



# TOWN OF JEROME

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Founded 1876  
Incorporated 1899

## Minutes General Plan Steering Committee Wednesday, March 30, 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 6:08 p.m.

Roll call was taken by Albert Sengstock, Zoning Administrator. Members present were Chair Doug Freund, Jane Moore, Mimi Currier, Suzy Mound, Denise Guth, and Natalie Barlow. Ms. Hardie arrived at 6:15pm.

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

### ITEM 2: Approve meeting minutes of March 23, 2016

Ms. Moore moved to table approval of the minutes until Ms. Hardie arrived. Mr. Freund seconded. The motion passed unanimously.

*(Returned to after discussion of agenda items below.)*

Ms. Moore made a motion to approve the minutes of March 23, 2016 as presented. Ms. Currier seconded. The motion passed unanimously.

### ITEM 3: Public Comment

There was no public comment.

### ITEM 4: Review Changes to Introduction of Economic Development Element

Ms. Currier said the highlighted items in the Longhurst document were illegible. Mr. Freund said that the committee only has this copy; it does not have an original. He offered to read the illegible items when discussion on that document begins.

Mr. Sengstock pointed out the changes in the introduction of the Economic Development Element (page 32). There was no discussion.

At this point, the committee moved to Item 5 on the agenda.

*(Following Ms. Hardie's arrival, the committee returned to discussion of this agenda item.)*

Ms. Hardie recommended changing the title on page 32 to "Economic Development Element" rather than "Economic Element." The 1981 plan was "Economic Development Element." There were no objections.

Ms. Hardie read the first sentence of the first paragraph on page 32. She thought it was too long. Ms. Moore, Ms. Guth, and Mr. Sengstock offered edits and the new sentences read: In 1981 the citizens of Jerome looked into the future and created a vision of a vibrant self-sustaining community. It consisted of rehabilitated historic buildings

occupied by retail businesses, artists and creative people, and made a commitment to being stewards of history.

In the next sentence, Ms. Hardie recommended changing “Just that has occurred” and changing “three plus decades” to “three decades.” She also thought that “the economic crash of 2008” should be “the Great Recession of 2008.” Mr. Freund recommended putting the phrase in quotation marks.

Ms. Currier pointed out that the Town is not self-sustaining. Ms. Hardie agreed and said that would be addressed in the second paragraph.

Ms. Moore recommended changing “Just that has occurred” to “Much of that has occurred.” The group agreed.

Ms. Hardie recommended deleting “of those early visionaries” and everyone agreed. She also objected to the phrase “cause concern” as being negative, but conceded that negative phrases appear elsewhere in the document.

Ms. Currier suggested adding “clean air and water” to the list of Jerome’s attractions. Ms. Mound recommended adding it after “panoramic views.” Everyone agreed.

Ms. Hardie wondered why the next sentence says “This version of an Economic Development Element” because this document is going to be the current document. Mr. Sengstock suggested “This Economic Development Element” and everyone agreed.

In the same sentence, Ms. Hardie asked for an explanation of the “cautions.” Mr. Sengstock gave the examples of unbridled growth, unregulated uses, and the intrusion of commercial into residential neighborhoods.

The revised paragraph now reads: In 1981, the citizens of Jerome looked into the future and created a vision of a vibrant self-sustaining community. It consisted of rehabilitated historic buildings occupied by retail businesses, artists and creative people, and made a commitment to being stewards of history. Much of that has occurred, and during the past three decades Jerome has demonstrated its stability and staying power by weathering many economic downturns, including the “Great Recession of 2008”. The result of accomplishing the goals is something to both celebrate and cause concern. The migration of people to Jerome who wish to share in the special world of panoramic views, clean air and water, mining history and small town comfort, could strain our resources and threaten the very reason why they found Jerome so appealing. This Economic Development Element is intended to describe long-range economic principles, as well as cautions which are intended to keep Jerome economically vital, while not undermining the historic character and sense of community which keeps Jerome... “Jerome.”

