 and 2010, following the initial direction from Council, it was not possible to move forward immediately. The Community Services Department is making it a priority to take this pivotal step to make better use of staff resources, transitioning the existing Library Advisory Board and Parks & Recreation Commission to a single Community Services Commission. This move also takes Community Services in a direction that corresponds directly with data recently collected from community members through surveys and Library use data.

Supervisor Norman shared the timeline and progress of this move forward:

- In order to accomplish the goal of creating a Community Services Commission it is necessary to present an ordinance change to the Town Council. With a pressing time frame upon us, Community Services requested that the Council extend the terms for Board Members and Commissioners whose terms were expiring October 1st. Council extended these terms to December 31st at their July 21st meeting.
- The Community Services Staff will present a Town Code ordinance for Community Services Commission to the Town Council at their September 22nd meeting. Supervisor Norman reviewed the Staff Report and ordinance that will be presented. The new Code combines elements from both the Library Advisory Board and Parks and Recreation Commission existing Codes, but eliminates redundancies and adds clarity.

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- At times the Town Council may not accept the recommendation of a Commission. If this happens the Council will let the Commission know why. Depending on the reasons for the rejection, the Commission may re-address the issue and bring an alternative suggestion to the Council. The Council may not be rejecting the quality of work or basic idea, but may have additional information or need to balance the Commission's recommendation against other Town priorities.
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AGENDA ITEM: CONCERTS IN THE PARK – A review and discussion on the 2015 Concerts in the Park.

Community Services Supervisor Dawn Norman reported to the Commission that it was a great year for Concerts in the Park with exception of the two concerts that had to be cancelled due to rain. Overall, there was greater attendance than in past years. Concerts in the Park was voted 2014 Best Free Annual Event by the community. Supervisor Norman added that there are still some wrinkles to be worked out with the Ambassadors and that it is a goal to have more staff members working the concerts to assist with raffle tickets sales.

Commissioner Zanolli recommended that better lighting be installed in the gazebo. Supervisor Norman informed that she has already submitted a work order to the Public Works Department to install new and improved lighting in the gazebo.

Community Services Supervisor Norman reviewed the finance report with the Commission, including all expenses and 50/50 raffle revenues. After all revenue and expenses are accounted for there is a balance of \$10,371 in the Concert in the Park account for 2016. A huge contributing factor this season, was the Verde Valley Visionaries sponsored one of the concert events and provided additional prizes to be included in the raffle. This resulted in a new record breaking 50/50 raffle. In addition to the raffle prizes they also supplied additional volunteers to assist with the raffle which was much appreciated.

AGENDA ITEM: NORTHERN ARIZONA BLUES ALLIANCE BLUES BAND COMPETITION – A discussion on the 2015 Northern Arizona Blues Alliance Blues Band Competition.

Community Services Supervisor Dawn Norman reported to the Commission that the Town of Clarkdale will be partnering with the Northern Arizona Blues Alliance (NAZBA) to hold the 1st Annual Northern Arizona Blues Alliance Blues Competition. The competition will be held on Saturday, October 10th, 1-5pm, in the Town Park. NAZBA is an affiliate of the Memphis Annual International Competition. Participating bands will compete for a \$1000 prize and an opportunity to participate in the International competition in Memphis, Tennessee.

There will be a “Beer and Wine Garden” sectioned off in the park behind the Gazebo where local wineries and breweries will be invited to serve their products. Commissioner Cure` has a connection with THAT Brewery and will contact them regarding beer for the event. NAZBA has applied for the liquor license for this event and will split all proceeds 60/40 with the Community Services Department receiving the 60 percent. This will include the 50/50 raffle proceeds. Marketing of the event will be done by both organizations via flyers, Facebook, and local news/radio. Staff is anticipating a good attendance due to participating bands having their own following/supporters in addition to the Concerts in the Park supporters that will attend.

Commissioner Westcott inquired about a Special Event Permit for the event. Supervisor Norman confirmed that NAZBA did acquire a Special Event Permit. Although the Town has partnered with NAZBA, the Special Event Permit was required to serve alcohol due to no alcohol being allowed in the Town Park unless approved by the Town Manager.

AGENDA ITEM: VERDE RIVER POKER RUN – An update and discussion on the 2015 Verde River Poker Run.

Community Services Supervisor Dawn Norman updated the Commission on the 2015 Verde River Poker Run that will take place on Saturday, October 3 from 10 a.m. – 3 p.m. The Downtown Business Alliance is also hosting Clarktoberfest from 12 p.m. – 9 p.m. on Main Street. Supervisor Norman reported that there are currently 42 registrations for the Poker Run. Early Bird Registration closes on September 16th changing the registration fee from \$50 to \$60 per participant. Donations received to date are \$1000 from Salt River Materials Group, \$150 from Lawler Construction, and \$50 from the Clarkdale Lions Club. Donated basket items have been received from Main Street Café, Su Casa, and Verde Canyon Railroad. An Emergency Ops Meeting is scheduled for Tuesday. Volunteers are still needed for this event.

