



City of Prescott

City Council - Voting Meeting

September 9, 2025 | 3:00 PM
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 3:00 p.m.

2. INTRODUCTIONS / ANNOUNCEMENTS

Mayor Pro Tem Cantelme announced that City of Prescott and Prescott Regional Airport are excited to announce Prescott AirFest 2025, taking place on Saturday, October 4, 2025, from 11:00 a.m. - 3:00 p.m. at Ernest A. Love Field. This free, family-friendly event invites the community to celebrate aviation and explore one of Northern Arizona's most dynamic transportation hubs. Visitors can expect a day full of engaging activities, including airplanes on display, foodtrucks, military displays and the Prescott Fire Department's "touch-the-truck". For more information please call 928-777-1114. She added that Prescott Regional Airport and United Airlines, operated by SkyWest, recently announced a second Denver flight which will begin October 7. Additionally, the flight to and from Los Angeles has been moved to earlier in the day to help travelers with connections to other destinations.

Mayor Pro Tem Cantelme also advised that the city is continuing work on a pavement preservation and maintenance project along Prescott Lakes Parkway, between SR89 and SR69, and also along SR89, between Yavpe Connector and the Willow Lake Road roundabout. Due to unforeseen circumstances, the project schedule has been revised. The project is still scheduled to be completed on time, however, the order of work has changed. On Prescott Lakes Parkway, the two-step pavement preservation application will take place between September 8-18, and raising utility covers to the finished road grade and roadway striping has been rescheduled to September 24-26. For SR89, asphalt milling and paving operations will be underway from September 15-October 3. During this work citizens can expect crews working from 5 a.m. to 7 p.m. with night work performed as needed flagging operations and temporary traffic control changes, temporary street closures, lane restrictions, reduced speeds, construction noise and travel delays.

Finally, she stated that fire restrictions have been lifted, but everyone is encouraged to continue to be very careful with any outdoor open flames. Stay vigilant and practice fire safety at all times.

3. INVOCATION - Rabbi Susan Schanerman with Temple B'rith Shalom

4. PLEDGE OF ALLEGIANCE - Mayor Goode

5. ROLL CALL

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

6. PROCLAMATIONS

- A. Constitution Week - September 17-23, 2025
Mayor Goode presented the Proclamation.
- B. International Day of Peace - September 25, 2025
Mayor Pro Tem Cantelme presented the Proclamation.

7. PRESENTATIONS

- A. Presentation Regarding an Update on the Housing Needs Assessment

Community Development Grants Administrator Michael McInnes introduced the presentation and President Rick Merritt with Elliott Pollack & Company to provide an update on the affordable housing assessment for the City of Prescott.

Workforce or Missing Middle Housing is the main focus:

- * Households earning 60-120% of area median income
- * Earn too much for state or federal assistance, but not enough to affordably rent or purchase market rate housing
- * Often referred to as critical service personnel - teachers, police, firefighters, construction workers, etc
- * Median Age versus labor force in the area is off
- * Median Household Income - \$69,151 for homeowners
- * Housing Market - single family prices are up 63% or \$270,300 since 2019; 82% of all home sales are above \$400,000

Affordable Housing Payment Estimator:

- * \$251k unit is what would be considered affordable in Prescott
- * Vacancy rate on apartments is currently at 6% in Prescott (1 bedroom unit is approximately at what a median income household could afford)

Under Construction & Pipeline:

- * Multifamily Housing Pipeline - age restricted units, condos/townhomes, single unit BTR and traditional apartments
- * 437 under construction
- * 160 permit
- * 1,278 planned
- * 1,875 total

Housing Forecast:

- * 2025-2040 housing demand is expected to increase

Next Steps:

- * Translate the Workforce Housing policy into a formal strategy
- * Identify modifications to City Codes
- * Create a 3-year action plan
- * Engage the community

Councilwoman Fruhwirth asked about community concerns regarding the "missing middle" being tied up with Airbnbs and VRBOs which is an issue in many communities, and asked if that is something Mr. Merritt is seeing in Prescott.

Mr. Merritt responded that it is somewhat a problem here, but more so in areas like Sedona.

Mayor Pro Tem Cantelme commented on updates to city code related to ADUs and asked how that will impact the data and whether or not it actually creates more affordable housing opportunities.

B. Presentation from Epic Rides Regarding the 2025 Whiskey Off-Road

Todd Sadow with Epic Rides provided a presentation to Council regarding the background of Epic Rides and the Whiskey Off-Road annual event.

