

# City of Prescott

## City Council - Study Session



December 19, 2023 | 1:00 PM

201 N Montezuma Street  
City Council Chambers, 3rd Floor  
Prescott, AZ 86301

### MINUTES

#### 1. CALL TO ORDER

Mayor Goode called the meeting to order at 1:00 p.m.

#### 2. ROLL CALL

Phil Goode - Mayor  
Connie Cantelme - Mayor Pro Tem  
Lois Fruhwirth - Councilwoman  
Ted Gambogi - Councilman  
Brandon Montoya - Councilman  
Eric Moore - Councilman  
Cathey Rusing - Councilmember

#### 3. DISCUSSION

##### A. Presentation & Discussion Regarding an Overview of the City's Recreation Services Department.

City Manager Katie Gregory introduced the discussion and department overview from the Parks & Recreation Department which covers much more than just those areas. She reminded Council that the goal of the Department presentations is to help in determining their priorities as staff moves forward into Budget and Strategic Goal Setting.

Recreation Services Director Joe Baynes provided the presentation.

##### Areas of Responsibility:

- \* Recreation Programming
- \* Parks Maintenance
- \* Lakes & Landscape
- \* Fleet Services
- \* Facilities Maintenance
- \* Antelope Hills Golf Complex
- \* Forestry
- \* Fifty-eight member department with an over \$25 million annual budget

##### Strategic Initiatives:

- \* Seek revenue opportunities to help support the General Fund
- \* Support the Council develop strategic goals
- \* Support economic development by constructing, maintaining and marketing outdoor recreation infrastructure to attract eco-tourism visitation and its related spending

- \* Stay current with technological advances to support efficiencies
- \* Continue to advance partnership opportunities with neighboring communities, Yavapai County, Federal and State governments and environmentally centered non-profits
- \* Aggressively pursue grant funding for eligible capital projects

#### Recreation Programming:

- \* Maintain a high level of customer service throughout city parks and recreation spaces
- \* Maintain all city recreation assets at a safe and aesthetically pleasing standard
- \* Promote commercial filming opportunities for Prescott in partnership with the office of tourism
- \* Construct the special events and sporting events calendars to maximize visitation and associated spending in the community
- \* Update the Parks & Recreation Master Plan
- \* Increase social media prepense to help reach the community regarding projects, special events, recreation activities and sports leagues
- \* Address patron complaints within 48 hours
- \* Continual revitalization of current parks and sports complexes
- \* Add more large-scale sports tournaments to the 2024 event calendar
- \* Develop new community partnerships and nurture existing ones to help better serve the community by expanding recreational opportunities for all

Councilman Gambogi asked if staff has estimates on the total funding that eco-tourism brings to the community.

Mr. Baynes responded that, based on the sports leagues the department does have numbers, in the amount of approximately \$5 million per year. But, it is difficult to determine outdoor recreation because that is year round and there aren't specific ways to quantify that.

#### Services & Programs - Recreation Programming:

- \* Adult sports leagues- over 1,000 participants
- \* Special Needs Activity Program (SNAP) - conducted eleven dances, eleven craft nights, and twelve bingo nights
- \* Ramada rentals for community members day-use
- \* Camping
- \* Special event permitting
- \* Nature Ninos
- \* Jr Ranger Program
- \* Community Restitution Program
- \* Veterans Day Parade
- \* Summer family movie night
- \* Teen Task Force

#### Accomplishments:

- \* Hosted the largest Veterans Day parade in the state of Arizona
- \* Re-implemented the community restitution program
- \* 2023 races and tournaments held in Prescott generated over \$5 million in economic impact and \$2.4 million in direct spending
- \* Installed ADA Compliant walkway at the community nature center

- \* Implemented the Nature Ninos Program
- \* Implemented the Jr. Ranger program, introducing park stewardship to community's youth

