

**MINUTES OF THE MEETING
OF THE CAREFREE TOWN COUNCIL**

WHEN: WEDNESDAY, NOVEMBER 18, 2020

WHERE: ZOOM WEB <https://us02web.zoom.us/j/3229729660>
MEETING ID: 322 972 9660

TIME: 3:00 P.M.

Town Council Attending:

Mayor Les Peterson
Vice Mayor John Crane
Vince D'Aliesio
Tony Geiger
Stephen Hatcher
Michael Krahe
Cheryl Kroyer
Gene Orrico

Town Council Absent:

None

Staff Present:

Gary Neiss, Town Administrator; Stephen Prokopek, Economic Development Director; Kandace French, Town Clerk/Treasurer.

Mayor Peterson called the meeting to order at 3:03 p.m.

Cheryl Kroyer led the Council in the Pledge of Allegiance.

SWEARING IN CEREMONY:

Introduction and taking of oaths for the newly elected Mayor and Town Council members - Mayor Les Peterson; Council Members: John Crane, Vince D'Aliesio, Tony Geiger, Stephen Hatcher, Michael Krahe, and Cheryl Kroyer

Mayor Peterson announced the agenda item and introduced Town Clerk/Treasurer, Kandace French Contreras.

Ms. Contreras explained that due to COVID precautions, the swearing in ceremony would take place via Zoom. She stated that the Oath of Office and Code of Conduct had been previously distributed to all the Council members. Each member would sign and return the documents after the meeting.

The Oath would first be administered to Les, Peterson, as Mayor and then the Oath of Office would be administered to all of the council members simultaneously. At the appropriate time, each member would be asked to state his/her name and affirm the oath.

Ms. French Contreras administered the Oath of Office to Mayor Peterson. He affirmed his oath and accepted the seat of Mayor of the Town of Carefree.

Ms. French Contreras then administered the Oath of Office to Council Members John Crane, Vince D'Aliesio, Tony Geiger, Stephen Hatcher, Michael Krahe and Cheryl Kroyer. Each of the elected Council Members affirmed his/her oath and accepted their seat as Council Member of the Town of Carefree. Vice Mayor Crane retained his appointment as Vice Mayor until January, 2021 when a Vice Mayor will be re-appointed.

REGULAR AGENDA:

ITEM #1 Recognition of outgoing Councilmember Gene Orrico.

Mayor Peterson announced the agenda item and explained that it was unfortunate that, due to the COVID pandemic and need to hold the council meeting by Zoom, he and the Council Members were unable to acknowledge outgoing Council Member Orrico's outstanding service to the Town of Carefree in person for over 5 ½ years.

Mayor Peterson explained that a plaque honoring Council Member Orrico was in the process of delivery and he read the verbiage on the plaque into the record.

Council Member Orrico was thanked for his service and invited to remain a part of the current meeting.

ITEM #2 Presentation and discussion regarding the Town's Strategic Work Plan 2020-2022.

Mayor Peterson announced the agenda item and introduced Town Council Member Michael Krahe and Town Administrator, Gary Neiss.

Mr. Neiss provided a Power Point and reminded everyone that this was the third workshop to discuss and develop a strategic work plan for the next two years. He went over the results of each meeting, from SWOT analysis, to the common threads identified and the pillars developed and vision statement.

He then explained these discussions resulted in the work plan being presented tonight. He discussed the Guiding Principles, the Value Statement and the direction that the Council and staff would take to accomplish the goals. He read out loud the Guiding Principles and Value Statement as developed in prior meetings. He outlined the vision to provide for a high quality of life and desire to reduce the tax liability by promoting economic development.

Mr. Neiss then went over the Core Tasks and described each pillar and associated tasks under each of those pillars. He explained it was a high level evaluation that highlights what was to be accomplished in the next 24 months.

He explained that the next step in the process was to take the developed plan to the next council meeting for adoption by Resolution. It will then be posted on the Town's website and sent out in

COINS for resident information. He explained there will also be periodic check-ins to see how each pillar is being addressed and developed.

Mayor Peterson thanked Mr. Neiss and Council Member Krahe for the outstanding work that was accomplished in the Strategic Work Plan. He commended them on the quality of the product produced and the quality obtained.

Council Member Krahe thanked Gary for his outstanding work and the quality of the process.

