



City of Prescott

City Council - Workshop Meeting

June 12, 2025 | 9:30 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 9:30 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 (Arrived at 9:34 a.m.)

3. DISCUSSION

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

City Clerk Sarah Siep reviewed the format for the meeting and reminded the public about addressing the Council, staff and each other with decorum.

Community Development Director Chelsea Walton provided a presentation to the Council regarding the updates made to the draft General Plan since the last Special Meeting.

For Today:

- * Review and discuss proposed land use map
- * Review and discuss updated plan content
- * Final Council direction to staff

Ms. Walton began with an overview of the land use map which denotes the revisions since the last meeting. She highlighted the commercial areas requested. In the west outer loop node, there were no future projects that would suit that zoning. The current county zoning has that area as agricultural. The staff's recommendation is that off-west Outer Loop Road commercial be removed; however, she added that the County is in the process of making updates in those areas and city staff can be part of those discussions to find appropriate locations for commercial zoning. Leave the Hwy 89 Commercial node as is.

Councilwoman Fruhwirth commented that she went out to the area last night,

and concurs that it should not be commercial anything west of the Airport Specific Area Plan. The Council should be focused on what is more Prescott than country.

Mayor Goode added that all six sections west of the Airport Specific Area Plan should be removed, and he will not support the map or the General Plan if it is left in.

Councilman Montoya asked if removal of those areas on the map would stop wildcat development in that area.

Ms. Walton responded it would not.

Councilman Grady stated that sprawl in areas that are clearly rural in character is not an appropriate fit, and he supports stopping at the blue line.

Councilman Gambogi commented that the city could learn a lesson from Chino and Prescott Valley, and the best way to protect areas is to annex them so he won't vote for any changes to the map as presented.

Councilman Moore asked about the impact of identifying land use in the General Plan to have a say in how development takes place. He added that the properties to the west of these six areas are already developed then the ASAP comes after, and he sees that this could be a wildlife corridor. He asked staff how putting these on the map would help protect those areas, and stated that he feels it is important to maintain those areas in the plan because it allows the city to have a say.

City Manager Dallin Kimble responded that it is appropriate to plan for what the community would want to have a say about, and annexing what you want to control. Having these areas on the map allows the city to have some say. These are not in the city, so they can't be controlled, but would have an impact on say in those developments if they were in the plan.

Councilman Montoya asked if wildcat developments would impact water management. He feels the city should plan for development outside the city limits.

Ms. Walton responded that these areas are within our active management area.

Public Works Director Gwen Rowitsch added that the water service area is within city boundaries and outside areas under existing contract.

Mayor Goode stated that the city has discussed having regional cooperation to help manage water, and they should do that. These areas are in the county and the city cannot control them. It is raw, undeveloped land and he would like to see it stay that way. Williamson Valley does not want to be annexed into the city, and they have not even been contacted about that possibility. He doesn't support anything west of the ASAP boundary.

Mayor Pro Tem Cantelme commented that she worked on the Yavapai County Plan. This is a situation where you are damned if you do and dammed if you don't. If the intention is not to develop in that area, there is no reason for the city to annex it in. She is leaning toward leaving that county now.

Ms. Walton stated that she hears four Council members who want to remove everything west of the ASAP and three who are not in favor of that removal.

Mayor Goode stated that Ms. Walton is naive if she thinks he can't influence the voters of this city, and he will do it. She has a majority of the Council that want to remove the six parcels and that is what should be done.

Councilman Moore commented that it is important to be clear that the Council is not talking about annexing the land, they are talking about contemplating the property being maintained on the map.

City Attorney Joseph Young confirmed that is correct; annexation would require an entire statutory process that is driven by landowners and not by the city.

Ms. Walton continued with the western portion of the map and discussed a letter received asking to change the zoning back to low to medium density. At least one dwelling unit per acre would be required, which makes sense from a planning perspective.

Councilman Grady commented that he has concerns with the map process. On the January 8 map that was submitted to Planning & Zoning Commission (P&Z) it was one to seven versus two to seven.

