

**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, August 10, 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 (arrived at 6:27 pm)  
**Commissioners:** Krysta Dehnert  
Carol Engert  
Trish Gomez  
Lynda Zanolli  
Vacant

**Town Staff:**  
**Community Services Supervisor** Dawn Norman  
**Community Services Administrative Assistant II** Joni Westcott  
**HR/Community Services Dir.** Janet Perry

**AGENDA ITEM: CALL TO ORDER** – Chairperson Peter Curé called the meeting to order at 6:00 pm.

**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:

- **Concerts in the Park:**
  - Come Back Buddy was a huge hit. This concert had one of the largest crowds. The 50/50 raffle generated \$473.
  - The next concert is scheduled for Saturday, August 20<sup>th</sup> and will feature Romen Buffalo & The Loyal Order. Commissioner Zanolli is scheduled to volunteer but staff would like to recruit an additional volunteer due to the increasing number of attendees.
  - After all band expenses for the season, the current balance for the Concert in the Park fund is approximately \$8,500.
- **River Yoga Class** - One of the permitted river outfitters, The Center Focus, is working on offering a SUP (stand up paddle) Yoga Class. They anticipate offering the SUP yoga during their 8 am launch time. They have presented a couple of different class options to the Town and will be submitting an addendum to their operations plan for both the Town and Arizona

State Parks to review and approve. This is in the beginning stages and as the program develops, staff will keep the Commission updated.

Administrative Assistant Joni Westcott reported the following:

- **Verde Front Volunteerism**-Administrative Assistant Westcott recently attended a Verde Front Volunteerism workshop which is a collaboration of organizations brought together by the Verde Watershed Restoration Coalition (VWRC) and Central AZ Sustainable Recreation Coalition. The primary goal of these organization is to better support existing volunteer programs in the Verde Watershed by building a volunteer network. Representatives from the Arizona Conservation Corporation, U.S. Forest Service, Friends of the Forest, Sedona Parks and Recreation, Camp Verde Library and Friends of the Verde River Greenway were also present and many other organizations will be involved. The workshop discussions included the strength, challenges and needs of each organization's volunteer programs as well as the development of an ongoing volunteer network that would help the collective efforts. Future meetings will bring additional organizations to the table and develop specific goals and an action plan for this newly formed coalition.
- **Verde Valley Imagination Library**- The Clark Memorial Library is hosting the Verde Valley Imagination Library Free Books for Kids under 5 kickoff event on Saturday, August 20<sup>th</sup> from 10 am-12 noon. Volunteers from the local rotary clubs will be present and Commissioner Gomez and her team of Cottonwood Head start teachers will be onsite to do a craft project with the children who attend.

**AGENDA ITEM: MINUTES - Discussion and consideration of the minutes of the Regular Meeting held on July 13<sup>th</sup>, 2016.**

**Commissioner Zanolli motioned to approve the Regular Meeting minutes for July 13, 2016, with an addition to Verde River Programs, Page 5, paragraph 7 to include recognition of the Verde Natural Resource Conservation District Education Center that provides the specific river education programs that she mentioned. These programs include Clarkdale Kids Conserve for grades K-5<sup>th</sup> and Environmental Stewardship for grades 6<sup>th</sup>-8<sup>th</sup>. Commissioner Gomez seconded the motion. The motion passed unanimously.**

**NEW BUSINESS:**

**AGENDA ITEM: VERDE RIVER @ CLARKDALE – An update and review of June reports for the Verde River @ Clarkdale.**

Supervisor Norman reviewed the Verde River @ Clarkdale reports and called for questions. There was an open discussion regarding the portable toilets and trash issues that repeatedly come up on the Ambassador reports. Commissioners questioned the frequency of trash removal and service of the portable toilets and if both services could be increased to avoid the overflow. Supervisor Norman explained that she would need to look into the item due to several departments overseeing the different aspects of operations of the site.

**AGENDA ITEM: NORTHERN ARIZONA BLUES ALLIANCE BLUES COMPETITION – A review of and discussion on the 2<sup>nd</sup> Annual Northern Arizona Blues Alliance Blues Competition.**

Supervisor Norman reported that the Town of Clarkdale and Northern Arizona Blues Alliance (NAZBA) have partnered again to host the 2nd Annual NAZBA International Blues Competition on Saturday, October 8th, 1pm-5pm, in the Clarkdale Town Park. This is a free event for the public to experience a variety of blues performed by local and statewide bands. There will also be a beer and wine garden, food vendors, and a 50/50 raffle. Last year's inaugural event was well-attended and the reviews received were outstanding. It is anticipated that due to a longer promotion period for this year's event, the attendance should increase dramatically.

