



TOWN OF JEROME

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Incorporated 1899

Minutes General Plan Steering Committee Wednesday, October 28, 2015 6:00 p.m. Jerome Town Hall, 600 Clark Street

ITEM 1: Call to Order/Roll Call

Chair Doug Freund called the meeting to order at 6:08 p.m.

Roll call was taken by Albert Sengstock, Zoning Administrator. Members present were Chair Doug Freund, Jane Moore, Margie Hardie, Mimi Currier, and Natalie Barlow. Suzy Mound and Denise Guth had excused absences. Ann Gale was absent.

Staff present were Al Sengstock, Zoning Administrator and Jennifer Julian, Minute Taker.

Member of the public present was Donna Chesler, president of the Jerome Chamber of Commerce.

ITEM 2: Approve meeting minutes of September 23, 2015

Ms. Hardie moved to approve the minutes of September 23, 2015 with changes. The motion was seconded by Ms. Moore. The motion passed unanimously.

ITEM 3: Public Comment

There was no public comment.

ITEM 4: Review and approve changes from last session

Mr. Freund presented a new "railroad" section for page 24. This section is intended to be historical background.

There was discussion about the last sentence, "The earlier United Verde and Pacific Railroad route still connects Jerome to Chino Valley, but it is now an unpaved road, often requiring 4-wheel drive." This route is known as Perkinsville Road today.

Ms. Moore pointed out that the road is paved as far as the Gold King Mine, but conceded it would be nitpicking to change the sentence.

There was some concern that the inclusion of Perkinsville Road would encourage additional 4-wheelers. Ms. Moore suggested changing "often requiring 4-wheel drive" to "sometimes requiring 4-wheel drive."

Ms. Hardie suggested adding "narrow gauge" to the description of the rail lines that brought ore down the mountain to the smelter. Mr. Freund thought that the other rail lines mentioned were also narrow gauge.

Ms. Currier pointed out that there was also a rail line that took ore out of the tunnel. She thought it was an interesting detail. Mr. Freund volunteered to do additional research to find out more about that and other rail lines.

ITEM 5: Establish a preferred outline for the Economic Development Element

Mr. Sengstock suggested first determining the format of the Economic Development section. He has taken Mr. Freund's outline and incorporated it into a new document to review. He also provided copies of the old 1981 Economic Development section for comparison.

Mr. Freund thought that some items from the old document, particularly the list of assets and liabilities, would fit well in the new element.

Mr. Sengstock liked the historical context of Jerome's economic history in Mr. Freund's document. He proposed replacing his introduction with Mr. Freund's.

Ms. Moore wondered if the context and history would be a preface to the introduction in Mr. Sengstock's document. Mr. Sengstock said yes, the order would be context, history, introduction, and then the topics. The committee will need to decide an outline of what the heading topics will be first, then fill in the specifics and make specific recommendations for goals and objectives.

Ms. Barlow felt the document needs to focus on what is going on in Jerome, and not be linked statistically to the Verde Valley.

Mr. Sengstock said that the document needs to consider that Jerome is not isolated, that the buying public comes to this community. For example, does the Town need to look at facilitating second and third sales based on the internet to create a lasting residual economic benefit? Mr. Freund agreed that digital technology needs to be included.

Ms. Hardie said that the Town does not currently receive any revenue through internet sales, so promoting internet sales wouldn't benefit the Town. Ms. Moore said that the benefit of internet sales is that it keeps people in the community employed. There was discussion about owners and employees who don't live in Jerome and who may or may not spend money in Town.

As an example of promoting digital technology in the Town, Mr. Freund suggested supporting faster broadband.

Mr. Sengstock said that Jerome thrives because of visitors from outside of the Town who pay sales taxes. Jerome residents have to go elsewhere in the region for basic services that the Town is unable to provide. If it weren't for the tourists, the Town wouldn't have water or sewer.

Ms. Currier, Ms. Hardie, and Ms. Barlow disagreed. Ms. Currier believes that tourism is overemphasized.

Mr. Sengstock said that the document is intended to determine what can be. The Town has to be willing to create zoning areas that allow light industrial or other businesses besides tourism.

Ms. Barlow disagreed that the Town is dependent on tourists for its water and sewer. Mr. Sengstock said that sales taxes paid by the tourists, along with property taxes, pay for the infrastructure.

Ms. Moore explained that the water and sewer were done with grants and bonds. The enterprises are supposed to pay for themselves.

Mr. Sengstock said that diversity of businesses is good. The Town needs to look at opportunities other than tourism, but it needs to recognize that it is thriving because of tourism.

Ms. Currier said that while tourists may bring income, they also bring a lot of expenses such as wear and tear on the infrastructure. She felt that one thing that keeps the Town from diversifying is the view that tourism is the only answer.

Ms. Hardie wondered what the ultimate goal of economic development is. Is it to improve the lifestyle of the residents?

Mr. Sengstock said the goals are to provide diverse jobs for citizens of Jerome, and provide the opportunity for residents to spend their money in Town for basic needs and services.

Ms. Moore approved of the goals on page 54 of Al's document, but felt that Item 2 requires more discussion. She believes that not everyone wants to make more money.

Ms. Hardie felt that there should be more emphasis on developing the economy to improve the quality of life of the residents.

Mr. Sengstock invited input from Ms. Chesler, the president of the Jerome Chamber of Commerce. Ms. Chesler disagreed with Ms. Barlow about not including the entire Verde Valley. In many instances, visitors to Jerome have heard about it from someone in a neighboring community. It is important to be a part of the bigger community for goodwill.

Ms. Barlow repeated her earlier remark that the document should refer only to Jerome in the statistics and percentages.