Ms. Walton responded that there was discussion about removing very low density and making it low to medium. In March, the Council made the decision to add the very low density back to the map. It was recommended by the General Plan Committee (GP) and P&Z that very low density be removed entirely and there be more flexibility.

Mayor Goode commented that if the east is going to be considered for annexation because of the AED developments and growth of Prescott Valley, then 2-7 dwelling units would be better.

Ms. Walton confirmed and stated that it would be low to medium density. The rest of the area in ASAP would be that. Council consensus was reached. She continued with the east side, which was left at low to medium density but left on the map as a planning tool. It is within the ASAP boundary, and reiterated that the intention is not to annex them but to help plan for the future.

Councilwoman Fruhwirth commented that more homes near the approach to the airport will lead to more noise complaints, so she isn't sure that having more homes in that area under the low to medium density makes a lot of sense.

Councilman Montoya asked if the residents of those areas have been engaged in discussions.

Ms. Walton responded that they have not, as that is not standard practice. She added that a major plan amendment is a similar process to the adoption of a general plan, and annexations require a super majority of the Council. She received Council consensus and stated that she has appropriate direction from the Council to make the updates.

Councilwoman Fruhwirth commented that there are county islands within city limits that are not depicted on the map.

Ms. Walton responded that should they annex the land use would be what is reflected on this map.

General Plan:

- * What is a General Plan
- * Vision, Mission and Values
- * Our approach
- * General Plan process
- * Public participation process
- * Navigating the general plan
- * General Plan structure
- * Hidden object
- * Physical setting and history
- * Existing conditions and trends
- * Changing demographics
- * Regional population changes

Ms. Walton stated that all the requested changes from the last meeting have been made.

Councilwoman Fruhwirth stated that she received some comments regarding adding "residential" to challenges for the community, and "while keeping Prescott Prescott" at the bottom of page 7. Council consensus was reached on this revision.

Mayor Goode commented that he wants to see "Tree City" removed from the General Plan in its totality, and added that there is a base in Prescott which has no reference in the General Plan which should be added in.

Ms. Walton responded that it had not been in any of the original plans, but staff can look into that.

Councilman Gambogi stated that consensus doesn't mean everyone is in agreement, because he does not.

Councilman Moore stated that he disagrees with the removal of Tree City.

Mayor Pro Tem Cantelme stated that she is okay with removing it. She asked if the Council ever made a final decision to keep in the voluntary sections for 50,000 plus population. She wants to know what the rest of the Council thinks,

because it is a waste of time to go through these sections if the consensus is to remove them.

Ms. Walton responded that there was consensus to leave that in, the Mayor disagrees, but the overall consensus was in favor. She added that the voluntary and 50,000 population elements have been in previous plans (fire, economic development, and tourism) so she would like to have the Council consider those items. Page six are the items required to be in the General Plan.

Mayor Pro Tem Cantelme read through the not required and voluntary sections of the General Plan.

Councilman Moore stated that at the last Council meeting a member of the public spoke to the city's population, and the city is very likely close to being over 50,000. He wants to know if that is indeed true, and if so he is in favor of leaving these items in.

Mr. Kimble responded that in U.S. Census from July 2024 the city's population was 48,224, and in 2020 it was approximately 45,000. So with a 1.5-1.8% growth average per year, the city will reach 50,000 within the term of this General Plan.

Councilwoman Fruhwirth stated that a section-by-section discussion is appropriate. At the previous meeting, there were 354 Strategic Plans in the General Plan, and the Council has reduced that down to 107 strategies including the voluntary elements. In the Council's Strategic Plan there are elements that tie into some of the voluntary sections of the General Plan, so, from her perspective, they should be included.

Councilman Grady concurred, economic development and housing should all be in the plan. He feels all the voluntary elements should be because they are needed to plan for the future. This is a 10-year plan, the Council has already made significant reductions in the strategies and number of pages in response to a rather small interest group, and he feels the Council has done enough and should not cut the plan any further.

