

**NOTICE OF THE REGULAR MEETING
OF THE CAREFREE TOWN COUNCIL**

WHEN: TUESDAY, DECEMBER 1, 2020

WHERE: ZOOM ONLINE*

TIME: 5:00 P.M.

Pursuant to A.R.S. 38-431.02, notice is hereby given to the members of the Town Council of the Town of Carefree, Arizona and to the general public that the members of the Town Council will hold a meeting open to the public. For any item listed on the agenda, the Council may vote to go into Executive Session for advice of counsel and/or to discuss records and information exempt by law or rule from public inspection, pursuant to Arizona Revised Statutes §38-431.03.

Members of the Council are participating by technological means or methods pursuant to A.R.S. §38-431(4).

The agenda for the meeting is as follows:

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

CONSENT AGENDA

All items listed hereunder are considered to be routine by the Town Council and will be enacted by one motion. There will be no separate discussion of these items unless a council member so requests, in which event the item will be removed from the consent agenda and will be discussed separately:

ITEM #1 Approval of the November 10, 2020 Town Council Regular Meeting Minutes.

ITEM #2 Approval of the November 18, 2020 Strategic Planning Workshop Meeting Minutes.

ITEM #3 Acceptance into the public record of the November, 2020 paid bills.

ITEM #4 Acceptance of the cash receipts and disbursements report for October, 2020.

REGULAR AGENDA:

- ITEM #5** Call to the Public: Public comments can be provided in written format by email to Kandace@Carefree.org. Please limit your comments to not more than 1 page, double spaced, 12 point type. Comments may not be read that exceed three minute.
- ITEM #6** Current Events.
- ITEM #7** Review, discussion and possible action to approve a Series 12 Restaurant liquor license application for Augustine Athenson and Athens on Easy Street, located at 7 East Sundial Circle, Carefree, AZ.
- ITEM #8** Review, discussion and possible action to approve Resolution 2020-10 approving the Council Strategic Plan for 2020-2022.
- ITEM #9** Review, discussion and possible action to approve Resolution 2020-11 approving the Economic Development and Financial Stability Pillar of the Council Strategic Plan for 2020-2022
- ITEM #10** Adjournment.

DATED this 24th day of November, 2020.

TOWN OF CAREFREE

BY: Kandace French Contreras
Kandace French Contreras, Town Clerk

Items may be taken out of order

*Due to the risks to public health caused by the possible spread of the COVID-19 virus at public gatherings, the Town of Carefree has determined that public meetings will be indefinitely held through technological means. Meetings will be also open to the public through technological means. In reliance on, and compliance with, the March 13, 2020 Opinion issued by Attorney General Mark Brnovich, the Town of Carefree Town Council provides this special advance notice of the technological means through which public meetings may be accessed. While this special notice is in effect, public comment at meetings will only be accepted through written submissions, which may nor may not be read aloud during meetings.

Join Zoom Meeting:

Click on the following link or cut and paste it into your browser:

<https://us02web.zoom.us/j/3229729660>

Or go to <https://www.zoom.us/join> Meeting ID: 322 972 9660

A password is not required.

By phone:

Please call 1-253-215-8782



FOR SPECIAL ACCOMMODATIONS

Please contact the Town Clerk, 8 Sundial Circle (PO Box 740), Carefree, AZ 85377; (480) 488-3686, at least three working days prior to the meeting if you require special accommodations due to a disability.

**MINUTES OF THE GENERAL MEETING
OF THE CAREFREE TOWN COUNCIL**



WHEN: TUESDAY, NOVEMBER 10, 2020

WHERE: ZOOM WEB <https://us02web.zoom.us/j/3229729660>
MEETING ID: 322 972 9660

TIME: 5:00 P.M.

Town Council Attending:

Mayor Les Peterson
Vice Mayor John Crane
Vince D'Aliesio
Stephen Hatcher
Cheryl Kroyer
Gene Orrico

Town Council Absent:

Michael Krahe

Staff Present:

Gary Neiss, Town Administrator; Michael Wright, Town Attorney; Stephen Prokopak, Economic Development Director; Jim Keen, Town Accountant and Assistant Clerk; Kandace French, Town Clerk/Treasurer.

Mayor Peterson called the meeting to order at 5:00 p.m.

Stephen Hatcher led the Council in the Pledge of Allegiance.

CONSENT AGENDA

ITEM #1 Approval of the September 1, 2020 Town Council Regular Meeting Minutes.

ITEM #2 Approval of the October 6, 2020 Town Council Regular Meeting Minutes.

ITEM #3 Approval of the October 13, 2020 Strategic Planning Workshop Meeting Minutes.

ITEM #4 Acceptance into the public record of the October, 20208 paid bills.

ITEM #5 Acceptance of the cash receipts and disbursements report for September, 2020.

Mayor Peterson announced the agenda item and asked if there were any questions. There being none, he asked for a motion.

Council Member Orrico **moved** to approve the Consent Agenda. There was a **second** by Council Member Hatcher. The motion **carried** unanimously.

REGULAR AGENDA:

ITEM #6 **Call to the Public: Public.**

Mayor Peterson asked the Town Clerk, Kandace French Contreras, if any public comment had been submitted to the Council.