AGENDA ITEM: HALLOWEEN – A review and discussion of the 2015 Halloween event.

Community Services Supervisor Dawn Norman updated the Commission on the 2015 Halloween event scheduled for Saturday, October 31st. The costume contest will take place at 5:30 p.m. in the Town Park and trick-or-treating will be 5 p.m. – 7 p.m. Volunteers are needed for the following:

Packets delivered to residents- week of 10/5-10/8
Candy Sorting- Monday 10/26
Candy Delivery- Thursday 10/29
Costume Contest Judging – 10/31 5:20 p.m.-6:15 p.m.
Candy Purchase-10/19-10/21

Donation letters will be sent out the week of September 14th.

AGENDA ITEM: FUTURE AGENDA ITEMS

There were no future agenda items.

AGENDA ITEM: ADJOURNMENT - With no further business before the Commission and with no objection, the meeting adjourned at 6:28 p.m.

Reasonable accommodations may be requested by contacting Town Hall at (928) 639-2400 (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

DRAFT



Staff Report

Agenda Item: **WORKSESSION** - A worksession to review and discuss the background and creation of the Community Services Department, and evolution towards a Community Services Commission.

Staff Contact: Janet Perry, HR/Community Services Director
Joni Westcott, Administrative Assistant II

Meeting Date: January 13, 2016

Background: In response to dramatic economic challenges, in 2009 the Town implemented multiple operational changes to improve efficiencies and cut costs. Related highlights were to combine our Library and Parks & Recreation efforts/services under the umbrella of a newly created Community Services Department, and cease Town pool operations. A key benefit resulting from the consolidation was the ability to increase Library operating hours from 20 per week to 42.

Soon after these changes were implemented, unfortunately the full-time Library Manager position was vacated and we have since not had financial resources sufficient to refill that position. However, staff has maintained the expanded operational hours and ongoing services. Current department staffing includes 1 part-time Library Assistant, 1 full-time Admin. Assistant II and 1 full-time Community Services Supervisor who oversee the following functions, programs and events:

- Library Operations and Services
 - Facility Rentals
 - Website Design & Management
 - Design and production of Town monthly newsletter
 - Vendor Permits
 - Special Event Permits
 - Verde River Membership Annual Passes
 - Town holiday decorations
 - Volunteer Program
 - Volunteer Appreciation Event
 - Spirit of Clarkdale
 - Concerts in the Park
 - Verde River Poker Run
 - Northern Arizona Blues Alliance Competition
 - Halloween
 - Santa Comes to Clarkdale
 - Caroling in the Park
 - Clarkdale's Old-Fashioned 4th of July
 - Ice Cream Social (Library Fundraiser)
 - Library Book Sale (Library Fundraiser)
 - Art in Public Places
- ❖ Movies in the Park (we look forward to launching this new programming in 2016).

Transitioning the existing Library Advisory Board and Parks & Recreation Commission to a single Community Services Commission was another step in this evolution. The new Commission now merges the efforts of a Library Advisory Board and Parks & Recreation Commission, both which serve to provide similar services – similar in that they are focused on providing opportunities for experiences which improve the quality of life in Clarkdale, whether it be educational or recreational.

Recommendation: This item is scheduled as a discussion only, and no official action is necessary from the Commission.



Staff Report

Agenda Item **WORKSESSION** A worksession to discuss the Community Services Commission's purpose, and to establish a vision and mission.

Staff Contact: Gayle Mabery, Town Manager

Meeting Date: January 13, 2016

Background: The creation of the Community Services Commission in September, 2015 was a pivotal step in the Town Council's vision for a consolidation of efforts and a focus on providing a variety of activities and services to our community as efficiently and creatively as possible.

Article 17-3 of the Clarkdale Town Code identifies the purpose of the Commission as follows:

Section 17-3-1 Establishment and Purpose

The Community Services Commission shall serve at the appointment of the Town Council. It shall act in an advisory capacity to the Town Council in matters pertaining to and in the advancement of sound Community Services planning and programming as follows:

- A. Assist, counsel and aid the Town Council in the purchase, sale, lease or other method of acquiring or disposing of lands, structures and facilities (anything designed, built or installed to provide function or service) for current or future use for libraries, parks or recreation.
- B. Assist the Town Council in establishing general priorities and continuing plans relating to libraries, parks and recreation.
- C. Assist the Town Council on policies, rules and regulations relating to the operation, use, care and maintenance of areas and structures owned, leased or otherwise acquired by the Town for use as libraries, parks and recreation.
- D. Assist the Town Council in developing fees and revenues in support of libraries, parks and recreation.
- E. Make recommendations to the Town Council regarding receipt, acceptance or acquisition by gift, bequest or devise any real and personal property for libraries, parks and recreation.