Overview:

- * Serves as a marketing vehicle to champion Prescott's brand by promoting the quantity and quality of its outdoor spaces and lifestyle
- * Since inception, utilizes a public/private partnership
- * Generates substantial revenues for local businesses during the event, and drives repeat visitors to the community throughout the year
- * Fundraising for local charities, community organizations and trail building

Purpose:

- * Direct benefits align with the city's strategic goals in economic development, quality of life and community
- * Not just about the economic benefits of the event

2025 Event:

- * 2,017 registrants and 1,813 participants
- * 14,000 total attendees (bike event attendees, spectators and concert, sponsors/media/bands/crew)
- * Demographic is largely affluent and mature with active and outdoor hobbies
- * 319 event attendees responded to this year's survey

Visitor Acquisition:

- * 20% of attendees were first-time visitors to Prescott
- * 36% of visitors visited in advance of the event to pre-ride the course
- * 75% will return to Prescott

Social Media Value:

- * Estimated at \$52,920 (\$10 for every 1,000 views, \$.50 for every interaction)
- * 54% of participants posted on social media about the event

Direct Impact:

- * Week Direct Spend - \$3.5 million
- * Estimated Tax Generated - \$320,000
- * Giving Back - \$65,000 to local non-profits
- * Return Visitor Value - \$429,055
- * Estimated Total Impact - \$4 million

Trails Experience:

- * 99% of riders responded positively regarding the course - 70% nice mix of single track/double track/jeep roads, 29% challenging but fun experience, 1% too challenging
- * In addition to the off-road course, Epic Rides asks participants to rate Prescott's trails overall

Councilwoman Fruhwirth asked if there is any information provided in the feedback regarding the trails that has specific information.

Mr. Sadow responded that they can include that in the information if the Council would like.

Mayor Pro Tem Cantelme thanked Mr. Sadow for working with the city, so the event can continue successfully here in Prescott.

Mayor Goode commented that this group has an excellent reputation and is growing to be almost international. He asked how Mr. Sadow plans to expand marketing into the future.

Mr. Sadow responded that they pride themselves on keeping marketing contemporary. Where they go from here will depend on the economic impact analysis and how the city wants to size up the event.

8. OPEN CALL TO THE PUBLIC

A. Carter LaBarge addressed the Council regarding his background in construction, he stated that the Mayor has brought back thoughtful development and order to Prescott. He discussed the "pre-determined" result to push forward discussions at the August 26 meeting, expansion to five lanes will not impact single vehicle accidents but will speed up vehicles. The roundabouts with this expansion don't make sense. While the Council did extend the comment time, the Mayor still stated that expansion needs to happen, voters request that the utilities on an expedited schedule but leave the narrows.

B. Truly Bracken addressed the Council and expressed her appreciation of Public Works staff for working with the public on accessing the website, but not everyone can do that. She stated that there should be instructions for mobile users on the website to help walk them through using the site. there is ongoing effort by staff to help with the public access and she is appreciative of that.

C. Joanne Oellers addressed the Council and asked about the phasing for the project and stated that in a section of the adopted Resolution the project should comply with the capital improvement plan and asked for an explanation on why there appears to be

a jump in that process. She also stated that she had a list of actions that BetaPR was supposed to perform, but she couldn't not find it on the website but there are things they were supposed to do which they have not and wants to know if they are being held accountable.

D. Deborah Lindsay addressed the Council and expressed her concern regarding widening the Dells. She suggested a lower and upper way through the Dells. There are only two places in the world, here and in China, that have dells like this.

E. David Bcothney addressed the Council regarding the aerial view of the dells and thinks that beginning at the roundabout at Phippen an onramp to the second layer of roadway with a view to that top layer would be amazing. It would be like an attraction for the area.