Mrs. French Contreras stated that there were no public comments submitted.

Town Administrator, Gary Neiss, reiterated to the public that comments could be sent during the meeting for reading by the Town Clerk at ***Kandace@Carefree.org***.

ITEM #7 **Current Events.**

Mayor Peterson announced the agenda item and asked for current events.

Vice Mayor Crane provided an update on the Veteran's Day Program being held on November 11th and the COVID-19 precautions being taken to protect the staff and public during the event. He stated the new Veterans Memorial was completed and the program for Veteran's Day had been modified to reduce the number of attendees at one time and the program would continue from sunrise until 4:00 p.m. with various events throughout the day.

Vice Mayor Crane then provided an update on the AT&T Veteran's Day Run held on November 7, 2020. He stated it was successful and several thousands of dollars were raised. He thanked AT&T Veterans organization for acting as the bank in support of the Veterans Memorial, allowing donations to run through their website and making those donations tax deductible.

Economic Development Director, Steve Prokopek, provided information regarding the upcoming production of the *Sound of Music* being presented in the Sanderson Lincoln Pavilion by the Desert Foothills Theater. The event has been so well received that the tickets have sold out. However, other ideas are being explored to enhance the availability of the event to make it available to additional audience members.

Steve provided the dates of the performance and explained the COVID precautions being taken.

(Taken out of order)

ITEM #10 **Presentation regarding COVID precaution plan for Thunderbird Artists' Fine Art and Wine Festivals January 15-17 and March 12-14, 2020.**

Mayor Peterson announced the agenda item out of order and re-introduced Economic Development Director, Steve Prokopek and Denise from the Thunderbird Artists.

Denise explained that the wine tasting has been removed from the event to discourage people from gathering in areas and remove the reason for attendees to remove their masks. The cost of providing the wine tasting is also prohibitive should the event be cancelled for any reason.

Steve presented a Power Point and provided additional information regarding the layout and one way routes that will be implemented as well as additional measures set out in the COVID Management Plan. He said that Fountain Hills is holding their show prior to the Carefree event and he will attend and assess the event to observe what did and didn't work.

Steven said the COVID plan will be posted at the event and on the Carefree Town website. He didn't detail all the steps but provided general information and reiterated that the full plan is available to the public.

Denise also stated that the Thunderbird Artists are working with the Maricopa County Department of Public Health to make the event safe. There will be sanitizing stations throughout the event and at each tent. If any vendor is unable to comply with the mask requirement, they are required to post a notice at their tent.

Council Member D'Aliesio asked how the attendance numbers would be regulated to prevent over-attendance during busy times.

Denise responded and said that it was a difficult process but they would request that individuals practice social distancing and that approximately 300 people would be maximum attendees at one time. The lack of wine tasting is expected to significantly reduce attendance.

Council Member Kroyer commented that someone needs to monitor entrances to maintain a reasonable attendance without overwhelming the areas with too many people.

There were additional comments and discussion regarding music and monitoring attendance. Steve stated that several steps were also being taken to minimize any handouts or items that people would touch. Key codes and online information will be utilized as well. People will also be encouraged to follow a "rule of the road" pathway and only go in one direction. Periodic announcements will also be made and signage will be utilized. Security individuals will also encourage everyone to keep their masks on during attendance.

There were additional questions regarding masks. Denise and Steve responded.

Town Administrator, Gary Neiss, reiterated what other promoters are doing to hold events safely within the Valley and that continued communication will be utilized as the event gets closure.

Denise asked if the event had been approved because they need to begin promoting the event.

Steve reiterated that the event has already been approved.

ITEM #8 Review, discussion and possible action to accept the findings of the 2019-2020 Fiscal Year audit for the Town of Carefree and the Carefree – Cave Creek Consolidated Court.

A representative from the firm of Heinfeld Meech will attend.

Mayor Peterson announced the agenda item and introduced Town Administrator, Gary Neiss and Town Accountant Jim Keen as well as Heinfeld Meech staff.

Mr. Neiss provided a synopsis of the annual audit process and the three agencies, the Town, the Court and the Water District. He reminded the Council that the purpose of the audit is to ensure compliance with the standards set by governmental accounting standards. He stated that all the agencies received a clean audit yet again. He stated that this year a new auditor was used to continue to keep a fresh set of eyes on the process. The auditor is usually changed every five years for that reason and the Town went through the procurement process this past Spring to hire a new audit firm. Mr. Neiss commended Town Accountant, Jim Keen, on his excellent work that resulted in a clean audit and transparent procedures and transactions.

Mr. Neiss explained Mr. Keen would update the Council regarding the financial adjustments that were made to move transactions to the correct fiscal year. All that information is in front of the Council.

Mr. Keen presented a comparison by department and how things stand by department. He showed that the report restates June, July and August and the accompanying accruals. The only auditor's adjusting entry was the sales tax that came in July that they determined should be credited to June. He detailed the funds deposited into the Reserve Fund.

Two of the audit staff were introduced to the Council Jennifer Shields and Jaren Young.

Council Member Hatcher asked for details regarding the adjustment of funds from July to June. He also asked about the 11% tax revenue increase.

