

**MINTUES OF A REGULAR MEETING
OF THE COMMUNITY SERVICES COMMISSION
OF THE TOWN OF CLARKDALE**

A Regular Meeting of the Community Services Commission of the Town of Clarkdale was held on Wednesday, March 9th, 2016, at 6:00 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.

Chairperson: Peter Curé (Absent)
Vice Chairperson: Ben Kramer
Commissioners: Krysta Dehnert
Carol Engert
Trish Gomez
Shannon Westcott
Lynda Zanolli

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

AGENDA ITEM: CALL TO ORDER – Vice-Chairperson Kramer called the meeting to order at 6:00 p.m.

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 staff on current events.

Community Services Supervisor Dawn Norman reported the following:

- A Notice of Resignation was received from Library Assistant, Susan Cox. Her last day was Tuesday, March 8th. As with all vacating positions, the organization will take this opportunity to reassess related operations for determining next steps forward. As of March 9th, in order to maintain partial Library operations, the library hours have been modified to Monday – Thursday 1:00p – 5:30p; Friday 8:00a – Noon.
- National Library Week – April 10th-16th. A large promotional banner has been purchased and will be displayed outside the Library. The Library will be holding a book sale during library hours.

- Weeding Project – Staff and volunteers are weeding the library inventory. Approximately 900 items are being eliminated and added to the book sale inventory. Volunteers are assisting with stripping and preparing books to be sold. Staff is seeking additional volunteers to assist with the stripping of the items.
- Upcoming events – The Clarkdale-Jerome Lions Club is hosting its annual Car Show Saturday, March 12, 9 am – 2 pm in the Town Complex Parking Lot. In addition, the Downtown Business Alliance is holding a Chili Cook Off and Beer Tasting.

Community Services Administrative Assistant Joni Westcott reported the following:

- Spirit of Clarkdale – At the Town Council meeting on March 8th, 2016, the Council approved the proposed changes to the Spirit of Clarkdale program and recommended moving forward with rolling out the 2016 program with these changes.
- Volunteer Appreciation – National Volunteer Week is April 10th -16th. The Town will be celebrating the Town of Clarkdale volunteers on Wednesday, April 20th in the Clark Memorial Clubhouse. Invitations will be sent soon.

AGENDA ITEM: MINUTES - Discussion and consideration of the minutes of the Regular Meeting held on February 10th, 2016.

Commissioner Zanolli motioned to approve the Regular Meeting minutes for February 10th, 2016, as written. Commissioner Gomez seconded the motion. The motion passed unanimously.

NEW BUSINESS:

AGENDA ITEM: VERDE FRONT – A presentation on the Verde Front.

Omero Torres, from the Prescott National Forest (PNF) and Regional Sustainable Recreation presented the Verde Front information to the Commission. Mr. Torres reviewed the following information:

Regional Sustainable Recreation:

- 2009 – Prescott National Forest sustainable recreation planning process began with:
 - Addressing the common recreation challenges;
 - Enhancing combined capacity of land managers, communities and recreationalists to implement shared recreation goals.

Central Arizona Sustainable Recreation Coalition was created. Existing collaborative groups interested in recreation agreed to lead the planning effort in each of the three geographic zones:

- Greater Prescott- Western Zone
- Verde Valley – Eastern Zone
- Aqua Fria/Black Canyon City – Southern Zone

The strategic action team focuses on the following regarding the Verde Valley zone:

- Volunteerism

- Youth Participation
- String of Pearls
- Trails
- Geo-tourism

The Vision:

- A comprehensive sustainable recreation strategy, area-wide, will conserve ecosystem health, promote robust economies in our cities and towns, and protect cultural resources.
- An informed and engaged citizenry will actively participate in an ongoing collaborative process of recreation opportunity provision that ensures the areas landscape will be enjoyed by generations to come.

Thematic Areas Identified:

- Comprehensive inventory
- Trails, Access and Open Space
- Education and information
- Unmanaged Recreation
- Increase Volunteerism
- River and Riparian Recreation
- Facilities
- Sustainability – Institutional, Financial, Socio-Ecological

The Verde Front Organizational Structure and purposes:

- Leadership Council
 - Purpose: Regional communication, coordination and collaboration among the region's leaders.
 - Meetings: Quarterly
 - Participants: Local government and land management agency leadership and key staff
- Coordinating Team
 - Purpose: Guide and coordinate process
 - Meetings: Monthly
 - Participants: Representatives of each jurisdiction and agency.
- Working Groups
 - Purpose: Ongoing topical multi-stakeholder working committees
 - Co-conveners: see diagram
 - Meetings: Varies by group
 - Participants: All interested
- Action Teams
 - Purpose: Multi-stakeholder implementation teams to address specific needs/projects
 - Co-Conveners: Varies by team
 - Meetings: Varies by team
 - Participants: All interested
- Verde Front Participants (Full Group)
 - Purpose: Open forum for regional sharing, learning, coordination and collaboration
 - Meetings: Quarterly e-news; annual big gathering

- Participants: All interested

Town Manager Gayle Mabery addressed the Verde Valley focus on promotion and improving recreation and preservation. In 2012, she and Mayor Von Gausig became more involved in the collaboration between agencies and began an outreach program to community members, recognizing the value of engaging citizens in the participation and planning. After 3 years, Verde Front has gained recognition across the country due to their model of government agencies working so well together. Town Manager Mabery expressed that she would love to see an expansion of Clarkdale representation on the Verde Front and extended an invitation to the Commissioners to become a part of the group. She will provide the information to Community Services Supervisor Norman to distribute to the Commission. Commissioners can sign up to attend meetings or just be included in the email group to keep updated on the different projects the Verde Front is working on.

AGENDA ITEM: VERDE RIVER @ CLARKDALE – An update and discussion on the 2016 season.

Community Services Supervisor Dawn Norman updated the Commission on the 2016 Verde River @ Clarkdale Season reporting the following:

The goal of the Verde River @ Clarkdale's commercial outfitter program is to provide quality experiences for visitors and residents who recreate at the Verde River @ Clarkdale, while protecting, preserving and restoring the Verde River and its habitat, and meeting the following objectives:

- Provide commercial recreational opportunities on the Verde River @ Clarkdale, for visitors and residents;
- Provide safe and enjoyable recreational experiences on the Verde River @ Clarkdale;
- Provide financial sustainability for the Verde River @ Clarkdale project and economic development opportunities for the Town of Clarkdale.

Supervisor Norman explained that the Clarkdale Town Council originally set capacity limits for the Verde River @ Clarkdale in January, 2015, and reserved the right to amend those capacities on a year-to-year basis. They opted to make no changes to the capacity limits for the 2016, resulting in the following capacities:

A maximum of 9,200 commercial customers for the 2016 season, with a maximum allocated to commercial recreational use of 7,820 (a maximum of 20% of these could be unguided, or 1,564).

Two companies who operated on the Verde River @ Clarkdale during the 2015 season requested and were granted a renewal of their permits for 2016: South By Southwest Adventures and the Verde River Institute. Recognizing that competitive interest still existed for additional capacity allocations, the Town solicited additional outfitter applications in the fall of 2015. An outfitter ranking committee determined that two additional companies would be offered permits for 2016: Center Focus Experiences and the Clarkdale Kayak Company. The results of the 2016 permitting process are as follows:

Company Name	# of Customer Units Awarded Per Category			
	Guided Recreational	Unguided Recreational (Maximum of 12 units per day per outfitter)	Interpretive/Educational	Total
Clarkdale Kayak Company	4,093	500	0	4,593
Center Focus	800	0	642	1,442
South By Southwest	930	515	300	1,745
Verde River Institute	0	0	500	500
Total Awarded	5,823	1,015	1,442	8,280

All of the permit requirements from 2015 were retained, including the requirements for the Town's designated Quiet Zone:

The area between Bitter Creek and Deception Wash is surrounded by private, residential property. This stretch of river is a designated "Quiet Zone", where voices should be kept to a conversational level and stopping on the shoreline is not permitted other than in emergency situations. Use of water cannons, water pistols, and other forms of splashing water at other persons are restricted in the designated Quiet Zone.