9. CONSENT AGENDA

MOTION BY COUNCILWOMAN FRUHWIRTH TO APPROVE CONSENT AGENDA ITEMS 9.A. THROUGH 9.K., EXCLUDING ITEMS 9.E., 9.F. AND 9.G.; SECONDED BY COUNCILMAN MOORE: PASSED (5 - 0)

- A. Approval of Meeting Minutes from the August 18, 2025 Special Meeting, the August 26, 2025 Executive Session, the August 26, 2025 Study Session, and the August 26, 2025 Voting Meeting.
- B. Adoption of Resolution No. 2025-1943 Approving City Contract No. 2026-068 an Intergovernmental Agreement (IGA) with Yavapai County OEM.
- C. Adoption of Multiple Resolutions Related to School Resource Officer (SRO) Service IGAs as Follows: 1) Resolution No. 2025-1939 Approving City Contract No. 2026-056 with Prescott Unified School District (PUSD) for SRO Services at Mile High Middle School; 2) Resolution No. 2025-1940 Approving City Contract No. 2026-057 with PUSD for SRO Services at Granite Mountain Middle School; and 3) Resolution No. 2025-1941 Approving City Contract No. 2026-058 with PUSD for SRO Services at Prescott High School. Funding is Available in the General Fund with a 75% Contribution from PUSD for Mile High Middle School and Granite Mountain Middle School SROs and 50% Contribution from PUSD for the Prescott High School SRO.
- D. **RVP25-002:** Revision of Plat to Combine all Portions of Lots 9, 10 and 11 First Amended Plat of Block 13 Dameron Tract with Those Portions of Block 16 Dameron Tract, Abandoned Rock Street and Block 4 Brannen Tract to Create One New Lot. Site Zoning: Multi-Family High Density (MF-H). Location: APNs 113-07-089, 113-08-031, -032, -033, -066 and -067.
- E. Approval of City Contract No. 2026-069 for the Lease of Property at 6575 Crystal Lane at Prescott Regional Airport - Ernest A. Love Field.

This item was pulled from the Consent Agenda by Mayor Pro Tem Cantelme for further discussion and she thanked Airport Director Rick Crider for working so hard on the additional air service, and asked him to speak to the lease

agreement.

Mr. Crider addressed the Council and stated that this is something the Council previously provided direction on and this will now increase rent received for this piece of property and extends a company with decades of background in our community.

Mayor Goode thanked Mr. Crider for working on addressing increasing leases to market rate and stated that this is a good example of that.

MOTION BY MAYOR PRO TEM CANTELME TO APPROVE CITY CONTRACT NO. 2026-069; SECONDED BY COUNCILWOMAN FRUHWIRTH: PASSED (5 - 0)

- F. Approval of Acceptance of a Federal Aviation Administration (FAA) Grant #3-04-0030-58-2025 for Realignment of Taxiway F in the Amount of \$389,195.00.

This item was pulled from the Consent Agenda by Mayor Pro Tem Cantelme for further discussion.

Mayor Goode commented that realignment of Taxiway F is a significant project with a minimal contribution by the city.

MOTION BY MAYOR PRO TEM CANTELME TO APPROVE FAA GRANT ACCEPTANCE; SECONDED BY COUNCILWOMAN FRUHWIRTH: PASSED (5 - 0)

- G. Adoption of Resolution No. 2025-1946, Approving City Contract No. 2026-103, and Adoption of Resolution No. 2025-1947, Approving City Contract No. 2026-104 Authorizing the City to Enter into Two (2) Intergovernmental Agreements (IGA) with the State of Arizona.

This item was pulled from the Consent Agenda by Mayor Pro Tem Cantelme for further discussion.

Airport Director Rick Crider addressed the Council and stated that these IGAs will address a need for flex-space in this area to help address needs for the forest service and firefighters. There are two separate grants that will help fund this project and both have been awarded which will be beneficial for these projects. It is a 100% award, and he is excited about it.

Mayor Goode commented on the assistance from Senator Mark Finchem on these items and stated that it is a significant contribution from the state in a challenging budget.

MOTION BY MAYOR PRO TEM CANTELME TO ADOPT ITEM 9G.; SECONDED BY COUNCILWOMAN FRUHWIRTH: PASSED (5 - 0)

- H. Approval of City Contract No. 2026-065 with Harris Auction for Vehicle Auction Service.

- I. Adoption of Resolution No. 2025-1945 Amending Portions of the Citywide Fee Schedule for Fiscal Year 2025-26.
- J. Approval of City Contract No. 2025-163A1, an Amendment to City Contract No. 2025-163 with Epic Rides for One Additional Year of Sponsorship for the Whiskey-Off Road Event.
- K. Approval of Settlement Agreement with Kimley-Horn Related to On-Call Professional Design Service.

10. REGULAR AGENDA

- A. Discussion & Consideration Regarding Possible Adoption of Resolution No. 2025-1944 Approving Updates to the Council Rules of Procedure.
City Clerk Sarah Thornhil reviewed the revisions to the Council Rules of Procedure related to expectations for decorum by the public.

