

**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, May 11<sup>th</sup>, 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  
**Vice Chairperson:** Ben Kramer  
**Commissioners:** Krysta Dehnert  
Carol Engert  
Trish Gomez  
Lynda Zanolli  
Vacant

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

**AGENDA ITEM: CALL TO ORDER** – Chairperson Curé called the meeting to order at 6:02 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:

- Town Council accepted Shannon Westcott's resignation at the May 10, 2016 Council Meeting.
- Library –
  - a. Part time hours are working well – monthly stats have not been affected. They continue to be at the same levels as when operating at full-time status.
  - b. Continuing to focus on building the movie inventory as staff has seen an increase in check outs.
  - c. Yavapai Free Library District Funding received for FY15-16 in the amount of \$36,513.60, with \$2055.46 being withheld for annual YLN Membership Fees.

- d. The library has a group of after school youth that attend on a regular basis (10 youth, varies daily due to school activities, avg. 3/day). Staff was informed by one of the parents that there will not be an after school program offered by Discovery next school year.
- Relocation of Community Services Supervisor's office –
  - a. Provides better visual of library activities taking place; and
  - b. Presents the opportunity to consider enlarging the multi-use room in order to make the space more useable.
- Mingus Recreation Area – The Prescott National Forest (PNF) has scheduled a meeting with cities/towns managers and mayors along with other entities on June 6<sup>th</sup>. Anticipate PNF presenting in July or August to Commission.
- Community Services Administrative Assistant Joni Westcott will be out on medical leave beginning May 12<sup>th</sup> and returning on May 31<sup>st</sup>, dependent on recovery.
- Concerts in the Park -
  - a. Pre-season concert scheduled for Friday, May 13<sup>th</sup> at 6pm featuring Maivish
  - b. Volunteer opportunities still available

Community Services Administrative Assistant Joni Westcott reported the following:

- Library Institute- Community Services Administrative Assistant Westcott has been selected to participate in the 2016 Summer Library Institute to be held on the NAU campus in Flagstaff from June 6-10, 2016. Summer Library Institute is a 3-year scholarship program; this will be her 2<sup>nd</sup> year of attending. The program is sponsored by the Arizona State Library and provides professional development, training, and networking opportunities for non-MLS public library staff serving primarily in small and rural libraries throughout Arizona. During the five-day Institute, highly regarded library professionals provide learning experiences and training on a variety of topics designed to increase participants' job skills and knowledge. Library Institute is offered at no cost to participants, and is paid for by the State Library using Federal LSTA funds provided by the Institute of Museum and Library Service. The 2016 Summer Library Institute is open to public library staff who: are from a community of fewer than 100,000 people, are in a leadership role in their library, do not have, nor are in the process of obtaining an MLS degree.
- Spirit of Clarkdale (SOC) - The deadline for SOC nomination applications is Friday, May 15<sup>th</sup>. Currently 2 nominations have been received and the SOC Committee is considering postponing the deadline until next year in order to promote the program more efficiently. Staff will update the Commission once the SOC Committee has made a decision.
- Volunteer Appreciation – The 2016 Volunteer Appreciation Celebration was a success with 42 attendees and 12 staff members. There were 35 individual prizes valued at \$1,300 donated by local businesses and food totaling just over \$400 in value. Every volunteer present walked away with a gift donated by a local (Verde Valley) business.
- STEM Webinar - Community Services Administrative Assistant Westcott participated in a webinar entitled “Amping Up Your STEM Program”. Its content focused on how to develop and implement a unique STEM program for children of all ages. STEM is an acronym for Science, Technology, Engineering and Math education. These areas are focused on together, not only because the skills and knowledge in each discipline are essential for student success, but also because these fields are deeply intertwined in the real world and in how students learn most effectively. STEM is an interdisciplinary and applied approach

that is coupled with hands-on, problem-based learning. With the increased afterschool attendance in the Library, staff is looking at ways to offer future programming that could supplement and enhance STEM learning for the children in the community.

