



City of Prescott

City Council - Workshop Meeting

June 3, 2025 | 11:30 AM
201 N Montezuma Street
City Council Chambers, 1st Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Mayor Goode called the meeting to order at 11:30 a.m.

2. ROLL CALL

Phil Goode - Mayor
Connie Cantelme - Mayor Pro Tem
Lois Fruhwirth - Councilwoman
Ted Gambogi - Councilman
Patrick Grady - Councilman
Brandon Montoya - Councilman
Eric Moore - Councilman

3. DISCUSSION

- A. **GPA22-001:** Presentation & Discussion Regarding the Updated City of Prescott 2025 General Plan.

City Clerk Sarah Siep outlined the discussion and expectations regarding discussion and comments in Chambers for the meeting.

Community Development Director Chelsea Walton provided a presentation to the Council regarding the proposed 2025 General Plan. She outlined how staff and Council have gotten to this point and what a General Plan document is and stated that it represents the input of the General Plan Committee, Planning & Zoning Commission, staff and the public based on work over the last two and a half years. Designed to be a community vision for the future, not to impose financial obligations on citizens or the City of Prescott. The General Plan aligns with the Council Strategic Plan, as a standalone document to help direct the Council. The 2015 Plan content was expanded first by staff and then prepared by the General Plan Committee and Planning & Zoning Commission who continued to work. Staff was directed to make this a usable document to track progress, with short, mid and long term goal components. Ms. Walton addressed updates to formatting and grammar which were updated, but won't be addressed today specifically. Staff needs Council direction on the General Plan.

Alternate Approach to Goals & Strategies - Discussion by Section:

- * Fire Department
- * Environmental Planning
- * Water Quality
- * Lakes

- * Water Resources
- * Climate and Energy
- * Regional Cooperation
- * Transportation, Collectors, Locals
- * Transit
- * Open Space
- * Wildlife Corridors
- * Digital Connectivity
- * Great Places
- * Historic Preservation
- * Parks and Recreation
- * Trails and Greenways
- * Dark Sky
- * Tree City USA
- * Land Use
- * Commerce and Industry
- * Retail, Tourism and Destination Management
- * Employment Sector
- * Regional Competition and Cooperation
- * Growth Management
- * Cost of Development
- * Workforce Housing
- * Housing Affordability and Workforce
- * Airport
- * Police
- * Education
- * Library
- * Implementation

Councilwoman Fruhwirth commented that she is happy to see a slimmed-down alternative to the proposed Plan.

Mayor Goode commented that a General Plan needs to be simple, understandable and noncontroversial. The expectations should be clear within the document and the more that is included, the more controversy and unwillingness to vote for it develop. That is his primary concern with this Plan.

Councilwoman Fruhwirth commented on the "possible initiatives list" for Environmental Quality.

Ms. Walton responded that these are things the Council could consider in the future. Staff could expand verbiage to make it clear that research will be done before coming to the Council with concepts regarding possible initiatives.

Councilman Gambogi stated that he thinks Ms. Walton did a wonderful job introducing this topic. A conventional plan is executable it comes with marching orders. This is called a plan but since it is not legally binding it is just a vision. This document becomes a source for the Council's Strategic Plan. He added that other communities hire a consultant to do this, but to the City of Prescott's credit, they put their own together which gives a better measure of what is important to

city, particularly if it includes all the feedback that has been collected since this process started.

Mayor Pro Tem Cantelme asked Ms. Walton to address how this discussion should take place.

Ms. Walton responded that if there are comments regarding grammar and formatting, they should be emailed to staff, however, if there are items and revisions that require consensus and conversation need to be discussed here.

Mayor Pro Tem Cantelme stated that there is a reference to parking in the Plan. This concerns her because the city already has a parking issue, and this would exacerbate that. She also commented on the "home of our own" program and asked why creating the city's own program is referenced in the plan.

Ms. Walton stated that there is no anticipation of curating or creating a plan, and will be going in the next couple of months.

