

Springerville Town Council
Minutes
December 17, 2014
6:00 pm

Council: Mayor Mary Nedrow
Vice Mayor Susan Silva
Councilmember Richard Davis
Councilmember Robert MacKenzie

Staff: Town Manager Steve West
Town Clerk Val Cordova
Police Chief Mike Nuttall
Finance Director Heidi Wink

Legal Counsel: Timothy Shaffery

Public: Kevin Burk, Lisa & Steve McCall, Kay Wilkins, Tracy Long, Shelly Reidhead, Shelly Reidhead, Kathy Reidhead, Jeff Wells, Lynette & Greg Cross, Denise Van Kewen, Michael Wilson, Gary Davis, Dave & Amy Pulsifer, Bryan Carpenter, Cindy Jordan, Karalea Cox, Douglas Wolfe, Brian & Brenda Crawford, Buster & Melissa Madariaga, Kathy Simpson, Fred Harper, Becki Christensen Chamber Director and Bob Martinson WMI.

The meeting was called to order by Mayor Nedrow at 6:00 p.m. Manager West led the Pledge of Allegiance was led by Becki Christensen.

3. Public Participation: None

4. Manager, Council and Staff Reports:

Manager West reported he was able to acquire the easement for Lester Lane with terms. We will need to change the name of the Street from Lester Lane to Coulter Lane. He reminded the council that the Christmas party will be on the 18th at Avery's.

Vice Mayor Silva reported on the Town's Santa Visit saying it was amazing. The kids were lined up to the back fence. Santa (Manager West) was awesome with the kids and did a tremendous job.

Chief Nuttall reported they are having a food drive at the police department and are giving out food. He is also has a full staff working.

Casa Director Greg Cross addressed the council thanking them for their support for the past three years. He gave special thanks to the public works department and the finance department for their support.

Mayor Nedrow thanked Greg and said it was going to be a tremendous loss for the town.

Manager West announced that Public Works Director Tim Rasmussen was not able to be present tonight but wanted to give a special thank you to one of the town's great supporters Tucson Electric Power, Gary Davis from TEP and Mike Wilson Chairman of the CAT (Citizens Action Team) are both present tonight.

5. Consent Items:

- a. Consider approval of the November 19, 2014 town council minutes.
- b. Consider ratification and approval of the accounts payable for the month of November, 2014.

Robert MacKenzie/Phelps Wilkins motion to approve consent items 5a and 5b as presented.

Vote:	Ayes:	Mary Nedrow
		Susan Silva
		Richard Davis
		Robert MacKenzie
		Phelps Wilkins

Old Business: None

7. Letter of Resignation: Discussion and action regarding accepting a letter of resignation from Greg Cross as Director of Casa Malpais effective December 31, 2014.

Phelps Wilkins/Richard Davis motion to accept the letter of resignation from Greg Cross as Director of Casa Malpais effective December 31, 2014.

Vote:	Ayes:	Mary Nedrow
		Susan Silva
		Richard Davis
		Robert MacKenzie
		Phelps Wilkins

8. Economic Development: Discussion regarding Economic Development for the town.

Mayor Nedrow brought up and showed pictures of the number of vacant buildings in our town noting they need to talk about what they can do and how they can attract businesses to come here.

Manager West noted they need to support the businesses that are here now and how do they move forward. What ideas do the council have that might be a draw to businesses? We understand that without business this community will dry. We need to figure out how to maintain what we have and grow that.

Councilman Wilkins said he's talked to several of the businesses and the chamber. His thoughts are to make this a destination place to bring people here. We have so much to offer people but not enough people know about us. He also said he talked with Game & Fish about putting in a small fishing lake and stocking it. This would be on their property along the trail which they would lease to Game & Fish.

One of the business owners agreed but wanted it noted that this needs to be year round. Most of the businesses can survive through the summer months but it's really tough through the winter.

Chamber President Jeff Wells asked if there was money in the Town's budget for economic development, is there a staff member to do it, are they going to pay the chamber to do this, are they going

to hire someone? They need to know what the strengths and weaknesses are and capitalize on what we can do. He indicated that the traffic and tourists that comes in is from the other side in New Mexico. He was asked what the chamber can do to help bring this in and how will they get funding to do this and what is the town's plan for bringing in economic development.

After listening to several concerns and ideas Mayor Nedrow said she's hearing we need to consider doing more advertising such as bill boards to the east and to the New Mexico side.

Kay Wilkins stated that we to market this building as a conference center and pay the chamber in some form to do this for us.

Karalea Cox on behalf of NACOG Economic Development Council suggested that there are options for small grants out there. The Arizona Office of Tourism has small grants, NACOG EDA has some funding and USDA has small loans. She said that in the time she has been working with NACOG EDC she's found that Apache County, Springerville and Eagar don't advocate well for themselves. There are opportunities out there. She noted that with a United Voice Apache County and the communities within could be extremely effective. There's a lot of opportunity out there and we need to figure a way to work together to get it.

Councilmember Wilkins said we need to use Social Media and You Tube with several small videos.

Mayor Nedrow said the town should have a Facebook account. Everything said tonight has been enlightening but noted we still need to come up with some solutions including advertising. They haven't discussed what kind of businesses they need to bring in or how we're going to do to keep those that we have.

Brenda Crawford spoke on behalf of the chamber especially noting that the biggest problem the chamber has is not having enough staffing. She asked if there was a town staff member that could find grant money.

Mayor Nedrow thanked everyone for coming saying that this is everyone's concern and it affects everyone here. She feels that there needs to be a committee.

Manager West suggested that we figure out the information along with costs and get it back to the council.

Kay Wilkins volunteered to sit on this committee along with key town staff.

Mayor Nedrow asked if Chris could sit on this committee and asked that anyone interested in sitting on this committee stop and talk to Kay Wilkins before they leave. She again thanked everyone for attending.

10 Adjournment:

Robert McKenzie/Richard Davis motion to adjourn the meeting at 7:25 p.m.

Vote:	Ayes:	Mary Nedrow
		Susan Silva
		Richard Davis

Robert MacKenzie
Phelps Wilkins

Mary Nedrow, Mayor

ATTEST:

Town Clerk

I hereby certify that the foregoing is a true and correct copy of the minutes of the December 12, 2014 regular town council meeting. I further certify that the meeting was duly called and a quorum was present.

Dated this 6th day of January, 2015

Town Clerk