

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

WHEN: TUESDAY, APRIL 2, 2019

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

TIME: 5:00 P.M.

Attending:

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

Absent:

Stephen Hatcher

Also Attending:

Gary Neiss, Town Administrator; Stacey Bridge – Denzak, Planning Director; Beth Renfro, Marketing Director; Kandace French Contreras, Town Clerk/Treasurer.

Mayor Peterson opened the meeting at 5:00 p.m.

The Pledge of Allegiance was led by Ed Lewis.

CONSENT AGENDA

ITEM #1 Approval of the March 5, 2019 Town Council Regular Meeting Minutes.

ITEM #2 Approval of the March 19, 2019 Special Town Council Meeting Minutes.

ITEM #3 Acceptance into the public record of the March, 2019 paid bills.

ITEM #4 Acceptance of the cash receipts and disbursements report for February, 2019.

Mayor Peterson announced the consent agenda items and asked for questions or a motion to approve.

Council Member Orrico stated he had a question regarding item #2.

There being no other items noted,

Vice Mayor Crane made a **motion** to approve items #1, #3 and #4. There was a **second** by Council Member Kroyer. The motion was **carried** unanimously.

Council Member Orrico expressed concern over the \$1 million liability requirement for the contractor for the street improvement project.

Gary Neiss stated that the contractor posted insurance for \$2 million per occurrence, which is the historic limit for such a project.

Council Member Orrico made a **motion** to approve agenda item #2. There was a **second** by Council Member Krahe. The motion was **carried** unanimously.

REGULAR AGENDA:

ITEM #5 Call to the Public.

Mayor Peterson announced the agenda item.

Beth Renfro, Marketing Director for the Town of Carefree, appeared and spoke to remind the public and Council that April was a busy month for the Town of Carefree. She stated that the *2nd Annual Community Block Party* would be held April 6th, from 2-7PM. Additionally, glassblower Gregory Tomb would be demonstrating his glass blowing in the Sanderson Lincoln Pavilion through Sunday, April 7th.

Ms. Renfro stated that *Rock the District* would be performing in Carefree on Friday and Saturday, April 12th and 13, 2019. The event would feature performances from students in the Cave Creek Unified School District as one of their major fund raising efforts of the year. She announced that the final Garden Seminar of the season would take place on Saturday, April 13th in the Town Council Chambers at 33 Easy Street under the topic Responsible Gardening in Severe Drought, and an event entitled *World Tai Chi Day* would be held in the Sanderson Lincoln Pavilion on April 27th as part of a worldwide event.

John Kraetz, Carefree Fire Chief, appeared and introduced his temporary replacement, Battalion Chief Dennis Rohrman, who will serve as Carefree Fire Chief while Chief Kraetz is on temporary leave for three months for a medical procedure.

ITEM #6 Current Events.

Mayor Peterson announced the agenda item and spoke on the topics that were addressed at two recent conferences which he attended. He explained the purpose of the East Valley Mayor's Prayer Breakfast and described a celebration of the accomplishments of the combined efforts of local faith based communities of all denominations and non-profit organizations.

He also described the East Valley Mayors and Chambers Roundtable, which was attended by representatives from local governments and local businesses. They met with School Superintendents to develop specific programs for local governments and businesses to help the local schools through the current funding crisis.

ITEM #7 Review, discussion and possible action to approve Site Plan #19-01-SP for Hampton Inn by Hilton and associated replat of the subject property known as Easy Street North to include Resolution 2019-05.

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

Ms. Bridge Denzak provided a Power Point and explained the two areas requiring two motions for the Council's consideration. She summarized the Site Plan and the Final Plat required to enable the construction of a 97 room Hampton Inn in the Carefree Town Center on the property along Easy Street adjacent to the 100 Easy Street building. She provided a Context Map and stated that the project was very compact, only having a 16,000 square foot footprint. She described the hotel's traditional rooms and suites, a resort style pool and spa, a fitness center and limited breakfast service and bar seating. She also provided the conditions of the Development Agreement, including height, parking, lot coverage and the prior approval of the Development Review Board and the Carefree Town Council. Ms. Bridge – Denzak presented a landscape plan and described the building elevation and materials as well as colors. She provided the Council with architectural renderings of the front, west, east and rear views and provided the Council with a brief history of the citizen participation and neighborhood meetings as well. She stated that construction was slated to begin on July 15, 2019 with a hotel opening in September, 2020. She then introduced one of the developers of the project, J.F. Carter.

Mr. Carter spoke and gave more details regarding the groundbreaking and anticipated September, 2020 opening. He explained why he and his partners in the project chose the Hampton Inn brand and the improved styling and design being implemented to compliment the views of Continental and Black Mountains as well as capturing the Sun Dial. He provided a Power Point presentation providing additional design views and information on the shadow study to confirm that the building will never affect the Sun Dial. The total cost of the project is expected to be \$17.5 million and rooms will range from \$150-200 per night depending upon the season. Mr. Carter also presented sign design and layout.