Mayor Pro Tem Cantelme responded that this should be clearly outlined in the plan.

Councilman Grady stated that he has been involved with a lot of planning across the United States, and this General Plan has had more significant input than any other plan he has been associated with. He added that he appreciates the visual way this plan is presented. The Council and staff have been listening, but everyone needs to remember the amount of time that the General Plan Review Committee spent on this and the 60-day public comment period, so he is in support of all that work and time for this comprehensive plan. This is a 10-year plan and there should be things included that anticipate a 50,000 population.

Councilman Montoya commented that he doesn't understand how the Council will get to consensus based on this discussion and layout of presentation. He feels that one member of Council suggesting a change or plan and then moving onto another one won't get the Council anywhere.

Mayor Goode stated that there are many necessary changes which have come to the Council's attention. He doesn't think the Council should get into specifics on how things will be implemented. This is a mammoth document for the community to wade through and he doesn't want to see this plan voted down and start this process over again.

Councilwoman Fruhwirth stated that she agrees that parking is an issue not only in downtown but in other areas as well. Staff needs to design a process by which they and the Council can look at specific areas to address those concerns.

Ms. Walton stated that there can be a statement wherever parking is mentioned which states that parking needs to be looked at as a whole. She asked if Council is in agreement that this approach to the goals and strategies is the right one, because if she can get consensus on that, then staff can get into the specifics and have the plan in alignment with the state requirements regarding administrative

review and approval.

Councilman Grady asked for a reference to water within sections related to growth and development.

Ms. Walton stated that it can be linked back to water resources and with reference to a long-term water management plan.

Councilwoman Fruhwirth commented that references to things that are not meaningful to the community are not helpful, but language that addresses ensuring safety for multimodal transportation throughout the community would be important to include.

Mayor Goode concurred, some of these terms may be obsolete in a few years.

Ms. Walton stated that she is hearing that Council is in favor of the alternate approach and that there is consensus as well on the more specific language being included in the General Plan rather than references to vague terminology.

Councilwoman Fruhwirth commented that the dark sky section has been in a number of General Plans, but she feels that it needs to be evaluated in order to determine whether it should continue to be included here. In the Land Use Section she would like to add "open space/recreation" to the language. Also, residential support services should be included.

Council consensus was reached and staff will work on this.

Councilwoman Fruhwirth continued that language regarding native vegetation should be made more clear, something along the lines of "encourage native vegetation".

Mayor Pro Tem Cantelme asked for definition of "tools" in Open Space Section.

Ms. Walton responded that it is more about planning, documents, etc.

Council Comments for Discussion Introduction Page 1 and 2:

* Discussion regarding adding Prescott's value statements, which were replaced by the Council Vision and Mission Statement back into the plan based on Council feedback

Councilwoman Fruhwirth stated that she didn't realize putting in the Mission and Vision would remove the Value Statements which she feels are important to have in the document, it unites the community rather than dividing it.

Councilman Grady concurred and asked where the value statements came from.

Ms. Walton responded that many of these were from the 2015 Plan and discussed with the General Plan Committee.

Consensus to add back in.

Ms. Walton continued with the Climate and Energy Section:

* Pg 196 in the agenda packet (page 39-43 of the General Plan)

* Based on feedback, staff have removed a number of sections and cleaned up that area

Councilman Grady commented that it is appropriate and purposeful to have a climate and energy section included in the General Plan, based on previous Council determination to work with the University of Arizona to create a strategy for the city as well as it being appropriate to inform the community and decision makers on climate impacts. Promoting energy efficiency should be part of the General Plan. It is not a mandate, it is a guideline.

Councilwoman Fruhwirth commented that this section had her very confused and asked staff to address the redline versus the clean version.

Ms. Walton responded that because staff did not have consensus from the Council, it was left as the March version, however, now with Council consensus, they can go in and reduce to one goal and the corresponding initiatives.

