

**TOWN OF PRESCOTT VALLEY
WORK STUDY MEETING
MINUTES
March 5, 2015**

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

1. Call to Order

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

2. Roll Call

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

5. Presentation: Pool & Ice Services

Mayor Skoog asked council to move Item 5 up to go first due to a schedule change for Robert Kieren. Council members had no objection.

Parks and Recreation Aquatics and Ice Coordinator Robert Kieren gave a report about the last season of ice skating which was much shorter than the normal with only 39 days of ice time. They utilized 140 hours of time which was 78% of the time available. Ice staff always has a good time and the community loves the skating program.

Robert presented a three-year comparison chart of the 6 aquatics programs at Mountain Valley Splash. Their objective is to provide a safe and fun summer. May 16 is the first day of swimming lesson sign-ups at the pool. The 2015 season begins on May 23 with open swim. Aquatics and office positions are available. Applications can be made online and open interviews will take place at the pool on April 3 and 4th. In response to Vice Mayor Nye's inquiry, Robert responded that the water slide refurbishing is starting tomorrow that had been delayed due to weather. They look forward to a great season at the pool and the next ice skating season too.

No action was taken.

3. Presentation: Prescott Valley Event Center - Gary Spiker

Prescott Valley Events Center Director Gary Spiker thanked the Mayor and Council for the hard work they do. Spiker highlighted all the AIA sporting events at the PV Events Center. He said all the nearby businesses benefit from the AIA events. There is wrestling, volleyball, basketball and

cheerleading. They love coming to Prescott Valley due to the central location in the state and they feel very safe here in our community. People in town also come to see the events not just the out of town team families. They sell lots of senior and military discount tickets.

Other events have the event center booked solid, only the 4th of July is available and they try not to book it as to not compete with the rodeo in Prescott. They also do weddings, corporate events and graduations. Gary highlighted the major events coming up this spring and summer, including the home and garden show, spring carnival, Prescott Valley Days, a Christian music concert, monster trucks, Rage in the Cage, gem and mineral show and gun shows. In response to Council member Grossman, Gary said that their full event schedule is available at their website.

No action was taken.

4. Discussion: Water and Wastewater Capacity Fee Study

Utilities Director Neil Wadsworth introduced John Wright from Raftelis Financial Consultants who gave a presentation on Water and Wastewater Capacity fees. He explained the three industry standard approaches to calculating fees, equity buy-in, incremental approach, and the hybrid approach which is a combination of the first two approaches. John showed several charts to show capacity fee calculations for different units including, single family, multi-family, apartment and hotel units. The changes that Neil is proposing will be to base rates on meter size versus fixture units for non-residential properties. John's last slide showed a comparison with other Arizona communities in how they calculate their fees and flow rate equivalencies using industry standards.

Wright responded to Council member Grossman who asked for a definition of a single family unit that it is 2.53 people per household; which is the same metric that was used in the development impact fee study that was done last year.

Neil Wadsworth expanded on Wright's presentation by saying that the goals of the study were to review our fees and to eliminate the dual fee structures. He will review the overall fees that the Raftelis study came up with for capacity and resource fees. They want to come up with an alternative method for assessing the fees. Neil explained that the capacity fees need to cover the costs of drilling of wells to meet the capacity of the homes being built, such as in the Quailwood Meadows development. Installation of the water tanks will still be the responsibility of the developer.

Neil showed a chart of existing residential fees for water capacity of \$1,570 north of 89A and \$1,411 south of 89A, and \$3,162 wastewater fees for all areas. The proposed new fees for all of town are \$1,491 for water capacity and \$3,014 for wastewater for a total of \$4,505 combined. The total effect would lower the combined fees by \$227 north of 89A and raise it by \$32 south of 89A, making both areas finally equal.

Next Neil talked about the current methods used for determining the fixture unit count to obtain the rates which are based on very complex formulas. The study made some comparisons on water usage at hotels and apartments with usage at single family residences to compare fees

versus demand. He showed charts to summarize the current method versus the proposed meter based method. The fees would be more in line with actual consumption. By going with the proposed methodology standard of a meter size based system it is more efficient. It is also much easier to quote a price to a new business looking to come to Prescott Valley based on the size of a water meter they will need rather than counting fixture units. The meter size is directly proportionate to the amount of water available. When a business expands the customer is only charged more for capacity fees if they need a bigger sized meter. Same goes if someone needs to upsize their meter they are only charged the difference in the cost between the old meter and the new meter not a full price of the new meter.

There is an exception with one area of town in Section 14 where an “in lieu of” sewer assessment was charged for large open undeveloped parcels that cannot be converted to the new proposed meter methodology. If it develops today it will have to be charged the current per fixture unit method due to the way it was assessed in 1993 original collection system.