Staff Report

The Town of Clarkdale has a long history of using strategic planning to help guide our organization's decision making processes. Although the Community Services Commission certainly fits within the Town's overall strategic planning umbrella, we've found it helpful for individual departments and organizations within the Town to undertake elements of the strategic planning process for themselves, to guide their own activities on behalf of the Town.

With this in mind, Town Manager Mabery will review the Town of Clarkdale's Vision, Mission and Guiding Principles (see attached), and lead the Commission through a discussion to develop their own Vision and Mission for the Commission.

The Vision and Mission should be defined in the context of client/customer expectations. The Vision of an organization is a future desirable state that the organization aspires to. A vision statement describes the direction an organization wants to take and the desired end result once it gets there.

A Mission Statement reflects the operational purpose of the organization, the reason why the organization exists, and its core business. It answers the question – how does the organization intend to serve its clients and stakeholders – in the process of achieving its vision.

A Vision ...

- Describes the future
- Where you are headed or
- Where you want to end up
- Defines how the organization would like to be regarded by those it serves
- Focuses on the distant future, looking ahead about five to ten years or longer
- Is short and concise
- Must be inspiring!

A Mission ...

- Is all about today, the reason for the existence of the organization, and what the organization is **providing** in pursuit of its vision
- Summarizes the organization's focus for the next 12 to 18 months, moving the organization closer to accomplishing its vision.

Examples:

Town of Clarkdale

Vision: A Place That Makes Sense



Staff Report

Mission: We provide visionary, innovative, sensible governance; responsible and resourceful delivery of services; and a sustainable quality of life in an engaged community of citizens and enterprises.

Verde Valley Leadership

Vision: Inspiring Individuals to Action

Mission: Provides growth opportunities, leadership skills and community issues training while cultivating diverse, influential networks.

Bristol-Myers Squibb Company

Vision: Extending and Enhancing Human Life

Mission: To discover, develop and deliver innovative medicines that help patients prevail over serious diseases.

Ford Motor Company

Vision: Built for the Road Ahead

Mission: We are a global family with a proud heritage passionately committed to providing personal mobility for people around the world.

Recommendation: This agenda item is scheduled as a worksession only, so no formal action is required by the Commission.



Town of Clarkdale, Arizona Vision, Mission and Guiding Principles

The Clarkdale Town Council met during their Annual Strategic Planning Retreat on February 4, 2011 to renew the Vision, Mission and Guiding Principles for the Town of Clarkdale.

Vision - The Vision for any organization is used to describe the future...where we are headed or, in our case, where we want to end up as a community. The Vision should define how Clarkdale would like to be regarded by those it serves. Finally, the Vision should look ahead, at least five (5) to ten (10) years in the future. The Town Council wanted to establish a Vision that, while short and concise, would capture the essence of Clarkdale. The result was Clarkdale's Vision:

A Place That Makes Sense

Mission - Clarkdale's Mission, on the other hand, is all about today. It is the reason for the existence of the organization, and what the organization is providing in pursuit of its Vision. The Mission should summarize Clarkdale's focus for the next 12 to 18 months, moving the Town closer to accomplishing its Vision. Clarkdale's Mission is:

**We provide visionary, innovative, sensible governance;
responsible and resourceful delivery of services;
and a sustainable quality of life in an engaged community of citizens and enterprises.**

Guiding Principles - The guiding principles for an organization are a composite of underlying assumptions and values that define and direct our practices. They are a broad philosophy that guides the organization in all circumstances, irrespective of changes in its goals, strategies, type of work or leadership. The Clarkdale Town Council chose 11 Guiding Principles for the Town of Clarkdale:

Accountability

Caring

Creative

Equity

Integrity

Leadership

Respect

Stewardship

Sustainability

Teamwork

Valuing Diversity



Town of Clarkdale, Arizona Vision, Mission and Guiding Principles

Guiding Principles, Defined:

Accountability- We honor our commitments and take responsibility for our actions.

Caring - We show compassion and concern for others. We strive to be helpful and considerate.

Creative – We look to solve problems and meet challenges in new and unique ways.

Equity –We offer fair and equitable treatment to our citizens, businesses and colleagues.

Integrity –We tell the truth, honor our commitments, adhere to ethical standards, treat others with respect and act responsibly. We do the right thing because it is the right thing to do.

Leadership - We lead by example. We foster an environment that empowers and motivates others to successfully accomplish their objectives. We mentor and develop each other and our peers. We serve.

Respect – We treat others with civility, courtesy and dignity. We accept personal differences and treat others the way we want to be treated.

Stewardship - We strive to make the best use of resources within our control and to support others in doing the same. We recognize that we are caretakers of these resources.

Sustainability - We strive to take actions that meet the needs of the present without compromising the ability of future generations to meet their own needs.

Teamwork- We assist each other, provide each other feedback, exchange information, and execute our tasks in a timely and integrated manner. We recognize that we make better decisions and produce better results together than working alone.

Valuing Diversity - We accept and respect the importance of difference. We are inclusive. We strive to understand each other, and celebrate the rich dimensions contained in individuals and in the community.