Councilman Gambogi stated that he strongly supports the Plan given to the Council by the General Plan Committee, staff and the public and he rejects this practice of micromanagement.

Councilman Moore commented that he finds it interesting that the Council flip flops on topics, in March, they voted 6-1 on this yet now it is being ripped apart. He was appointed to attend the General Plan Committee meetings as a Council Liaison and he feels that the 11 members did a wonderful job over the course of three years in putting this Plan together, and only five or six of the people in the chambers today were involved in that process. This Plan will never appeal to everyone, but there has been three years of effort put into this plan, and he agrees with Councilman Grady that the Council needs to plan for the future. We are 550 residents away from hitting 50,000 and this is a 10-year plan. Every element that is in the Plan needs to stay in it.

Councilmen Moore, Grady, Montoya and Gambogi all expressed their support of keeping the voluntary elements and 50,000 elements in.

Councilwoman Fruhwirth stated that she is aligned with having economic development in the plan but not all the subsections because it feels unwieldy. The question is if the Council are striking the right balance to have the majority of voters vote yes to this Plan.

Mayor Goode commented that the 50,000 elements are based on the expectation that cities of that size have the budget to handle all of that. The Council needs to strip this down to a basic General Plan.

Section II. Resiliency & Sustainability (pages 18-33):

Ms. Walton stated that the city needs to include text on page 33 in the Plan as follows: "increasing the use of and access to renewable such as solar, wind, and geothermal energy and promoting energy efficiency" to comply with statute.

Council consensus to include.

Mayor Goode commented that the modeling agency mentioned in the General Plan has a plan that they are still working on, and so that needs to be updated. Also, the entire paragraph referencing the US Department of Energy is no longer valid because of changes in the federal government.

Councilman Grady stated that he feels the paragraph should be kept in, relative to charging stations in order to be competitive with surrounding communities.

Mayor Goode concurred that there is limited access to charging stations in Prescott.

Councilwoman Fruhwirth stated that starting at "economic impacts" could simplify.

Councilman Moore stated that the Council is getting way to wordsmithy with this, that is not their role. This is a 10-year plan and the current federal administration could change during that time, the Council needs to write policies based on Prescott's vision and values and not the current federal administration.

Section III. Community Connected (pages 34-45):

Councilman Grady referenced page 42 open space goals and strategies. He feels that one of the most important sections has been removed, and he wants it added back in related to an Advisory Commission.

Councilman Moore, Mayor Pro Tem Cantelme, Councilman Gambogi, and Councilman Montoya agreed. However, Mayor Goode and Councilwoman Fruhwirth objected.

Councilwoman Fruhwirth stated that the rest of the section addresses that there

will be protections, but not how that will be done and that will be the Council's job. Staff have expressed a number of times that they are not in favor of more committees.

Mayor Goode stated that the regional park should be "Granite Dells Regional Park" throughout the document.

Great Places & Neighborhoods (pages 45-58):

Ms. Walton stated that the James family recommended adding simple verbiage that expands on statute requirements regarding ASAP on page 47 should include: "in no case shall the designated be less than 1 dwelling unit..." This is in compliance with the law, so staff are in favor.

Council consensus was reached on this matter.

Councilwoman Fruhwirth commented that there are a couple of references with specific years for benchmarks, and asked if the dates could be removed to give more flexibility. She added that removing the word "responsible" and that wildlife needs should be referenced in balance with human needs.

Council consensus was reached on this matter.

Councilwoman Fruhwirth added that she feels there needs to be more explanation related to the benefits of the "Act Up Plan" from CYMPO.

Ms. Walton stated she isn't opposed to that as long as there is a reference to when things were being worked on, and will address the other suggestions as well.

Mayor Goode commented that he has a problem with expanding bicycle transportation. There are places where bicycle transportation is encouraged, but there are other areas where it isn't safe to support use. This should only be encouraged where practical, and the city should be pro-vehicle in references on page 56.

Councilmen Moore, Gambogi and Montoya opposed.