NAZBA has completed the Special Event Permit and State Liquor License applications required for the event. They will be organizing the competition portion of the event, including the bands, judges and sound. Community Services staff will be responsible for the park operations of the event, including recruiting and coordinating the beer/wine/food vendors, volunteers and the event set up/take down which will include a larger, more inclusive area for alcohol. A pendent style barrier will be used this year to mark off the designated alcohol area. Volunteers are needed to help with ticket sales, I.D. checks, barrier set up and take down.

**AGENDA ITEM: HALLOWEEN – A review and discussion on the 2016 Halloween Event.**

Supervisor Norman updated the Commissioners on the plan for the 2016 Halloween event. The event will take place on October 31<sup>st</sup> with the safe Trick or Treating scheduled for 5pm - 7pm and the costume contest at 5:30pm in the Town park. A call out to volunteers to assist is in progress. APS has donated 1200 reflective flashers that can be handed out to each child adding a safety measure to the event. Important dates regarding need for volunteers are as follows:

- Resident Packets to be delivered – October 6<sup>th</sup> and 7<sup>th</sup>
- Candy purchasing – week of October 17<sup>th</sup>
- Candy sorting – October 26<sup>th</sup>
- Candy delivery – October 31<sup>st</sup> (morning)

**AGENDA ITEM: WORKSESSION: PARK RULES – A worksession to discuss smoking in the Town parks.**

Supervisor Norman began with revisiting a discussion that was brought up at a previous meeting regarding a Commission field trip to Clarkdale parks in order to determine parking and occupancy for each park. She explained that this is not in the scope of the Commission's responsibilities. Town staff will have qualified individuals who have the experience and knowledge develop those determinations.

Supervisor Norman reviewed the layouts of all Clarkdale town parks, signage and receptacle examples and other park designated smoking or non-smoking area examples with the Commission. She explained that there are various ways to set up designated smoking areas. There are four parks that will need to be assessed individually when considering smoking area designations due to the various facilities offered at each:

- Clarkdale Town Park (Upper Clarkdale)
- Selna/Mongini Park (Lower Clarkdale)

Caballero Park (Patio Park Subdivision)  
Centerville Park (Centerville Subdivision).

Supervisor Norman explained that the next step will be for staff to schedule site trips to each of the parks with the Commission so that possible areas for designation can be identified.

She shared that the Yavapai Anti-Tobacco Coalition of Youth made a special presentation to the Town Council at their last meeting about underage smoking and the ordinance Cottonwood recently adopted increasing the legal age to possess tobacco to 21 years of age. She commended the Commission for being a step ahead of these conversations with the process of determining designated smoking areas in Clarkdale town parks.

**AGENDA ITEM: WORKSESSION: VERDE RIVER PROGRAMMING AND RESOURCE CENTER – A worksession to discuss the conceptual Verde River Programming and Resource Center.**

At the request of the Commission, Supervisor Norman began the conversation about the Verde River Programming and Resource Center by explaining that much work and thought needed to happen prior to the actual development. The original concept was developed by Administrative Assistant Westcott at the Library Institute, however, it is important to consider the fact that the resource center could be a stand-alone Community Services program/center. Programming is already a responsibility of the Community Services Department, nonetheless, there are no staff resources to begin the planning process. Development of this program would need to include research of grant resources, creating a business plan, including a budget, determination of services to offer, location, as well as staffing and material needs. Prior to moving forward the Commission needs to consider priorities of Community Services and how this would fit into those already determined priorities.

There was open discussion. Commissioner Zanolli encouraged Administrative Assistant Westcott to continue attending the Verde Front Volunteerism meetings. She expressed that it is important to foster that relationship with organizations that share the same goals and that if the decision is made to move forward with the Verde River Programming concept, it will be necessary to form partnerships with these groups.

**AGENDA ITEM: WORKSESSION: COMMUNITY SERVICES DEPARTMENT PRIORITIZATION LIST WITH FOCUS ON THE FUTURE OF LIBRARY OPERATIONS – A worksession to discuss the Community Services Department Prioritization List with focus on the future of library operations.**

At the request of the Commission, Supervisor Norman prepared a presentation on library operations, including budget/costs to operate the library, and the priorities of the department determined by the Commission.