The commercial permits also require the outfitters to work with the Town and each other to maintain appropriate time spacing between trip launches in order to ensure appropriate social encounter levels on the river. As such, each outfitting company has been allocated specific times when they can launch tours, as follows:

2016 Launch Schedule	
Launch Time	Outfitter
8:00 a.m.	CenterFocus
9:00 a.m.	Clarkdale Kayak Company
9:30 a.m.	Verde River Institute
10:00 a.m.	South By Southwest
11:00 a.m.	Clarkdale Kayak Company
12:00 p.m.	CenterFocus
1:00 p.m.	Clarkdale Kayak Company
1:30 p.m.	Verde River Institute
2:00 p.m.	South By Southwest
3:00 p.m.	Clarkdale Kayak Company
4:00 p.m.	CenterFocus

In addition, two new requirements were added to the outfitter permits for 2016:

- The Town of Clarkdale identified our expectation that all permitted outfitters would work cooperatively with each other and the Town to ensure safety and access along the river in the areas between the two permitted River Access Points.
- Outfitters are required to clearly label all watercraft with the company name and a unique ID number.

The Verde River Ambassadors will also be playing a more active role this year in monitoring outfitter launches. Ambassadors will frequently be recording commercial activity, including documentation of the dates and times of launches, the company name, trip leader and river guide names and number of customers. Ambassadors will also note the type of trip being conducted (recreational or interpretive/guided or unguided) and whether the watercraft are properly labeled.

Supervisor Norman reminded the Commissioners about the March 10th Community Open House the Town will be sponsoring. The event is meant to provide community members the opportunity to join the Town of Clarkdale and the Commercial Outfitters who will be operating on the Verde River @ Clarkdale this season and visit with them about what's new on the river for 2016. The meeting begins at 5:30 in the Clark Memorial Clubhouse, Men's Lounge.

There was open discussion on the outfitters. Commissioner Zanolli inquired about Center Focus Experiences and if they were a newly formed company. Town Manager Mabery explained that Center Focus has an extensive background and experience in outfitting and have been in operation for several years with the focus on hiking and rock climbing. They are expanding their business to include river running.

A discussion followed regarding the general public's use of the river access sites to kayak, if they must follow certain launch time schedules and if there is a season pass available. Supervisor Norman explained that the public can launch at the public launch site at any time. The launch times are for permitted commercial river runners only. She continued that those who wish to use the Lower TAPCO River Access Point are required to complete a vehicle access pass/white envelope. There is a suggested donation of \$5, but it is not required. The vehicle access pass is only applicable at the Lower TAPCO site. There is an option for those who frequent the river access point to purchase a Verde River @ Clarkdale Membership that allows access without having to complete a vehicle access pass at each visit. The membership includes a parking hanger to display in their vehicle. Annual Memberships are \$40 for Clarkdale residents, \$50 non- residents.

AGENDA ITEM: COMMUNITY SERVICES BUDGET – A discussion on current and future fiscal year budgets and Project Accounts relating to Community Services.

Community Services Supervisor Dawn Norman stated that in February, the Community Services Commission reviewed the FY15-16 Budget, donation accounts and project accounts relating to the operations of Community Services, Library and Parks and Recreation. During the discussion, the Commission posed several questions relating to the Verde River Access Points, Town Parks and the Verde River Poker Run that staff was not able to answer. Staff has acquired all of the information and would like to share and clarify with the Commission:

Verde River Poker Run – Staff Expenses: Staff has compiled the costs associated with staff time to operate the Poker Run. There were a total of ten employees that worked the day of the event resulting in an approximate expense of \$1,049.57. Three of the ten employees are salary and the amount does not include their time. This amount is for the day of the event only and does not include preparation for the event. This expense will be added to the finance reports so that the amount reflected is more accurate. For future purposes, the staff intends to include all time associated with the event so that a true and accurate accounting of the event will be produced.

