

**TOWN OF PRESCOTT VALLEY
WORK STUDY MEETING
MINUTES
May 17, 2012**

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

1. Call to Order

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

2. Roll Call

Present: Mayor Skoog, Council Member Nye, Council Member Tjiema, Council Member Mallory, Council Member Whiting, Vice Mayor Lasker, and Council Member Anderson.

3. Presentation: Prescott Valley Economic Development Foundation, Focus on Success, Gary Marks

Prescott Valley Economic Development Foundation's Gary Marks stated that over the last six months activity levels have increased over what it has been over the last three years. Currently they have one prospect looking at the community. They have been working hard on the Rural Development Grant to help existing companies with expansion. They were able to help five local businesses with last year's \$278,000 grant. This year they have secured a \$301,000 grant to help a little more on the regional perspective. \$126,000 has been spent this year on businesses. This investment will add between 45 and 50 new jobs within our region. PVEDF launched a new updated website last week. More information is available there.

Marks distributed a copy of the *Focus on Success* to each council member. PVEDF updated the population, education levels and demographics of Prescott Valley and Yavapai County to provide a picture of what has taken place since the year 2000 through the fourth quarter of 2011. PVEDF's five key focus areas are business development, education, work force development, promote leadership and quality of life. The Economic Development portion of the *General Plan 2025* is a strategic part of the *Focus on Success* plan.

Council member Anderson commented that he has seen the foundation very aggressively pursue a business prospect for 3 months which since decided not to move here. Marks explained that this was the best deal he has ever seen offered to a business. Commitments were made and in the eleventh hour the company told PVEDF that it needed a \$1.5 million dollar investment in order to make the move to Arizona. Vice Mayor Lasker said that incentivizing a company to a location could encourage a company to move wherever a better offer comes from.

Tarkowski pointed out that our education money for the Lockheed Martin project was structured so that we paid for production. Until their performance was met for twelve months, we would not cut reimbursement checks. Unfortunately in this environment, if a community doesn't incentivize business to relocate to their town they will get nothing. We do not have the state supported incentive dollars for job creation like they do in their state. We don't have that tool in Arizona. No action was taken.

4. Discussion regarding renewing the CDS Global Lockbox Payment Processing - Contract

Customer Accounts Manager Cordell Compton stated that they pursued the option of outsourcing the processing, handling and posting of the Town's water/sewer payments to streamline their cash collection process when staffing levels were decreased and a 4-day workweek implemented. A contract with CDS Global was approved by Council on August 12, 2010, and has been in effect since that time. In addition to streamlining the cash collection process, the outsourcing would also allow the Town to better balance the workload and redistribute some of the duties of the Customer Accounts Division to focus more on our delinquency functions and also provide for better coverage for monies being deposited on a timely basis when staff was absent. Cordell offered to take the new council members on a tour of the facility if they would like to see it. In his years of dealing with vendors CDS Global has delivered what they promised. The budgeted 3 percent increase will be picked up by the water and sewer enterprise funds. Staff recommends a 2-year extension with a year option of renewal.

In an unrelated note not affiliated to this subject, is that a short form is now online to set up bill notifications on-line as of yesterday. Tarkowski commented that as the economy turns around and we get more demand for service we will be evaluating every position that we consider filling and comparing with outsourcing or implementation of technology if cost effective both long-term and short-term. CDS has done a great job, has great customer service and a classic example of how outsourcing has saved our tax payers money. Cordell introduced Lisa Brooks, Manager and Debra Finnegan, Account Manager. No action was taken.

5. Discussion regarding approving a Valley Collection Service, LLC - Contract Addendum

Customer Accounts Manager Cordell Compton said this firm was the one approved by council last month to collect outstanding debt for the Community Development department. While Customers Accounts process is little different from Com Dev they would like to expand the collection service agreement to include collection of their debt. After internal due diligence has been done the department has little leverage to get a delinquent bill paid. By using Valley Collection there will not be any upfront cost to the town; we don't pay CDS until they collect the delinquent funds from the customer. Regulations will be followed with anything referred to the collection agency. Council agreed that it will free up Cordell's time to do other things and makes sense since we utilize the service in other areas. Valley Collection Service's Scott Maxam explained the usage in the process of the numerous sample letters included in the packet. No action was taken.

6. Discussion regarding the Electronic Records Management Project

Tarkowski stated that Diane Russell was given the directive to find a way to manage our electronic records retention. Diane's department has done a very good job of managing the paper records with the whole organization participating. Electronic records management is a mish mash across the state. We have an obligation as being a transparent municipality, so that when someone wants to see public records we can produce them whether paper or electronic. Diane has been the leader/ramrod of a group to find the best way to do this. It is going to create a new world for all of our employees, not just the managers. A lot of work has been done with more work to do, but it going to cost money for the technology to avoid the man power intensive process.

Diane gave the background on the development of an electronic records management program based on the current Laserfiche system. The solution was unacceptable as it was too manpower intensive. We went back to the drawing board and worked with our Laserfiche vendor, DocUnited, to find a more automated solution based on our criteria. A couple of Laserfiche modules are available that will automate the process. Hours of in-house background planning and data creation (work flow design) will have to be completed for the behind the scenes operation of the software. Records Tech Kerry Andersen will be coordinating this with the departments to achieve our goal of being user friendly. Existing records will not be negatively impacted by the new system and will be moved over to the new system as time allows. The automation is not free though. These expenditures were not realized until after the budgets had been set so it was too late to budget for next year. Phase I will include 38 licenses and include the Management, Town Clerk, Town Attorney, Management Services and Human Resources Departments. Phase I will be funded from the Town Attorney's Department. Phase II will bring the remainder of the Town on board with the project after the initial group has fine tuned it. The Town Clerk and Town Attorney offices will fund Phase II of the project with any leftover funds that we may have from our budgets in FY2012-2013. If funds are not available, Phase II will be budgeted for FY2013-2014. Diane explained what purchases had already been made for this project.

Town Attorney Ivan Legler reminded everyone how easy it is to create electronic documents and how many more of those we create over a year. In order to manage those, each staff member has to be their own records manager. The process initially developed planned for a Records Clerk in each department to handle those records which would have been time consuming for them as well as each staff member.

Council member Anderson said it sounds mind boggling to him in this digital age and questioned how we would confirm that everything that needs to be documented is done to meet the requirements of what we are trying to respond to. Legler responded that each employee will have an obligation to do certain things. We will have a process were we audit how people are doing from time to time.

Tarkowski said the original proposal would cost the Town \$576,000 in lost productivity a year which is crazy. We would rack up millions of dollars in a short period of time. The goal/target now is to expend no more than 15 minutes per employee per day to accomplish this. The cost recovery for the technology is less than one-half year in lost productivity.

Diane confirmed for Council that the Phase I purchases of 38 licenses should be in place before the end of June. Further, Diane defined the one-time purchase of the licenses fees versus the annual support fees which will be ongoing.
No action was taken.

7. *Adjournment*

Mayor Skoog adjourned the meeting at 6:38 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, Diane Russell, 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, May 17, 2012.

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

Dated this May 21, 2012

Diane Russell, Town Clerk