



TOWN OF JEROME

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Incorporated 1899

Minutes General Plan Steering Committee Wednesday, February 10, 2016 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 6:10 p.m.

Roll call was taken by Albert Sengstock, Zoning Administrator. Members present were Chair Doug Freund, Jane Moore, Mimi Currier, and Suzy Mound. Denise Guth, Margie Hardie, and Natalie Barlow had excused absences. Staff present were Al Sengstock, Zoning Administrator and Jennifer Julian, Minute Taker.

ITEM 2: Approve meeting minutes of January 13 and January 20, 2016

Ms. Moore moved to table the minutes until the next meeting. Ms. Currier seconded. All were in favor and the motion passed unanimously.

ITEM 3: Public Comment

There was no public comment.

ITEM 4: Chairman Freund will discuss format change recommendations from the last meetings

Mr. Freund said that he was not pleased with the goals and objectives in the 1981 plan as they relate to the Town now. He tried to think of fresh goals and objectives, and he got good suggestions from the committee members. He has compiled them into one document.

Mr. Sengstock pointed out that the introduction was finished at the last meeting. The goals and objectives will follow the introduction in the economic development section.

Ms. Currier said that one of the items she provided about artists is not included. If the artists in Town are good, credible, talented and creative, they will be successful. If they are mediocre, they won't.

Mr. Freund said he didn't see how that remark would factor into a goal. Ms. Moore said it does, by supporting highest quality goods and services (bottom of page 1) and preserving Jerome's identity as an artists' community (top of page 2).

Mr. Sengstock suggested "Continue to support and encourage established and successful artists."

Ms. Currier felt that emphasizing high-quality goods was important.

Mr. Freund interrupted to ask whether the committee wanted to go forward with revising the new goals and objectives or return to the old document. Mr. Freund moved to continue with the new document. Ms. Moore seconded. All were

in favor and the motion passed.

Mr. Sengstock said that the new document will continue with the same formatting as the previous portions of the new General Plan.

Ms. Moore objected to beginning the list of goals with "Support Jerome's continuing prosperity as a popular tourist destination." She felt that a different goal would be more appropriate to list first: "Defend Jerome's status as a National Historic Landmark, recognizing that such status is a vital engine of Jerome's economic prosperity" as well as "Support Jerome's National Historic status and integrity" (page 3). Ms. Currier and Ms. Mound agreed.

There was general discussion about a property that has been delisted.

Mr. Freund read a proposed goal from Doree Christensen: "Carefully maintain Jerome's historic landmark status while encouraging varied yet compatible business activity within Jerome's commercial district."

Mr. Freund suggested combining both goals into one so that it begins, "Defend Jerome's integrity as a National Historic Landmark . . ." and the committee agreed.

There was discussion about the second paragraph under the new Goal 1. Mr. Freund was not sure about "creativity" at the end of the sentence. Ms. Moore suggested "creative solutions." Mr. Freund suggested "while also prompting creative solutions" and Ms. Currier suggested "while also inspiring creative solutions."

Mr. Sengstock suggested striking the first part of the sentence and beginning it "Jerome's limitations..."

The committee tried to reword the sentence to eliminate the word "limitations" being used twice. Both Ms. Currier and Ms. Moore suggested changing "limitations" to "challenges" or "challenging."

Ms. Mound suggested for the second sentence: "While topography, historic character and a finite water resource may all be considered challenging, they are also reasons for inspiring creative solutions."

The committee agreed to return to this paragraph at the next meeting.

After some discussion, the committee agreed on the third goal at the bottom of page 2 as the new Goal 2: "Encourage economic activity which complements Jerome's unique history as an Arizona copper mining town which arose in the 1880s and declined in the early 1950s."

In the following paragraph, Mr. Freund suggested taking out "central". The committee agreed.

Ms. Currier said that the last paragraph on Page 2 seemed like a Chamber of Commerce function: "Take advantage of any and all propitious anniversaries to celebrate Jerome and its past." Mr. Freund said not necessarily, the Town should be involved along with the Chamber and Historical Society. This is the 50th anniversary of the Town's Historical Landmark status.

