

**TOWN OF PRESCOTT VALLEY
WORK STUDY MEETING
MINUTES
October 17, 2013**

Library Auditorium
7401 E. Civic Circle
Prescott Valley, Arizona 86314

1. [Call to Order](#)

Vice Mayor Nye called the meeting to order at 5:30 p.m.

2. [Roll Call](#)

Present: Council Member Grossman, Council Member Marshall, Council Member Anderson,
Council Member Whiting, Council Member Mallory, and Vice Mayor Nye.

Absent: Mayor Skoog

3. [Presentation by Greater Prescott Regional Economic Partnership](#)

Steve Rutherford introduced the new Greater Prescott Regional Economic Partnership organization known as GPREP. The concept has been floating around for several years and was refined and presented to the Yavapai County Industrial Authority. They made a \$50,000 contribution to get it off the ground. A 501(c)(6) legal entity has been formed. Last month a board was appointed and elected officers with Steve as the President, Bob Been as Vice President and Dane Beck as Secretary-Treasurer. They have a three year strategic action plan for economic development in western Yavapai County. APS stepped up to hire consultant Judy Scalise with ESI Corporation to walk them through the planning process and come up with the 39 page report that was provided to the council. (attached to minutes)

Rutherford read their mission statement, "GPREP's mission is to create a regional identity to help local companies expand, attract new quality businesses, and foster capital investment in the greater Prescott region, thereby making our region more competitive with other regions to ensure a vibrant and self-sustaining regional economy".

Rutherford added that Yavapai College and the City of Prescott both recently hired economic development directors. The role of GPREP will be primarily marketing the region outside the area. Yavapai College will be responsible for data gathering and storage of records.

Council member Grossman commented that he read the entire 39 page report and was impressed that is covered every aspect, good and bad. He sees obstacles with available building space. Rutherford hopes that expansion may happen near the Prescott airport.

Town Manager Larry Tarkowski added that in the Town's budget retreat they identified job creation as the number one priority. The strength of partnerships between governmental and

private sector dollars provides good leverage. We all benefit as a region when a new industry is started no matter what city it is actually located in. The Town has budgeted one dollar per capita which is \$40,000.

Rutherford added that they are currently soliciting funds from the private sector and they have an ambitious goal of \$150,000.00. Any governmental agencies are welcome to join GPREP.

Council member Anderson stated he will be the Mayor's representative to GPREP. Vice Mayor Nye, Council members Mallory and Whiting added positive and supportive comments.

Rutherford thanked the council and staff for the positive feedback.

4. Discussion regarding ADOT Sign Replacement Project

Public Works Director Norm Davis brought a STOP sign for "show and tell" for the ADOT sign replacement project. Davis explained that the National Federal Transportation Funding earmarks funding specifically to address safety improvement projects for existing roadways. The Federal program is called the Highway Safety Improvement Program (HSIP) and is administered through the Arizona Department of Transportation (ADOT) and locally through the Central Yavapai Metropolitan Planning Organization (CYMPO) which receives approximately \$600,000 annually of HSIP funding in the CYMPO region. CYMPO determined that best use of this funding would be to upgrade existing signage in the CYMPO region to Federal sign standards.

Davis said he brought the stop sign to show how highly reflective the new signs will be. It is called a diamond grade. He also showed two types of sign posts that are made to break away when hit.

Davis showed slides compiled from our GIS Department that show where each stop sign is located; each sign has a unique address to identify it. All the stop, yield and speed limit signs will be replaced. The project is anticipated to begin approximately November 1, 2013 with project completion in about 90 days. There will be no direct funding impact to the Town's capital budget.

Council members thanked Davis for the informative presentation and they look forward to seeing the new signage in PV.

5. Discussion regarding Hot Melt Crack Seal contract

Public Works Director Norm Davis presented slides showing the crack seal process and operation. He also showed a block of the asphalt that is melted down and applied to fill the cracks. The process is done at this time of year as the temperatures are right for the best application, when the cracks are the biggest and the road surface is not too hot or too cold. The plan is do crack seal in sections of town that will be chip sealed next season, generally including Viewpoint, Pronghorn and commercial areas of town.

There were seven competitive bids received for this project. The contract will be awarded to the low bidder, Cactus Asphalt at \$30, 982.00 at the next regular council meeting.

Council member Mallory was interested to see the actual product used for the crack seal. Council member Anderson wanted to confirm that no one needed to be concerned about the material causing a problem, unlike the chip seal that citizens have complained about. Council member Whiting added that it was good know if you see crack seal then you will be getting chip seal during the next cycle.

6. [Discussion regarding False Alarm contact](#)

Interim Police Chief James Edelstein updated the council on the False Alarm contract. During council's work study on August 15, 2013, council provided direction to staff to pursue option one. He has been looking for vendors to contract with to enforce the false alarm code. An American company called AOT Public Safety that has call centers located in the US, has 50 clients in Arizona and is highly recommended. Staff continues work on an ordinance for presentation at a future council meeting, and has determined that a six month grace period during which no assessments would be assessed is longer than the norm. In fact, two weeks to a month is the standard based on staff research. Staff desires council input on a grace period of one month during which no registration or assessments would be assessed based on false alarms, as well as to inform council of the progress with the identified vendor.

All the council members agreed that they support the option one-one month time frame. In response to Council member Marshall, Edelstein stated that the new proposed fines would be set at \$52 per incident that would most likely be assessed after the 2nd or 3rd false alarm within a 365 day period. Council member Anderson stressed that he wanted citizens to know we do support them and that this is to help resolve the problem of irresponsibly by a few businesses. Edelstein added that eighty percent of the false alarms are caused by twenty percent of the users.

Vice Mayor added that we are being solution oriented, not punitive.

Edelstein wished to thank Cindy Corcoran and Kim Moon for their assistance in drafting the ordinance to change the code.

7. [Adjournment](#)

Vice Mayor Nye adjourned the meeting at 6:33 p.m.

ATTEST:

APPROVED:

Diane Russell, Town Clerk

Harvey Skoog, Mayor

STATE OF ARIZONA)
COUNTY OF YAVAPAI) ss:
TOWN OF PRESCOTT VALLEY)

CERTIFICATE OF COUNCIL MINUTES

I, June Catanzarite, Deputy Town Clerk of the Town of Prescott Valley, Arizona, hereby certify that the foregoing minutes are a true and correct copy of the Minutes of the Work Study Meeting of the Town Council of the Town of Prescott Valley, held on Thursday, October 17, 2013.

I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 25th day of October 2013

June Catanzarite, Deputy Town Clerk