There were additional comments and discussion regarding the guiding principle and the work product before the Council.

Mr. Neiss reminded the public that public comment was welcomed and could be emailed to the Town Clerk. He reiterated her email address for comment purposes.

Mayor Peterson asked Mr. Neiss to explain how the process would unfold.

Mr. Neiss responded and explained the update of the General Plan and its reason and purpose. He also explained the prior Town Engineer and the purpose of the position. He explained that a new Town Engineer will be recruited in the near future.

There were additional comments and discussion by the Council and a second invitation for comment was requested of the public. No member of the public responded.

Council Member Orrico expressed his gratitude to the staff and council for their work.

ITEM #3 Presentation and discussion regarding the Economic Development component of the Town's Strategic Work Plan.

Mayor Peterson announced the agenda item and introduced Economic Development Director, Steve Prokopek.

Mr. Neiss started the presentation and reminded the Council and public of the switch in focus from large town events to economic development. He explained the timeline and purpose for the hiring of the Economic Development Director and the focus of strategic initiative and development of a sustainable tax base. He highlighted the work Steve accomplished during the COVID-19 pandemic and his development of relationships with business owners during this difficult time.

He gave a basis of the discussion for sales tax generation to offset costs of core municipal services and to support infrastructure and defined the role of economic development. He gave the ten year target for his economic development vision. He gave more information regarding inflationary increases and how those increases could be addressed as well as the anticipated reduction in construction sales tax and how the targets would be met.

There were questions by the council regarding real estate in the town boundaries that could still be developed.

Mr. Prokopek went over more details of his plan and addressed vehicle traffic in and around the area and how to focus the development of the Town's announcement to visitors of their "arrival" and the inclusion of new infrastructure moving forward. He gave his definition and ratio coverages as he determined was available or buildable in the Town of Carefree. He explained that "job creation", retail, retail revenue and driving economic development.

He went into detail regarding events and activities and the types of events that would be supported by businesses and activities that maximize and compliment the drive to the businesses and community based event. He described what would be beneficial and most marketable in the Sanderson Lincoln Pavilion and how parking could be handled. He further described how brick and mortar businesses could be integrated into, and benefit from, the shows and events in the Pavilion. He highlighted more ideas for development opportunities and went over the sites that are available and can be maximized. He went over re-development opportunities as well as revitalization of businesses and buildings and addressed the possibilities of rezoning certain sites and what zoning would be most beneficial.

Mr. Prokopek explained that he looked at the Town Center as well as vacant parcels within the Town borders and how to maximize both while protecting the quality of life in the Town. He discussed retail and retail/residential mixed use within the Town's core. He also discussed the current revenues to the Town and the needed revenue goals for the future as well as how to involve the people and businesses affected. He also addressed online shopping and other ingredients to meeting revenue goals and highlighted the three largest markets currently available to the Town and how to build upon them.

He went into more detail on the Town Center and the Baker Study previously conducted and how it can be developed. He further detailed the "Sense of Arrival" that needs to be improved upon for the Town to be rebranded as a destination city. He also addressed the spa industry and the wellness market and how it fit into the economic development and marketing of Carefree.

There were additional questions and discussion by the Council and Mr. Prokopek.

ITEM #43 Adjournment.

Council Member Krahe **moved** to adjourn. There was a **second** by Council Member Kroyer. The motion **carried** unanimously.

The meeting ended at 5:54 p.m.

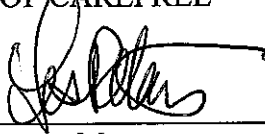
DATED this 19th day of November, 2020.

TOWN OF CAREFREE

BY: 


Kandace French Contreras, Town Clerk

TOWN OF CAREFREE



Les Peterson, Mayor

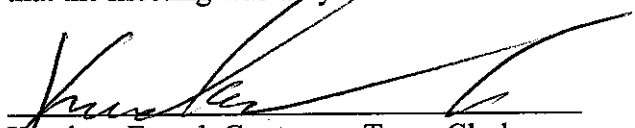
Attest:



Kandace French Contreras, Town Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the Special Meeting and Strategic Planning Workshop of the Town of Carefree held November 18, 2020. I further certify that the meeting was duly called and held and that a quorum was present.



Kandace French Contreras, Town Clerk