Jim Keen and the audit staff responded.

Jennifer Shield stated that she is required to send additional communication is required to explain the relationship between the auditor and auditee and asked that the Mayor share that information with the Council. It reflects that there were no disagreements with the staff or management, no difficulties were encountered and that all the reporting is in good standing. She reiterated the clean audit is a testament to the good practices by the Town staff.

Mr. Neiss asked for a motion to accept the audit into the public record.

Council Member Orrico **moved** to accept the audit. There was a **second** by Council Member Kroyer. The motion **carried** unanimously.

The Council thanked the staff for their outstanding work on the financial aspects of the Town of Carefree.

Later –

It was determined that the audit of the Carefree – Cave Creek Consolidated Court was inadvertently missed from the motion stated above.

Council Member Orrico restated and revised the Motion to include the approval and acceptance of the Audit of the Cave Creek Consolidated Court.

There was a **second** by Council Member Kroyer. The motion **carried** unanimously.

Mayor Peterson then reminded everyone that the next meeting of the Council will be on November 18th for the swearing in of the new council members and Town's strategic plan.

ITEM #9 **Review, discussion and possible action to approve of Resolution 2020-09, a preliminary plat request approving the request to subdivide approximately 7.55 net acres zoned R1-35 Single Family Residential into 6 residential lots for a new subdivision named Estates at Carefree.**

Mayor Peterson announced the agenda item and introduced and introduced the Director of Planning and Zoning, Stacey Bridge - Denzak.

Mrs. Bridge – Denzak explained the required approval of the preliminary plat to flesh out any obstacles or constructability issues in the project before the final plat approval. She explained the rezoning of the parcel last year and the creation of six residential lots. She provided a map that provided the location and layout of the property. She laid out the characteristics of the property and the existing home. She gave details regarding wash, right-of-ways belonging to Scottsdale.

Mrs. Bridge – Denzak provided details regarding the six lots and their sizes. Carefree Water will serve the lots and each lot will be on septic. She also reviewed grading and drainage which will comply with a 100 year, 2 hour storm event. There was work with the engineers to develop various basins for drainage. She also went over landscaping requirements.

Mrs. Bridge – Denzak reiterated the various public and Board meetings addressing the development and plat requests as well as conditions for approval and the CC&Rs. The applicant and development partner appeared by Zoom and were introduced.

The applicant addressed questions regarding home quality and value.

After additional discussion,

Council Member Kroyer **moved** to approve Resolution 2020-09. There was a **second** by Vice Mayor Crane. The motion **carried** unanimously.

ITEM #11 **Review, discussion and possible action to approve a temporary street closure for the Desert Foothills Theater production of Sound of Music on November 12-14, 2020 and November 19-21, 2020.**

Mayor Peterson announced the agenda item and re-introduced Economic Development Director, Steve Prokopek.

Mr. Prokopek explained the needs of the Desert Foothills Theater in putting on the production of the Sound of Music. He described the need for cast, including children, to go behind the theater during the performance and cast changes. Due to the darkness and safety reasons, the Desert Foothills Theater requested closure of that short section of the street for safety.

Mr. Prokopek explained the steps taken to mitigate any adverse effect on the businesses.

Council Member Kroyer **moved** to approve the agenda item. There was a **second** by Vice Mayor Crane. The motion **carried** unanimously.

ITEM #12 **Adjournment.**

Mayor Peterson announced the agenda item and asked for a motion to adjourn.

Council Member Orrico **moved** to adjourn. There was a **second** by Council Member Hatcher. The motion **carried** unanimously.

The meeting ended at 6:13 p.m.

DATED this 11th day of November, 2020.

TOWN OF CAREFREE

BY: _____
Kandace French Contreras, Town Clerk

TOWN OF CAREFREE

Les Peterson, Mayor

Attest:

Kandace French Contreras, Town Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the Regular Meeting of the Town of Carefree held November 10, 2020. I further certify that the meeting was duly called and held and that a quorum was present.