**AGENDA ITEM: MINUTES - Discussion and consideration of the minutes of the Regular Meeting held on March 9<sup>th</sup>, 2016.**

**Vice Chairperson Kramer motioned to approve the Regular Meeting minutes for March 9, 2016, as written. Commissioner Dehnert seconded the motion. The motion passed unanimously.**

**NEW BUSINESS:**

**AGENDA ITEM: MEMORANDUM OF UNDERSTANDING BETWEEN LIVE PERFORMANCE MUSICIANS AND THE TOWN OF CLARKDALE – Discussion and consideration of a recommendation to Council regarding a Memorandum of Understanding document to use with Live Performance Musicians who would perform at Town events.**

The Town has been hosting Concerts in the Park since 2001. With the formalization of the Town's Parks & Recreation duties in 2006 (including placement of a Parks and Recreation Supervisor position), each year since, this event has continued to not only improve in its functional operation but also its overall popularity. It is notable that this Town event has been voted the "Best Free Annual Local Event in the Verde Valley" eight out of the last ten years.

Also over these past ten years, the 50/50 Raffle donation profits have carried over currently providing a comfortable financial cushion, and staff's ability to engage a broader range of music artists has grown. As a result, the Town is now able to attract, consider and pay for higher-levels of talent. The operational relationship between the Town and artist has carried on over the years in good faith between the parties, without the security and clarity provided through a written understanding.

Staff has developed a Memorandum of Understanding (MOU) suitable to address the mutual need to formalize the relationship created via these events. The resulting document strikes a measured, fair and consistent posture – for both the Town and artist.

Community Services Supervisor Dawn Norman presented to the Commission and requested that the Commission make a recommendation to Council to allow staff to use the Memorandum of Understanding with live performance musicians. She asked if the Commission had any questions on the document.

There was open discussion that the document was clear and understanding and there were no questions posed.

**Vice Chairperson Kramer motioned to recommend to Council the Memorandum of Understanding between Live Performance Musicians and the Town of Clarkdale to use with live performing artists at Town events. Commissioner Gomez seconded the motion. The motion passed unanimously.**

**AGENDA ITEM: LIBRARY BIG BOOK SALE – An update and discussion on the 2016 Library Big Book Sale.**

Community Services Supervisor Dawn Norman briefed the Commission on the history of the book sale. The Library Advisory Board Book Sale was annually held in conjunction with the Made in Clarkdale (MIC) and Clarkdale Historical Society and Museum (CHSM) 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 that time.

In 2015, both MIC and CHSM made major changes to their dates for these significant Clarkdale events:

- Made In Clarkdale was held for 3 days rather than its usual 10 days; and
- Clarkdale Historical Society and Museum postponed the Home Tour to April 2016.

In addition, there were other challenges: limited inventory, set-up/operations and impact on town staff due to event being held in the library, and difficulty recruiting volunteers during the holiday season.

The Library Advisory Board was informed of the MIC and CHSM date changes and discussed the challenges associated with the event and possible future dates for the book sale. The consensus of the Board was to postpone the book sale in 2015 and consider holding a smaller version in April during National Library Week.

The Library continued to receive donations as well as conducted a purging of the library inventory which built up the book sale inventory stored in the basement. Because of the large inventory being stored, staff decided to take on the book sale and implemented the changes proposed by the Library Advisory Board.

The 2016 Big Book Sale was held April 11<sup>th</sup> – May 6<sup>th</sup>. In lieu of using a significant amount of the library space as was done in 2015 and in order to lessen the impact on library patrons and staff, the multi-use room, conference room and the current 'Book Deals and Steals' shelves were used. The sale resulted in \$909.75 (as of 05/04/2016) and was offered during library operational hours (20 days/88 hours).

After 2 weeks of conducting the book sale, staff and a volunteer weeded the book sale inventory in order to lessen the clean-up. A total of 34 boxes, 16 boxes of paperbacks and 18 boxes of hard covers, were donated to a local non-profit organization. A large inventory of items still remain, approximately 90 boxes. Staff is seeking direction from the Commission on managing the remaining book inventory.