#### Parks Maintenance Division:

- \* Assist with the completion of planning for the Granite Dells Gateway Park
- \* Maintain all city recreation assets at a safe and aesthetically pleasing standard
- \* Continual revitalization of current sport complexes
- \* Automation of all athletic field lights
- \* Proactive pavement preservation for parking lots
- \* Develop plan to restore or repurposed Willow Creek ballfield. It will provide more opportunities for young and adults to play sports and attract more tournaments
- \* Maintain a high level of customer service throughout city parks and recreation spaces
- \* Complete the planning of Granite Dells Gateway Park
- \* Add more tournaments to the 2024 Event Calendar during the season (March - October)
- \* Develop new community partnerships and nurture existing ones to help better serve the community by expanding recreational opportunities for all
- \* Continued snow removal efforts at all city facilities and outdoor spaces - plowing, shoveling, sidewalk clearing, ice mitigation

Councilman Gambogi asked about the status of the basketball courts.

Deputy Recreation Services Director Tim Legler responded that concrete has been poured, fencing is moving forward and lights will be moving forward soon as well.

Councilmember Rusing asked about the Pioneer Park complex and whether that is owned and operated by the city or the county.

Mr. Baynes responded there is an IGA with the county for the city to maintain that area.

#### Parks Services:

- \* 15 multi use athletic fields
- \* 12 pickleball courts
- \* 14 playgrounds
- \* Splash Pad, Dog Park and Skate Park
- \* Two outdoor basketball courts to be completed Spring 2024
- \* 16 park restrooms
- \* 30 special events conducted within city parks and facilities annually

#### Accomplishments:

- \* Implemented Forestry Division of department
- \* Re-implemented Community Restitution Program
- \* Willow Creek Basketball Courts
- \* Heritage Park Lighting Automation
- \* Robotic field striping - logos available, decreased labor, more efficient paint usage

#### Lakes & Landscape Division:

- \* Water reduction efforts, artificial turf, turf reduction, xeriscaping, etc
- \* Construct new fishing dock at Goldwater Lake through partnership with AZ Game and Fish
- \* Revitalization of current facilities and structures - restroom renovations, ramadas, walkways
- \* Incorporate more camping opportunities at Willow Lake
- \* Incorporate proactive pavement preservation throughout the lakes system
- \* Create new request for proposal for boating related concession at the lakes
- \* Improve response time for weed abatement complaints
- \* Create new revenue opportunities
- \* Maintain clean and family-friendly outdoor spaces at lakes and outdoor recreation areas
- \* Ensure well maintained downtown planters and right-of-way areas
- \* Continue partnership with vendors offering outdoor recreation rentals while increasing the city's revenue share
- \* Utilize community restitution program workers for weed abatement

#### Services & Programs:

- \* Watson Lake Rentals - upper Ramada and lower Ramada, 4.5 acre grass area, 35 campsites
- \* Ramada Rentals - Goldwater, Watson and Willow Lake
- \* Shows, festivals & celebrations at Watson Lake - Pure Imagination Festival, Big Sting Country Music Festival, Antique Auto Club Car Show and Sale, 4th of July Celebration, Prescott Pow-Wow and Highland Games

Councilman Montoya called out the members of the Department who recently helped a community member to coordinate a candlelight vigil for their daughter who passed away.

Mr. Baynes thanked Councilman Montoya for his comments and added that the department is part of the community and they are happy to help.

Councilwoman Fruhwirth asked if the 4th of July celebration this coming year will actually take place on July 4th.

Mr. Baynes responded that it will, he added that in years past the city has outsourced this event but he plans to bring something forward this year to have the city staff coordinate and put on the event instead of sourcing it out.

#### Accomplishments:

- \* New concrete sidewalks at Goldwater Lake
- \* Security fence installed at Upper Goldwater Dam
- \* Opened Lower Goldwater for public use - fishing, Ramada rental, day use and hiking
- \* Revitalized downtown planters
- \* Graffiti removal city wide (city and private property) - approximately 30+ tags reported weekly

Councilman Montoya commented that he has personally removed graffiti near

Taylor Hicks, and asked if given the uptick in this issue would it be worth looking at more staff time or funding to address that.