Kandace French Contreras, Town Clerk

Check Register Report

ALL CHECKS NOVEMBER 2020

BANK: NATIONAL BANK OF ARIZONA



Date: 11/25/2020
 Time: 11:20 am
 Page: 1

Town Of Carefree

Check Number	Check Date	Status	Void/Stop Date	Vendor Number	Vendor Name	Check Description	Amount
NATIONAL BANK OF ARIZONA Checks							
46829	11/06/2020	Printed		0389	CAREFREE WATER COMPANY, INC	Nov 2020 Engineering Service	2,476.81
46830	11/06/2020	Printed		0389	CAREFREE WATER COMPANY, INC	Nov 2020 Water All Dept	2,913.68
46831	11/06/2020	Printed		0389	CAREFREE WATER COMPANY, INC	Reimb Cat Backhoe Rprs	361.71
46832	11/06/2020	Printed		0045	CAVE CREEK BUILDING SUPPLY INC	Concrete Gardns Cart Enclosure	131.46
46833	11/06/2020	Printed		3299	CIRCLE K UNIVERSAL	Oct 20 Gas All Dept	647.28
46834	11/06/2020	Printed		1329	COLONIAL SUPPLEMENTAL INS	Oct 20 Supplemental Ins	167.34
46835	11/06/2020	Printed		1460	COX COMMUNICATIONS	Nov 20 Town Internet&Phones	989.51
46836	11/06/2020	Printed		3174	DESERT DIGITAL IMAGING, INC.	Business Cards Sam Gesell	60.40
46837	11/06/2020	Printed		0238	FOOTHILLS COMMUNITY FOUNDATION	Leadership Academy K French	500.00
46838	11/06/2020	Printed		1320	KARSTEN'S ACE HARDWARE	Oct 20 Pub Wrks Supplies	134.93
46839	11/06/2020	Printed		1366	LEXISNEXIS MATTHEW BENDER	AZ Rev Statues Subscrip 1	349.60
46840	11/06/2020	Printed		0010	MARICOPA COUNTY	Oct 20 MCSO Jail Housing	396.98
46841	11/06/2020	Printed		0091	MARICOPA COUNTY TREASURER	Oct 20 Court Remittance	684.71
46842	11/06/2020	Printed		3221	NATIONAL BANK OF ARIZONA	Oct20 Lunch Meeting	66.69
46843	11/06/2020	Printed		3221	NATIONAL BANK OF ARIZONA	Trk Rpr, Pub Wrks Uniforms, TPT	6,207.19
46844	11/06/2020	Printed		3015	NOTHING BUT NET	Nov 20 Comp Maint Agreements	1,368.63
46845	11/06/2020	Printed		2081	O'REILLY AUTO PARTS, INC	Oct20 Pub Wrks Veh Maint	611.37
46846	11/06/2020	Printed		2025	QUADIENT FINANCE USA	Court Postage Meter Supplies	257.38
46847	11/06/2020	Printed		3425	RAGHT	Nov 20 Med, Dental, Vision All	15,167.00
46848	11/06/2020	Printed		1075	SHERMAN & HOWARD LLC	General Legal to 9/30	11,712.50
46849	11/06/2020	Printed		0021	STATE TREASURER	Oct 20 Court Remittance	5,022.24
46850	11/06/2020	Printed		1003	TDI CO.	2nd Qtr FY2021 Storage Yd Rent	931.50
46851	11/06/2020	Printed		3226	TECH 4 LIFE COMPUTERS	Website Hosting	474.50
46852	11/06/2020	Printed		3152	TOTAL SHADE, LLC	Replace 2 Pavilion Sails	9,874.46
46853	11/06/2020	Printed		352	WESTERN STATES PETROLEUM INC.	Oct 20 Pub Wrks Diesel	387.83
46854	11/13/2020	Printed		0300	ARIZ PUBLIC SERVICE	Nov 20 Electric All	2,018.58
46855	11/13/2020	Printed		1900	ARIZONA REPUBLIC - LEGAL	Ad for Reception & Communcatio	860.44
46856	11/13/2020	Printed		1326	ARIZONA REPUBLIC - SUBSCRIBE	Dec 20 Newspaper Subscr	57.14
46857	11/13/2020	Printed		1512	ARROW AWARDS	Nameplates S Collins	33.16
46858	11/13/2020	Printed		3389	BLUE360 MEDIA	Court Sub AZ Criminal&Traffic	125.86
46859	11/13/2020	Printed		3174	DESERT DIGITAL IMAGING, INC.	Tony G Business Card	114.30
46860	11/13/2020	Printed		2059	DESERT FOOTHILLS LANDSCAPE	Nov 20 Gardens Maintenance	4,000.00
46861	11/13/2020	Printed		2059	DESERT FOOTHILLS LANDSCAPE	Oct 20 Median Maintenance	4,955.00
46862	11/13/2020	Printed		2059	DESERT FOOTHILLS LANDSCAPE	Nov 20 Median Maintenance	4,955.00
46863	11/13/2020	Printed		3210	ECOBLU ENTERPRISES. INC.	Nov 20 Gardens Fountain Serv	600.00
46864	11/13/2020	Printed		3542	GAMMAGE & BURNHAM	Legal CC Water Acquisit Oct 20	627.50
46865	11/13/2020	Printed		3397	LANGUAGE LINE SERVICES, INC.	Court Interpreting Oct 20	11.21
46866	11/13/2020	Printed		1926	LET THERE BE LIGHT, LLC	6 12V Lite Controller for Gard	910.00
46867	11/13/2020	Printed		3284	L'I'L MIX CONCRETE	Concrete Pad Gardens	1,121.84
46868	11/13/2020	Printed		1876	LOWE'S	Oct 20 Pub Wrks Tools, Supplies	554.83
46869	11/13/2020	Printed		978	MOTOROLA SOLUTIONS, INC	Repair Fire Radio	612.08
46870	11/13/2020	Printed		3189	OLOHAN, STEPHANIE	Nov 20 Court Magistrate Servic	4,517.92
46871	11/13/2020	Printed		3531	RAFTELIS	CF Water Sys Eval AAA Oct20	61,487.37
46872	11/13/2020	Printed		3010	REPUBLIC SERVICES #753	Nov20 33 Easy St. Trash PU	376.73
46873	11/13/2020	Printed		3010	REPUBLIC SERVICES #753	Oct 20 Shop 40 Yrd Rolloffs	173.73
46874	11/13/2020	Printed		0668	RURAL METRO FIRE DEPT.	Oct 20 Fire Truck Diesel	386.75
46875	11/13/2020	Printed		0668	RURAL METRO FIRE DEPT.	Nov 20 Fire Contract	126,294.38
46876	11/13/2020	Printed		1075	SHERMAN & HOWARD LLC	General Legal Villafane Arb	14,752.50
46877	11/13/2020	Printed		1691	SPARKLETTS	Oct 2020 Bottled Water All	81.94
46878	11/13/2020	Printed		3567	TESLA ENERGY OPERATIONS, INC	Refund DuplBld Permit #20-0185	1,381.75