Verde River @ Clarkdale/River Access Points - Improvements and Maintenance: The initial improvements were funded by grants received from Walton Foundation, Arizona State Parks Heritage Fund and Altria Foundation. In addition, Council had allocated reserved/capital funds to the project and Yavapai Apache Nation/Prop 202 funds were assigned to assist with signage improvements.

As previously mentioned in the prior agenda item, one of the main objectives of the Verde River @ Clarkdale commercial outfitter program is to provide financial sustainability for the Verde River @ Clarkdale project while creating economic development opportunities for the Town of Clarkdale. This being a new venture for the Town of Clarkdale, it will take several years to build the momentum needed in order to sustain the site, its operations and in addition, bring in additional tax revenue for the town. The Master Plan for the Verde River @ Clarkdale is on hold due to the current organizational resources available, both funding and staffing. The operations and maintenance of the site are minimal, these expenses include ambassadors, trash collection, and porta potties. The goal is to have the operations sustained during this building time. This season's capacity is set to 8,280 and the Town is hopeful that the outfitters will reach and use their permitted amounts.

Town Parks – Improvements and Maintenance: The Verde River @ Clarkdale will generate outfitter fees, increase sales tax collection, and bring individuals to Clarkdale, resulting in adding businesses, ultimately building the future of the general fund to apply to other Town parks, for both improvements and maintenance.

AGENDA ITEM: WORKSESSION – A worksession to discuss the sale and/or serving of alcohol at Town operated events.

Community Services Supervisor Norman began the discussion with some basic information about serving alcohol in the parks. Under the current town ordinance, alcohol is not allowed in Town parks, with the exception of Lower TAPCO, without a special event permit and liquor license. In addition, community members are not allowed to bring alcohol to the park. If the proper permits are acquired, the organizers must determine a specific area designated for the serving and consumption of alcohol for each event and then completely fence or rope off that area. In addition, signs must be placed around the perimeter of an area where alcohol is allowed. Supervisor Norman shared that, based on staff's first-hand experience, this is very labor intensive and it may not be feasible to offer during a 2 hour event such as Concerts in the Park.

Supervisor Norman has begun the process of looking into a liquor license for Municipalities that may make some of the process a bit easier. She will bring forward more information as she receives it.

Commissioner Zanolli inquired if there was some historical reason that alcohol is not currently allowed in Town parks. There was no history available at this meeting. It was discussed that people are allowed alcohol at the river access points and questioned by Vice Chairperson Kramer as to issues that may occur in those areas regarding the allowance of alcohol. Staff will inquire about issues in these areas regarding alcohol and report back to the Commission.

The consensus of the Commission was to continue this discussion at a future meeting as more information is presented.

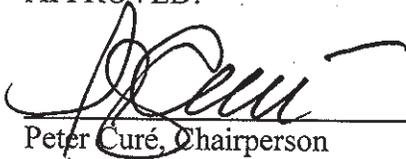
AGENDA ITEM: FUTURE AGENDA ITEMS – Listing of items to appear on future agendas.

*Alcohol in Town Parks
Mingus Recreation Area*

AGENDA ITEM: ADJOURNMENT

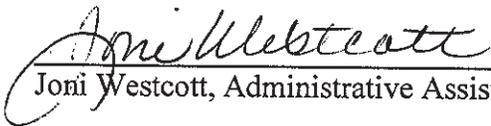
Commissioner Westcott motioned to adjourn the meeting and Commissioner Dehnert seconded the motion. With no objection, meeting adjourned at 7:21 p.m.

APPROVED:



Peter Curé, Chairperson

SUBMITTED BY:



Joni Westcott, Administrative Assistant II