In the first sentence of the second paragraph, Ms. Hardie objected to the statement “Jerome may continue to thrive largely based on tourist-serving businesses” and suggested replacing the word “thrive” with “function” or “depend.” She said, “We’re not thriving... The business section may be thriving but what about the residential neighborhoods, what about the infrastructure?” Ms. Currier agreed. Ms. Moore suggested “depend.” Ms. Hardie said that the business district may or may not depend on the townspeople, but the townspeople can exist without the businesses and has done so in the past.

Ms. Currier pointed out that many business owners live out of town and take their money out of town. If they lived here and spent their money here, it would recirculate in the Town.

Mr. Freund asked if there was a consensus that the Town is not thriving. He said he tended to agree with Ms. Hardie, at least about residential neighborhoods.

Ms. Currier said the question is between thriving and surviving. Thriving implies more economic income, while

surviving does not.

There was general discussion about other words to use beside "thrive". Ms. Hardie suggested "function" or "depend." Ms. Currier suggested "survive." Ms. Moore suggested "Jerome's economy may continue to be based on tourist-serving businesses" to prevent saying "depend." The group seemed to agree.

Ms. Currier recalled previous discussions about tourism when it was pointed out all the different ways money come into town besides tourism. If we don't have tourism, we don't have the expenses of all those visitors.

Ms. Currier also wondered how much of the revenue comes from tourism taxes and how much of that is overplayed by the business community.

Ms. Guth asked about funding from the federal government through the Secretary of the Interior. Mr. Sengstock said that funding was no longer available; it dried up during the economic downturn. He said that there is no SHPO grant money available. Ms. Guth said she was looking at historic landmark grants as well as economic grants.

Ms. Hardie said that CDBG and HUD show current grants available. Mr. Sengstock explained that the state of Arizona is the conduit for federal money; it doesn't come right to the Town. There was a discussion of NACOG between Mr. Sengstock and Ms. Hardie.

Ms. Barlow said that the plan does not have to eliminate the suggestion that the Town look for grants even though there aren't any available now. It should remain in as a focus. Mr. Sengstock suggested that a goal of continuing to look for funding resources be included in the historic element.

Ms. Currier thought that goal should be in the economic element, rather than the historic element, because not all grants are going to be for historic preservation. One example is the fire suppression grant. Mr. Sengstock said that the entire document includes references to seeking funding streams.

Ms. Hardie suggested that an appendix include all the available sources of funding. Ms. Currier said the references would be vague, just federal and state, because the grants change every year. Ms. Hardie thought a general statement might work, but recalled seeing a list of grants somewhere.

Ms. Currier said, "When I did the bus system, there were Section 8 grants. They're no longer available. They were only available for a couple of years. So that's one of the ones that becomes obsolete, but then shows up. And then it becomes obsolete. The whole grant stream changes every year, but there are indeed permanent bases: those from the feds, those from the state, those from the county, those from private enterprise. Those large categories are available every year; the specific grants are not." (*Note: Ms. Currier objected to the paraphrase of her remarks so they are presented verbatim.*)

Ms. Guth said that a benefit of being a national historic landmark is that when the Town is being considered for funding, it gets extra points for its historic status. It is a foot in the door. Mr. Freund agreed and said that is another reason for the Town to preserve its status.

Mr. Sengstock suggested to consider adding a goal to the Economic Development Element that states "to continually seek out and stay current with funding opportunities to advance Jerome's objectives." It could reference general categories of federal, state and local grants. Someone should be paying attention on a regular basis to what funding is available. A subpoint could be to seek out grants from private sources and philanthropic organizations.

Mr. Freund pointed out that the Town isn't entirely mendicant. It can accomplish things through taxation and its own

fundraising mechanisms.

Ms. Guth and Ms. Currier recalled problems in the past over increased taxation.

Ms. Hardie suggested additional revenue could come from annexation of the State Park.

There was a discussion of the Fire Department charging for services outside of Jerome town limits.