Mr. Freund said that the ADOT statistics on page 5 of his document should read "each year" rather than "each day."

On page 54, Item 1, Ms. Moore suggested changing "provide permanent employment opportunities for citizens of Jerome and the surrounding region" to "provide permanent employment opportunities for local residents." Mr. Sengstock suggested "local population" and Mr. Freund agreed. Ms. Hardie, Ms. Currier, and Ms. Barlow want to keep the focus on Jerome. Ms. Chesler thought that both "local residents" and "local population" could be interpreted as Jerome. Mr. Sengstock suggested "Jerome's residents." The item reads Provide permanent employment opportunities for Jerome's residents.

On page 54, Item 2, Ms. Moore objected to "provide increased income and higher revenue." She proposed Encourage and initiate economic development efforts which support our existing businesses and residents. The committee agreed.

The committee approved of Items 3 and 4 as written.

On page 55, under Objectives, Item 1, Mr. Freund asked if “improve the Design Review Board's procedures...” should also include the Planning and Zoning Commission. Mr. Sengstock thought it was not necessary, since items from the 1981 plan have since been adopted into Town Code.

Ms. Barlow felt that the new Item 1 does not match the intent of the original Item 1. Mr. Sengstock explained that he has been researching the guidelines for historical preservation and developing a procedure in order to have continuity and consistency in the future.

Ms. Hardie said that the old Item 1 seems to incorporate more than just the Design Review Board.

Ms. Chesler suggested combining the new and old items. Mr. Sengstock read: Continue an organized and coordinated approach to preserving the historic character of the Town while improving the Design Review Board's review procedures. The committee agreed.

Ms. Moore pointed out that the zoning ordinance was done in 1979, before the General Plan. The Secretary of the Interior's historical preservation guidelines were included at that time.

Mr. Freund invited discussion on Item 2, creating an Economic Development Committee.

Ms. Hardie pointed out that Clarkdale just hired an economic development director. A position like that in Jerome would be volunteer.

Ms. Chesler said that an economic development committee is a good idea in theory, but believes that members of the Chamber of Commerce are not going to have time to participate, and it could lead to the type of development that Jerome doesn't want. She doesn't see Jerome paying someone to promote the Town.

There was general discussion about the zoning and possible uses of the old High School.

In Item 3, Ms. Moore suggested rather than encouraging “export businesses” to encouraging businesses which support the Town. Ms. Currier said that continuing arts and crafts businesses is not diversifying.

Ms. Hardie felt that it would be unrealistic to find volunteers to serve on an Economic Development Committee. She wondered if there were other ways to accomplish the goal. Mr. Sengstock said that Town staff could create an economic development outreach plan that wouldn't require a committee.

There was general discussion about how potential investors could find out about opportunities in Jerome and past attempts at job creation.

Ms. Moore said that she would like to include diversifying the economy in the plan.

The committee agreed to scratch the new number 2. Ms. Hardie suggested rewriting the old Item 2: “Develop an organized approach to encouraging and facilitating efforts intended to bring new businesses

and industry to Jerome.” Ms. Moore suggested, “Develop an organized approach to encouraging more diversification” when the committee began discussing the availability and success of retail spaces in the Town.

Mr. Sengstock suggested combining Items 2 and 3 to read: Develop an organized approach to diversifying the employment base of the Town. The committee agreed.

The committee moved on to Item 4. Mr. Sengstock said that the original Item 4 has been accomplished. The new Item 4 is to develop a long-range plan to improve basic resources in town.

Ms. Barlow wondered if it is true that an adequate level of public services has been reached. Ms. Hardie wondered if projections have already been done. Ms. Moore said that water adequacy and population growth has been assessed.

Ms. Barlow wanted to leave in “provide adequate level of public services.”

Ms. Moore suggested changing the first word to “provide.” The new Item 4 reads Provide a projected population and visitor based criteria as an effort to anticipate future public service resource needs such as water, sewer, and public safety.

Ms. Moore felt that the new Item 4 includes the intent of the old Item 4. Ms. Hardie and Ms. Barlow disagreed. Mr. Freund said that the plan should provide projected population and visitor based criteria. There was discussion about the existing population projection (800 per ADWR).

Mr. Sengstock suggested scratching Items 4 and 5 since he didn’t realize they were already accomplished. Ms. Moore said that an unknown is the projected visitor based criteria.

In Item 5, Mr. Sengstock proposed changing “funding streams” to “funding mechanisms” per Ms. Hardie’s suggestion. Item 5 reads Investigate possible funding mechanisms to continue to provide for anticipated growth and development. There was no consensus.

Ms. Chesler thought that the original Item 5 was more realistic and the committee seemed to agree.

Ms. Barlow thought that the committee did not complete revising Item 4.

Mr. Freund mentioned that the deteriorating water system is a liability. The sewer system is not deteriorating but could be expanded.

Ms. Moore pointed out that the recent water line break on Clark Street was due to the heavy truck traffic and heavy traffic on the highway (impact of tourism).

ITEM 6: Solicit ideas and opinions from members of the business community in attendance

Included above.

ITEM 7: Future Agenda Items

The November and December meetings may be changed or canceled. Mr. Sengstock will email the committee members.

ITEM 8: ADJOURNMENT

Ms. Moore made a motion to adjourn the meeting. Ms. Carrier seconded. The motion carried unanimously and the meeting adjourned at 8:09 p.m.

Approval on next page.

**Minutes
General Plan Steering Committee
Wednesday, October 28, 2015 6:00 p.m.**

Respectfully submitted by Jennifer Julian on January 13, 2016.

Approved: _____

Chair

Date: _____

1/14/2016

Attest: _____

Vice Chair

Date: _____

1-13-16