NOTICE AND AGENDA

WICKENBURG COMMON COUNCIL
WILL MEET FOR A SPECIAL MEETING
Saturday, January 11, 2020 at 8:00 A.M.
Del E. Webb Center for the Performing Arts - 1090 S. Vulture Mine Road
WICKENBURG, ARIZONA 85390

Rui Pereira, Mayor
Royce Kardinal, Vice Mayor
Chris Band, Council Member
Kristy Bedoian, Council Member
Kelly Blunt, Council Member
Sam Crissman, Council Member
David Stander, Council Member

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Wickenburg Town Council and to the general public that the Town Council will hold a meeting open to the public on the above date, time, and location. Minutes of its proceedings shall be taken and filed with the Town Clerk for Public Inspection.

ACTION MAY BE TAKEN BY THE COUNCIL ON ANY ITEM LISTED ON THIS AGENDA. Revisions to the agenda can occur up to 24 hours prior to the meeting. Revisions appear in all italic print. Council may decide to change the order in which items are heard at the meeting.

As a courtesy to others, please turn off or put in silent mode all pagers and cell phones.

Meeting Times
Welcome to this Wickenburg Town Council meeting. Regular Council meetings are usually held the first and third Monday of each month at 5:30 PM at the Wickenburg Council Chambers, although the date or time may change and additional meetings may be called at other times and/or places. Contact the Town Clerk or watch for posted agendas for other meetings.

Speaking at Meetings
If you are interested in speaking to the Council during the Call to the Public or Public Hearings, you must fill out a speaker card (located at the entrance door)
and deliver it to the Town Clerk prior to the convening of the meeting.

All persons attending the Council meeting, whether speaking to the Council or not, are expected to observe the Council rules, as well as the rules of politeness, propriety, decorum and good conduct. Any person interfering with the conduct of the meeting or otherwise not following the Council rules will be removed from the meeting.

Accessibility
To better serve the citizens of Wickenburg and others attending our meetings, the Council Chambers are wheelchair and handicapped accessible. Persons with a disability may request a reasonable accommodation by contacting the Town within 48 hours of the scheduled meeting at 928-684-5411 (Voice & TTY).

Agendas
Copies of the agenda are available the day of the meeting in the Council Chambers or online at www.wickenburgaz.org. For questions about the Council meetings, special services or procedures, please contact the Town Clerk, at 928-684-5451, Monday through Thursday from 7:00 AM to 6:00 PM.

A. CALL TO ORDER - Mayor Pereira

B. ROLL CALL - Mayor Pereira

C. NEW BUSINESS

1. Discussion, Direction and Update of the Wickenburg Strategic Plan Between the Common Council and Town Staff Regarding Various Issues Affecting the Town of Wickenburg Including, But Not Limited to, Operational Policies & Procedures, Status of Various Projects, Budgeting Priorities, Succession Planning, and Governing Philosophies

D. ADJOURNMENT - Mayor Pereira

Posted on January 9, 2020, by 5:00 p.m. at the following locations:

<table>
<thead>
<tr>
<th>Town Hall</th>
<th>Public Library</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>155 N. Tegner, Suite A</td>
<td>164 E. Apache Street</td>
<td><a href="http://www.wickenburgaz.org">www.wickenburgaz.org</a></td>
</tr>
</tbody>
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Donna Ables, Deputy Town Clerk
Common Council Special Meeting

Meeting Date: 01/11/2020
Item Requested By: Amy Brown, Town Clerk
Staff Contact: Vince Lorefice
Contact Phone Number: 928-668-0518
Type of Agenda Item: New Business

STRATEGIC PLAN
This project addresses the below Priority Area(s) and relates to the listed Specific Initiative(s):
Not Applicable

AGENDA ITEM:
Discussion, Direction and Update of the Wickenburg Strategic Plan Between the Common Council and Town Staff Regarding Various Issues Affecting the Town of Wickenburg Including, But Not Limited to, Operational Policies & Procedures, Status of Various Projects, Budgeting Priorities, Succession Planning, and Governing Philosophies

BACKGROUND INFORMATION:
This will be the Council Strategic Planning Meeting. Attached is the Strategic Plan from 2019 for your review.