Councilwoman Fruhwirth discussed a reference to the Pedestrian, Bicycle & Traffic Advisory Committee (PBTAC) on page 56, and improving ranking, but she doesn't want the assumption to be that it is a done deal.

Ms. Walton stated the last sentence should be removed.

Councilmen Moore, Gambogi, and Monotya opposed.

Mayor Goode stated that he supports dark sky, but wants it to be clear that there will not be retroactive changes. These are only for new construction.

Ms. Walton reiterated that any code changes would come before the Council.

Mayor Goode wants the entire reference to Tree City removed from the General Plan, he feels this all increases government oversight.

Councillwoman Fruhwirth stated that she is in favor of leaving the information in the General Plan with the caveat that any determinations would come before the Council.

Councilman Moore stated that he supports leaving the section in, the community needs education on what trees are good and what trees are bad for the area and environment.

Mayor Pro Tem Cantelme said she is opposed to keeping the section in.

Council consensus to leave the section in (five members in favor and two opposed).

Economic Competitiveness & Prosperity:

Councilwoman Fruhwirth pointed out on page 65 referencing downtown area the language should read: "sufficient parking and consistent parking management".

Council consensus reached on this matter.

Councilwoman Fruhwirth also commented on references to employment sector goals on page 67, and stated that the sequencing on the following pages threw her a bit, she added that she wants more from the Economic Development Strategic Plan included in the General Plan.

Ms. Walton responded that strategic plans are shorter and more operational focused, but a snapshot of the strategic plan could be included to address that.

Mayor Pro Tem Cantelme stated that "required" should also be included.

Council consensus reached on this matter.

Mayor Pro Tem Cantelme continued discussing Impact Fees and removing a sentence on page 85.

Council consensus reached on this matter.

Councilwoman Fruhwirth commented that it might be important to add in specific examples and references to help people understand fees and costs related to development as well as transportation-related improvements to "road network and parking".

Council consensus reached on this matter.

Mayor Pro Tem Cantelme stated that the Workforce Housing section is very well done.

Community Quality (page 85-92):

Councilwoman Fruhwirth asked that the language "through sufficient staffing and employee retention" be added on page 86. In Section 2 there is no reference to the evidence facility, and she feels it needs to be specifically referenced.

Council consensus reached on this matter.

Ms. Walton responded that it is implied in 2.2.

Mayor Goode commented that there is a typo that needs to be fixed on page 92 related to healthcare, and that the renaming of Priority Ambulance should also be noted.

Major Plan Amendments Chapter (page 93):

Ms. Walton stated that the updated table has low-medium included.

Council consensus on this table.

Councilwoman Fruhwirth commented that people don't like it when commercial zoning is lost to residential and asked what the difference is between minor and major plan amendments.

Ms. Walton responded that a minor amendment does not require the 60-day public comment period or a 5 out of 7 vote of Council, but does have to go through P&Z then to Council. Council negotiations via contracts is what determines where the changes happen.

Mayor Goode asked whether Prop401 related to private property rights should be included.

Ms. Walton responded that a major plan amendment would be initiated by the property owner and would be a public process.

City Attorney Joseph Young responded that the city does have to lay out what is major versus what is minor, and he doesn't feel that there needs to be any reference to Prop401.

Mayor Goode opened the floor to public comment.

Member of the public Roger Fritts addressed the Council as a minister in the area, has read the draft copy, and he thinks it is excellent and very well done. He appreciates the work of staff and the General Plan Committee and is in support of the introductory statement in the Plan.

Member of the public Stephen Cook addressed the Council, praising Councilman Gambogi's comments about common sense, and Councilwoman Fruhwirth for bringing data. He can live with most of the cuts as long as there is language regarding common sense and data-driven decision-making included.

Member of the public Greg Murray addressed the Council, thanking them for what they are doing. He supports the March 25 version with voluntary elements to the voters. The current version is far shorter than the usual 130 or so pages. General Plan documents that are adopted by similar communities are larger and the removal of these sections is a loss of value. Over two years of careful work went into putting the Plan together, it should not be derailed at the 11th hour by a small group.