AGENDA ITEM #4 WILL BE AVAILABLE IN JANUARY, 2021

Name: PHILOXENIA LLC
Contact Name: AUGUSTINE GABRIEL ATHENSON
Type: LIMITED LIABILITY COMPANY
AZ CC File Number: 23114831 State of Incorporation: AZ
Incorporation Date: 08/03/2020
Correspondence Address: 100 EASY STREET
#835
CAREFREE, AZ 85377
USA
Phone: (224)430-3398
Alt. Phone:
Email: AUGUSTINEATHENSON@GMAIL.COM


Officers / Stockholders

Name:	Title:	% Interest:
SARANTE ATHENSON LIVING TRUST DATED JANUARY 22,2010	Manager LLC	52.00
AUGUSTINE GABRIEL ATHENSON	MEMBER	48.00

PHILOXENIA LLC - MEMBER

Name: AUGUSTINE GABRIEL ATHENSON
Gender: Male
Correspondence Address: 100 EASY STREET
#835
CAREFREE, AZ 85377
USA
Phone: 
Alt. Phone:
Email: AUGUSTINEATHENSON@GMAIL.COM

PHILOXENIA LLC - Manager LLC

Name: SARANTE ATHENSON LIVING TRUST DATED JANUARY 22,2010
Contact Name: AUGUSTINE GABRIEL ATHENSON
Type: TRUST
AZ CC File Number: State of Incorporation:
Incorporation Date:
Correspondence Address: 100 EASY STREET
#835
CAREFREE, AZ 85377
USA
Phone: 
Alt. Phone:
Email: AUGUSTINEATHENSON@GMAIL.COM

**SARANTE ATHENSON LIVING TRUST DATED
JANUARY 22,2010 - Trustee**

Name: SARANTE ATHENSON
Gender: Male
Correspondence Address: 100 EASY STREET
#835
CAREFREE, AZ 85377
USA
Phone: [REDACTED]
Alt. Phone:
Email: SATHENSON@YAHOO.COM

MANAGERS

Name: SARANTE ATHENSON LIVING TRUST DATED JANUARY 22,2010
Contact Name: AUGUSTINE GABRIEL ATHENSON
Type: TRUST
AZ CC File Number: State of Incorporation:
Incorporation Date:
Correspondence Address: 100 EASY STREET
#835
CAREFREE, AZ 85377
USA
Phone: [REDACTED]
Alt. Phone:
Email: AUGUSTINEATHENSON@GMAIL.COM

APPLICATION INFORMATION

Application Number: 124546
Application Type: New Application
Created Date: 11/05/2020 *Selena*

QUESTIONS & ANSWERS

012 Restaurant

- 1) Are you applying for an Interim Permit (INP)?
No
- 2) Are you one of the following? Please indicate below.
Property Tenant
Subtenant
Property Owner
Property Purchaser
Property Management Company
TENANT
- 3) Is there a penalty if lease is not fulfilled?
Yes
What is the penalty?
TERMINATION OF LEASE/COMMON OWNERSHIP
- 4) Is the Business located within the incorporated limits of the city or town of which it is located?
Yes
- 5) What is the total money borrowed for the business not including the lease?
Please list each amount owed to lenders/individuals.
0
- 6) Is there a drive through window on the premises?
No
- 7) If there is a patio please indicate contiguous or non-contiguous within 30 feet.
CONTIGUOUS
- 8) Is your licensed premises now closed due to construction, renovation or redesign or rebuild?
No

Agenda Item #



**TOWN OF CAREFREE
INFORMATION SUMMARY**

MEETING

DATE: December 1, 2020

SUBJECT: Approval of Council Strategic Work Plan 2020-2022

ATTACHMENT: Resolution #2020-10

SUMMARY:

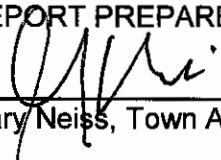
Upon the conclusion of the recent election, the Mayor and Council met with incoming and outgoing Councilmembers to collectively discuss the direction of the community and areas of focus for the next Council term 2020-2022. Three public workshops were held to vet out a strategic work plan that will be used to guide Council decisions and policies over this next Council term. Due to the pandemic and associated requirements to protect the health and safety of Carefree's vulnerable population, these public meetings were held through Zoom. The videos of these meetings were made available on the Town's website and updates were provided through COINS. Throughout this process the Town announced during the meetings and through COINS that citizen comments will be taken through emails addressed to the Town Clerk, Kandace French. As of the date of this summary, no emails have been received.