Councilwoman Fruhwirth added that she likes references in the General Plan being energy-focused rather than climate, that removes the political nature regarding concerns.

Mayor Goode agreed. In general terms, Prescott won't impact the climate at all but can adapt to droughts with revisions to zoning and city code and more efficient use of energy.

Ms. Walton continued with a review regarding the proposed future land use map:

* Council chooses where the boundaries are

* Map sends a message, and anticipates plans for the future

* Point is proactive land planning

She reviewed the proposed future land use map, boundary areas and what the future boundaries could be. Provides oversight and protection for potential future changes. This went through the General Plan Committee and Planning & Zoning Commission, so now is the time for the Council to address what they would like to see.

Councilman Montoya asked for clarification on how the map was developed. He added that he has received feedback from people who have property on this map that would not want to be annexed into the city.

Ms. Walton responded that it went through the General Plan process, with the General Plan Committee and Planning & Zoning Commission reviewing and approving. She added that the annexation process is statutorily laid out and just because a property is on this map doesn't mean that it is obligated or ever would be annexed.

Councilman Gambogi stated that this is a vision document. Prescott has

communities to the North and the East that have done a good job of annexing to feed their visions for their communities, and this map allows Prescott to do that as well.

Mayor Goode asked if the Williamson Valley Community Association was involved in the process.

Ms. Walton responded that they were not; neither were Prescott Valley, Chino Valley or other outside agencies unless they responded in public comment.

Mayor Goode added that he has no interest in adding anything outside the Airport Specific Area.

Councilwoman Fruhwirth stated that she has little interest in annexing existing neighborhoods and doesn't think they want that either. She would like to see language in the land use codes that states nothing would be annexed unless their utilities are brought up to city standards. She added that she felt it was a hodgepodge in some of these areas regarding where their school district or fire department would be located etc. because she feels that one of the aspects in the Plan should include those things. Also, she commented that Airport Specific Area Plan should be spelled out and not abbreviated.

Councilman Grady agreed with comments about the western boundary of the city, and existing neighborhoods not being incorporated in. These things lead to questions about what the city wants to be. He would be more interested in having a discussion on what the impact on water resources and planning would be.

Councilman Moore commented that the map does not obligate the city to this growth, it is a guide. Whether or not these areas are annexed would be determined by a future Council years from now and this map was supported by the General Plan Committee and Planning & Zoning Commission. It is important to look at what other communities have done and ensure that you don't lose control over area adjacent to the City of Prescott and be more forward-thinking.

Ms. Walton responded that this was looked at relative to the "Growing Smarter" legislation. This was heavily vetted, so she isn't sure what "more research" would look like as alluded to by the Council.

Mayor Pro Tem Cantelme commented that this is exactly what long-range planning should look like. She echoed comments that existing neighborhoods should not be annexed. She added that growth should pay for growth and the Council should do a better job of making sure that happens in the future.

Councilman Montoya echoed comments regarding appropriate planning rather than doing reactive annexations as the last few annexations have been. This is how elected officials can manage growth. No issue taking the developed neighborhoods off, but is also fine leaving them on there.

Councilman Grady commented that none of the discussions at the General Plan Committee were around what they wanted the community to look like, which is

something that he wants to consider.

Councilman Moore stated that the Council is not looking long-term if they don't look west. He agrees that the Council should take the developed areas out, but anything else should be included in the map. It is a wise decision for future planning for the community.

Mayor Pro Tem Cantelme concurred. There are a lot of benefits to annexation that everyone needs to consider. In addition to that the tax base is necessary.

Mayor - leave boundary as ASAP

Moore - undeveloped sections out to the west

Fruhworth - out to DWR parcel to carve out the fully developed neighborhoods and added that her biggest issue is that she doesn't see anything regarding commercial/residential support services (Outer Loop and Hwy 89)

Ms. Walton stated that commercial is typically off of main corridors, but that could be added off of the Outer Loop area if it were added. Asked for a show of hands for who is in favor to extending the western boundary to DWR, and undeveloped AZSLD, and ensure that there is commercial/employment in that area (mixed use allows for residential and commercial, which is a benefit).