The first paragraph on Page 3 sets the goal of improved communication among the Town government, Chamber of Commerce and Jerome Historical Society.

Ms. Currier wondered how to accomplish the third paragraph: "Insure that tour companies operating within the Town of Jerome present accurate information to their customers." Mr. Freund said that in the past there was some kind of vetting process, but he wasn't sure how to accomplish it now. The committee agreed that some tours provide inaccurate information. Mr. Sengstock said that the Town cannot legally interfere with the tours' content. Ms. Mound and Ms. Moore agreed that they should not lie to their customers. Ms. Currier suggested that the tours should include a disclaimer.

Ms. Moore suggested that the paragraph begin "Encourage" rather than "insure." The Committee agreed to keep the paragraph.

The committee had no comments on the first two paragraphs on page 3.

The committee agreed that the second goal on page 2 would be the new Goal 3: Encourage a diversity of economic activity to enhance local employment opportunities and reduce the Town's reliance on tourism alone.

In the first paragraph under new Goal 3, Ms. Currier suggested "...tourism may not always exclusively support Jerome's residents and Town finances." Mr. Freund and Ms. Moore said that was incorrect. Ms. Currier suggested to strike the second half of the sentence and the committee agreed. The paragraph reads Encourage businesses which will appeal to and hire local residents.

Mr. Freund opened discussion of the second paragraph under goal 3: "Refine the Zoning Ordinance to encourage small-scale manufacturing (over tourist-oriented businesses) in the light industrial zone." Right now any commercial use is allowed.

Mr. Sengstock said that the Town is always looking for tax revenue, so if someone with a lot of money wanted to open a business such as a hotel or restaurant in the light industrial zone (the old High School), they could.

Mr. Freund understands that but still feels it is a worthwhile component of the goal.

Ms. Currier suggested removing "over tourist-oriented businesses." Ms. Mound and Ms. Moore agreed, but Mr. Freund objected. It is not encouraging diversity to have tourist-related businesses in the light industrial area, he felt.

Mr. Sengstock suggested "over retail or residential uses". Mr. Freund pointed out that art galleries are retail.

Ms. Currier said the Town should not exclude tourists, but not prioritize them either.

Ms. Moore suggested, "Encourage small scale manufacturing in the light industrial zone."

Ms. Moore asked if the group really wants to refine the zoning ordinance. Mr. Freund said it may not be possible to do so under Proposition 207. Mr. Sengstock agreed and Ms. Currier suggested to start the sentence with "encourage." The paragraph reads "Encourage small-scale manufacturing (over tourist-oriented businesses) in the light industrial zone."

The third paragraph under Goal 3 is "Encourage cottage industry" (home occupations as defined in the Town ordinance). Mr. Sengstock said that the Planning & Zoning Commission is concerned that home occupations may get out of control.

Mr. Freund asked if the committee wants to encourage more home occupations. Does that mean advertising Jerome as a place with a lot of home occupations? The committee felt that would encourage tourism in the residential neighborhoods.

There was a discussion of home occupations that have been in Jerome.

Mr. Sengstock suggested, "Encourage and consider creative ways to create an environment where people who work from their home want to live." Mr. Freund suggested striking the line. After some additional discussion, the committee agreed to discuss the goal further at the next meeting.

In the fourth paragraph under new Goal 3, Ms. Currier wanted to change "food" to "produce." The committee agreed. Ms. Moore pointed out that unless the agriculture uses rainwater or drip irrigation, these businesses could impact our water resources. The committee agreed to save this item for further discussion.

The committee agreed that the goal at the top of page 4 will be the new Goal 4. After some discussion whether the residential and business communities are in balance, or need to work on the balance, the committee agreed to change the beginning of the goal to Maintain the balance between the needs and values of Jerome's residential community and those of its commercial interests.

In the first paragraph under the new Goal 4, Ms. Mound added a comma between size and topography.

Mr. Sengstock read the second paragraph and Ms. Moore edited it to read: Encourage commercial activities in the existing commercial zones, while protecting the character and quality of life in the residential zones.

