

**NOTICE OF A REGULAR 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 Regular Meeting Wednesday, May 11th, 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 5th day of May, 2016 at 4:00 p.m.

Dated this 5th day of May, 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.

3. INFORMATIONAL REPORTS

CHAIRPERSON'S REPORT – A report from the Chairperson on current events.

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

- 4. MINUTES** - Discussion and consideration of the minutes of the Regular Meeting held on March 9th, 2016.

NEW BUSINESS:

- 5. 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.
- 6. LIBRARY BIG BOOK SALE** – An update and discussion on the 2016 Library Big Book Sale.

- 7. 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.
- 8. CLARKDALE'S OLD-FASHIONED 4TH OF JULY** – An update and discussion on the 2016 Old-Fashioned 4th of July event and activities.
- 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.

**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			Total
	Guided Recreational	Unguided Recreational (Maximum of 12 units per day per outfitter)	Interpretive/Educational	
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



Staff Report

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.

Staff Contact: Dawn Norman, Community Services Supervisor

Meeting Date: May 11, 2016

Background: The Town has been hosting Concerts in the Park since 2001. With the formalization of our 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, we are 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. We are pleased the resulting document strikes a measured, fair and consistent posture – for both the Town and artist.

Recommendation: Staff recommends that the Community Services Commission provide a recommendation to Council the Memorandum of Understanding document as presented for use with live performing artists at Town events.

**TOWN OF CLARKDALE
MEMORANDUM OF UNDERSTANDING
FOR LIVE PERFORMANCE BY MUSICIANS**



This Memorandum of Understanding (MOU) is dated this ____ day of _____, _____ between the Town of Clarkdale ("Town") and _____ ("Artist").

WHEREAS; the Town desires a live musical performance by Artist; and

WEHEREAS; the Town owns public space to provide as a venue for the performance; and

WHEREAS; the Artist possesses the talent to provide a performance as represented to the Town; and

WHEREAS; both parties mutually agree to specific terms as set forth herein;

1. NOW, THEREFORE, it is the understanding of the parties that:

2. The Artist agrees:

- a. To appear as promoted in genre content and with _____ (number of) band members;
- a. To perform live musically at a community event scheduled _____(day of week),
_____(Event Date)
from _____ a.m./p.m. (Start Time) to _____ a.m./p.m. (End Time);
at _____
_____(location/address);
- b. To provide any travel-related expenses necessary to participate in the event;
- c. To provide musical, sound and amplification equipment necessary for the performance;
- d. To arrive far enough in advance of event Start Time and stay long enough following event End Time to handle setup and takedown of equipment;
- e. To conduct a sound systems check prior to event Start Time;
- f. To assist in promoting a 50/50 Raffle during breaks which funds these events;
- g. To having the right to display, promote and sell merchandise during the performance, including having a tip jar available, without any payment of same to the Town;
- h. To provide a completed Form W-9 to staff point-of-contact upon execution of this MOU;
- i. To provide a point-of-contact for the Band to the Town:
 - _____(name) to be available at
 - _____(mobile phone including area code), and
 - _____ (email)
 - _____ (mail).

3. The Town agrees:
 - a. To provide at the Town Manager’s discretion a staff point-of-contact for event planning and coordination purposes which, at the time of signing, is Dawn Norman, Community Services Supervisor. Contact during work hours (M-Th 8:00a-5:30p & F 8:00a-noon) is 928-639-2495 and dawn.norman@clarkdale.az.gov;
 - b. To provide additional Event Date point-of-contact information to the Artist at least three (3) days prior to Event Date;
 - c. To provide on-site Ambassador/Staff Member support presence (as Event Date point-of-contact) on Event Date at least one (1) hour prior to event Start Time;
 - d. To provide reasonably convenient street parking to the Artist and access to the venue;
 - e. To provide overhead lighting during the performance;
 - f. To provide electricity for the performance.