Councilman Moore, Mayor Pro Tem Cantelme, Councilwoman Fruhwirth and Councilman Montoya agreed.

Ms. Walton moved onto a request to adjust commercial and employment zoning rather than mixed use in the north.

Council consensus was reached for this.

Ms. Walton continued that in the eastern area, the boundary should be moved to eliminate developed lots in Yavapai County and only include land sections that are vacant up to the Chino Valley town limits.

Council consensus was reached for this.

Ms. Walton added that this would not change the Airport Specific Area Plan, and simply wouldn't include those as areas of focus for long-range planning.

Mayor Goode stated that he thinks the developed areas to the east should be kept in. AED has significant plans for development in those areas and wants the city to have the ability to control how that all ties in.

Councilman Grady stated that he is in support of what is being included on the eastern boundary. He asked when the growth is planned for.

Ms. Walton responded that there is no timeline or timeframe within the plan. This map shows where and what the growth would be if it were to ever happen. This is not an annexation document; it is read by people considering coming into the city to help them determine if they would want to try and come in.

City Manager Dallin Kimble added that Council should think about where they would want to have a say in the future and how the community may develop.

Mayor Goode opened the floor to public comment.

Member of the public Patrick Pearson addressed the Council regarding his concerns about a website referenced in the plan that is not active.

Member of the public Melissa Radwick addressed the Council regarding honesty and transparency regarding the General Plan. She feels definitions are different from person to person. The Council needs to think about what Prescott needs.

Member of the public Lance Dettman addressed the Council regarding the fact that this is a land use and planning document and feels much of the information included is not pertinent to that. There are climate change policies that are up for debate and make affordable housing worse for the community. Feels the elements that are not part of land use agreements should be removed. Thinks it should not move forward as written.

Member of the public Jim Garing addressed the Council regarding the fact that he does not support the plan as written, and wants to see a clean version of a draft that the Council came up with. There are too many social engineering and voluntary chapters included. The Council needs to establish specific parameters before annexation is considered, like water, traffic and long-term planning.

Member of the public Greg Murray addressed the Council regarding the fact that these are aspirational documents, and stated that according to the document as presented, the population of Prescott is already over 50,000 and this should be examined. He added that neighboring communities chasing a tax base and competing with each other is not beneficial; Prescott needs to participate in a regional plan for growth and development. Need to maintain space for wildlife and ranching.

Member of the public Kenneth Goellner addressed the Council regarding the unstated philosophy in the document is what he finds to be a bad faith premise. The general theme reminds him of things pushed decades ago by the United Nations and other NGOs, sustainable development boils down to control. Remove the section about cell towers.

Member of the public Sue Davis addressed the Council regarding her opposition to annexation in the west.

Member of the public Jill Martin addressed the Council regarding educating citizens about what is happening in the community. The General Plan is very complex, but it should reflect Prescott's values and unite the community around a shared vision. If the Council keeps the language in the General Plan, her group is encouraging the community to vote no if it appears on the ballot with ideological language.

Member of the public Susan Cohen addressed the Council regarding removing climate change and the word climate from the plan. However, the Council did not discuss the removal of the language "climate sector". This should be removed.

Member of the public Robert Shegog addressed the Council regarding the MLK language being included in the plan. This is a good step toward creating a unified community. He discussed the African philosophy of Ubuntu, everyone should treat each other as they want to be treated. Strength lies in diversity.

Member of the public Terry Sapio addressed the Council as the Chair of the General Plan Committee. The Committee has been working on this for 2.5 years and tried to be accommodating and put as much into the Plan as the various special interest groups wanted. Much of the wishlist items have been removed, but it is definitely slimmed down and that is good because it makes the goals attainable, he reiterated that just because there are areas on the map doesn't mean they have to be annexed in.