Mr. Baynes responded that it is all about level of service. It is definitely something staff and Council should discuss in future budgets, it is important to stay proactive on this.

Ms. Gregory added that this coming up is an important thing for Council to keep in mind for what their priorities will be going forward.

Trails & Natural Parklands Division:

- \* Construct Granite Dells trails and a trail to the top of Glassford Hill
- \* Complete the planning for Granite Dells Gateway Park
- \* Complete the Prescott Circle Trail with the construction of the Stringfield Trail
- \* Connect the Peavine Trail to Chino Valley, three additional miles needed
- \* Construct a trailhead at Schoolhouse Gulch through partnership with Prescott National Forest
- \* Update the 2009 Open Space Master Plan
- \* Complete planning related to the Glassford Hill property purchase with Prescott Valley and Yavapai County
- \* Construct the Pioneer Parkway trailhead in partnership with Yavapai County and CYMPO including grant funding from Arizona State Parks and Trails
- \* Complete the White Spar and Bean Peaks trailhead with the Prescott National Forest
- \* Manage the trail system to be as safe and enjoyable as possible for residents and visitors alike
- \* Assess maintenance and signage issues on an ongoing basis
- \* Maintain public spaces at a high standard - restrooms and trash removal

Mayor Goode asked when there will be long-term planning for the Glassford Dells Regional Park. He would like to see coordination with Prescott Valley.

Mr. Baynes responded that Prescott Valley is just wrapping up the Committee they put together and will be bringing forward suggestions in the coming weeks. He would like to see something coming before the Council for discussion in January to make determinations of what the next steps will be on our end.

Mayor Pro Tem Cantelme asked if Fleet Management has always been under Recreation Services.

Mr. Baynes responded this has been in place for approximately 5-6 years with the goal of consolidating some departments. It made sense with the staff they had.

Councilmember Rusing asked about the pronghorn herd on Glassford Hill and if those are being taken into consideration with plans.

Mr. Baynes stated that there is a significant herd in there, these property purchases have created a wildlife corridor and they want to maintain that. Staff will work with partners to make sure that these areas are not impacted negatively.

Accomplishments:

- \* 140 miles of city trails maintained and 3,200 acres of natural parkland
- \* Designed and constructed five miles of trail in the Granite Dells on city Open Space
- \* Constructed three miles of Bean Peaks Gravity Flow Trail, a partnership with Prescott National Forest and Prescott Mountain Bike Alliance
- \* Designed and built three miles of Peavine Trail to Chino Valley
- \* Construction of a sunshade classroom for Community Nature Center
- \* Completed Grantie Creek Corridor Project
- \* Over 10,000 volunteer hours logged with the Over the Hill Gang
- \* Constructed over eight miles of non-motorized trail, bringing the total City of Prescott trail system to 140 miles
- \* Worked with regional partners on the Glassford and Dells projects, led the team in testifying before state legislature to successfully receive 1.75 million in funding
- \* Completed the North Storm Ranch negotiations and sale

Partnerships:

- \* Prescott Unified School District
- \* Prescott National Forest
- \* Yavapai County
- \* Over the Hill Gang
- \* Prescott Valley
- \* Chino Valley
- \* AZ State Land Department
- \* AZ State Parks & Trails
- \* Sr. Softball
- \* Yavapai Trails
- \* Yavapai College
- \* Groom Creek Fire
- \* Prescott Little League, Prescott Girls Softball Association (PGSA) and American Youth Soccer Association (AYSO)

Mayor Pro Tem Cantelme asked what the base budget is for the department without land purchases.

Ms. Gregory responded that staff can get that information and determine what operations costs are for the department.

Mr. Baynes added that the operating budget specifically is actually down from previous years, so much of the budget is purchases, capital projects etc.

Finance Director Mark Woodfill addressed Council and stated that page 195 of the budget book contains the budget information for the department. And added that it is approximately \$5,150,000 for operating budget. He reiterated that operating expenses are down and he stated that he could send additional information or historical information to Council following the meeting.