4. Both parties agree:
 - a. Unless agreed otherwise (and set forth in Special Conditions below), payment for the performance to the Artist will be \$ _____(Final Total) payable by the Town as follows:
 - \$ _____ (Deposit) paid by Town check to Artist upon receipt of Form W-9 and executed MOU.
 - \$ _____ full balance of the Final Total by Town check to Artist at the conclusion of the performance.
 - b. Should any delay, interruption or cancellation of the performance occur on the Event Date as a consequence of weather conditions, the event stands as confirmed and the full Final Total is due and payable immediately to the Artist, and an option to reschedule the performance may be considered by both parties.
 - c. Should cancellation of the performance occur prior to Event Date as a consequence of weather conditions, payment of balance due by the Town to the Artist is surrendered, and an option to reschedule the performance may be considered by both parties.
 - d. Should any delay, interruption or cancellation of the performance occur as a consequence of negligence or misconduct by the Artist, any balance due by the Town to the Artist is surrendered.
 - e. Force Majeure. In the event the performance cannot reasonably be put on due to unpredictable occurrences such as an act of nature (aside from weather conditions), public safety concern (as determined by the Town), or illness/disability of the Artist, and such decision is communicated by one party to the other party prior to the Event Date, the Deposit is non-refundable, but no other portion of the Final Total is due, and an option to reschedule the performance may be considered by both parties.
 - f. No further damages may be sought for failure to perform because of force majeure.
 - g. The Artist including any band members will follow all reasonable instructions by the Town relating to the performance.
 - h. The Artist will have control of the artistic content of the performance and the people comprising the band. The Artist may substitute a competent replacement for any member of the band who is unable to perform on the Event Date.
 - i. Should any dispute arise as a result of this MOU, following reasonable attempts to reach resolution each party is liable for its own costs to further pursue or defend. Such matters and related issues shall be resolved in courts of Arizona and in accordance with Arizona law.

5. Special Conditions:

Signing hereunder represents a confirmation of performance booking. The below signed representative of the Artist warrants s/he has authority to enforceably sign this MOU in the Artist's entirety and bind Artist as stated herein.

On _____(date)

By _____(signature of Artist)

_____(printed name)

TOWN OF CLARKDALE

On _____(date)

By: _____ (Dawn Norman, Community Services Supervisor
OR designee)



Staff Report

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

Staff Contact: Community Services Supervisor Dawn Norman
Community Services Admin. Asst. II Joni Westcott

Meeting Date: May 11, 2016

Background: 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 11th – May 6th. 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 has 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.

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



Staff Report

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.

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

Meeting Date: May 11, 2016

Background: During this Commission's first meeting (January 13, 2016), staff presented an overview of responsibilities currently handled by the Community Services Department. At that time, the history of the department and its functions was provided, along with noting the ongoing challenges of maintaining these services given limited funds and staffing (2-FT and 1-PT employees).

Town Council is aware of this situation; included in their current considerations of the FY 2016-2017 General Fund budget is funding a third full time position in Community Services to replace the existing part time position, for added support to both Library and other department duties. At this time, Council has acknowledged this as an important priority for the Town, however, faced with current overall projections, the probability of this additional funding being available for Community Services is not as high as funding for other essential services needed in the Town.

At Council's recent 2016 Strategic Planning session (held April 30th), they identified 'Prioritizing Community Services Department's Operations, Programs and Events' as an 'Important Priority' to further aid in overall operational considerations. 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, please refer to the attached 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. We ask 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). For these purposes, please frame your rankings based 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.

In order to facilitate an efficient discussion, please come to this meeting with your initial draft of rankings, and contact Dawn Norman at 639-2495 with any related questions.

Recommendation: To provide a recommendation to the Town Council of prioritized Town operations, programs and events administered by the Community Services Department.