The resulting Work Plan is attached to Resolution #2020-10. The Work Plan outlines a broad Guiding Principle, a more specific value statement, four areas of focus and associated tasks. This Work Plan can be modified over time by this and future Councils and is meant to provide as a guide to future policy decisions and help to mold future Town budgets.

ACTION NEEDED:

Approval of Resolution 2020-10

REPORT PREPARED BY:



Gary Neiss, Town Administrator

**RESOLUTION #2020-10
A RESOLUTION OF THE MAYOR AND COUNCIL OF
THE TOWN OF CAREFREE, ARIZONA, APPROVING THE COUNCIL STRATEGIC
WORK PLAN 2020-2022**

WHEREAS, the Town Council conducted a series of public workshops on September 29, October 13, and November 18, 2020;

WHEREAS, due to the current health emergency as the result of the COVID-19 pandemic, these public workshops were held through Zoom as typical of most public meetings during the pandemic;

WHEREAS, the purpose of these public workshops were to develop a strategic work plan for the Council and staff over the next Council term;

WHEREAS, the strategic work plan contains a broad guiding principle, a more specific value statement and four areas of focus or pillars that include a number of tasks;

WHEREAS, the attached document (Exhibit A) is the strategic work plan;

WHEREAS, upon the conclusion of the November 18th, 2020 public workshop, the draft plan was released in a COINS update and public input was requested to be sent through the Town Clerk's email address;

WHEREAS, as of the date of the preparation of this Resolution no emails from the public were received;

WHEREAS, this Resolution will formally adopt this strategic work plan;

WHEREAS, over time, this work plan may be reviewed and adjusted by a majority vote of the Town Council.

NOW, THEREFORE, IT IS RESOLVED by the Mayor and Council of the Town of Carefree, Arizona that the attached Council Strategic Work Plan 2020-2022 is approved and will be used by the Town Administrator to direct the work efforts of the Town staff and help to mold future Town budgets.

PASSED AND ADOPTED BY the Mayor and Town Council of the Town of Carefree, Arizona, this 1st day of December, 2020.

AYES _____ NOES _____ ABSTENTIONS _____ ABSENT _____

FOR THE TOWN OF CAREFREE

ATTESTED TO:

Les Peterson, Mayor

**Kandace French-Contreras,
Town Clerk**

APPROVED AS TO FORM:

Michael Wright, Town Attorney



EXHIBIT A

GUIDING PRINCIPLES:

Carefree is a distinctive, premier upper Sonoran Desert community that seeks to deliver high quality lifestyle, experienced based retail destinations and access to nearby expansive desert preserves and lakes.

VALUE STATEMENT:

Carefree's leadership is committed to providing a safe community with quality infrastructure and services within its limited financial capacity and minimizing tax liability on its residents.

CORE TASKS:

Quality Community Development:	Infrastructure Management:	Economic Development & Financial Stability:	Communications, Marketing and Community Engagement:
<ul style="list-style-type: none"> a. Statutory updates to General Plan b. Update any zoning standards to align with General Plan and or new state laws, community design guidelines & building codes c. Update fee structures, entitlement and permit documents 	<ul style="list-style-type: none"> a. Prepare a work plan including but not limited to: <ul style="list-style-type: none"> i. Update of 10-year street preventative maintenance plan and culvert maintenance plan ii. Identify 5-year capital project improvement plan b. Coordinate, update and/or implement: <ul style="list-style-type: none"> i. MS4 permitting and reports ii. Flood control permitting and reports iii. Hazardous mitigation plan iv. Emergency Operations plan c. Manage Public Works Department: <ul style="list-style-type: none"> i. Coordinate Department's activities ii. Address design/engineering related improvements iii. Coordinate/conduct MS4 & OSHA training iv. Coordinate governmental compliance requirements v. Seek grants and funding for capital projects 	<ul style="list-style-type: none"> a. Create an Economic Development Strategic Work Plan <ul style="list-style-type: none"> i. Identify revenue targets ii. Outline strategic initiatives to reach revenue targets, business retention and attraction plans, primary trade area analysis and outreach programs iii. Cultivate relationships with trade organizations, real estate associations, and local business associations b. Create a program based budget: <ul style="list-style-type: none"> i. Convert line item budget to a policy and program based budget ii. Incorporate discussions on goals, achievements, metrics and deliverables iii. Incorporate financial policies and short and long term financial goals to ensure continual future Town solvency 	<ul style="list-style-type: none"> a. Engage residents, visitors and businesses through visitor center b. Direct the Ambassador program c. Identify all of the amenities the area has to offer and get the word out d. Support business programs like: first Thursday art walks, restaurant week, etc. e. Build and run the Town social media program f. Provide a series of regular communications with residents, visitors and businesses g. Provide a steady stream of articles to local area newspapers to keep Carefree top of mind among residents and those within the primary trade area h. Coordinate the use/activities held within the Town amphitheater