Councilman Gambogi commented that what Mr. Baynes, his staff and the Over the Hill Gang have created a recreational crown jewel here in Prescott that exceed places he has been all over the world.

Councilmember Rusing complimented staff on the municipal golf course.

Fleet Services Division:

Mr. Legler continued the presentation regarding this division of the Department.

- \* Strategic Goals - reduce the average age of the city's fleet through the budgeting process, develop a replacement cycle plan that ensures the fleet functions optimally, manage the fleet to ensure vehicles and equipment are dependable and safe to operate and provide monthly billing and work order information to each department

- \* Accomplishments - implemented barcode system for parts warehouse, successfully completed annual parts warehouse inventory, with help of Parks division, all fleet bays were thoroughly cleaned and organized in the summer of 2023, completed organizing and labeling all parts shelving and materials
- Objectives - streamline communication with other departments regarding service timelines and encourage the use of ticketing requests for service needs, continue proactive preventative maintenance on all snowplows and equipment in preparation for winter, utilize parts tracking software more efficiently, and implement a more thorough record of vehicles in every department

Councilwoman Fruhwirth commented on how impressed she was with the facilities offices and spaces.

Facilities Maintenance Division:

- \* Strategic Goals - implement HVAC replacement program, complete Prescott Regional Dispatch kitchen replacement and upgrade, complete Prescott Police Department building updates, Library HVAC updates, work with all departments to budget for prioritized capital budget projects, implement city wide card lock program, computer-based climate control system for energy efficiency throughout city buildings, convert current lighting in all city buildings to more energy efficient LED lighting, and pursue green energy initiatives

- \* Objectives - streamline daily ticketing responses to maximize day-to-day operations, ensure effective communication with other departments regarding facilities requests, prioritize proactive responses to facilities requests/building maintenance/custodial needs, encourage open communication with all departments to improve facilities requests, continue desire to learn and adapt within the ever-changing and evolving needs and requests of city facilities (new technology, materials and equipment, grant opportunities, trends, etc)

Mr. Baynes talked about how much work the staff does directly rather than outsourcing it.

Councilman Gambogi asked about EV stations and opportunities to take advantage of APS initiatives.

Mr. Baynes responded that Galpin Ford is working on an opportunity, it is his understanding that some of the APS deals he referenced have sunset. These would be quick charge stations. With any of these things they are policy decisions for the Council to make.

Accomplishments:

- \* New city hall 3rd floor tenant improvements
- \* Library heating ventilation, air con improvement

- \* Roof repair in house - over 30,000 square feet
- \* Police Department Improvements
- \* City-wide HVAC inventory list
- \* Grace M Sparkes Activity Center Flagstone Room remodel
- \* Inventories all HVAC units
- \* Completed city-wide card lock program (continual, more than 75% complete)

#### Antelope Hills Golf Complex:

- \* Strategic Goals - improve playing conditions at Antelope Hills courses, improve golf course turf conditions, upgrade cart paths on both north and south courses, lower water usage by installing more efficient irrigation and turf reduction, replace outdated golf course maintenance equipment with more efficient models while eliminating downtime, offer quality food and excellent service at Manzanita Grill and the Centennial Center, retain longstanding relationship with the father/son golf tournament, increase revenue and reduce expenses, control food costs
- \* Key Objectives - continue to replace outdated equipment and irrigation system through Capital Planning process, review trends in the golf industry to stay at the forefront of technology to improve overall golf experience, evaluate fee structures on a quarterly basis, constantly evaluate trends in the food & beverage industry to keep cost in line while still providing quality products, and continue progress on the five-year capital plan
- \* Accomplishments - received 150 new club golf cart fleet in January 2023, enclosed the previous cart barn to protect new golf cart fleet, upgraded the irrigation satellite system to allow for more efficient water usage, improved conditions, resod the teeing areas on the North course to improve play ability, upgraded complex restaurant (new paint, new carpet, new kitchen equipment and new HVAC)

Mayor Goode stated that he is aware most municipal courses are not gaining rounds yet Antelope Hills is.