Vice Chairman Kramer questioned the value of \$900 over a three week period and the amount of staff time involved. Community Services Supervisor reviewed the amount of lengthy time involved in set-up, operations and take down and the impact on staff. Commissioner Zanolli inquired as to what the purpose of the sale is. Community Services Supervisor Norman stated that it is a fundraiser. The question was posed if it was an avenue to eliminate the items that had been removed from the library inventory. Staff advised that the majority of items were left over from previous book sales as well as donations. There was open discussion on possible future fund-raising opportunities.

The Commission was redirected to focus on how staff should address the large inventory remaining. The consensus of the Commission was that the majority of the remaining items had been offered in two book sales with no success. There was open discussion on disposal of the books, including throwing the old books into the trash, recycling or donating to an organization.

The consensus of the Commission was that this was not a priority and advised staff to eliminate the inventory of books in the easiest, most efficient and least time consuming manner that staff sees fit.

**AGENDA ITEM: PRIORITIZING COMMUNITY SERVICES DEPARTMENT'S OPERATIONS, PROGRAMS AND EVENTS – Discussion and consideration of Town operations, programs and events currently provided by the Community Services Department.**

Community Services Supervisor Norman explained that at the Council's recent 2016 Strategic Planning session held on April 30<sup>th</sup>, Council identified 'Prioritizing Community Services Department's Operations, Programs and Events' to align with existing level of resources. It is to this end that a recommendation is being sought from this Commission. Staff will report these results to Council and use them in future related decisions.

To facilitate this exercise, staff provided a ranking chart which includes titles of 22 different primary operations, programs and events handled by Community Services. Each title includes a few bulleted items to provide a broader picture of the prime task identified. Staff asked each Commissioner to apply a ranking of 1, 2 or 3 to each listed item (in bolded text), using a total of 7 choices in category 1, and ranking the remaining 15 items split between categories 2 and 3 (7 checkmarks in category 2/8 checkmarks in category 3 or vice versa) and to base the ranking on how you feel the item best serves the Vision and Mission of Clarkdale's Community Services, and how staff's time can be best served to meet those ends.

Vision: Connecting People to Clarkdale

Mission: Creating opportunities for people to enjoy and get involved in our Clarkdale experience by uniting, cultivating and protecting the small town experience and our environment.

Community Services Supervisor Dawn Norman asked if the Commissioners had any questions prior to the next step of the exercise, which was to place a sticker representing the ranking on each of the items located on display boards. She continued that a point system would be used – the ranking of 1 would generate 3 points, 2 for 2 points and 3 for 1 point. She stated that each Commissioner was supplied with a total of 21 stickers, leaving each short one sticker for either a ranking of 2 or 3 and that once the exercise was conducted there would be a discussion on the results along with how that one ranking would affect the outcome. There were no questions so the Commission was asked to place their ranking stickers on the items so that staff could calculate the results.

The exercise was performed and the Commission reviewed the calculations. There was open discussion:

Commissioner Zanolli stated that she had concerns about the Verde River @ Clarkdale because there are so many other departments involved in that endeavor. Community Services Supervisor Dawn Norman shared that staff had concerns with including it to be ranked due to the fact that the department's involvement is minimal due to limited staff resources thus why on the ranking sheet the information was provided to the Commission as to which department is responsible for the different operations of the project. She continued that there are items not listed on the ranking such as site development and trail

building which is important to the Commission but with the current level of resources staff was not able to broach that topic with the Commission. Chairperson Curé inquired as to what type of activities are taking place by the different departments at the sites. Staff asked for clarification. Chairperson Curé asked if there are any facility improvements taking place and staff informed that there was not. He continued that he would like to see a permanent agenda item for staff to report on the Verde River @ Clarkdale. There was open discussion on what type of reporting is being done by the different departments that are involved. Chairperson Curé asked about the vehicle access pass envelopes and the information being received. Staff stated the police department was collecting the envelopes but did not know if the data was being captured. Commissioner Zanolli expressed that this discussion is exactly what she was pointing out as there are so many departments involved. She agreed that Verde River @ Clarkdale needed to be in the top 7 priorities and that she would like to see the Town make a decision as to who is going to oversee the Verde River @ Clarkdale and how the job descriptions are going to be delegated. Vice Chairperson Kramer stated that the Commission needs to receive a better definition as to what the Commission's role is and how concerned they need to be with it. Chairperson Curé stated that the Commission is concerned and wants to be involved with it, and in order to be involved in it the Commission needs to be provided more information. Commissioner Zanolli agreed and stated that this is not reflected in what is taking place currently. Chairperson Curé continued that the Commission was much more involved during the process of getting it off the ground than what the involvement level is now. He stated that he didn't want the project to get out of hand and that if the Commission is kept updated and receives information on the activities taking place it would provide the Commission the opportunity to be proactive in areas needed. He stated that right now the Commission is working in the dark and that unfortunately this would involve Community Services staff's time to assimilate the information needed in order to provide it to the Commission. Community Services Supervisor Norman stated that this was the purpose of the exercise as it was going to identify the priorities for the department. The Commission expressed the real gems of Community Services were the recreation related items – concerts, events, and the river access points. Commissioner Dehnert agreed and that those activities along with the parks bring a lot of people into Clarkdale.

