

**MINUTES OF THE WORK SESSION MEETING  
OF THE HONORABLE TOWN COUNCIL OF THE TOWN OF PINETOP-  
LAKESIDE, ARIZONA, HELD ON FRIDAY, FEBRUARY 2, 2018  
IN THE TOWN COUNCIL CHAMBERS LOCATED AT  
1360 N. NIELS HANSEN LANE, LAKESIDE, AZ 85929**

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The Town Council Work Session meeting conveyed at 8:18 a.m.

The following Council Members were present:

Stephanie Irwin	Mayor	
Jerry Smith	Vice Mayor	
Norris Dodd	Council Member	
Cathy Penrod	Council Member	
Kathy Dahnk	Council Member	<i>Participated via phone</i>
James Snitzer	Council Member	

The following Council Member was excused:

Carla Bowen	Council Member
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Also Present:

Keith Johnson	Town Manager
Jill Akins	Deputy Town Clerk
Kevin Rodolph	Finance Director
Matt Patterson	Public Works Director
Cody Blake	Community Development Director
Kendra Abel	Library Manager
Daniel Barnes	Acting Police Chief
Tony Alba	Community Services Manager

Mayor Irwin welcomed everyone in attendance.

**1. Review of Town Council and Community Goals and Priorities from January 12, 2018 meeting and Town Council 2017 List of Priorities**

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Town Manager Johnson explained that he compiled the goals and suggestions from the January 12, 2018 meeting and labeled it Town Council and Community Goals and Priorities. These included Business Owners and Citizen Suggestions and Town Council and Community Goals and Priorities. Town Manager Johnson stated that communication between the Town to community and business owners is an area needing improvement.

Town Manager Johnson announced that Tony Alba, Community Services Manager, has made contact with a promoter for a Hot Air Balloon weekend event including a festival and vendors. Community Services Manager Alba will be meeting with the event planner on Saturday, February 3, 2018.

Town Manager Johnson explained the Town is still working on information for an ice rink and said this is a big goal for the Town. He explained that synthetic ice and real ice are being looked into along with a full size rink. Further, he stated that the challenge with a full size rink is the cost of building the rink. The Town is hoping the Ice Rink would give visitors an activity along with drawing in citizens from surrounding communities.

Town Manager Johnson reported there are local individuals interested in bringing the North Pole Experience to Pinetop-Lakeside.

Town Manager Johnson stated creating a separate identity from Show Low is on the list of goals and priorities along with the Town having an electric light parade. He announced the Town Easter Egg Hunt would be moved to March 31, 2018.

Community Services Manager Alba reported that Mayor Irwin had made contact with a mountain biking promoter who does events throughout the Southwest attracting between 400 and 700 participants. He is in conversation with the promoter and trying to identify a large location where RV's and tents can be located and this location would also be the centerpiece of the course. He stated this would be a possible 2019 springtime family oriented event.

Mayor Irwin asked Community Services Manager Alba to research an archery event.

Town Manager Johnson announced that the Game and Fish Department wants to expand hunting and fishing and outdoor events and they want to partner with the Town with tourism events.

Lynn Krigbaum stated the Audubon Society is working towards the Pinetop-Lakeside area being an international birding hot spot. She explained the Nature Center has nest trails with nesting boxes in the trees and suggested Game and Fish become involved with increasing birding in the area.

Councilmember Snitzer suggested conducting a mushroom event in Town during August, depending on the monsoon season, including restaurants having specialty items including locally grown mushrooms, how to hunt for mushrooms, and safe to eat mushrooms.

Town Manager Johnson stated the Town events calendar would be linked with the Chamber calendar and the Nature Center calendar.

Mayor Irwin provided an update on the potential Elk Ridge Development, stating that she, Town Manager Johnson and Councilmember Dodd met with the owners of the property. She stated the owners sent a letter stating they are very interested in the concepts presented. She said it would be a three phase process and Save our Park has offered to pay for the concept design. She explained the first phase would be cleaning up Billy Creek, installing a fence behind the shopping center, development of an RV Park, build off grid glamping areas and a wedding venue. She said she hopes this moves forward in the near future.

Town Manager Johnson said he would be contacting the individuals that are under contract for the purchase the White Mountain Village shopping plaza and try to tie them in to this project.