Neil showed a slide with examples of meter sizes with present fees, proposed fees and the differences depending on the category, such as single family, multi-family, hotel or apartments. Meter based examples of wastewater fees would be \$3,162 for single family residential based on 25 fixture units with a 5/8 inch meter. In summary the proposed fees are \$32 higher than present rates for a single family residence. The proposed structure will eliminate the differential between different areas of town. It would change to meter size basis that would apply the assessment method to Water Capacity, Wastewater Capacity and Water Resource Fees.

They have not scheduled a time to bring this back to council at this point. They will be doing the next steps for public hearings and adoption of fees.

Council member Mallory commented that she sees that it is all about the meter size. Neil added that they will be offering new meter sizes that they do not currently offer in inventory. Council member Whiting asked Neil to explain the water resource fee to which he answered that it goes toward finding new sources of water in what John Munderloh does like recharge projects and acquiring water rights. Whiting wanted to know if the proposed changes are the norm within the state and Neil said it was becoming so. Vice Mayor Nye added that it would be a very fair system and helps economic development by making it easier to calculate. Town Manager Larry Tarkowski added his praise to the study and presentation.

No action was taken.

6. Presentation: Town website update

IT Manager Casey Danner gave an update on the new Town of Prescott Valley website. He has worked with a team of staff members, including Larry Prentice, Brian Witty, Shelley Geiger, Scott Stebbins and Ryan Judy who have contributed to building the new design with the new vendor Civic Plus. Casey brought up the new website on screen to show many of the new features. It has a whole new look and is much easier to navigate with mega menus. There is still some fine tuning to do but the majority of the work has been done to get it ready to launch live in about a month. Casey showed how the back end of the website looks too for the staff to be able

to add and make changes to their specific department information as needed. It is much more user friendly for the staff than the old website. Civic Plus has a number of modules that are great for the public and for staff use. The present intranet for staff will be incorporated into the new site instead of being separate. Parks and Recreation and the Police Department have their own pages with their own designs and backgrounds. Casey brought up some samples of other websites designed by Civic Plus to show some features that we will be adding to our website. He is very excited and very pleased with how well the new website is coming together. There is great potential for adding tracking of how the website is used and letting users add requests.

Council member Marshall commented that it looks awesome! Council member Grossman wanted to know about the filters to avoid foul language for comment sections and Casey said yes they will be doing it. Vice Mayor Nye suggested that more of the lists need to be alphabetical. Council member Mallory added that this looks so much easier than the current website. Casey then showed how the new site has what is called responsive design so that it fits to the device that is being used, whether a laptop or tablet on phone. Council member Whiting asked about the Granicus system and Casey responded that it will be the same except that there will be enhancements later when the council converts to their new program with Granicus. Everyone agreed that it looks fabulous. Ryan Judy added compliments to Casey for getting great results from the vendor and for about half the original quoted price.

No action was taken.

7. Discussion: Town News sponsorships

Communications Relations Coordinator Heidi Foster presented an idea to change the Town News publication that is inserted in water bills each month. It used to be printed in color but during the recession it was changed to black and white to save money. Her suggestion would be to offer sponsorships from local businesses in the form of advertisements to defray the cost of color printing. The Town currently sends the Town News to more than 19,000 homes. Of that number, about 2,100 are sent via e-notification and the remainder are sent through the U.S. Mail. In addition to simply showing community spirit and involvement, staff believes private enterprises would be interested in paying for sponsorships in order to get their information into 19,000 homes.

One concept would be for sponsors/advertisers to have a 1-inch banner on the bottom of the front and back of the Town News. It is hoped that this could be priced in a fair and competitive fashion and that the revenue would cover printing costs. Another potential concept would be for sponsors like media outlets to trade advertising or other services for the sponsorship and then have the department receiving the benefit pay for the printing from its budget.

Town Manager Larry Tarkowski added that they wanted to get council's thoughts. We only need to find 12 sponsors and it will be competitive with other media. They are hoping for more demand than space available and if they get too much demand they can always raise the price. Council member Grossman wanted to be sure that the ads were not an endorsement by the town of the businesses. Council member Mallory added that there could be more than one sponsor per month if they wanted to split the cost. Vice Mayor Nye and Council member Whiting support the

idea and want to move forward. Heidi added that we could be looking at saving \$8,000 per year. Council members Anderson and Grossman think we need to look into it further. Mayor Skoog added that overall it is a good idea but they will need more information.

No action was taken.

8. Adjournment

Mayor Skoog adjourned the meeting at 7:22 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 Regular Meeting of the Town Council of the Town of Prescott Valley, held on Thursday, March 5, 2015.

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

Dated this March 19, 2015

June Catanzarite, Deputy Town Clerk