

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

WHEN: TUESDAY, OCTOBER 1, 2019

WHERE: CAREFREE TOWN COUNCIL CENTER
33 EASY STREET, CAREFREE, AZ 85377

TIME: 5:00 P.M.

Town Council Attending:

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

Town Council Absent:

None

Staff Present:

Gary Neiss, Town Administrator; Michael Wright, Town Attorney; Kandace French, Town Clerk/Treasurer.

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

The Pledge of Allegiance was led by Vicki Jaspersen

CONSENT AGENDA

- ITEM #1** Approval of the September 3, 2019 Town Council Regular Meeting Minutes.
- ITEM #2** Approval of the September 17, 2019 Town Council Special Meeting Minutes.
- ITEM #3** Acceptance into the public record of the September, 2019 paid bills.
- ITEM #4** Acceptance of the cash receipts and disbursements report for August, 2019.
- ITEM #5** Approval of a Proclamation declaring November 1, 2019 to be Extra Mile Day.
- ITEM #6** Approval of street closures and walking/running routes, as set forth on the attached maps, for the AT&T Veterans Day Charity Three Miler on November 9, 2019 from 7:00 a.m. to 1:00 p.m.
(Addressed out of order below)

Mayor Peterson announced the consent agenda and asked if there were any questions.

Town Clerk, Kandace French Contreras, requested that agenda item #4 be deferred to the November 5, 2017 meeting and that Agenda Item #6 be pulled for discussion. Agenda Item #4 was deferred.

There being no further questions, Mayor Peterson asked for a motion to approve items 1 through 5 and explained that agenda item #6 would be presented separately.

Vice Mayor Crane made a **motion** to approve the Consent Agenda items Nos. 1, 2, 3, and 5 as presented. There was a **second** by Council Member Orrico. The motion was **carried** unanimously.

REGULAR AGENDA:

ITEM #7 Call to the Public.

No one requested to speak at Call to the Public.

ITEM #8 Current Events.

Mayor Peterson read the agenda item and introduced Vice Mayor Crane.

Vice Mayor Crane announced that the Caring Corp is organizing and presenting a Health and Wellness Expo Thursday, November 7th at the library in Cave Creek. He detailed the 20+ organization that will be available.

Council Member Kroyer reminded the Vice Mayor that a couple years ago, the Town of Carefree had a table at the event. She asked if the Town of Carefree would have a table at the Expo. Vice Mayor Crane offered to reach out to the organizer and offer to staff a table. Council Member Kroyer stated that she would volunteer to staff the table as well.

Council Member D'Aliesio announced that Saturday, October 12th the JV Sport Radio program would be broadcasting from Spanish Village on AM 1060 from 7:00 a.m. to 8:00 a.m. It is being opened up to any business owner and resident. They are spotlighting "all that is good in Carefree". Ray Villafane will be joining them as well as the Vice Mayor. All business owners are invited.

Mayor Peterson announced the 5th Annual Enchanted Pumpkin Festival on October 18th through the 29th.

ITEM #6 (From the Consent Agenda Above)

Mayor Peterson announced the agenda item and introduced Vice Mayor Crane.

Vice Mayor Crane described the first Veteran's Day 3 Mile event and explained that it would require minimal street closures and he wanted the opportunity to introduce Kelsie Hughes from AT&T.

Ms. Hughes explained Gold Star Families, families left behind due to fallen soldiers. She explained the 501(c)(3) organization and the benefit to the soldier's families as well as Foothills Food Bank, which will receive the nonperishable foods donated at the event. The event is being held in conjunction with the Kiwanis Pancake Breakfast. The event will hold a virtual race, and a one and three mile event. Insurance will be provided as required and the Arizona Rangers are expected to provide security for street crossings. Black Mountain Café is providing water and students are volunteering from Sonoran Trails and Cactus Shadows High School. Civana is also a sponsor. This is also a dog friendly event and approximately 100 participants are expected. T-shirts will be provided to anyone who signs up. Ms. Hughes explained that she hoped to make this an annual event.

There were questions and comments by the Council.

Council Member Orrico made a **motion** to approve the Agenda Item #6 subject to proof of insurance and security as described by Ms. Hughes. There was a **second** by Council Member Kroyer. The motion was **carried** unanimously.

ITEM #9 Review, discussion and possible action to authorize the execution of the professional services contract with Rick Engineering for a traffic engineering study four crosswalks adjacent to the Town Center.