Public Works Director Matt Patterson said Little League is requesting a small T-ball field, potentially at Mountain Meadow Park.

Councilmember Snitzer said that April and October are dead months for tourism, but said there is a Woman's Health Conference held every April at Hon-Dah sponsored by Summit and the Tour of the White Mountains in October. He said the Woman's Health Conference is intriguing to him and asked if anyone knows about the event.

Crystal O'Donnell, Chamber of Commerce Director, explained the event is sponsored by Summit Hospital every April, two to three hundred women attend the conference, but she said more locals attend and not visitors.

Town Manager Johnson explained Fire Wise Community and Building Codes are ongoing projects with Councilmember Dodd and Community Development Director Blake working with the Fire Districts to make modifications to existing codes and change and update the Firewise Codes.

Town Manager Johnson provided an update on the status of Old Town Hall, explaining a grant from Arizona Department of Environmental Quality (ADEQ) was received to inspect the lead, mold and asbestos in the building. He said there is much more than initially seen in the 2012 study. He said after the remediation, the building will not be usable and the Court will have to be moved around the first of April 2018. The mold will be left in place and when the building is demolished the mold will be disposed of properly with the construction debris.

In response to Vice Mayor Smith, Public Works Director Patterson said the demolishing of the building will be in the 2018/2019 budget.

Finance Director Rodolph explained the grant is just for the abatement; and the Town will have to pay for the demolition.

Town Manager Johnson stated that a High Altitude Training Center was suggested; a local individual is talking with the County and City of Show Low about building a training center. He said one hundred acres are needed for the facility.

Pat DeRosier asked for more information regarding trash and recycling systems, perhaps creating revenue making transfer station.

Town Manager Johnson explained Public Works Director Patterson will present a waste and recycling program later in the meeting.

Mayor Irwin asked Pat DeRosier for feedback from the business meeting held on January 12, 2018.

Ms. DeRosier said the businesses came away from the January 12<sup>th</sup> meeting with the Town input and feedback and said they would like to collaborate with the Town, but said they did not think it is their job to bring visitors to the businesses. She explained a group called Businesses for Visitors was created and they plan to put an event on the calendar every month and piggy back with all of the other events that are already happening in Town. She said the businesses need immediate results.

Ms. DeRoiser expressed that the Town will be shocked with the sales tax revenues for the winter months. She said businesses want to be proactive and take charge of their own destiny. She said the Balloon Glow and the Women's Wellness Forum were discussed. She stated when there is a Town or Chamber event or activity; the businesses want to be involved with helping with the social media content. For example, the Tillman Honor Run, each business will have a discount page for lodging and restaurants. Further explaining, the same would be done with the Balloon Glow and during Tucson Rodeo week sending discounts and promotions to visitors before they arrive in Town. She announced an event is planned for February 24, 2018, that will be tied in with Tucson Rodeo week, the businesses will email blast to Tucson clientele of activities planned, and they hope to use Mountain Meadow Park as a facility for activities.

Town Manager Johnson stated a Para Study was done with ADOT to install medians down the middle of Highway 260 to help the Town to be more pedestrian friendly, but said there was a lot of pushback from the community and business owners that they did not want medians installed.

Public Works Director Patterson explained the Town received a grant through the State for approximately \$300,000.00 to study the Highway 260 corridor through Lakeside and Pinetop to determine what would help businesses and make it more business friendly. He continued that businesses did not like the medians needed to make safe pedestrian crossing locations and said the plan fell apart. He said the difficult part is convincing people that medians create a friendly and easier area for people to cross and does not hurt business. He explained that it has been proven that by providing safe zones and safe areas to cross, it does create a hometown feel that will also help to slow the traffic and give pedestrians locations to cross. He said the Town does qualify for State Projects funding to have the medians installed, but in the past when it HAD been brought to Council it did not pass. He stated he still has the Para study and if the businesses would support it and Council would pass it, he would go after grant money to fund it. He said the state will not fund it until the Council passes it and the business owners support it.

Councilmember Snitzer asked if a spot in Town could have a median installed as a test site.

Public Works Director Patterson explained there was only two thousand feet of median over seven miles of highway between the beginning and end of Town. He said it was actually a very small amount but in crucial areas for the medians, but said it caused issues. He said the Town needs to sell the idea better and educate the businesses and community on why this needs to happen.