Member of the public Robert Shegog addressed the Council, speaking in favor of the General Plan as written. Everyone is looking for respect and understanding and passing this document is a first step to that.

Member of the public Martha Meinster addressed the Council in support of the General Plan as it was written over many years by staff and volunteers. A small group should not be allowed to derail all the work that has gone into this. It is time to move it forward.

Member of the public Kristen Law addressed the Council in favor of the General Plan. She feels a section related to education should be added back to the General Plan. It is not just a land-use document, understanding climate trends and how they impact planning is critical. These trends impact how tax dollars are allocated and how tourists and visitors use the things they value in our community. A recent citizen survey placed protection of the natural environment of Prescott as a top concern and priority.

Member of the public Eugene Fougner addressed the Council as a longtime resident in support of the inclusivity statements in the introduction of the General Plan. There is discrimination in Prescott and it is important to include it.

Member of the public Nancy Johnson addressed the Council in support of the General Plan which should be submitted to the public as it was written. She discussed the importance of the non-discrimination language in the introduction of the document.

Member of the public Jenna James addressed the Council as a representative of DWR. They are supportive of the revisions related to reasonable density in support of commercial development. It is important to encourage development in the future to happen in the city of Prescott and help staff plan for the future.

Member of the public Jim Helbling addressed the Council encouraging to keep the General Plan as written. Years of work have gone into this. He discussed the importance of the climate sections being included.

Member of the public Melissa Radwick addressed the Council regarding her appreciation for Councilwoman Fruhwirth representing the people that elected her. She is discouraged by the people who speak negatively about her opinions about climate change.

Member of the public Norma Meier addressed the Council regarding quality of

life for all the members of the community and the importance of that being included in the General Plan.

Member of the public Chloe Beazer addressed the Council regarding moving forward with the General Plan without changes to the public for a vote. The document should communicate a comprehensive plan for the community, it shouldn't just check a box for legal requirements. She thanked Councilman Moore for holding citizens accountable.

Member of the public Dennis Downing addressed the Council regarding this well-thought-out plan.

Member of the public Janice Crede addressed the Council in support of the General Plan as written, including the non-discrimination language, the people are part of the land and vice versa. Sustainability has evolved over the years and considering land, water and resource use is important to keep in the General Plan for current and future residents.

Member of the public Terry Sapio addressed the Council as the General Plan Committee Chair. Everyone has put in many hours into making this plan more palatable. The biggest objections that have come up in this draft have been addressed. It is advisory and not regulatory. He supports the General Plan and looks forward to it passing on June 24 and moving forward to the voters.

Member of the public Kenneth Fidyk addressed the Council regarding narrowing the scope of the General Plan, and he believes that progress has been made. He doesn't think they are there yet, but much closer than they were, hopes the Council have the five votes needed to move this to the voters.

Member of the public Dorothy Morris addressed the Council as a longtime resident and participant in the 2015 General Plan. She wants this plan, if passed, to become a tool for use and not just go into storage. She is President of the Granite Dells Foundation, and was thrilled to see the language included for open space, there has never been a vote to name the Regional Park as the Glassford Dells Regional Park and she believes it shouldn't be changed.

Mayor Goode stated that when the park was created among a variety of agencies, the combination of the Dells and Glassford Hills was important. It doesn't require a vote of the Council.

Member of the public Cathey Rusing addressed the Council and thanked everyone for the hard work that has been put into the plan. She commented on deficiencies with statute in the plan as follows: that the circulation element should include a map per state statute, open space requires a comprehensive inventory of open space/recreation/access points in a map which is also missing, and airport protection on the east end of the runway is important, and the map should be replaced to include protected areas. Appreciates the protection of the rural western heritage in the Williamson Valley corridor.

Member of the public Linda Goldinger addressed the Council and expressed her

appreciation for the amount of time that went into developing this document. She regrets some of the removals, but she supports moving it forward to give the voters a chance to speak on it.

Member of the public Sue Davis addressed the Council as a resident of a small county island. She expressed her opposition to annexations of county-developed areas unless initiated by 50% or more of the residents.

Member of the public Martha Nelson addressed the Council regarding the non-discrimination language being included in the General Plan, and its importance.

Member of the public Kathryn Cronkrite addressed the Council as a resident of Chino Valley stating that what happens in Prescott affects Chino Valley, she is in strong support of the current General Plan.

Member of the public JD Greenberg addressed the Council regarding the various versions of the General Plan. She is frustrated that this is still being discussed when there were so many opportunities to speak up over the last few years. The airport deserves focus in the General Plan because the runway needs extension and improvements. Also, she stated that she was sad to see so many of the changes and encouraged the council to go back to the original General Plan.

Member of the public Rosemary Dixon addressed the Council as a longtime resident in support of the anti-discrimination language being included in the General Plan.

Member of the public Chris Kuknyo addressed the Council as Representative for District 4. He discussed that the zoning study will cover a huge area of study, including many facets that are important to zoning in the area which hasn't been done since 1968. He asked what is more abusive of water, one home or four homes. District 4 wants to stay rural and every resident of Prescott is also a resident of Yavapai County, and they would like to work together to plan for the future.

Member of the public Michele Hamer addressed the Council regarding not having heard about the General Plan until September, so she feels a better job needs to be done in the future to inform the public. She is tired of Prescott being called racist, it is not. She feels that removing sections for 50,000 plus doesn't make sense when the money is already in the budget. She appreciates all the people who want this Plan to go through but have to look at what the costs will be.

Member of the public Jana Kading addressed the Council stating that Prescott is the best place to live out of all eleven states she has lived in. She appreciates the nit-picking and doesn't appreciate the people sitting on their phones and not participating. She also thanked the Council for removing the non-required sections.

Member of the public Stacy Bonomi addressed the Council commending Councilwoman Fruhwirth for investigating the Williamson Valley residents who

are opposed to annexation. They are in support of the changes to prevent that. She added that climate change should not be included and as a minority woman she believes God created us to struggle and learn from others.

Mayor Goode stated that the anti-discrimination language has been tightened up, but there is still a reference to gender in it and he doesn't feel that it should be in there because it could impact federal funding. Recommended removing it from the section at the beginning of the General Plan.

Councilman Moore stated that "genders" is appropriate and should be left in. He is not concerned about promoting ideology by using that word.

Councilman Grady concurred it should remain.

Mayor Pro Tem Cantelme disagreed and would prefer to remove it.

Councilwoman Fruhwirth stated that she doesn't believe "genders" is gender ideology, but she is willing to replace with sexes.

Councilman Gambogi stated that these fears are false flags.

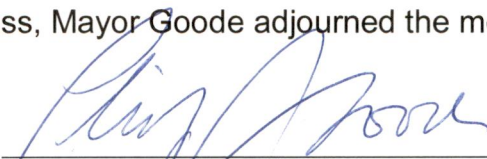
Councilman Montoya is not compelled to remove the word.

Four to leave as is, three to remove, so the language will be left as is.

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 12:48 p.m.

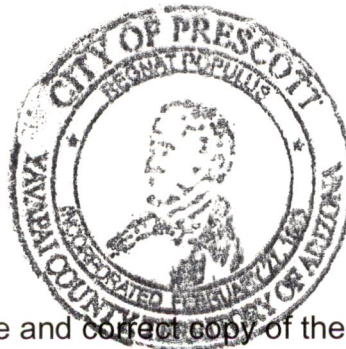


PHILIP R. GOODE, Mayor

ATTEST:

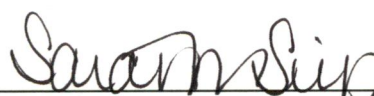


SARAH M. SIEP, City Clerk



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 12, 2025. I further certify the meeting was duly called and held and that a quorum was present.



Sarah M. Siep, City Clerk