Mayor Goode commented that these are all appropriate given some of the overall public comment practices that have taken place. This makes the process and expectations clear for the public. Everyone has a right to make their comments without everyone weighing in on whether they agree or do not.

Councilman Moore commented that it is not uncommon that people fill out a comment card for someone who isn't here so he wonders if that should be addressed too. Say what you mean and mean what you say, there have been times where we have stated that there isn't clapping or booing and it continues but we have to follow through with that.

Mayor Goode responded that as long as it meets the requirements he is ok with that.

Councilwoman Fruhwirth asked about Item C and groups that want to address the Council they may want more time than three minutes.

Ms. Thornhill stated that she can update the time limit to whatever the Council feels is appropriate.

Mayor Goode stated those individuals should submit a request for a presentation form for a voting meeting.

Councilwoman Fruhwirth reiterated that something that is already on an agenda and a group of people want to provide comments, how would the Council handle that.

Mayor Goode responded that if they are all speaking to different topics within the same topic. Balance between transparency, and having public comment be made without having a long discussion that should be a presentation to the Council.

Councilwoman Fruhwirth added that there were materials that were included in a Council packet and that didn't get included and asked if that can be included in a future update.

Member of the public Cathey Rusing commented that the Council cannot erode the public's first amendment rights. She agrees that there needs to be balance, but according to her research, she thinks there should be polite clapping allowed because it is free speech and good feedback to the elected officials. She added that she has a problem with Section E and wants to ensure that there is language which allows for the public to request staff presentation materials to be placed back on the screens for discussion.

Mayor Goode commented that members of the public can still reference something that is part of the presentation materials, and these changes don't preclude that. Free speech is not completely unrestricted, just like you can't yell "fire" in a theater, the Council needs to be able to conduct meetings in an effective manner.

Councilwoman Fruhwirth commented that if she didn't have reference to this discussion she would agree that it isn't clear.

Ms. Thornhill responded with the language to be added at the end of the section to read "staff presentations may be placed back on the projection screens upon the request of the public speaker/commenter during discussion."

MOTION BY COUNCILMAN GAMBONI TO ADOPT RESOLUTION NO. 2025-1944 WITH MODIFICATIONS AS DISCUSSED; SECONDED BY COUNCILMAN MOORE: PASSED (5 - 0)

B. Presentation & Public Hearing Regarding the CDBG Program Year 2024 Consolidated Annual Performance Evaluation Report (CAPER)

Grants Administrator Michael McInnes provided a presentation to the Council regarding the CAPER for 2024 program year. This is a HUD report and document which is required annually to summarize program performance for the completed program year. Documents progress toward meeting the goals outlined in the Consolidated Plan and Action Plan, and allows HUD to assess the city's management of CDBG funds and compliance with regulations. Gives citizens the opportunity to review and participate.

Accomplishments for 2024:

- * People Who Care — served 317 residents; 5,100 services provided, 81,200 miles driven by volunteers
- * New Horizons — transported 152 lane miles for residents to medical appointments
- * Prescott Meals on Wheels — served 614 clients with funding
- * US Vets Homeless Outreach Program - \$117,925 invested to provide 14,265 nutritious meals and 24 emergency hotel nights to veterans experiencing homelessness

People Who Care representative addressed the Council regarding the program that relies entirely on grant funding. 95% of neighbors are over 80 years old and depend on the city's funding to continue living more independently in their home. He thanked Mary Ann Suttles for her work on the Committee.

CDBG Infrastructure Project Updates:

- * Adult Center Storage Facility - environmental review completed, will benefit 800 elderly adults
- * Coalition for Compassion & Justice - environmental review completed for manufactured home project providing affordable housing
- * US Vets Officer's Quarters - environmental review completed, will provide 23 housing units for formerly homeless veterans

Minor Home Repair Program & Prescott Cares Update:

- * Sheri Heiney addressed the Council regarding the updates. The Prescott Chamber of Commerce Foundation was established in 2005 and conducted the first housing study
- * Foundation administers the Minor Home Repair Program funded through CDBG and Prescott Cares through CDBG-CV
- * Provides an opportunity to assist those in the lowest bracket of funding annually, approximately \$100,000 funds dedicated to helping with rental assistance; will be able to assist with 6 months of rental assistance for the seniors that came and addressed the city a few months ago
- * Provides critical short term relief while residents work on long term solutions
- * Minor Home Repair Program goal was to help with minor home repair grants and have \$86,000 to work with - there are six applications being reviewed currently; these are incredibly helpful for things like running hot water, roof repairs, etc.

