

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

**WHEN:** TUESDAY, JANUARY 8, 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  
Stephen Hatcher  
Michael Krahe  
Cheryl Kroyer  
Gene Orrico

**Absent:**

**Also Attending:**

Gary Neiss, Town Administrator; Michael Wright, Town Attorney; Beth Renfro, Marketing Director; Kandace French, Town Clerk/Treasurer.

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

The Pledge of Allegiance was led by Chief John Kraetz.

**CONSENT AGENDA**

**ITEM #1** Approval of the December 4, 2018 Town Council Regular Meeting Minutes.

**ITEM #2** Acceptance into the public record of the December, 2018 paid bills.

**ITEM #3** Acceptance of the cash receipts and disbursements report for October, 2018.

**ITEM #4** Acceptance of the cash receipts and disbursements report for November, 2018.

**ITEM #5** Approval of an Application for Special Event License for James T. Dimon and Knights of Columbus for an event at Our Lady of Joy Catholic Church on February 9, 2019 from 5:00 p.m. to 11:00 p.m.

**ITEM #6** Approval of an Application for Special Event License for Keli Jo McCann and Annunciation Catholic School for an event at Our Lady of Joy Catholic Church on January 26, 2019 from 5:30 p.m. to 10:30 p.m.

Mayor Peterson announced the Consent Agenda and asked if any Council Members had questions or comments.

Council Member Orrico requested to address Consent Agenda item #2.

Vice Mayor Crane made a **motion** to approve Consent Agenda items 1, 3, 4, 5 and 6. There was a **second** by Council Member Kroyer. The motion was **carried** unanimously.

Council Member Orrico asked for clarification of the payments to TDI Company for a storage yard quarterly payment.

Town Administrator Gary Neiss explained it was across from, and utilized by, the Public Works Department.

Council Member Orrico made a **motion** to approve Consent Agenda items #2. There was a **second** by Council Member Kroyer. The motion was **carried** unanimously.

### **REGULAR AGENDA:**

#### **ITEM #7      **Call to the Public.****

Mayor Peterson announced the agenda item. No one asked to speak at Call to the Public.

#### **ITEM #8      **Current Events.****

Vice Mayor Crane announced the next Garden Seminar on January 12, 2019. He also outlined the seminars scheduled through April, 2019.

#### **ITEM #9      **Presentation and final report by Beth Renfro regarding the 2018 Enchanted Pumpkin Garden event.****

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

Ms. Renfro provided a Power Point presentation and reminded the Council the event was held October 19 through the 28, 2018. She provided a recap of the event highlights, advertising and public relations utilized as well as a Web and social media summary and income and expenses. She gave additional information regarding the hiring of CenterPoint Events as an event management company to assist the staff with event logistics. She gave information regarding the expanded footprint of the event and expanded revenue streams. She provided figures and benefits of the increased social media presence and radio promotions.

Ms. Renfro also provided the Council with highlights of the community initiatives and sponsors. The two non-profit partnerships with Sonoran Arts League and Desert Foothills YMCA were part of the event for the beer garden and pumpkin patch sales and family carving nights. Ms. Renfro also provided information regarding net sales in these areas and the contributions and listing of

sponsors with total sponsorship revenue of \$26,970. She also provided a breakdown of the revenue from the event, which grossed \$149,086.00.

Thereafter, Ms. Renfro presented the expenses for the event and broke it down into category and other considerations. She presented the final profit and loss statement for the event and offered the Council with her suggested areas of improvement for the upcoming year as well as other thoughts. She wrapped up with her appreciation of all the staff, council and other volunteers for their tireless efforts to make the event a success.

The Council expressed their appreciation for her effort and hard work in a short length of time.

There were questions from the Council regarding advertising and printed material costs.

Ms. Renfro responded that she is always looking for areas of improvement and she appreciates past advertising success as well as future planned media selections.

There were additional questions by Council and discussion regarding parking and other matters.

Ms. Renfro responded.

No further action was taken by the Council.

**ITEM #10     Review, discussion and possible action to approve Resolution 2019-01 delegating authority to the Town Clerk to make recommendations regarding Special Event Liquor Licenses, Temporary Extension of Premises, Fair Licenses and Craft Distillery/Fair Licenses to the Arizona Department of Liquor License and Control.**

Mayor Peterson announced the agenda item and introduced Town Clerk, Kandace French Contreras.

Ms. French Contreras presented Resolution 2019-01 and explained the benefits of delegating the authority for the approval of temporary liquor licenses to the Clerk's office and the streamlining of the process that benefits the applicant as well as reducing staff and council time in the review of certain licenses approved by the Town prior to moving to the Arizona Department of Liquor License and Control.

There were comments and questions by the Council regarding the need to have a continued snapshot of the liquor license activity within the Town and at Town events.

Town Clerk French Contreras suggested that a monthly report by the Clerk's office to the Town Administrator and Council would provide the information they needed.

Council Member Krahe made a **motion** to approve Resolution 2019-01 delegating authority to the Town Clerk as stated. There was a **second** by Council Member Orrico. The motion was **carried** unanimously.

**ITEM #11 Adjournment.**

Mayor Peterson announced the agenda item.

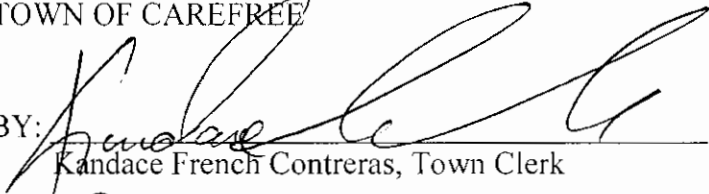
Council Member Krahe made a **motion** to adjourn. There was a **second** by Council Member Orrico. The motion was **carried** unanimously.

Meeting ended at 5:52 p.m.

DATED this 9<sup>th</sup> day of January, 2019.

TOWN OF CAREFREE

BY:

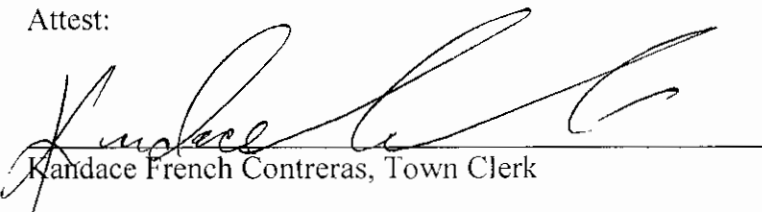
  
Kandace French Contreras, Town Clerk

TOWN OF CAREFREE



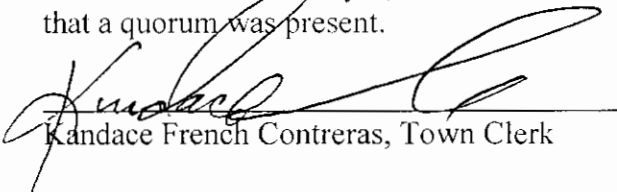
Les Peterson, Mayor

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 January 8, 2019. I further certify that the meeting was duly called and held and that a quorum was present.

  
Kandace French Contreras, Town Clerk