Councilmember Dahnk made the suggestion to be more pedestrian friendly to create free parking areas to park in and then walk to businesses. She believes the businesses might get behind this idea.

Public Works Director Patterson added that the Charlie Clark's and La Vie area of Town was a large part of the Para study and part of the study was creating a parking area that would fit this area and by doing this that intersection would have to be reconfigured, and a large parking area would be created behind Red Devil for the entire area. He suggested meeting with the business owners and the public to educate why this would be a benefit to the Town.

Councilmember Snitzer said there is an urgent problem to help the businesses in Town.

In response to Pat DeRosier, Town Manager Johnson said the main focus of the Town is being known as the Gem of the White Mountains and Tourism. He said there is a strong tourism base here and the Town needs to continue to work and strengthen that by adding events, further stating that economic development is a driver too, but it will never replace tourism. He said the Town is continuing to look at what can be done to improve the core business of tourism.

Mayor Irwin said that is well said, but short term and long term goals need to be looked at and said the short term goals are getting visitors to Town.

Town Manager Johnson explained the process in ranking the listed goals. He said individuals will have a chance to place different colors to rank the short term and long term goals.

Below are the Town of Pinetop-Lakeside Town Council and Community Goals and Priorities identified at the retreat/work session of Town Council held on January 12, 2018:

- Work with BRSD to create a larger B-ball Winter Tournament
- Continue to grow the number of businesses that decorate at Christmas and include BRSD.
- Community Center with indoor B-ball, etc.
- High Altitude Training
- Hold a Light Parade
- Bigger businesses, more jobs
- Indoor Golf
- Find incentives to attract more businesses
- Tidy Property, Facade Grants, Landscaping
- Town rep to market when we have snow, etc. update website and Facebook.
- Seek winter activities and business that is not dependent on Sunrise Ski Resort.
- Winter Santa Village – involve local businesses
- Winter Dog Sled/Snowmobile activities
- Be more Business Friendly – Town Codes, customer website
- Create our own Winter Park: sledding, ice skating, winter village, Santa, carnival rides, carriage rides and Santa events.
- Balloon Glow or Festival
- Street lights throughout the town
- “Arizona’s best kept secret”, “We’re Cooler than the Valley”
- Christmas themed Town/example from Atlanta
- Cycling/Mountain Biking events
- Promote Quilting tourism
- Create a Communication Channel with Business Owners – meet a Council Member Day or hour. A set time when a Council member is available and citizens can schedule an appointment.
- Mountain Meadow use: October – Pumpkin Carvers Festival, Corn Maze, pumpkin garden
- Advertising Changes: more dollars towards winter, oversight on their spending
- Business recruitment and retention
- Pinetop-Lakeside needs to decide to grow or not grow
- What does town want to be known for?
- Support/coordinate events that attract groups
- Be true to your mantra – Celebrate the Seasons

- As your consistent marketing message these make those words matter to groups
- Use 80/20 principle to market “Celebrate the Seasons” to groups that already love PTLs.
- Go deep – Become more meaningful to locals
- Go wide – Attract to be a Destination Point
- W/O Businesses won’t have \$ to operate – are tax collectors
- Create climate – make it so visitors are hungry to come here. Friendly, beautiful all times of the year
- Too frustrated w/Council. Council not Biz owners, don’t know the pain
- Building relationships, merit based
- Someone else – taxes
- Aesthetics
- Approachability
- Collaboration
- Niche
- Aesthetics must change:
  - i) Old Buildings need refurbished – owners not locals
  - ii) Down town energy:
    - (1) Welcome banners – nice touch
    - (2) Painted signs
    - (3) Weekly events
  - iii) Tired – 1900’s
  - iv) Fencing along highway appears worn out
- Approachability – communication
  - i) Listen and remember the constituents
  - ii) Make it easier for business – timing
  - iii) Streamline processes
  - iv) Pound the pavement
- Collaboration
  - i) You must lead by example – sacrifice (Building)
  - ii) Assist groups to be successful re: ½ marathon
  - iii) Ice skating rink
  - iv) Multisport complex
  - v) Students and schools
  - vi) Provide education – trends
  - vii) Meet owners – create zones for activities
- Find your niche and commit and go for it - Vision