Clarkdale Community Services Commission

May 11, 2016

Prioritizing Community Services Department's Operations, Programs & Events

PLEASE RANK EACH OPERATION/PROGRAM/EVENT WITH ONE CHECKMARK IN THE 1, 2 OR 3 CATEGORY. OF THE 22 ITEMS LISTED, USE 7 CHECKMARKS TOTAL IN CATEGORY 1, AND THE REMAINING 15 ✓ SPLIT TO 7 – 8 CHECKMARKS IN CATEGORIES 2 AND 3. (7 ✓ IN 2 AND 8 ✓ IN 3 OR VICE VERSA)				1-Highest	2-Middle	3-Least
Library Operations and Services (ongoing) <ul style="list-style-type: none"> Staffing presence at circulation desk Provide incidental services to patrons (checkouts, computer use, etc.) Managing and filling holds (daily hold reports for patrons and transit items, calls to patrons to notify of holds, etc.) Patron account management (late notices, lost items, etc.) Participate at quarterly Yavapai Library Network meetings including Management, Circulation and Cataloging (12 meetings) Maintain inventory (purchasing, cataloging, purging, mending, shelving, etc.) 						
Facility Rentals (ongoing) <ul style="list-style-type: none"> Coordinate calendar of rentals for regular internal meetings & events (155 last year) and public rentals (53 last year) Annual Facility Agreements with Clarkdale-Jerome Lions Club, Made In Clarkdale, AZ Combat Baseball Club and Clarkdale Historical Society and Museum. Coordinate and facilitate multiple meetings as required for each public rental event (with renters and multiple departments) Work with multiple departments to resolve issues that arise pre and post-event Maintain and oversee rental process, including billing/invoicing, insurance requirements, etc. 						
Town of Clarkdale Website Design & Management (ongoing) <ul style="list-style-type: none"> Multiple updates weekly – for all departments, public notices and community calendar/events Design and create new pages as needed 						
Social Media (ongoing) <ul style="list-style-type: none"> Management of Facebook pages (Town Mgr. & CSD) 						
Vendor Permits (ongoing) <ul style="list-style-type: none"> Provide service and process coordination for each application 						
Special Event Permits (ongoing) <ul style="list-style-type: none"> Provide service and process coordination for each application 						

PLEASE RANK EACH OPERATION/PROGRAM/EVENT WITH ONE CHECKMARK IN THE 1, 2 OR 3 CATEGORY. OF THE 22 ITEMS LISTED, USE 7 CHECKMARKS TOTAL IN CATEGORY 1, AND THE REMAINING 15 ✓ SPLIT TO 7 – 8 CHECKMARKS IN CATEGORIES 2 AND 3. (7 ✓ IN 2 AND 8 ✓ IN 3 OR VICE VERSA)	1-Highest	2-Middle	3-Least
<p>Verde River @ Clarkdale (ongoing) – note: the department/position in parentheses currently oversees the task listed.</p> <ul style="list-style-type: none"> • Annual permitting process (Town Mgr.) • Ongoing management of outfitter operations (Town Mgr. & HR/CSD Dir.) • On-site special events at RAP's (CSD) <ul style="list-style-type: none"> ○ Providing service and process coordination for each application ○ Coordination with multiple departments • Process and issuing annual memberships (CSD) • Supervision and management of River Ambassadors (Police Dept.) 			
<p>Volunteer Appreciation Event (1/year)</p> <ul style="list-style-type: none"> • Collect and coordinate list of volunteer names annually • Create & mail invitations, promotion of event • Contact potential donors, solicit and collect donations and gifts • Create itinerary, menu and purchase food/beverages and supplies • Setup/takedown of event 			
<p>Town Monthly Newsletter - Small Talk (ongoing)</p> <ul style="list-style-type: none"> • Coordinate deadline schedules for monthly submissions with all Town Departments and Clarkdale Historical Society & Museum • Edit submissions and create/design monthly newsletter • Print 1,700 copies and coordinate mailing of newsletter with monthly Utility Billing 			
<p>Volunteer Program (ongoing)</p> <ul style="list-style-type: none"> • Promote program, process applications, coordinate and supervise activities of individual 			
<p>Spirit of Clarkdale (ongoing)</p> <ul style="list-style-type: none"> • Solicit and facilitate committee meetings for process coordination and winner selection • Promotion and outreach • Solicit donations for award 			
<p>Concerts in the Park (avg. 9/year – avg. attendance 350 at each)</p> <ul style="list-style-type: none"> • Broad outreach for solicitation of bands/correspondence with bands • Solicit a selection committee, coordinate and facilitate the process • Create and promote concert schedule • Schedule and monitor Ambassador/staffing at events • Coordinate with Lions Club and other vendors 			