SUGGESTED MOTION:
Discussion and Direction to Staff

Attachments
Strategic Plan 2019

Form Review
Form Started By: Amy Brown
Started On: 12/02/2019 12:16 PM
Final Approval Date: 12/23/2019
Town Council

Everett Sickles, Mayor
Royce Kardinal, Vice Mayor
Chris Band, Councilmember
Kelly Blunt, Councilmember
Sam Crissman, Councilmember
Kristy Bedoian, Councilmember
David Stander, Councilmember

Management Team

Vince Lorefice, Town Manager
Sherri Rollison, Town Magistrate
Steve Boyle, Community Development & Neighborhood Services Director
Amy Brown, Town Clerk
Les Brown, Police Chief
Rosa Garcia-Marquez, Court Administrator
Herschel Workman, Public Services Director
Ed Temerowski, Fire Chief
Stephanie Wojcik, Finance & Technology Director
Pamela Green, Economic Development Director

The Wickenburg Way

The Western Greet
Provide excellent customer service to all with a warm welcome and fond farewell. We give a firm shake, open doors, wave as we pass and tip our hats.

Courteous Communication
Answer phones, written communications and voicemails promptly and with a friendly tone.

Hometown Pride
We take personal pride in our community and a job well done. Cleanliness is everyone’s responsibility.

Experience!
Anticipate our guests’ needs, acknowledge all, respond timely and welcome feedback.

Team Member Appearance
Smile and take pride in our appearance.
Mission Statement

The mission of the Town of Wickenburg is to provide excellent customer service and a clean, safe and vibrant Western community for the benefit of all residents, businesses and visitors.

Guiding Principles

The Town of Wickenburg...

- Welcomes new opportunities while respecting history
- Seeks to engage and build trust with its citizens
- Plans and invests for the future
- Is an organization that strives for excellence

Vision Statement

Wickenburg will be known as the best Western town in Arizona and one of Arizona's best places to live, raise a family, do business and enjoy an outdoor lifestyle.

Priority Areas

- Economic Development
- Downtown
- Public Safety
- Youth & Families
- Natural Resources & Recreation
Economic Development: Make Wickenburg a destination for business.

Objective #1: Make it easy for businesses to start, locate and thrive in Wickenburg

Initiatives:

• Support workforce development efforts that enable Wickenburg employers to attract and retain top talent, especially in partnership with Arizona@Work: Maricopa County, West-MEC, and the Wickenburg Unified School District.
• Partner with financial institutions, non-profit entities, and other government agencies to create a menu of options for small business planning and financing.
• Make strategic infrastructure investments that are directly tied to economic development opportunities through partnerships with key stakeholders.
• Identify and pursue options for financing needed telecommunications improvements in partnership with private providers.
• Partner with transportation providers to broaden options for commuters and visitors to get to Wickenburg, including through public transit and aviation.
• Work with land owners and developers to ensure the availability of workforce-level housing in Wickenburg.
• Work with local businesses to explore how the Town of Wickenburg can assist in recruitment and retention efforts.

Objective #2: Promote sustainable growth of the community while maintaining its high aesthetic value.

Initiatives:

• Ensure all entry points to Wickenburg are aesthetically pleasing and include appropriate functional and directional signage.
• Pursue annexations along major highway corridors and in areas that add value and future economic potential, keeping in mind future service costs and infrastructure needs.
• Actively engage in Interstate 11 corridor visioning and ensure plans are in place to support necessary annexations and economic development.
• Continue developing opportunities to work with other agencies to provide a safer and cleaner experience for our residents and guests.

Objective #3: Strengthen partnerships and communication between the Town and the local business community.

Initiatives:

• By all means available, promote Wickenburg as the “Team Roping Capital of the World” and a destination for outstanding arts and cultural amenities, special events, equestrian activities, and healthcare services and careers.
• Increase the frequency of two-way communication among the Town, economic development organizations, and local businesses, including updates on new policies and resources and surveys to determine business needs.
• Work with local businesses to review and propose sign code modifications that promote a professional and vibrant community.
Downtown: Create a unique sense of place, energy and excitement in downtown Wickenburg.

Objective #1: Create a constant stream of activity in the downtown area.

Initiatives:
• Support Wickenburg’s expanding reputation as a destination for arts and cultural activities by increasing their presence and the overall number of events downtown.
• Encourage arts, dining, and retail businesses from other areas of Arizona to consider downtown Wickenburg for future expansion, including through flexible Town codes, where necessary.
• Building on existing studies and plans, create a new downtown strategic and/or redevelopment plan with input from a wide variety of stakeholders.
• Celebrate our rich history by marketing and celebrating our founding father, Henry Wickenburg’s 200th birthday. Allocate budget authority so the community can participate in this monumental celebration.
• Expand on current efforts with the “Free Concert Series” and expand partnerships to make this monthly event even more impactful.