Mayor Peterson announced the agenda item and introduced Town Manager Gary Neiss.

Mr. Neiss provided a Power Point presentation and explained the history of concerns and complaints regarding four crosswalks in the immediate Town area. Mr. Neiss described the location of each crosswalk and lack of compliance by vehicles to comply with the crosswalks. During the April and May budget discussions, it was a priority of the Council to address the safety of the crosswalks.

Mr. Neiss developed a Request for Qualification ("RFQ") which was advertised to solicit firms in July, 2019. Eight firms responded to the RFQ and the three top were selected by a committee based on a review and scoring. After interviewing the three finalist, the committee selected Rick Engineering to conduct the pedestrian crosswalk design solutions. Mr. Neiss explained the experience of the firm and its staff. Mr. Neiss further broke down the steps and deliverables that will be taken by Rick Engineering. The final plan will be used to go out to bid on the crosswalk improvements. He also explained the possibility of obtaining MAG funds as a result of the work done by Rick. Rick will assist in the grant process.

There were questions by the Council regarding 60% construction documents and other deliverables.

Mr. Neiss introduced Dale Miller from Rick Engineering.

There were additional comments by the Council. Council Member Orrico questioned the insurance provided and suggested a higher combined single limit.

Mr. Miller responded and explained the standard for the insurance and the generally accepted practice. He responded that he will look into it further.

Mr. Neiss further responded regarding the insurance requirements in the contract and MAG standards.

Council Member D'Aliesio asked for further information regarding safety, claims and liability if the recommendation of Rick is followed. He asked for additional information regarding safety practices during construction and assumed liability.

Mr. Neiss provided additional information to the Council.

Council Member Kroyer requested information regarding the timeline for completion as well as liability and time for grants through MAG.

Mr. Miller responded regarding what could be done to capitalize on funding through MAG in an expedient time frame.

There were additional questions and comments by the Council.

Council Member Orrico made a **motion** to approve the Agenda Item #9. There was a **second** by Vice Mayor Crane. The motion was **carried** unanimously.

ITEM #10 Review, discussion and possible action to authorize the execution the Pavement Preventative Maintenance Contract with VSS International.

Mayor Peterson announced the agenda item and introduced Town Manager, Gary Neiss.

Mr. Neiss explained the total mileage of streets within the Town of Carefree and the work and repairs required to maintain them. He explained the levels of pavement condition ("PCI") index rating for the streets in question. He described the phases of the street maintenance programs and reminded the council that the initial phase, which piggybacked on contracts with Goodyear and Scottsdale, was completed in the past spring. He described the areas that were completed at that time, approximately 25% of the Town's streets.

He explained to the Council the areas involved in the next phase and the timeframe for completion. He stated that those areas within the Town Center would be done in the evenings so as to avoid conflicts with area businesses. He explained the Town of Carefree will again piggyback on contracts with Scottsdale and Goodyear, which reduces the cost to Carefree. He pointed out those areas within the Town Center that will not be completed at this time due to upcoming projects, but those projects will be completed at a later date. He also pointed out future phases 3 and 4. He broke out the details of the contract and timeline.

There were questions by the Council regarding the cost savings due to the piggybacking of contracts.

Mr. Neiss responded that it was approximately 20% or \$100,000.00.

Vice Mayor Crane asked about the contingency used at the last phase and what was learned.

Council Member Orrico made a motion to approve the Agenda Item #10. There was a second by Council Member Krahe. The motion was carried unanimously.

ITEM #11 Presentation, discussion and acceptance of the 2019/2020 Marketing Plan.

Mayor Peterson announced the agenda item and gave some background on the Plan. He stated that it reflected early discussions and was drafted by himself, Council Member Kroyer, Gary Neiss, Vice Mayor Crane, with Beth Renfro assisting in developing the costs. It flows from the Long Range Financial Plan which was a huge and protracted effort by a large number of participants, including council members, Town staff and non-council participants.

The Mayor presented the history of construction sales tax versus other revenues. He described the economic downturn and legislative changes in funding and construction sales tax. He reminded the Council and audience that the Town of Carefree does not assess a property tax so it is vitally important to look at sales tax coming in as well as executing a marketing strategy that increased fairs and festivals which increased traffic and parking challenges. He detailed all the work and study done to create the current marketing plan, including a review of historical work and events, as well as the results of these upon taxes collected. He spoke of the importance of large businesses such as Lowe's as well as restaurants and service oriented businesses as well as revenues from events. He highlighted economic development and other planned revenue. Mayor Peterson explained the changes up to the current date and the need for successful retailers and restaurants.

