

**MINUTES OF TOWN COUNCIL & STAFF RETREAT
TOWN OF SNOWFLAKE
HELD 01/28/2014**

CALL TO ORDER/ROLL CALL at 3:00 p.m.

Mayor Kelly Willis, Kerry Ballard, Lynn Johnson, Tom Poscharsky, Stuart Hensley, Bev Kay STAFF: Paul Watson, Brian Richards, Bob Hall, Barbara Flake, Jerry Van Winkle, Terry Cooper, Steve Schneider, Cathie McDowell, Don Camacho, Pat Hancock, Dale Call

Watson reviewed the financial condition of the Town:

- Major local revenue source is sales tax and it is a little down from last year.
- Town's budget was prepared conservatively so the Town is doing okay
- Town is not seeing growth.
- State shared revenues (state sales tax, income tax, and HURF) are up a little.
- Town will be able to maintain the current budget because of refinancing of debt is off-setting the losses from local sales tax but the following year the Town will be in the mode of cutting budgets if there are no changes in revenue.

Community Goals

Watson asked what Council and staff feel the community goals are from the 30,000 ft level.

Council and staff comments:

- Quality jobs
- Roads
- Community center/pool/recreation center big enough for family dinners, wedding receptions, and reunion activities
- Entertainment and festivals which would help to increase sales tax base
- Retail/Restaurants
- Economic Committee would be good to bring jobs into the area but a major goal would be infrastructure to be ready to offer a good community
- Water play area near the skate park

Town Government Goals

- Communication with citizens sharing accurate facts
- Jobs!!!
- Roads/Water/Sewer
- Emergency services
- Engage the school systems, Town of Taylor, and Navajo County in joint services and the Academy Building
- Ambulance service
- Staff—3% raises were given this FY to all employees with a market adjustment given to 4 positions.

- Entertainment
- Senior Center

How are we going to increase revenues?

- Sales tax—increase sales volume, rates, taxable activities (rental-2% of rent); current taxes are city-2%, bed/breakfast-4%, fast food/restaurants-3%, groceries-2%
- Facility leases—Suite A, Calvary Building, Academy Building, Band room, metal building (1st South & 2nd West)
- Utility fees
- User fees—increase overdue fees, recreation fees, building inspection fees
- Property taxes
- Toll roads
- Event fees
- Improvement districts
- Duty free zones
- Photo enforcement
- Joint services—review IGA’s regarding recreation, pool, and library

How to improve revenue base with focus on economy base?

- Jobs
 - Marketing
 - 4 FRI—Good Earth Power will clean 30,000 acres of forest a year
 - Novo Power and Catalyst site
 - Potash
 - Appearance
 - Churches and Community Values Committee (CVC) could do “Raise a Barn” activities like the Town staff does with their departments
 - Plant trees
 - Weed control—main streets and right of ways should be cleared
 - Clean up the Town facilities
 - Incentives
 - Business and Industry want local support and help through the bureaucracy
 - Workforce development
 - Work with the school systems to train for jobs
 - Real AZ can be a catalyst to get the groups together
 - Planning
 - Have the regulations and zoning in place
 - Transportation
 - Work with neighbors
 - Land use
 - Work with neighbors
 - Begin the work on securing right of ways
 - Utilities

What can the Town do on the expense side?

- Reduce existing services
 - Golf Course
 - Subsidize approximately \$200,000, debt service payment \$100,000, water pumping approximately \$50,000 (average \$300,000 per year)
 - Review fees
 - Consider closure of west nine
 - Swimming Pool
 - Subsidize \$30,000 per year
 - Recreation services
 - Sale or lease of existing properties
 - Review fees with Town of Taylor
 - Settle the water adjudication litigation

Watson said the pool has been a great facility but it is old and with no funds set aside for replacement, the cost for renovating the pool is \$1,000,000.

Action Plan

- Land Use Planning
 - No sales tax on industrial but there is job creation whether in the town limits or in the county
 - Would want industry in town limits if establishing a property tax
 - Might have to offer water and sewer connects to attract industry but would need to fund the services
- Mayor Willis stated that he would like the Town to take 1 project and get it finished. He said if the Academy Building was completed then there would be 2 buildings (Academy Building and current Library Building) that could be used for what was discussed (community center, recreation center big enough for family dinners, wedding receptions, and reunion activities).
- Cathie McDowell will draft a letter summarizing what has been accomplished on the Academy Building and what the action plan is for future completion of the building. The letter will be signed by the Mayor and submitted to The Church of Jesus Christ of Latter Day Saints for consideration of possible financial support for the project.

ADJOURNED at 7:40 p.m.

Barbara Flake, Town Clerk