

**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, June 8th, 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 (arrived 6:12pm)
Vice Chairperson: Ben Kramer
Commissioners: Carol Engert
Trish Gomez
Lynda Zanolli
Vacant

Absent: Krysta Dehnert

Town Staff:
Community Services Supervisor Dawn Norman
HR/Community Services Dir. Janet Perry

AGENDA ITEM: CALL TO ORDER – In the absence of Chairperson Curé, Vice Chairperson Ben Kramer called the meeting to order at 6:08pm.

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:

- Az State Library Institute - Community Services Admin Assistant Joni Westcott is currently attending the Library Institute at NAU. This is a weeklong, intensive training. She'll be back in the office next Monday.
- Board and Commission Vacancies – We are seeking applications for four terms on the Community Services Commission; one is a vacancy due to Shannon Westcott's resignation the other 3 terms are expiring on September 30th. This year a new application has been implemented for incumbents. Applications are available on the Town website or in the clerk's office and are due by August 8th.
- Concerts in the Park –

- The season opener for the 2016 Concerts in the Park was Saturday, June 4th, and featured Sentimental Journey. Thank you to Commissioner Engert for volunteering to assist with the 50/50 raffle. The team generated \$399.85 for future concerts. The next concert is scheduled for June 18th featuring Trotter's Wake Irish Band.
 - The Town Council approved the Memorandum of Understanding for Live Performances on May 24th. All of the MOU's have been provided to the scheduled bands, with the exception of Sentimental Journey. This was due to the limited timeframe in order to have it in time for their scheduled performance. To date, we have received executed MOU's and required W9 forms from all but one band which I am anticipating will be received at any time.
 - Mingus Recreation Area – On Monday, Supervisor Norman attended a meeting conducted by the Prescott National Forest. Representatives present were from the Town of Camp Verde, City of Cottonwood, Yavapai County and Clarkdale. PNF reviewed the plan to clean up the site due to the historic trash dumping and shooting that takes place at the site. Due to the large amount of funding that it will take for the clean-up project and their lack of staff resources, they are ensuring that they have the support of the Town of Clarkdale and City of Cottonwood in order to assist them with law enforcement, clean-up, etc. to sustain the site. Once PNF receives a formal reassurance from both communities that we are in support, they will then move forward with the project, this includes making a presentation to the Commission on the site project.
 - AZ Parks & Recreation Association (APRA) –
 - Membership – Staff will be purchasing an annual membership with APRA, one of the membership levels includes both staff and board members. This entitles members to attend trainings and workshops held throughout the year at discounted rates.
 - 2016 APRA Conference – Scheduled for August 9th – 11th in Phoenix. The conference offers a dedicated Boards and Commissions Day which is slated for Wednesday, August 10th.
- Staff would like to extend an invitation to the Commissioners to consider participating. If interested, please let staff know by Thursday, June 30th.

AGENDA ITEM: MINUTES - Discussion and consideration of the minutes of the Regular Meeting held on May 11th, 2016.

Vice Chairperson Kramer motioned to approve the Regular Meeting minutes for May 11, 2016, as written. Commissioner Zanolli seconded the motion. The motion passed unanimously.

NEW BUSINESS:

AGENDA ITEM: WORKSESSION: VERDE RIVER @ CLARKDALE UPDATE – A worksession to discuss the Verde River @ Clarkdale.

Based on interest expressed by the Community Services Commission in a prior meeting, this update is intended to provide the Commission with an overview of the current operations and projects relating to the Verde River @ Clarkdale. Subsequently, operational information gathered and monitored by the

Town pertaining to the VR@C has been provided to Commissioners, and will continue to be provided on a regular basis.

Commissioners noted appreciation for the information received, and were very encouraged by the levels of oversight and coordination the Town is exercising with the VR@C operations.

Supervisor Norman further explained:

- During upcoming high-use days scheduling of Ambassadors will be increased as revenues permit;
- AZ Game & Fish plans to begin a project to harvest invasive weeds;
- Sales of Annual Passes are ongoing; even if not providing a suggested donation, visitors are asked/required to 'register' their vehicle by filling out the payment envelopes.

Supervisor Norman reported attending a Wild River Academy webinar “Marketing Eco-Tourism in Your Community”.

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.

Supervisor Norman recapped last month's initial discussion by the Commission which resulted in the following, tentative prioritization of the department's primary operations, programs and events:

CONCERTS IN THE PARK
OLD-FASHIONED 4TH OF JULY
VERDE RIVER @ CLARKDALE
HALLOWEEN
FACILITY RENTALS
LIBRARY OPERATIONS AND SERVICES
VOLUNTEER PROGRAM
MOVIES IN THE PARK
NAZBA BLUES COMPETITION
SANTA COMES TO CLARKDALE
SPECIAL EVENT PERMITS
TOC WEBSITE
TOWN HOLIDAY LIGHT DECORATIONS
VENDOR PERMITS
SMALL TALK
VOLUNTEER APPRECIATION EVENT
SOCIAL MEDIA
ICE CREAM SOCIAL
LIBRARY BOOK SALE
SPIRIT OF CLARKDALE
CAROLING IN THE PARK
ART IN PUBLIC PLACES

Supervisor Norman reviewed the additional statistics and comparisons provided at the Commission's request in this meeting's packet to further aid the prioritization discussion.

Commissioners revisited and discussed each listed item, and considered alternative preferences and reasoning with moving any item higher or lower in priority. Commissioner Zanolli noted the difficulty with trying to compare events versus processes; all Commissioners agreed the attempt to compare items having such different parameters was challenging and frustrating. Additional comments and concerns expressed:

- Every item on the list carried importance and purpose.
- The VR@C carries the broadest overall impact and its importance (pertaining to representing the Vision and Mission of the Community Services Commission) needs to be maintained by the Commission.
- If an item is ranked lower than others, does the possibility exist for it not continuing, or could it be handled elsewhere in the organization.
- Based on past survey results, the feasibility of running the library was hard to justify given the high degree of lack of interest/use, but it is a conversation that needs to happen. Realistically, if someone needs to use a library, there are better facilities nearby. Upon added reflection, having the library ranked lower is a powerful statement, but it follows with the task of prioritizing items as far as they pertain to the Vision and Mission of the Community Services Commission.

Ultimately, Commissioners agreed on the following prioritization:

CONCERTS IN THE PARK
OLD-FASHIONED 4TH OF JULY
VERDE RIVER @ CLARKDALE
HALLOWEEN
NAZBA BLUES COMPETITION
MOVIES IN THE PARK
VOLUNTEER PROGRAM
TOWN HOLIDAY LIGHT DECORATIONS
SANTA COMES TO CLARKDALE
CAROLING IN THE PARK
ART IN PUBLIC PLACES
LIBRARY OPERATIONS AND SERVICES
SPIRIT OF CLARKDALE
SMALL TALK
FACILITY RENTALS
VENDOR PERMITS
VOLUNTEER APPRECIATION EVENT
SOCIAL MEDIA
TOC WEBSITE
SPECIAL EVENT PERMITS
LIBRARY BOOK SALE
ICE CREAM SOCIAL

Vice Chairperson Kramer motioned this to be the finalized list of priorities for recommendation to the Council. Commissioner Gomez seconded the motion. The motion passed unanimously.

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

Supervisor Norman provided an overall update of event preparations including her coordination with the many volunteers (individuals and group) involved, and the various related tasks.

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

None

AGENDA ITEM: ADJOURNMENT

With no objection, meeting adjourned at 7:25 p.m.

APPROVED:



Peter Curre, Chairperson

SUBMITTED BY:


