

**TOWN OF PAYSON
TOWN COUNCIL MEETING
MINUTES OF THE SPECIAL MEETING
September 26 2006**

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PRESENT: Mayor Bob Edwards, Vice-Mayor Tim Fruth, Council Member Ed Blair, Council Member Andy Romance, Council Member Mike Vogel, Council Member Su Connell, and Council Member John Wilson.

STAFF PRESENT: Silvia Smith - Town Clerk, Fred Carpenter - Town Manager, Sam Streichman - Town Attorney, Glenn Smith - Chief Fiscal Officer, LaRon Garrett - Public Works Engineer, and Jerry Owen - Community Development Director.

OTHERS PRESENT: Carol McCauley, Main Street/Redevelopment Area Manager; Cathy Boone, Main Street Secretary; Marci Huffman, Chief Deputy Town Clerk.

PURPOSE OF THE MEETING

1. Discussion/possible action concerning Resolution No. 2219, captioned as follows: A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, APPROVING AND AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT WITH PAYSON REGIONAL ECONOMIC DEVELOPMENT CORPORATION FOR DISBURSEMENT OF PUBLIC PURPOSE FUNDS.

Jerry Owen gave an overview of economic activities in Payson and how community development and economic development should be working closely together.

The Payson Regional Economic Development Corporation (PREDC) focuses on business development, business retention and expansion, and business attraction, and plays a large role in the Smart Growth to Buildout initiative.

Rim County Regional Chamber of Commerce promotes tourism and special events such as the various festivals.

Mr. Owen would like to relocate the Main Street staff to Community Development, implement a Main Street enhancement grant and empower a merchants' committee to take over the Main Street Program management. They could target street, drainage and water line improvements in the Green Valley Redevelopment Area.

Mr. Owen stressed getting back to a positive business environment, developing a smart growth to buildout plan, coordinating the work of other agencies and task forces, especially an image definition for the Town, along with street beautification along the state

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highways. Other key points were maintaining funding levels, focusing on core strengths of the community and lifestyle as a mountain forest community.

The Mayor asked for Council comments and if the Town is getting its money's worth.

Council comments covered obtaining 6-month and quarterly reports from the PREDC, the development of a business plan, and working with task force and staff. There was a desire to see all three entities in a co-location in order to share ideas and work together better.

Town Attorney Sam Streichman said the agreement does require quarterly reports from the PREDC.

There was discussion as to how the PREDC attracts business to the area and how Focused Future II was a plan for developing businesses and should probably be updated. Mr. Owen fully supported the initiatives in Focused Future II. APS would be willing to come back and go through the process again. There were thoughts to go toward a business plan, possibly bringing together economic development and the Green Valley Redevelopment Area four-point management style that was being adopted nationwide.

Jan Parsons said the County is providing \$25,000, and that Supervisor Tommie Martin is attempting to find \$25,000 more. The County puts a considerable amount of money into the fire programs for Northern Gila County and views that as a contribution to the area.

Both the PREDC and Chamber were asked to provide a total breakdown on the festivals and rodeo. Council wanted to see the deliverables. The cost of moving the Main Street offices to the Town Hall campus was a small budget item and had already been approved.

Dr. Barbara Ganz, PREDC, said it will take the cooperation of all; that economic development is multi-faceted. She agreed that everyone should work together, and that it will take time to put the plan together. There will need to be a concerted effort in determining what the focus will be.

There was discussion concerning budgets for festivals, the need to get volunteers involved and coordinated, making sure talents are being used appropriately, and a clear plan for business retention and promotion. The task force will need to be involved.

Vice Mayor Fruth **moved, seconded** by Clmn. Vogel to approve Resolution No. 2219.

There was more discussion with a PowerPoint presentation given by Jan Parsons showing the process in which governments and/or community-based organizations engage to stimulate or maintain business activity and/or employment, with the principal goal of stimulating employment opportunities in sectors that improve the region or community. Ms. Parson agreed that the PREDC board would be willing to commit to giving a list of deliverables.

Dr. Ganz explained the Building Bridges to Business (B3) study. The AZProspector.com impact analysis calculates the economic impact of businesses. She said the substantive issues were 1) address business retention and expansion issues raised in the B3 study; 2) refocus on Focused Future II; 3) coordinate with the citizen task forces; and 4) Smart

Growth to Buildout, which PREDC has embraced. What will bring Payson from a good to great quality of life would mean 1) leadership; 2) people working proactively; 3) disciplined people in thought and actions; 4) confront the brutal facts (problems with business recruitment); 5) process of relentless efforts (not a destination, but a process moving forward); 6) be good at one thing and be passionate about it (PREDC is good at economic development); and 7) build it to last.

Motion carried, 7-0.

2. Discussion/possible action concerning Resolution No. 2220, captioned as follows: A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, APPROVING AND AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT WITH PAYSON CHAMBER OF COMMERCE, INC., FOR DISBURSEMENT OF PUBLIC PURPOSE FUNDS.

Tina Bruess, Executive Director of Rim Country Regional Chamber of Commerce, said the Payson Chamber of Commerce was formed in 1977. In 1998 it became regional. She gave an overview of the Chamber's services.

Kevin Dick, Chamber President, said that the PREDC and Chamber and other groups continue to communicate better. They are a festival chamber, and in recent months business advocacy was coming to the forefront, and they needed to be more active in that role.

There was discussion regarding where funds come from for the Chamber, the majority of which comes from businesses in Payson. There was discussion concerning bed tax. There was also discussion about getting Payson known in advertising and also the need for more banners advertising events.

Vice Mayor Fruth **moved** to approve Resolution No. 2220 and Clmn. Wilson seconded.

Pat Willis said council was looking for ways to increase money for the events, and one idea was a change in the formula for bed tax. It will take a collective effort of the Chamber, PREDC and members of businesses. Julie Ruddle said they were both on the board as the Payson Chamber of Commerce and wanted to partner with other festivals in the region.

Mayor asked if the Chamber would be willing to give a list of deliverables? Mr. Dick answered in the way of festivals, yes.

Motion carried, 7-0.

Mayor Edwards moved to direct Community Development to work with APS to set up a session to refocus Focused Future II, seconded by Clmn. Blair. Motion carried, 7-0.

Carol McCauley, Main Street/Green Valley Redevelopment Area Manager, provided a handout to Council and gave an overview of it. She explained that GVRA reports are sent out. Some things are documented and she will send them on to Council.

There was discussion concerning making Ms. McCauley a liaison to the Chamber Board and appointing a Council Member to serve on the Chamber Board.

The following agenda items were discussed above.

3. **Discussion/possible action re: Town contributions to various programs and organizations, including:**
 - a. Main Street
 - b. Economic Development
 - c. PREDC
 - d. Chamber of Commerce
4. **Discussion/possible action re: a review of the value of economic expenditures by the Town of Payson.**
5. **Discussion/possible action re: deliverables and past successes obtained through Town contributions to programs and organizations.**
6. **Memo from Fred Carpenter, Town Manager, regarding funding contracts for the Rim Country Regional Chamber of Commerce and the Payson Regional Economic Development Corporation, and discussion of Main Street and other economic development activities.**

ADJOURNMENT

_____ Date: _____
Bob Edwards, Mayor

ATTEST:

Silvia Smith, Town Clerk

Certification

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the special meeting of the Town Council of the Town of Payson held on this day the 26 of September, 2006. I further certify that the meeting was duly called and held and that a quorum was present.

DATED this ____ day of _____, 2006.

Marcia F. Huffman, Chief Deputy Town Clerk