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<p>No. AZ Blues Alliance Competition (1/year – avg. attendance 400)</p> <ul style="list-style-type: none"> • Promotion of event • Set-up/takedown of event • Coordinate event with NAZBA 			
<p>Halloween (1/year – avg. attendance 1825)</p> <ul style="list-style-type: none"> • Contact potential donors, solicit and collect donations • Coordinate volunteers for bagging candy, candy deliveries, costume contest, street closures • Coordinate safety management and prep meetings with multi-departments and agencies • Prepare cash prizes and certificates for 15 categories • Setup/takedown of event 			
<p>Town Christmas holiday decorations (1/year)</p> <ul style="list-style-type: none"> • Assessment of light inventory, purchasing of new lights • Create light design and coordinate the installation/takedown of displays • Contact potential donors, solicit and collect donations 			
<p>Santa Comes to Clarkdale (1/year – avg. attendance 230)</p> <ul style="list-style-type: none"> • Coordinate with and hire Santa • <u>Inventory and purchase of supplies (ornaments, photo supplies, food, etc.)</u> • Coordinate volunteers • Event promotion • Setup/takedown of event 			
<p>Caroling in the Park (1/year – 2015 attendance 90)</p> <ul style="list-style-type: none"> • Solicit and coordinate with volunteers who host the event • Create and provide printed materials needed 			
<p>Clarkdale’s Old-Fashioned 4th of July (1/year – avg. attendance 1,000)</p> <ul style="list-style-type: none"> • Contact potential donors, solicit and collect donations • Coordinate volunteers and activities for the event • Coordinate safety management and prep meetings with multi-departments and agencies • Coordinate permitting and processes involved with vendors • Prepare cash prizes and certificates for 15 categories • Setup/takedown of event 			

PLEASE RANK EACH OPERATION/PROGRAM/EVENT WITH ONE CHECKMARK IN THE 1, 2 OR 3 CATEGORY. OF THE 22 ITEMS LISTED, USE 7 CHECKMARKS TOTAL IN CATEGORY 1, AND THE REMAINING 15 ✓ SPLIT TO 7 – 8 CHECKMARKS IN CATEGORIES 2 AND 3. (7 ✓ IN 2 AND 8 ✓ IN 3 OR VICE VERSA)	1-Highest	2-Middle	3-Least
Ice Cream Social (1/year library fundraiser – \$692 raised in 2015) <ul style="list-style-type: none"> • Coordinating details with volunteers (historically Library Advisory Board members) • Solicit donations of baked goods/supplies • Inventory and purchasing of supplies • Promotion of fundraiser 			
Library Book Sale (library fundraiser) (Big Sale 1/year) <ul style="list-style-type: none"> • Collect and store book donations/purged library inventory • Set-up/takedown • Management of book sale daily operations including sales and inventory 			
Art in Public Places (ongoing) <ul style="list-style-type: none"> • Coordinate with various groups to schedule showings within the Library 			
Movies in the Park (ongoing – new programming) <ul style="list-style-type: none"> ❖ Equipment purchased via coordination of P&R and LAB funds – programming to follow 			



Staff Report

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 Contact: Community Services Supervisor Dawn Norman
Community Services Admin. Asst. II Joni Westcott

Meeting Date: May 11, 2016

Background: Staff will brief the Commission on the plans and activities scheduled for the 2016 event. Discussion will include the history of the event, schedule of events/activities, volunteer positions, and Incident Action Plan. (Note: For those not familiar, an Incident Action Plan is a written plan that addresses all phases of incident control within a specified time. An IAP is necessary to effect successful outcomes in any situation, especially emergency operations, in a timely manner. This type of management was directed and implemented by FEMA for all emergency agencies to use, including municipalities, in order to effectively manage an emergency incident where several agencies may be involved. The Town uses two major events to conduct a practice exercise, 4th of July and Halloween.)

In addition, Staff will review 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 are listed below:

TASK	PERFORMED BY:
• 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.

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