Mr. Sengstock suggested finishing the introduction before adding a goal.

Ms. Hardie thought the first sentence of the second paragraph was too long. Mr. Sengstock suggested ending the sentence after the second "businesses." Ms. Hardie wanted to delete the clause about "locals." Ms. Currier objected to "commercial businesses" and Mr. Freund suggested replacing it with "enterprises." He also suggested adding "the Town" before "will." Mr. Sengstock read: "Jerome's economy may continue to be based on tourist-serving businesses, but the Town will encourage a wide range of enterprises, such as arts, crafts and one-of-a-kind products and services unique to Jerome."

Ms. Currier said that description was too narrow and leaves out things such as JIC and Headland Press. She thought the Town should remain open to a wide variety of things, and preferred to omit the list and end the sentence after "enterprises." Mr. Freund thought that removing "one-of-a-kind" and keeping "products and services unique to Jerome" would include enterprises such as JIC. Ms. Currier disagreed with including the list.

Ms. Hardie liked keeping arts and crafts in the sentence. Ms. Moore said it could be redundant, as arts and crafts are tourist-serving businesses.

The revised sentence reads *Jerome's economy may continue to be based on tourist-serving businesses, but the Town will encourage a wide range of enterprises, such as arts, crafts, products and services unique to Jerome.*

In the next sentence, Ms. Moore recommended removing quotes from "the Town" and everyone agreed.

Ms. Hardie objected to the sentence as saying what the Town is going to do. The plan is being written by the committee: it can recommend, or encourage, but cannot say what the Town is going to do.

Ms. Currier agreed with Ms. Hardie. The Town Council has not always been open to specific proposals in the past.

After discussion, Ms. Moore suggested *However, specific proposals which benefit the citizens of Jerome, while not forfeiting its small town and historic charm, should be considered.* Everyone seemed to agree.

Ms. Hardie suggested a concluding transition sentence. Mr. Freund agreed but wanted to see a fresh version of the introduction before writing one.

Ms. Currier thought the last sentence was important and did not want to delete it. The committee considered several revisions, including Ms. Guth's suggestion to use the words "due process." The group also thought that Zoning may not apply to all proposals. Mr. Sengstock suggested *Such proposals should be considered by applying due process provided by all current codes and ordinances.* The committee agreed.

A concluding sentence expressing the idea that "the following goals are intended to achieve these objectives" will be drafted later.

Ms. Hardie wanted to replace the photo of the pitched roof on page 36. Mr. Sengstock said that photo is just a placeholder; it can be changed.

#### **ITEM 5: Review and Consider Goals for the Historic Preservation Element**

Mr. Sengstock explained how he created his version of the historic preservation element. He pulled out goals and principles from the document provided by Ms. Hardie and fleshed them out with his own ideas. Mr. Freund said the goals from the 1981 plan should also be considered.

Mr. Freund has typed up the historical development section of the 1981 plan and is now editing it. He distributed copies of this revised version for everyone's later consideration.

Ms. Moore said that after reading the historical element in the 1981 plan, she thinks it is important to include it in the new plan. It is a good background of why the Town is what it is.

Ms. Guth said that much of the detail in the 1981 plan is good and she does not want to leave it out. For example, page 114 mentions the Secretary of the Interior guidelines. Also, page 146 is the cultural resource inventory section which she would hate to see eliminated. Mr. Freund pointed out that the inventory is massive. Mr. Sengstock said that another inventory was done in 2007. He suggested that the Committee develop a schedule to re-inventory every 5-10 years to keep up with the status of properties.

Ms. Guth asked if the inventory would be included in the plan, or just mentioned as a reference. Mr. Sengstock said the inventory would be a separate reference material.

Ms. Guth wondered if the historical element would be included at the back of the 2016 plan or if it should be closer to the front of the document. Is the committee following the Table of Contents of the 1981 plan?

Ms. Barlow said she thought the committee agreed that the historical element would be included as an appendix.