Agenda Item #

**TOWN OF CAREFREE
INFORMATION SUMMARY**

MEETING

DATE: December 1, 2020

SUBJECT: Approval of Economic Development element to the Council Strategic Work Plan 2020-2022

ATTACHMENT: Resolution #2020-11

SUMMARY:

Upon the conclusion of the recent election, the Mayor and Council met with incoming and outgoing Councilmembers to collectively discuss the direction of the community and areas of focus for the next Council term 2020-2022. Three public workshops were held to vet out a strategic work plan that will be used to guide Council decisions and policies over this next Council term. Due to the pandemic and associated requirements to protect the health and safety of Carefree's vulnerable population, these public meetings were held through Zoom. The videos of these meetings were made available on the Town's website and updates were provided through COINS. Throughout this process the Town announced during the meetings and through COINS that citizen comments will be taken through emails addressed to the Town Clerk, Kandace French. As of the date of this summary, no emails have been received.

The final Zoom meeting included a presentation, by staff, regarding the Economic Development element to the Council Strategic Work Plan

The resulting Economic Development element to the Work Plan is attached to Resolution #2020-11. The element outlines the over-arching Economic Development objectives and goals for the 24-month period. The element will be reviewed and can be modified over time, by this, and future Councils, and is meant to further enhance the general policy guidelines in the Council Strategic Work Plan.

ACTION NEEDED:

Approval of Resolution 2020-11

REPORT PREPARED BY:

15/
Steve Prokopek, Economic Development Director

RESOLUTION #2020-11
A RESOLUTION OF THE MAYOR AND TOWN COUNCIL OF
THE TOWN OF CAREFREE, ARIZONA, APPROVING THE ECONOMIC
DEVELOPMENT COMPONENT OF THE 2020-2022 TOWN COUNCIL
STRATEGIC WORK PLAN

WHEREAS, the Town Council has conducted a series of public workshops on September 29, October 13, and November 18, 2020;

WHEREAS, the purpose of these public workshops were to develop a strategic work plan for the Council;

WHEREAS, one of the elements of this strategic work plan specifically focused on the implementation of an Economic Development Plan;

WHEREAS, the attached document (Exhibit A) outlines the principle objectives for the Economic Development Plan;

WHEREAS, staff will incrementally present to Council updates on the status of the Economic Development Plan;

WHEREAS, staff presented the components to the Economic Development Plan to the Council at a public workshop on November 18, 2020;

WHEREAS, Council requested staff to share the presentation with the community through the website, via COINS and possibly through small in-person group meetings to ensure best practices during the current pandemic are observed and to maintain the health and safety of all participants while encouraging public participation in the process;

WHEREAS, staff also requested any written comments to be emailed to the Town Clerk at kandace@carefree.org to further document public comments;

WHEREAS, to date no comments have been received;

WHEREAS, the document has been modified to address this public input;
and

WHEREAS, this Resolution will formally adopt this publicly available and vetted work plan;

NOW, THEREFORE, IT IS RESOLVED by the Mayor and Town Council of the Town of Carefree, Arizona that the attached document will be a component of the Council Strategic Work Plan 2020-2022, and will act as the Town Council approved goals, objectives and tasks, pertaining to the Economic Development component.

PASSED AND ADOPTED BY the Mayor and Town Council of the Town of Carefree, Arizona, this 1st day of December, 2020.

AYES _____ NOES _____ ABSTENTIONS _____ ABSENT

FOR THE TOWN OF CAREFREE

ATTESTED TO:

Les Peterson, Mayor

**Kandace French-
Contreras,
Town Clerk**

APPROVED AS TO FORM:

Michael Wright, Town Attorney

EXHIBIT A
Economic Development
2021-2022 Workplan Strategic Work Plan

As the Town of Carefree examines future services requirements and costs, under the current revenue models, we project the need for approximately \$3.0-3.5 MM in additional annual revenue by 2030. The contributing factors to this budget gap include: Inflationary increases (est. \$1.8MM); Loss in revenues (est. \$400K); Replacement of depreciated assets (est. \$1.0MM). Additionally, as the Town nears build-out, the Town can rely less on one-time revenue sources, such as construction sales tax, as well as, reductions to state shared revenues.

In order to meet the future gap, and future expanded community service needs, the Town needs to create a sustainable source of recurring annual revenue. In lieu of an ad valorem tax, the Town will need to implement strategies to create other sources, including retail sales tax, hospitality tax, and rental tax.

Overall, to meet this primary goal, the Town has the following Economic Development Objectives:

1. Develop the NEC of Cave Creek Road and Carefree Highway
 - a. Anticipated Use – Regional Commercial
 - b. Estimated Annual Revenue - \$1,200,000
 - c. Estimated Time Frame – 60% by 2024; 90% by 2026; 100% by 2028
2. Develop the NWC of Carefree Highway and Tom Darlington Drive
 - a. Anticipated Use – Hospitality and neighborhood retail/restaurant
 - b. Estimated Annual Revenue - \$1,000,000
 - c. Estimated Time Frame – 80% by 2025; 100% by 2027
3. Develop State land Parcel on Cave Creek Road south of Sky Ranch Airport
 - a. Anticipated Use – Mixed Use with at 50% commercial/hospitality
 - b. Estimated Annual Revenue - \$1,300,000
 - c. Estimated Time Frame – 50% by 2026; 100% by 2028
4. Maximize Town Center
 - a. Anticipated Use – Neighborhood Retail, Hotel and Rental Housing
 - b. Estimated Revenue - \$550,000
 - c. Estimated Time Frame – 40% by 2021; 80% by 2024; 100% by 2027

In order to meet these objectives, the Town will engage in the following strategic initiatives over the 24-month period (2021-2022 calendar).