Mr. Baynes confirmed.

Councilman Montoya asked if there is any way to create more of a delta in affordable golf course since we are having record rounds.

Mr. Baynes responded that something like an "advantage card" program would help with that.

#### Forestry Division:

Recreation Services Superintendent Adam Camacho provided the presentation for this division of the department.

- \* Strategic Goals - maintain a healthy urban forestry/open space within the City of Prescott, increase grant funding for operational needs, vegetation management throughout the city, assist the Prescott Fire Department on leading the city towards being a Fire Adaptive Community
- \* Key Objectives - increase grant funding for operational needs, participate with the Prescott Fire Department in increasing public education and awareness on what becoming a fire adaptive community means, commitment to wildfire risk reduction and maintain/strengthen our partnership with Prescott National Forest to capitalize on grant funding for fuels reduction

- \* Services - fuels mitigation, residential chipping program, hazard tree mitigation
- \* Trends - grant opportunities for fuels mitigation, residential chipping program requests increasing
- \* Accomplishments - hiring of eight additional full-time temp employees for forestry crew, Kiwanis Grant, Mission Hills Subdivision, Heritage Park/Willow Lake Park and Goldwater TSI Grant

Mayor Goode asked about the fuel reduction opportunities through the community restitution program and the importance of prioritizing that.

Ms. Gregory reiterated that now is the time for Council to provide direction to staff about what they would like us to look at. She added that the Department is providing services not only to the public but to other city departments. Our expenditures are outpacing our revenues over the next five years, particularly in fleet and facility needs and this staff has done a lot to try and mitigate these costs, but that is something to take into consideration.

Member of the public Ralph Hess addressed the Council regarding the Glassford Dells Regional Park. He has been looking at the Prescott Valley website and they have a map indicating that approximately 100 acres are planned for active recreation, which is in conflict with the IGA and this concerns him and wants to know if the Council will take a position on that.

***This item was for discussion only, no formal action was taken.***

**B. Presentation & Discussion Regarding Business Licenses in the City of Prescott.**

City Manager Katie Gregory introduced Deputy City Manager Tyler Goodman to provide a presentation regarding the potential for a business license program in the city. She has heard from a few members of Council regarding re-instituting a program such as this in the community. Mr. Goodman will discuss a frame work that is potentially under consideration but staff would like feedback and direction from Council on this.

History of the Program:

- \* Had a program in effect from 2016-2019
- \* Reasons for past license program - public safety, code compliance, economic development, tracing vacation rentals and sober living homes, state took over collection of transaction privilege tax, provide a robust business database
- \* Annual fee of \$35 with one-time inspection fee of \$40
- \* Intake and processing by the Budget & Finance Department

Past Results (2019):

- \* Businesses Located Inside City Limits - 2,157
- \* Home Based Businesses In City Limits - 889
- \* Commercial Properties - 109
- \* Special Events - 736
- \* Contractors - 511
- \* Businesses Located Outside City Limits - 597

Past Safety Inspections:

- \* Required for all businesses including new and existing except home-based and commercial landlords
- \* Safety inspection included fire extinguishers, exiting, aisles, storage, access and electrical hazards
- \* Inspections occurred annually and would rotate geographically, a two week notice would be given with a range of dates and times

#### Past Process:

- \* New Business 4-step process - application review, building review and inspection, Planning & Zoning and issuance with a goal to approve within two weeks
- \* Existing Business, Special Event Vendors and Out-of-City Business 2-step process - application review, issuance with goal to approve within 2 business days

#### Why Was it Discontinued:

- \* Safety inspections could be completed without the program, hazardous materials and alarm registration are handled separately
- \* Business data and trends could be tracked in other ways (Chamber of Commerce Business Directory, Dun & Bradstreet Reports, Small Business Development Center, Yavapai College Economic Development)
- \* Regulation of sober living homes was taken over by the state restricting what the City can enforce to zoning code only
- \* Vacation rentals have a separate registration through Community Development
- \* Business database was not as robust or used as initially thought

Councilman Montoya asked about how the database was underutilized.