Mayor Goode commended Mr. McInnes on the work he has done with the city's CDBG program.

Councilwoman Fruhwirth congratulated the CDBG group for the amazing work they are doing, as well as all the volunteers who contribute.

MOTION BY MAYOR PRO TEM CANTELME TO CLOSE THE PUBLIC HEARING; SECONDED BY MAYOR GOODE: PASSED (5 - 0)

- C. Approval of City Contract No. 2026-106 with Yavapai County for the Use of the Home of My Own Program Plan.

Community Development Director Chelsea Walton addressed the Council and provided a presentation to the Council. She thanked the Workforce Housing Committee and Mayor Pro Tem Cantelme for prioritizing this in the group's short-term goals. This will allow the city to use the program plans to help in the development of workforce housing in Prescott in a timely manner. Yavapai County created three home plans that are available at no cost to citizens through this program. These reduce costs and shorten permit timeline.

Plans:

- * One bedroom - 576 to 607 livable square feet, with option for garage or carport

- * Two bedroom - 780-1080 livable square feet, with options for garage or carport
- * Three bedroom - 1,300-1,613 livable square feet with a few options for layout

Contract Services & Duties:

- * Plans are to facilitate construction of affordable housing within the city
- * Plans are not to be shared with any other governmental entity
- * No fees are to be charged for use of plans
- * Plans are valid for the 2018 building code cycle (when 2024 codes are adopted there will be a contract amendment)
- * Homeowners using the plans are required to obtain all other required services to construct housing
- * Plans can only be used with no modifications before or during construction

Mayor Goode asked if there is an estimate on the amount of time and cost saved by using these plans.

Ms. Walton responded that she doesn't have cost off the top of her head, but with the caveat that this plan goes on a graded lot it would be similar to what we see with mass graded subdivision plans where the city is turned around within five days. Significantly reduces the timeframe.

Mayor Pro Tem Cantelme commented that while architects vary on charges, it could be \$7,000-10,000 for the smaller unit alone. Additionally, this will be streamlined into the workforce housing policy it can help expedite especially for nice flat lots.

Yavapai County Director of Development Services Jeremy Dye addressed the Council regarding the program getting started in about 2020. This has been very well received overall and Development Services won an award for the program. Overtime there have of course been bumps in the road, and to accommodate that they have rolled out a second set of each set so there are six total plans. The biggest complaint is that people would want to make changes, but they can't. Changes can be made after CofO is received and the homes are designed to allow for that.

Councilman Gambogi asked how many options there are for houses, if they are pre-fab or stick built and what the cost per square foot is.

Mr. Dye responded that there are two for each of the bedroom options for a total of six, they are stick built. He added that prices fluctuate, so it is difficult to estimate the total costs. When the program started, a one-bedroom could be built for under \$100,000 but that isn't really the case anymore could be in the \$250,000-300,000 range which would be a significant cost savings over the current median home price. The County has issued 39 CofOs since the program started, and the three-bedroom option is the most popular.

MOTION BY COUNCILMAN GAMBOGI TO APPROVE CITY CONTRACT NO. 2026-106; SECONDED BY COUNCILWOMAN FRUHWIRTH: PASSED (5 - 0)

11. ADJOURNMENT

Quote: "The God who gave us life, gave us liberty. Can the liberties of a nation be secure when we have removed the conviction that these liberties are a gift of God." - Thomas Jefferson

There being no further business to discuss, Mayor Goode adjourned the meeting at 5:15 p.m.

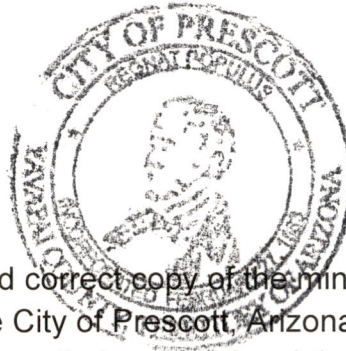


PHILIP R. GOODE, Mayor

ATTEST:

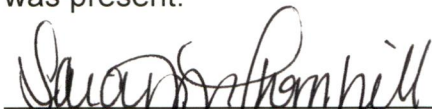


SARAH M. THORNHILL, City Clerk



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 September 9, 2025. I further certify the meeting was duly called and held and that a quorum was present.



Sarah M. Thornhill, City Clerk