- Create Economic Development Advisory Board – The Economic Development Advisory Board is Town Council appointed Board, with Board Members having a two-year term. After the initial Board is created, Board Members will be selected the December after in the year of a Town Council general election, with terms running starting and ending on January 2. The Commission will meet monthly, and provide staff guidance on the economic development, land development, disposition and acquisition and financial strategies approved by the Town Council.
- Evaluate Town Signage and Pedestrian Access – Town will look to engage a consultant to evaluate and provide advice on a comprehensive Town Signage, walkway and crosswalk plan. This may occur part and parcel to any refinements to the Town Center Master Plan.
- Prepare options for potential Town Hall relocation and development of current Town Hall site – Town Hall currently sits on a valuable piece of commercial property with direct frontage to Caver Creek Road and the Sundial. Staff will examine multiple options to see how a future, 5,000 square foot Town Hall can be completed, while enabling other Council objectives.
- With owner consent, initiate, March 2021, and process general plan amendments as special commercial planning areas in an effort to meet future revenue needs of the Town. It is anticipated these will be provided for P&Z consideration November 2021 and Town Council December 2021.
 - 45 acre State Land Parcel south of Sky Ranch
 - 21 acre NWC of Carefree Highway and Tom Darlington
- Initiate retail development, tourism and absorption study to better understand the capacity and nature of retail and destination venues, such as resorts, to build a better timeline and probability of reaching future revenue goals. Absorption analysis should be done in concert with general plan amendments and Town Center master plan.
- Engage Town Center property owners, starting January 2021, and begin master plan discussions. This Master plan will further expand upon the initial concepts of the Baker Study, and along with the retail absorption analysis, refresh the economic and demographic data
 - Examine “Main Street” Concept for Cave Creek Rd and Tom Darlington Drive to provide commercial street frontage, sidewalks and on-street parking, which could improve pedestrian connectivity, slow traffic and create a better sense of arrival, as well as enable the viability of vacant commercial properties.
 - Examine parking, signage and pedestrian access in concert with a comprehensive Carefree signage and pedestrian study
 - Recommend zoning changes that allow for a more functional and efficient development and use of space consistent with the values of Carefree and financial goals to increase revenue. Specifically, mixed use should be encouraged with a focus on adding more diversified residential opportunities to the Town Center

- Charrette key corridors to develop better auto and pedestrian linkage between commercial subgroups, for example, the roadway/sidewalks connecting 100 Easy Street to Spanish Village.
- Identify costs and funding solutions. This is critical, as any solutions may require some level of property assessment. The key is to work with property owners on these solutions so that public improvements made increase the viability and value of impacted commercial properties
- Examine options to add additional residential within the Town Center
- Continue to work with developers on NEC Cave Creek Rd and Carefree Highway. Property is already zoned, and we are actively engaged with developers for the site.
- Create wellness and destination strategy to build upon the vast number of wellness business in Carefree, Civana, Spirit in the Desert, Hampton Inn, as well as outdoor amenities including Bartlett Lake, Tonto National Forest, desert preserves, horseback riding and off-roading. Proposal to be completed by June 2021.
- Implement Marketing strategy (see below)
- Work with businesses to coordinate sector associations. The idea is to create retail business sector associations, such as restaurants, art, wellness, home and fashion, and develop marketing, PR and event strategies with each to generate more traffic. The leaders of each organization can share information from group to group and can routinely provide advice to the Economic Development Commission. Complete all associations by May 2021.
- Develop strategies to maximize gardens and Sanderson Lincoln pavilion to bring in the best possible events, that are complementary to Carefree, as well as, create a slate of community events and activities that benefit Carefree residents and businesses. Staff will consider options for professionally managed services. Bring recommendations to Council by June 2021.
- Work with property owners on redevelopment and adaptive reuse strategies including Los Portales, Mariachi Plaza, 100 Easy Street 11 Sundial Plaza and Town Hall. Engage during Town Center master plan discussions.

Marketing Plan Outline

- Hire communications and marketing coordinator
- Develop strategies for
 - Local trade area
 - Greater phoenix destination
 - National program in conjunction with resort
- Create relationships with Bartlett Lake, National forest and DFLT
- Develop comprehensive social media and electronic platform
- Update Economic Development Website with market information and site opportunities
- Implement business development strategies with developers and brokers
- Develop cluster retail associations
 - Restaurants
 - Art Galleries
 - Health, beauty and wellness
- Work closely with businesses and local associations to identify customer bases and develop targeted marketing strategies, for example art consumers
- Maximize the value of Sanderson Lincoln Pavilion, Thunderbird Artist shows, sundial and gardens