

**MINUTES OF THE MARKING WORKSHOP  
OF THE CAREFREE TOWN COUNCIL**

**WHEN:** TUESDAY, FEBRUARY 12, 2019

**WHERE:** CAREFREE TOWN COUNCIL CENTER - 33 EASY ST., CAREFREE, AZ.

**TIME:** 3:30 P.M.

**Attending:**

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

**Absent:**

Michael Krahe

**Also Attending:**

Gary Neiss, Town Administrator; Beth Renfro, Marketing Director; Flora Hayden, Planning Clerk

Mayor Peterson opened the meeting at 3:30 p.m.

**AGENDA:**

**ITEM #1     Review, discussion, and possible action regarding marketing strategy and planning.**

Mayor Peterson announced the focus of the workshop and facilitated introductions.

Property owner, Bruce Raskin, of Historic Spanish Village appeared to collaborate throughout the meeting.

Council Member Kroyer facilitated the meeting, assisted by Marketing Director, Beth Renfo. Several matters were addressed, discussed and considered.

The Council addressed the ideas and thoughts regarding a one and five year marketing plan.

There was discussion regarding the pending Hampton Inn and the success of Keeler's Steakhouse but some issues will still be important to address. The Council also discussed the need to revisit the long term marketing plan as well as reviewing the plan annually to confirm the strategy is working and keep it in line with the focus.

The workshop focused on key issues such as Who/What is Carefree and how can signage be made stronger? There was additional discussion regarding empty buildings in town and parking

problems during festivals and the festivals. There was extensive discussion regarding how the Town can better support the local businesses?

There was discussion regarding the key constituents of current residents, businesses, visitors and new businesses.

The council and attendees also discussed communication ideas and efforts and how to keep contact on a regular basis. There was discussion regarding the recent breakfast meeting, regular visits and contact by the Town Council, Marketing Director and Town Administrator.

The council and attendees addressed additional matters to focus and strategize going forward as well as refinement and development of the marketing plan to benefits all the interested parties going forward.

**ITEM #2     Adjournment.**

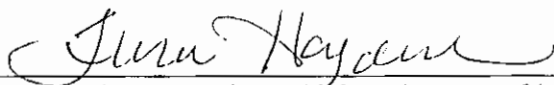
Mayor Peterson announced the agenda item.

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

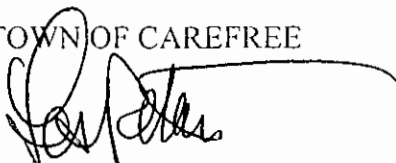
Meeting ended at 5:13 p.m.

DATED this 14<sup>th</sup> day of February, 2019.

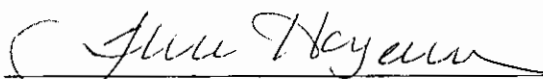
TOWN OF CAREFREE

BY:   
Flora Hayden, Planning and Development Clerk

TOWN OF CAREFREE

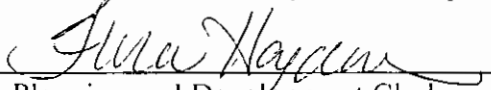
  
Les Peterson, Mayor

Attest:

  
Flora-Hayden, Planning and Development Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the Marketing Workshop of the Town of Carefree held February 12, 2019. I further certify that the meeting was duly called and held and that a quorum was present.

A handwritten signature in cursive script, reading "Flora Hayden", written over a horizontal line.

Flora Hayden, Planning and Development Clerk