Objective #2: Continue investment in infrastructure, planning and aesthetic elements throughout the downtown area.

Initiatives:
• Recognize the unique nature of downtown structures and encourage businesses to occupy them while maintaining high aesthetic design standards that promote Western culture.
• Research, plan and implement parking improvements that maximize the use of space and allow visitors easy access to downtown points of interest.
• Eliminate unused, underused, and blighted property in the downtown area through cooperation with property owners and economic development organizations and by regulatory means, where necessary.
• Solicit creative proposals for downtown redevelopment opportunities, including more lodging and event space options.
Public Safety: Establish Wickenburg as a safe, family-friendly community by consistently providing one of the best public safety systems in Arizona.

Objective #1: Enhance the visibility and accessibility of Wickenburg’s public safety and criminal justice departments and services.

Initiatives:

- Aggressively address narcotics and traffic enforcement through creative deployment of personnel, resources, and technology.
- Provide regular updates to the Town Council, civic organizations, neighborhood groups, and businesses about department activities, accomplishments, and trends.
- Expand the frequency and scope of interactions with Wickenburg’s schools to promote safe campuses and career options, including through Fire and Police Explorer programs.

Objective #2: Provide the necessary tools to strengthen Wickenburg’s public safety operations and prepare for future population growth.

Initiatives:

- Develop plans and identify funding streams for new public safety facilities, including a police headquarters and second fire station, that incorporate shared uses and serve as community gathering places.
- Continue efforts to modernize radio communications infrastructure and develop capital replacement plans to ensure resources remain current.
- Develop local regulations, adopt appropriate industry standards, and allocate adequate financial and personnel resources to effectively deal with property maintenance issues, especially repeat offenders and blight.
Youth & Families: Create a friendly atmosphere that encourages families to locate in the community.

Objective #1: Enhance Wickenburg’s appeal as a multi-generational community with facilities, programs, and services that attract all age groups.

Initiatives:
- Leverage the Wickenburg Public Library & Learning Center as a downtown destination for educational programming, including partnerships with higher education institutions and “lifelong learning” opportunities.

Objective #2: Ensure that new development meets the Town’s goal of becoming a destination for youth and families.

Initiatives:
- As appropriate, adopt regulations that require new development to include family and recreational amenities such as parks, playgrounds, schools, paths, trails, and open space.
- Seek partnerships and opportunities to address the need for workforce-level housing, especially options for teachers and other public servants.

Objective #3: Strengthen partnerships among service providers in the Wickenburg area to ensure that all youth have an opportunity to engage in age-appropriate recreational and educational programming.

Initiatives:
- Engage existing youth groups, especially the Town’s Youth Commission, to gain program ideas and promote current Town-sponsored activities.
- Collaborate with area non-profit organizations, schools, and service clubs to ensure that all youth have the opportunity to participate in Town recreational programs, regardless of their financial resources.
- Develop a scholarship program for youth activities.
Objective #1: Preserve, enhance, and promote Wickenburg’s natural resources.

Initiatives:

- Ensure Wickenburg’s long-term water availability through the study of existing resources and pursuit of new opportunities.
- Pursue opportunities to reduce the Town’s consumption of finite resources and make use of new technologies for energy efficiency.

Objective #2: Preserve, enhance, and promote Wickenburg’s recreational resources.

Initiatives:

- Leverage public and private partnerships to develop and manage recreational assets within and around Wickenburg, ensuring that natural resource areas remain open for public use.
- Produce marketing materials, including a community guide, highlighting Wickenburg as a destination for outdoor recreation and equestrian activities.
- Emphasize connectivity in long-range planning to promote safety and recreation, including sidewalks, crosswalks, multi-use paths, and trails.
Infrastructure:

- Seek partnerships and funding to address the Town’s flood control challenges, taking care to use drainage improvements as opportunities for community and neighborhood enhancement.

- Plan for Americans With Disabilities Act (ADA) related improvements to address changing accessibility and legal requirements.

Human Capital:

- Balance the need for increased staffing levels to address the growing population with the responsibility to invest in existing employees through compensation, training, and promotional opportunities.

- Plan for employee compensation demands outside the Town’s control, including voter-mandated minimum wage increases and changes in national health insurance policy.

- Increase the frequency of opportunities for citizens to learn about and provide direction to their local government through Council and staff listening events, neighborhood programs, and public outreach.