There was questions and discussion by the Council regarding incorporating the original ball that hung from the Sundial into the hotel design. After further discussion and comments, the Council thanked all involved and stated it was a well presented project.

Vice Mayor Crane discussed the need to be sensitive to construction traffic during the building phase. Mr. Cater agreed.

Council Member Krahe made a **motion** to approve Site Plan Case #19-01-SP for Hampton Inn by Hilton with the attached conditions for approval. There was a **second** by Council Member Kroyer. The motion was **carried** unanimously.

Council Member Krahe then made a motion to approve Resolution 2019-05 for the replat of the property known as Easy Street North. There was a second by Council Member Kroyer. The motion was carried unanimously.

Mayor Peterson thanked and acknowledged Ed Lewis on his work in finding the perfect solution for the use of his property.

ITEM #8 Review, discussion and possible action to approve the Transfer Agreement of Ownership/Production Rights for the Town of Carefree's Enchanted Pumpkin Garden to Villafane Studios over a 3 year term.

Mayor Peterson introduced Beth Renfro, Marketing Director.

Ms. Renfro pointed to the contract as previously discussed at the March meeting. The contract transfers the Enchanted Pumpkin Garden event to Villafane Studios a three year period.

Council Member Orrico asked for information on the Cost Recovery clause.

Ms. Renfro responded regarding income from charging admission.

Council Member Kroyer provided additional information regarding the recovery of all costs to the Town.

There was additional discussion by the Council.

Mayor Peterson reminded the Council that the Agreement was reviewed by legal counsel as well as himself.

Council Member Orrico made a motion to approve the signing of the Transfer Agreement. There was a second by Council Member Krahe. The motion was carried unanimously.

ITEM #9 Review, discussion and possible action to approve the layout and admission fees for the 2019 Town of Carefree's Enchanted pumpkin Garden.

Mayor Peterson announced the agenda item and re-introduced Marketing Director Beth Renfro.

Ms. Renfro pointed to the layout before the Council, which was layout #1 as provided for the Council's consideration in March. She stated it was very similar to the 2018 event with exception to a change during the week to open the streets. The Carefree Desert Gardens will have an attractive 3 foot fence around it, and the flow of traffic and parking along Easy Street and the Post Office parking areas will all be maintained.

She referenced similar admission fees in similar venues in the valley. Ms. Renfro outlined the differences in the various venues as well and their costs for admission. She felt that what was being presented to the Council for consideration was researched and reasonable.

During Monday through Thursday of the Enchanted Pumpkin Garden event, the admission price will be \$10 per person over the age of 2, and on the weekends (when more activities are taking place) the admission price will be \$15 per person over the age of 2. Weekend pricing will also include participation in the activities in the "Kids Zone," including such activities as a bouncy house, petting zoo, and other activities.

There were questions and comments by the Council.

Ms. Renfro provided additional information regarding entrance gates.

There were additional comments and questions regarding the layout and timeframe for tents.

Ms. Renfro responded regarding access and security.

Council Member D'Aliesio commented regarding the cost to families and his concerns being alleviated. He agreed with the compromise.

Ms. Renfro referenced that Town Staff continues to investigate alternative pricing options, including discounts for families via Groupon, reduced prices for Carefree residents and reduced pricing for multiple visitations to the event.

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

Council Member Kroyer praised the hard work and success of the meeting and recognizing all the work done that will provide great benefit to the Town for years to come.

The Council also recognized Gary Neiss and the Town Staff for the hard work and diligence.

ITEM #10 **Adjournment.**

Mayor Peterson announced the agenda item.

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

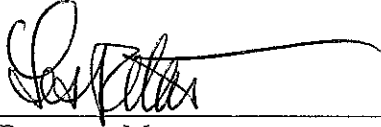
Meeting ended at 6:00 p.m.

DATED this 6th day of May, 2019.

TOWN OF CAREFREE

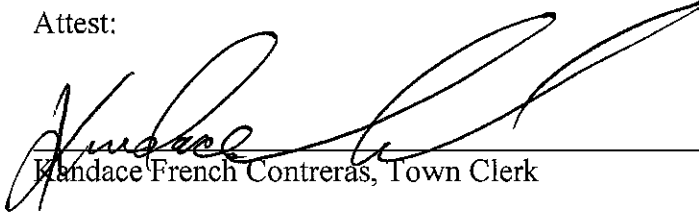
BY: 
Kandace French Contreras, Town Clerk

TOWN OF CAREFREE



Les Peterson, Mayor

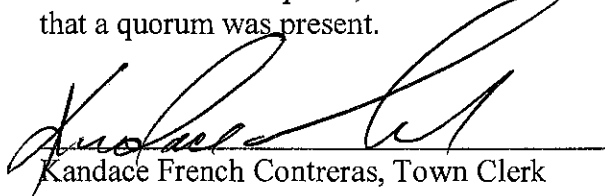
Attest:



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 April 2, 2019. I further certify that the meeting was duly called and held and that a quorum was present.



Kandace French Contreras, Town Clerk