Mr. Freund wondered if the state has a preference for the order within the document. He agreed with Ms. Guth that historical preservation is key and should be prominent.

Mr. Sengstock said he was not aware of any law regarding the order of items in the plan. He agreed that historical preservation and context may be better at the beginning of the document considering its importance to the Town.

*(At this point, Ms. Hardie arrived and the committee returned to earlier agenda items.)*

#### **ITEM 6: Future Agenda Items**

Mr. Freund said the committee will be in recess for a few months until a new Zoning Administrator is hired. Until then, he asked the group to review his revision of the history from the 1981 plan.

Ms. Hardie requested a list of the maps and illustrations that are needed.

Ms. Barlow would like a sentence about parks and recreation to be included. Mr. Sengstock had previously agreed to draft that. Mr. Sengstock said he will provide it to Mr. Freund. Mr. Freund suggested including it under Goal 1 on page 16. It will become Item F.

Mr. Sengstock will make tonight's changes to the document.

Mr. Freund thought the Longhurst document is useful and offered to retype and distribute it. The committee agreed. Mr. Sengstock said he is still trying to locate the original document. Ms. Hardie said she might have it.

Ms. Hardie thought the minutes should identify Tony Longhurst. He was a long-time resident of Jerome who was a member of the Planning & Zoning Commission. Mr. Longhurst worked with the Jerome Historical Society to develop a comprehensive preservation element. She will contact him and tell him about the work the committee is doing.

There was a discussion about Open Meeting Law and exchanging documents by email. Mr. Sengstock said it is acceptable for this committee. Mr. Freund said he saw no problem with exchanging documents as long as no decisions are being made outside the committee. Ms. Hardie disagreed. Ms. Barlow asked if two or three people could get together and exchange ideas. She was told that would be acceptable, as long it is not a quorum. Emails between members are okay but should not cc everyone.

Mr. Freund said he did not want to lose momentum on the plan after Mr. Sengstock leaves. If the committee has material it wants to meet to discuss, he could ask Candace to join.

Mr. Freund summarized the three documents to review for the historic preservation element: the Longhurst document, Mr. Sengstock's document, and his own (the revision of the 1981 element).

Ms. Moore asked if anyone was suggesting replacing everything in the 1981 plan with the Longhurst document. Ms. Barlow, Ms. Guth and Mr. Sengstock said no, but the document does contain principles and ideas that can be used.

Ms. Moore said that the Longhurst document emphasizes private property rights. If someone can't afford to do something in a historically accurate way, they can't be made to do it. For example, what about someone with a historically intact house who needs to replace the windows but can only afford aluminum sliding ones?

Mr. Sengstock explained the current Design Review Board guidelines. In order to receive the tax credit, the individual would have to work with SHPO to replace the windows in a historically accurate way. The Town's position is that the windows do not have to be of historic materials but need to match architecturally to what is being replaced. That accomplishes the visual goal.

Ms. Guth said the 1981 plan contains a list of acceptable materials, as does the Secretary of the Interior website. Does the group want to keep that? (There was no clear answer.)

There was discussion about specific Design Review Board principles and decisions.

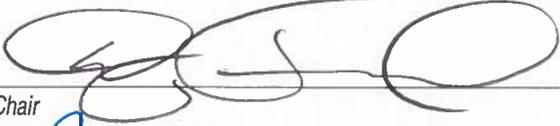
#### **ITEM 6: ADJOURNMENT**

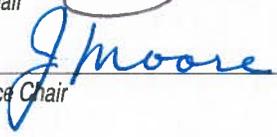
Ms. Mound made a motion to adjourn the meeting. Ms. Barlow seconded. The motion carried unanimously and the meeting adjourned at 8:04 p.m.

*Approval on next page.*

**Minutes**  
**General Plan Steering Committee**  
**Wednesday, March 30, 2016 6:00 p.m.**

*Respectfully submitted by Jennifer Julian on August 24, 2016.*

Approved:  Date: 8/24/2016  
Chair

Attest:  Date: 8-24-16  
Vice Chair