There was open discussion on providing attendance numbers for each of the items to assist with what the true value of those items are. The attendance numbers reflect as to what is getting the greatest gift to a greater number of people because of having limited resources.

There was discussion as to what the next steps would be with Council. Staff explained that the information would be presented to Council on May 24<sup>th</sup> and staff would update the Commission on the process.

There was discussion on facility rentals and how that ranking developed for the item. The Commission felt it was an essential service to offer as it brings people to Clarkdale. The group discussed that the item was more management verses a program offered by the department.

Vice Chairperson Kramer stated that Movies in the Park ranked low and it was a program in its infancy and hadn't been launched. The program has the potential to have greater attendance than the top items such as concerts.

Chairperson Curé asked for a motion.

**Vice Chairperson Kramer motioned to present the list of priorities to the Council. Commissioner Gomez seconded the motion.**

Commissioner Zanolli opposed and stated that she would like to propose this as a first draft in the process and that it was not final. She continued that she wanted this to be a continued work in progress.

Chairperson Curé asked if she was making an amendment to the motion.

**Commissioner Zanolli made a motion to amend the motion to recommend the list of priorities to Council but that this was the Commission's first draft and not final.**

**Vice Chairperson Kramer seconded the motion.**

Prior to the vote, Community Services Supervisor Norman asked the Commission what information -they need in order to develop a final ranking.

Commissioner Zanolli requested attendance numbers, the cost to operate each item listed along with a cost per person. There was open discussion on the presentation made to the Parks & Recreation Commission and Library Advisory Board that included cost per user and the survey results. Vice Chair Kramer agreed that a cost benefit analysis should be provided. Chairperson Curé stated that is exactly what drove the creation of this Commission. Commissioner Zanolli stated that the cost analysis was very eye opening and should be factored in.

Commissioner Engert pointed out that if each of the Commissioners had the additional sticker the results could be altered. The Commissioners shared what each of their last ranking was and staff incorporated those rankings. The new tabulation resulted in:

<u>POINTS</u>	<u>OPERATION/PROGRAMS/EVENT</u>
18	CONCERTS IN THE PARK
17	OLD-FASHIONED 4TH OF JULY
17	VERDE RIVER @ CLARKDALE
15	HALLOWEEN
14	FACILITY RENTALS
14	LIBRARY OPERATIONS AND SERVICES
14	VOLUNTEER PROGRAM
14	MOVIES IN THE PARK
13	NAZBA BLUES COMPETITION
13	SANTA COMES TO CLARKDALE
12	SPECIAL EVENT PERMITS
12	TOC WEBSITE
12	TOWN HOLIDAY LIGHT DECORATIONS
12	VENDOR PERMITS
11	SMALL TALK
10	VOLUNTEER APPRECIATION EVENT
9	SOCIAL MEDIA

- 7 ICE CREAM SOCIAL
- 7 LIBRARY BOOK SALE
- 6 SPIRIT OF CLARKDALE
- 6 CAROLING IN THE PARK
- 5 ART IN PUBLIC PLACES

Commissioner Zanolli motioned to amend the motion to recommend to Council the ranking list of operations, programs and events provided by the Community Services Department with the statement that the list was not final and that the Commission would like the cost/person for programs, events and services along with staff input in order to evaluate each before finalizing the ranking list for Council to consider:

<u>POINTS</u>	<u>OPERATIONS, PROGRAMS, &amp; EVENTS</u>
18	CONCERTS IN THE PARK
17	OLD-FASHIONED 4TH OF JULY
17	VERDE RIVER @ CLARKDALE
15	HALLOWEEN
14	FACILITY RENTALS
14	LIBRARY OPERATIONS AND SERVICES
14	VOLUNTEER PROGRAM
14	MOVIES IN THE PARK
13	NAZBA BLUES COMPETITION
13	SANTA COMES TO CLARKDALE
12	SPECIAL EVENT PERMITS
12	TOC WEBSITE
12	TOWN HOLIDAY LIGHT DECORATIONS
12	VENDOR PERMITS
11	SMALL TALK
10	VOLUNTEER APPRECIATION EVENT
9	SOCIAL MEDIA
7	ICE CREAM SOCIAL
7	LIBRARY BOOK SALE
6	SPIRIT OF CLARKDALE
6	CAROLING IN THE PARK
5	ART IN PUBLIC PLACES

Vice Chairperson Kramer seconded the motion. The motion passed unanimously.

**AGENDA ITEM: CLARKDALE’S OLD-FASHIONED 4TH OF JULY – An update and discussion on the 2016 Old-Fashioned 4th of July event and activities.**

Staff reviewed the plans and activities scheduled for the 2016 event. There was open discussion on the history of the event, schedule of events/activities, volunteer positions, and the Incident Action Plan. In addition, Staff reviewed the tasks and needs of the Library Ice Cream Social in order to conduct the

fundraiser. Prior to this year, the Library Advisory Board (LAB) was responsible for the majority of tasks and operations of the fundraiser with administrative support only from Town Staff.

The tasks/responsibilities include:

<b>TASK</b>	<b>PERFORMED BY:</b>
• Determine number of tables and chairs required	LAB/Staff
• Determine set up and take down schedule	LAB/Staff
• Set prices	LAB
• Inventory supplies/create shopping list	LAB
• Create a supply check list	LAB
• Prepare and distribute bookmarks w/baked good request	Staff
• Prepare and send letters for donations	Staff
• Solicit volunteers, organize and distribute volunteer schedule	LAB/Staff
• Publicize-Small Talk, flyers	Staff
• Press Release-Newspaper, radio	Staff
• Make signs for tables	Staff
• Organize and distribute collection assignments for donations	Staff
• Shop for supplies/baked goods and pick up donations	LAB
• Put in order for cash box and pick up	Staff
• Pick up supplies from TOC to be taken to park	LAB
• Set up, run and take down	LAB/Volunteers
• Thank you letters to donors	Staff

Staff seeks direction from the Commission on the feasibility and management of the fundraiser.

There was open discussion on the fundraiser and the challenge of Commissioners working at the other activities for the event. Vice Chairperson Kramer stated that he has attended the event most of his life and he has also worked the ice cream social and that he didn't feel that it was a good use of resources or time as there are vendors and the pancake breakfast. Commissioner Gomez added that the past couple of years the group had a difficult time getting all of the items sold and towards the end of each event was

giving items away. The consensus of the Commission was that the ice cream social competed with the pancake breakfast and vendors and there was no need to offer the ice cream social.

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

Verde River @ Clarkdale

Verde Front

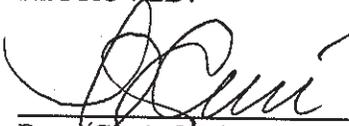
Clarkdale's Old-Fashioned 4<sup>th</sup> of July

Concerts in the Park

**AGENDA ITEM: ADJOURNMENT**

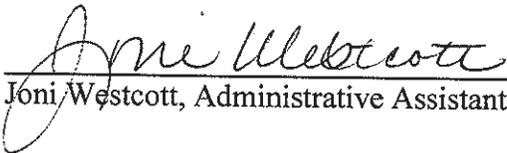
With no objection, meeting adjourned at 7:45 p.m.

APPROVED:



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Peter Curé, Chairperson

SUBMITTED BY:



\_\_\_\_\_  
Joni Westcott, Administrative Assistant II