Supervisor Norman reviewed the top 10 Community Services Department priorities determined by the Commission:

1. Concerts in the Park
2. Old-Fashioned 4<sup>th</sup> of July
3. Verde River @ Clarkdale

4. Halloween
5. NAZBA Blues Competition
6. Movies in the Park
7. Volunteer Program
8. Holiday Light Display
9. Santa Comes to Clarkdale
10. Caroling in the Park

Supervisor Norman reviewed the top 3 activities the community was interested in being offered generated from the Community Services Survey:

- Additional Town Park Events 70.49%
- Adult Programs/Activities 67.76%
- River Access Point Programs 63.39%

In addition, Supervisor Norman reviewed the 2016-17 Library Budget which encompasses the salaries and benefits for: one part-time Library Aide, 50% of the Community Services Administrative Assistant's salary, and 25% of the Community Services Supervisor's salary. She explained that the time allotted in the budget for her position and Administrative Assistant Westcott's position was not accurate. In reality, the actual time spent in the library for both positions is close to double, even when a part-time library aide is on staff. She continued that regardless of the number of hours the library is open to the public, the costs/budget and the amount of staff time to operate the library remains the same. This is due to the time involved with book and materials ordering and processing, book mending, cataloging, patron account management, etc.

Reviewing the annual operational costs of the library, Supervisor Norman noted there was a total of 5,416 visits to the library in FY15-16 bringing the total cost per visit to \$14.56. She noted that these visits could have been generated by 30 people, 100 people or 5,000 people, however, it has been determined by extensive data collection that the majority of the 5,416 visits are generated by a small number of patrons who visit the library regularly. Staff took a 3 month sampling of library users and analyzed actual patrons who visited and how often they visited. Those who visited 5 or more times in a three month period, an average of 1 visit per 2 ½ weeks, resulted in 70 people generating 69.7% of the total visits, 50 users were Clarkdale residents. In going a step further, those who visited 9 or more times during the three month period, an average of 1 visit per 1 1/3 weeks, resulted in a total of 36 people generating 51% of the total visits, 20 users were Clarkdale residents.

Taking a closer look at the budget, Supervisor Norman explained that of the total library budget of \$78,856.73, \$36,901.75 is funded from the Yavapai Library District Distribution and \$41,954.98 is funded from town's general fund. At the last Commission meeting, the question of if there was no library and no Library District funding, how that would affect the town and department. Supervisor Norman reviewed the breakdown, removing all costs related to library operations including the part-time library aide, but keeping the salaries for the Community Services Staff, resulting in \$41,796.62 in salaries and benefits to cover. The Town of Clarkdale general fund allocation of \$41,954.98 would cover the salaries and benefits of the 2 Community Services staff positions.

There was an open discussion regarding the budget of salaries for the library. Commissioner Dehnert questioned the need for the Town of Clarkdale allocation of funds, posing if there were no library why would those funds for salaries be needed. There was an open discussion on how the salaries and staff

time could be used elsewhere. The consensus of the Commission was that those funds could be reallocated to Community Services staff salaries for other programs, events and services offered by the department, including the Verde River @ Clarkdale operations.

A 2014 extensive Community Services Survey asked, "Library services offered that are not used and why?" The survey results reflected that a high percentage of library services are not used particularly because they are services the community does not need. All services resulted in 64.1% or higher as a service that was not needed.

Contributing factors:

- The area libraries are no longer stand alone libraries. All are members of the Yavapai Library Network which allows patrons to use any of the libraries in the network;
- Library resources are available 24/7 online via the internet; and
- Multiple surrounding libraries offering the same services available to patrons, 2 within 3.5 miles.

There was open discussion involving the comparison of the cost of Town events per user verses the library cost per visit. Commissioner Dehnert questioned the comparison and Supervisor Norman explained that the same formula was applied to the events and the library. Ultimately, each is calculated per visit as the majority of events offered are one day only, with the exception of concerts.

Library (5,416 visits)	\$14.56/visit
Santa (178 people)	\$ 6.96/user
4 <sup>th</sup> of July (1,000 people)	\$ 4.55/user
Blues Comp (300 people)	\$ 2.54/user
Halloween (1,825 people)	\$ 2.17/user
Caroling (70 people)	\$ 2.11/user
Concerts (3,150 people)	\$ .59/user

There was an open discussion on:

- Library services offered and use of services - Commissioner Dehnert expressed that libraries are an educational institution. Commissioner Engert shared that the Clark Memorial Library is not being used for education, it is being used for entertainment purposes. Vice Chairperson Kramer added that with the number of surrounding libraries, there is no need to duplicate services already being offered and that it was not a good use of resources.
- The library was not included in the top 10 of the Commission's priority list.
- There should be more focus on the fact that the library does not fit into the ultimate goals of moving forward with the priorities the Commission agreed upon.

The general consensus of the Commission was to take the discussion to Council. The Commission requested staff to schedule a worksession with the Town Council to discuss the Community Services priorities and the future of library operations.

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

**Facility Use of Parks**

**Worksession with Council to discuss the future of the Clark Memorial Library**

**AGENDA ITEM: ADJOURNMENT**

**With no objection, meeting adjourned at 7:12 p.m.**

APPROVED:



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Peter Curé, Chairperson

SUBMITTED BY:



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Administrative Assistant II, Joni Westcott