Mr. Sengstock read the third paragraph. Ms. Currier preferred not to "discourage mining." She is not in favor of active mining within the town, she thinks mining is an important opportunity for jobs. Ms. Moore suggested striking the item and the committee agreed.

The goal at the top of page 2 is the new Goal 5. The committee agreed to use the first goal Preserve Jerome's identity as an artists' community.

There were no changes to the first two paragraphs under Goal 5.

Mr. Sengstock read the third paragraph under Goal 5. Ms. Moore said the artists living here creates the atmosphere and referred to the Art Park as an example of supporting the arts.

After input by all members, the item reads Support an environment which encourages artists to live and work here, which helps both residents and visitors create a vibrant atmosphere.

The committee agreed to strike the goal at the bottom of page 1 since it is incorporated in Goal 5. Members then agreed that the first goal on page 1 would be the new goal 6: "Support Jerome's continuing prosperity as a popular tourist destination."

Ms. Moore did not like the wording of the goal. In some respects, the Chamber advertising to the world doesn't help the town. People are not necessarily coming here to buy things or appreciate the history.

Mr. Sengstock suggested the Town could encourage neighboring communities to visit Jerome more. Ms. Mound pointed out that those tourists who have come from a long way away are often the ones who spend the most money.

Ms. Moore said that tourists appreciate the authenticity of Jerome. It is not commercialized like Sedona. Ms. Currier said it is like killing the goose that laid the golden egg.

Ms. Mound likes the goal and suggested "Continue Jerome's prosperity as a popular tourist destination." Ms. Currier disagreed with prosperity.

Ms. Moore wondered if this will encourage more advertising by local businesses such as tour vendors.

Mr. Sengstock said this plan will guide the Town in providing greater accessibility and bathrooms. Ms. Currier wondered how the Town could be made more accessible. Mr. Sengstock replied that there are certain things that could be done, particularly to the sidewalks.

Mr. Freund opened discussion of the paragraphs under Goal 1. He wanted to include the word "authenticity."

There was general discussion about types of tourists who come to town and do or don't spend any money.

Mr. Freund suggested striking the third paragraph, but there was no consensus.

Mr. Freund said that the fourth paragraph, about discouraging activities, was specifically referring to drones.

Referring to the second paragraph, Ms. Currier wondered how the Town can "encourage highest standards in restaurants, bars and lodging accommodations." Ms. Mound said through word-of-mouth. Mr. Sengstock said that is enforced through County Health. After some discussion, the committee agreed to keep it.

Mr. Sengstock said the committee may want to consider encouraging after-rush-hour businesses (such as the former House of Joy restaurant.)

The committee also decided to keep the fourth paragraph: "Discourage activities" such as helicopter tours and drones.

The committee agreed to keep the fifth paragraph: "Defend the natural resources..."

Ms. Mound suggested making the final paragraph positive by saying "Acknowledge that Jerome can only accommodate a limited number of visitors; and that exclusivity has potential virtues."

There was general discussion about keeping the House of Joy restaurant as an example and how to word the sentence. The committee decided to save it for the next meeting.

The final goal on page 3 is the new Goal 7: Support creative energy use solutions.

Ms. Currier pointed out that roof solar panels aren't historic. Mr. Freund said that the intent of paragraph 2 under Goal 7 is to support solar use after all other energy options are exhausted.

Ms. Moore, Ms. Mound and Mr. Sengstock produced "Support solar use when feasible while maintaining the historical integrity of the Town." The committee agreed.

The committee is in support of shuttle uses.

There was a discussion about electric vehicles and recharging stations.

ITEM 5: Continue discussions regarding the Economic Development Element

Discussed above.

ITEM 6: Future Agenda Items

ITEM 7: ADJOURNMENT

Ms. Mound made a motion to adjourn the meeting. Ms. Currier seconded. The motion carried unanimously and the meeting adjourned at 8:00 p.m.

Approval on next page.

**Minutes
General Plan Steering Committee
Wednesday, February 10, 2016 6:00 p.m.**

Respectfully submitted by Jennifer Julian on February 24, 2016.

Approved:  Date: 2/24/16
Chair

Attest:  Date: 2-24-16
Vice Chair