**Council:**

- Update the website – add this to the next budget. Need a better mobile platform.
- Local Economic Development Committee
- Art Events – Alliance
- Business incubator
- Create a local Vendor Festival – P-L Days
- Develop Elk Ridge for summer and winter recreational activities
- ATV Festival or Jamboree
- Improve Talk of the Town – better info and more of a newsletter
- Create Sonoran events and use the Marquee to welcome them
- Joint meeting with the chamber and discuss concerns mentioned today
- Ad and Pro – use some of their funds to hire someone to help promote the town
- Study annexation – increase revenue and study costs for services
- Waste/Recycling
- Trade School
- Dog Park
- WUI Building Codes
- Enforce Town Codes
- Traffic light on Woodland Lake Road and 260
- Broadband
- Old Town Hall Property
- Mountain Meadows and it's buildout
- Bike friendly signage throughout town

Councilmember Dahnk suggested the following events:

- Dark Sky Weekend
- Trails Weekend
- Eagle Watching Weekend
- Octoberfest or Color fest in the Fall
- Balloon Festival in the Spring

Councilmember Dahnk said she is willing to work with Staff and the Advertising and Promotion Committee to create event ideas.

Town Manager Johnson asked the Councilmembers, Staff and attending public to prioritize the community goals and priorities. He explained short range three month goals would be orange and long term goals involving visitors and tourism would be green.

Town Manager Johnson said he would compile and prioritize the list and distribute by email to the Town Council and Town Staff.

## 2. Presentation and Discussion Regarding Waste and Recycling Program

Public Works Director Patterson presented a power point regarding a Collection Center for the community:

- The problem is illegal dumping throughout Town, in the parks and at businesses. This causes the Town and business owner's additional costs.
- No place for citizens or visitors to properly dispose of solid waste and recycling items on weekend.
- Lone Pine Dam Transfer Station is open Saturday until noon and closed on Sunday. It is approximately a one hour round trip from Pinetop-Lakeside.
- Second Homeowners or visitors that rent cabins do not have the option to take solid waste to a roadside can. Most often they find a local business or park trash can to dispose of solid waste.
- Illegal dumping cost Police time and Staff time for citations and clean-up of illegal dumping.
- The solution is a recycling and solid waste collection center. Would be the first of its kind in the White Mountains. Generally to be utilized by residents in lieu of curbside collection, an opportunity to screen waste prior to disposal, flexibility in selecting waste disposal options, an opportunity to serve as a convenience center for public use, costs should be less than hauling to landfill directly, provides a cost effective alternative to illegal dumping for residents and visitors, price and convenience of these services will have a major impact on whether customers will utilize the collection center.

- Town operated:
  - Pros: control, recycling, hazardous waste, town community clean up, efficiency of Town produced solid waste, future expansion, cleanliness, green waste, operation hours, Town's first enterprise fund, lower cost to local citizens.
  - Cons: cost/funding/debt, up front costs \$125,000 to get up and running, drain on resources, ADEQ permits, equipment, internal controls.
- Contractor Operated:
  - Pros: No investment from the Town and no Town Staff requirements.
  - Cons: There will be control, cleanliness, code enforcement, location, recycling, hazardous waste and cost to the citizens.
- Good long term solution for the community and citizens and second Homeowners and visitors.

Councilmember Snitzer expressed he really likes this idea and suggested the Town could build the Collection Center and then sell to a business owner. Also suggesting, the Collection Center would have to be advertised by brochures, mailers and signs.

Councilmember Dodd stated the center would need to be convenient and easily accessible, for example on White Mountain Boulevard.

Public Works Director Patterson suggested the existing Public Works location on Woodland Road for the Collection Center.

Public Works Director Patterson said he would present additional information for the initial investment for a Collection Center and present to the Town Council during the budget meetings.

### 3. Presentation and Discussion Regarding the Police Department

Town Manager Johnson conveyed one of the main concerns is Police Department Staffing of field Officers and Dispatchers.

Interim Chief of Police Barnes presented the Pinetop-Lakeside Police Department annual goals and objectives for FY 2018/2019:

#### 1. Hiring and Retention

- At least one officer cadet a year in the academy to help keep open positions filled.
- Review Navajo and Apache County pay scales and determine if it's feasible to adjust starting salaries and/or create a step plan for time in service at the department.
- Review Navajo/Apache County pay scales to determine if lateral officer/dispatcher starting pay increases are feasible. This will help attract more trained and experienced staff.
- Apply for Community Oriented Policing Services (COPS) grant to add a police officer position.
- Discuss shared funding of a School Resource Officer (SRO) for the Blue Ridge School District. BRSD may potentially fund 50% of an SRO Positions.