Council Member Kroyer presented information as to why events were originally presented and needed within the Town. She explained the success of the events brought awareness to the Town and businesses became interested in the Town of Carefree. She highlighted the Hampton Inn, townhomes and businesses. As a result it is necessary to transition out of event production. She described the three prong approach to be used this year and the Christmas tree lighting, movie, other activities and Breakfast with Santa on Saturday, which will be served by the local fireman. On Sunday there will be an ecumenical service in the Pavilion followed by Christmas cookies, coffee and hot chocolate. At this time the slogan "Caring is Sharing" will be introduced to highlight a program benefitting the Foothills Caring Corp. There will also be an Angel Tree placed in Town Hall. The holiday season will culminate with the Hanukah event.

She also highlighted the Sights and Sounds programs and its purpose and plans for the events in the garden. She explained the reinforcement of the idea of being an arts and performance community. She discussed the Drone Show and combining the Block Party. She described other events being held in the Town.

She also explained the importance of communicating and supporting the local businesses. She highlighted the Business Breakfasts and the new Town website which lists every business in Carefree. She described the banner program for businesses as well as digital communication.

She detailed the new signage program that the Town wants to implement. She explained an RFQ that recently went out to sign companies to provide a plan, program and input for a successful signage master plan. She also described the exploration of additional marketing ideas and programs.

She then described the goal of developing a 5 year marketing plan and what does Carefree want to look like as things move forward. She explained prior marketing workshops and developing Carefree's image. She said that the 5 year plan would begin being developed at the beginning of the year.

There was additional comments and input by Mayor Peterson which were supported by Vice Mayor Crane.

There were additional comments by the Council.

Council Mayor Krahe stated that, in reading the marketing plan, he saw a compelling case that people are paying attention and economic development. He praised the plan.

There were additional comments by Council Member D'Aliesio and the benefit of speaking with Town Staff.

Vice Mayor Crane made a **motion** to approve the Marketing Plan for 2019-2020. There was a **second** by Council Member Hatcher. The motion was **carried** unanimously.

ITEM #12 **Discussion and possible action to go into Executive Session in accordance with A.R.S. §§ 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the attorney of the public body and to discuss its position regarding contracts that are subject of negotiations, pending or contemplated litigation or in settlement discussions in order to avoid or resolve litigation.**

Mayor Peterson announced the agenda item and asked for a Motion.

Council Member Orrico made a **motion** to go into Executive Session. There was a **second** by Vice Mayor Crane. The motion **carried** unanimously.

Entered Executive Session: 6:26 p.m.

Returned from Executive Session: 6:37 p.m.

ITEM #13 **Adjournment**

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

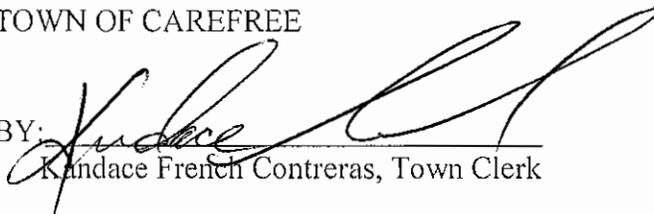
Council Member Krahe moved to adjourn. There was a second by Council Member Kroyer. The motion carried unanimously.

Meeting ended at 6:38 p.m.

DATED this 4th of October, 2019.

TOWN OF CAREFREE

BY:


Kandace French Contreras, Town Clerk

TOWN OF CAREFREE



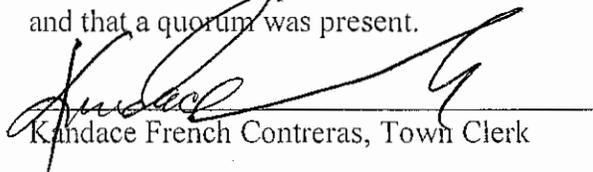
Les Peterson, Mayor

Attest:


Kandace French Contreras, Town Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the meeting of the Town of Carefree held September 3, 2019. I further certify that the meeting was duly called and held and that a quorum was present.


Kandace French Contreras, Town Clerk