Mr. Goodman responded that the database was initially conceptualized as a tool for who was doing business here, it ended up being more of a directory than an interactive opportunity which the city and staff had envisioned.

Councilmember Rusing commented that the state does not license all sober living homes and there are many that are unlicensed and this is becoming a big problem. The Council needs to begin looking at this now to get that under control.

Mayor Goode added that the information that was provided under the previous program was so broad and vague that it didn't meet the criteria or expectation that the city committed to providing. It is important to know who is doing business in city limits and ensure they are operating safely as well. 65% of all cities and towns have a business license program in effect.

Mayor Pro Tem Cantelme echoed Mayor's comments. Coming into a community with no data collection as a business owner makes no sense at all. She added that if you are a city without business licenses you are a blind city because the proliferation of sober living homes will take a significant toll on the community.

Councilman Moore stated that the General Fund relies on sales tax, and the city could be missing out on sales tax from unregistered businesses.

#### Business License Research:

- \* Information gathered from Prescott Valley, Chino Valley, Payson and past survey results
- \* Process by City Clerk's Office, Community Development, and separate Business License Division
- \* Generally, 30 days for processing and applications are submitted online
- \* Fees range from \$30-70 and require auto-renewal
- \* Physical inspection and zoning review is typical
- \* General purpose is to ensure quality business activity by protecting the health, safety and welfare of people

Councilman Montoya asked how business inspection is managed when businesses are using office space in a larger building.

Mr. Goodman responded that is something that staff would look into further.

Ms. Gregory added that these are the types of things that staff would need to get additional information on and what those types of programs would look like as we move forward with these situations.

#### Considerations:

- \* Keep the scope limited and focused on specific outcomes
- \* Understand core reasons for licensing and the costs/benefits to the city, businesses and the public
- \* Understand what the business community expects
- \* Receive input from affected departments, understand demands on staffing
- \* Understand enforcement and what the city is willing to do for non-compliance

#### Questions & Direction:

- \* What are the primary outcomes desired from this program
- \* Are there specific elements you would like to include or not
- \* Do you have questions that staff can further research

Councilmember Rusing stated that implementing a business license program is an example of good governance by the Council.

Councilwoman Fruhwirth commented that she considers looking at business licenses particularly important when understanding the data of businesses that are taking advantage of public services. She would also like to understand how many areas are being used by sober living and other unlicensed businesses that are taking up affordable housing opportunities in the community.

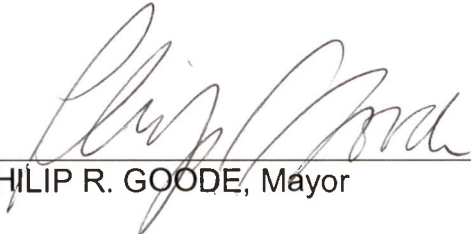
Councilwoman Cantelme echoed Councilwoman Fruhwirth's comments. She added that she has been paying for business licenses her entire professional life and is in favor of making it as simple as possible, but the point is to have the knowledge.

Mayor Goode commented that there is strong consensus that a minimal but thorough program would be beneficial.

***This item was for discussion only, no formal action was taken.***

**4. ADJOURNMENT**

There being no further business to discuss, Mayor Goode adjourned the meeting at 2:56 p.m.

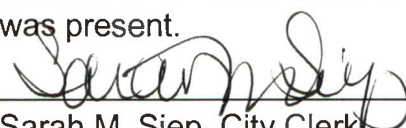
  
\_\_\_\_\_  
PHILIP R. GOODE, Mayor

ATTEST:

  
\_\_\_\_\_  
SARAH M. SIEP, City Clerk

**CERTIFICATION**

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Voting Meeting of the City Council Voting Meeting of the City of Prescott, Arizona held on December 19, 2023. I further certify the meeting was duly called and held and that a quorum was present.

  
\_\_\_\_\_  
Sarah M. Siep, City Clerk