#### 2. Police Vehicle Fleet

- Prepare and auction all vehicles that are at end of life.
- Replace current command trailer with a self-motorized command vehicle.
- Replace current animal control vehicle with slightly newer one that can provide service for 3-4 years.

- Research and develop a fleet vehicle rotation plan. Having vehicles rotated out of service at a certain mileage or years of service may help us maintain a more efficient and cost effective fleet.
- Move as much maintenance as possible to in-house services to reduce overall maintenance costs.
- Apply for Proposition 202 and GOHS grants that would fund new vehicles.

### 3. Facilities

- Maintain clean and functional facilities.
- Set up long term storage for records and equipment.
- Seek funding for replacement of emergency generator.
- Build a new police department building in 3-5 years – current building does not meet the Police Department needs.

### 4. Dispatch

- Finish feasibility study of combining dispatch services.
- Apply for Department of Homeland Security Grant to upgrade Dispatch Center analog radio dispatch consoles with Radio over IP equipment and software.
- Complete a new ACJIS interface that will allow state and federal returns to be run directly through the Computer Aided Dispatch Systems (CAD) and allow functionality of CAD in patrol vehicles.
- Research costs to obtain 4-6 cellular wireless units to provide connectivity to computers in vehicles for CAD use.
- Hire qualified applicants to get fully staffed and reduce overtime.

## 5. Patrol Operations

- Upgrade all existing vehicle laptops to handle demands.
- Work with AZDPS and Sunstate Technologies to implement Tracs program. Tracs handles e-ticketing and collision reporting through ADOT and Arizona Superior Courts.
- Determine feasibility for department issued handguns for officers. A standard handgun platform will reduce maintenance and ammunitions costs.
- Finish order for new metal and cloth badges. Our old badge vendor went out of business so we had to find a new vendor. The badges from the new vendor will have some minor changes.
- Seek funding to purchase two additional patrol rifles for patrol.
- Seek funding to purchase additional Tasers for patrol.
- Get new officers through field training and on their own to help reduce overtime.
- Seek funding for K-9 in patrol. Our K-9 “Falco” is towards the end of his career.

## 6. Police Volunteers

- Seek funding through the Citizen Corp Council to obtain additional equipment such as traffic cones, traffic vest and flashlights for our police volunteers.
- Increase the monthly stipend for Police Volunteers.

Interim Chief Barnes presented the salary and population comparisons from the surrounding community police departments including: Pinetop-Lakeside Police Department, Snowflake-Taylor Police Department, Springerville Police Department, St. Johns Police Department, Show Low Police Department, Holbrook Police Department, Eager Police Department, Winslow Police Department and including Navajo County Sheriff's Office and Apache County Sheriff's Office.

Per Mayor Irwin's request, Public Works Director Patterson provided plans of the New Town Hall building, a total of twenty-seven pages, to the Council for review. He said a CDR for Council approval will be on the next Town Council meeting agenda so he will be able to move forward with the bid process.

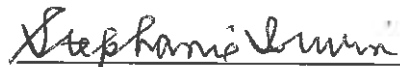
Director Patterson announced that Community Development Director Blake will review and approve the building permit.

In response to Mayor Irwin, Town Manager Johnson replied the current furniture at the Town Municipal Building would be utilized.


Finance Director Rodolph stated there is \$440,000.00 budgeted for renovations and office furnishings.

In response to Vice Mayor Smith, Public Works Director Patterson stated the monument sign in the front of the building would be a separate bid.

There being no further business at this time, the meeting was adjourned at approximately 12:58 p.m.

  
Stephanie Irwin  
Mayor

ATTEST:


  
Jill Akins  
Deputy Town Clerk



**CERTIFICATION**

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Work Session meeting of the Town Council of Town of Pinetop-Lakeside, Arizona, held on the 2<sup>nd</sup> day of February 2018. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 1<sup>st</sup> day of March, 2018

  
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Jill Akins  
Deputy Town Clerk