Member of the public Jim Helbling addressed the Council regarding the 6-1 vote of the Council to put the non-discrimination language into the General Plan. However, since that time he has heard that there was discourse regarding the language and that some members of the council were considering removing it. He addressed the Arizona revised statute that addresses community goals that should be included in a General Plan document and an alleged loss in federal funding for the city.

Member of the public Michelle Hamer addressed the Council in opposition to the 2025 General Plan. She believes it requires extensive revisions and should be sent back to the drawing board. Piecemealed edits risk failing to serve the community in the long-term. She also requested that any funds allocated in the budget for the General Plan should be removed.

Member of the public Robin Kuknyo addressed the Council and expressed her appreciation for this meeting and the fact that Mayor Pro Tem Cantelme and Councilwoman Fruhwirth have spent significant time regarding their review of the General Plan. She suggested that Councilman Grady recuse himself from the vote on this plan because of his participation on drafting the General Plan. The plan should not be presented to voters if a consensus cannot be reached. The verbiage leans partisan.

Member of the public Cathey Rusing addressed the Council regarding the land use map, which is also a water map. There is a massive increase in size over the 2015 General Plan Map with a major growth corridor and adding thousands of acres of land, which is a major change that was never discussed with the Council or in any meetings. Residents cherish their rural life and that should be maintained, should adopt the current 2015 map. All major growth should be focused in the eastern portion of the City of Prescott.

Member of the public Richard Thompson addressed the Council regarding the various changes to the draft General Plan, would like to see a final and clean draft. It should be about usage and not control.

Member of the public Linda Thompson addressed the Council stating that plans should be concise and what you work toward. She is concerned about this being a "Christmas list" and added that there are issues regarding parking.

Member of the public Elieen Wolfe addressed the Council requesting this process start over. Mixing residential with commercial would increase noise and pollution. There is also the potential to increase crime and patrol. She believes in individualism and is appalled at no mention of health care in the entire plan.

Member of the public Ken Fidyk addressed the Council thanking the Committee, staff and Council for all the countless hours that have gone into this. He expressed the fact that he did not want Prescott to be a California city. This plan needs to be slimmed down, but there needs to be more work done. Suggested that the 2015 plan just be updated.

Member of the public Stacy Bonomi addressed the Council regarding expansion into the west in Williamson Valley, turning a rural area into urban sprawl. Williamson Valley is an affluent area. They are willing to drive into Prescott for their services and massive development would change the current living conditions.

Councilman Gambogi stated that everyone has an interpretation but few know what is really in the plan. This has taken two and a half years to put together and it is a good plan.

Mayor Goode commented that he thinks the Council has made a lot of progress. The plan has been paired down, but there is likely still a good deal of work to do before this would go before the voters.

Ms. Walton stated that staff would make revisions following this discussion and return to Council on June 24, but asked the Council if they wanted to have another meeting.

Staff discussion regarding meeting deadlines and timing.

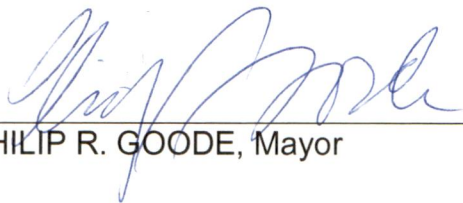
Mayor Goode stated that he wants a clean and updated draft presented to the Council for the next time this is discussed.

Councilwoman Fruhwirth stated that she is extremely concerned about the ability to get to a vote at the July 8 Meeting, and she feels if the Council waits it won't happen. She feels the Council needs more special meetings.

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 2:35 p.m.

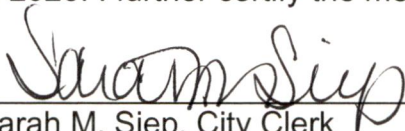

PHILIP R. GOODE, Mayor

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 June 3, 2025. I further certify the meeting was duly called and held and that a quorum was present.


Sarah M. Siep, City Clerk

