



# TOWN OF JEROME

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Founded 1876  
Incorporated 1899

## Minutes General Plan Steering Committee Wednesday, March 9, 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 6:06 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, Margie Hardie, and Natalie Barlow.

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

### ITEM 2: Approve meeting minutes of February 24, 2016

Ms. Moore made a motion to approve the minutes of February 24, 2016 as revised. Ms. Guth seconded. The motion passed unanimously.

### ITEM 3: Public Comment

There was no public comment.

### ITEM 4: Review and consider changes to the Economic Development Element during the last meeting

Ms. Hardie wondered if Tony Longhurst and a representative from the Historic Society should be invited to attend the historical element discussion. Mr. Sengstock said that he sees Ms. Moore as the group's historian, but he would be happy to invite Jay Kinsella, Tony Longhurst and any other recommended individuals to the next meeting.

Mr. Sengstock said that he was taught that a healthy person is someone who works, loves and plays. Recreational opportunities are a part of a healthy community, and should be included in the long-range plan. Ms. Guth agreed and said that the Lower Park is utilized in many ways by various groups. It should continue to be maintained.

Ms. Currier said that she would like to see the old tennis courts become a dog park, with the cooperation of Freeport MacMoRan and the Humane Society. The tennis courts are below the administrative building out on Perkinsville Road. The committee agreed that was a good idea.

Mr. Sengstock said that recreation is part of the economic element and possibly land use as well. The idea is to have something to do in Town rather than just shopping.

Ms. Mound said that economic success is encouraged when visitors come who have children and dogs. One spouse can take the kids and dogs to the park and the other adult can walk around Town and spend.

Ms. Hardie said that the Town already has parks and areas to take kids for a hike, as well as the basketball court.

She agrees a dog park is a great idea because many dogs come through Town. She would like to see the Town keep going with what it has got, for example, fixing up the Lower Park. Mr. Sengstock said as a goal we could consider looking for new recreational opportunities.

Ms. Guth said that a dog park would not replace our parks, but if there was a dog park we would have less clean-up. Tourists want to let their dogs run and seem more conscientious in a dog park about picking up. Ms. Currier said that the Cottonwood dog park provides bags next to the garbage can.

Mr. Freund asked about putting a dog park behind Town Hall. Ms. Mound objected to the noise and the odor. Ms. Moore recommended keeping it out of residential neighborhoods. Mr. Sengstock said that out of Town would be best and Ms. Currier agreed because the mine has a fence up already.

Mr. Sengstock said protecting and looking for recreational opportunities for residents and tourists would be the goal. Mr. Freund suggested that would be part of Goal 4.

Ms. Barlow thought that pocket parks could be part of our vision for infill that is not necessarily buildings but recreational open space.

Ms. Guth thought that the goal should include maintaining the Art Park in its current location.

For an item under Goal 4, Mr. Sengstock suggested, "Maintain our recreational and open space opportunities that we currently have while continuing to look for new and better open recreational spaces in the future."

Ms. Hardie wondered if this would be part of the economic element or land use element. She sees it as more related to land use. Mr. Sengstock, Mr. Freund and Ms. Barlow thought that it is both land use and economic development.

Mr. Sengstock will write an item for consideration at the next meeting.

Ms. Barlow wonders about including events and happenings. They would be part of the economic development of the Town as well as part of the way we are in Town. Mr. Freund asked if that would be included under Goal 5, Item b.

Ms. Hardie pointed out that the Clarkdale Park is there for residents but is also used as a venue for activities in which the town of Clarkdale makes money.

Mr. Sengstock said that most communities have events to try to generate attendance and income. However, in Jerome, we already have a million-plus visitors. It would be fun and interesting, but we are packed already!

Ms. Barlow said that events are going to happen in Jerome. It is a way to keep money circulating in the Town.

Ms. Currier said that the biggest complaint from shopkeepers is that the events reduce their income. Ms. Moore agreed.

Mr. Sengstock said that the Town's 50<sup>th</sup> anniversary of achieving Historic Landmark Status is coming up. It is a chance to have an event celebrating the cultures that have historically been represented in Jerome. We will then be able to see what the impact of such an event is.

Ms. Moore wondered if the anniversary is 1967. Mr. Sengstock said the request was submitted first in 1966 and then cleaned up and resubmitted in 1967 with the overlay map.

Ms. Moore thought that the Town should partner with the State Park and the mine on an event, and she was sure that the Yavapai-Apache tribe would be interested. Ms. Currier added the Historical Society. Ms. Hardie said that Spook Week is a big deal and perhaps the event could be at the same time.

Mr. Freund said he thought the goal of such an event was not necessarily to bring more people to Town, but bring people who care about the Town.

Ms. Moore asked if the anniversary event would be part of Goal 2. Ms. Currier pointed out Goal 2, Item b. Mr. Sengstock explained that the actual creation of the event will be in context with long-range planning.

Ms. Currier proposed a new item under Goal 3: "Find ways to enhance the multiplier effect in the Town's commerce." She described a situation where a \$10 bill comes to town and is used to buy drinks. The bar pays the bartender ten dollars. The bartender buys a hamburger across the street for ten dollars. The restaurant pays the waitress ten dollars which is used to buy a pair of earrings at a local business. The town benefits by each transaction.

Ms. Mound suggested adding a sentence to Goal 3, item a, alluding to the multiplier effect, but the committee seemed to think a separate item was appropriate.

Mr. Sengstock read Goal 1, Item b (two versions). Ms. Hardie proposed a new version: "Intrinsic to the Town of Jerome are the vertical topography, finite water resources, relative isolation and extreme impact on the infrastructure. Each of these elements require creative and innovative solutions to preserve the Town and its National Historic Status.

Ms. Moore liked Mr. Sengstock's version but wanted to include that the limitations and challenges are part of the Town's charm. Several committee members agreed.

Ms. Mound suggested, "Acknowledge that Jerome's limitations lend charm and attractiveness."

Ms. Hardie asked for examples of the charm. Ms. Moore explained that the steep topography adds to the charm, as that is the reason why the houses were built the way they were and why the roads are narrow.

Ms. Hardie wondered how "finite water resources" lend to the Town's charm. Ms. Moore explained that other towns just keep pumping water in order to expand. The limiting factor of the Town's water keeps the Town small.

Ms. Currier wanted to add "geology" to the list of limitations.

There was a discussion of the water and sewer system.

Ms. Hardie said that part of the Town's charm is the way we have used creative solutions. Mr. Sengstock said that tourists appreciate that they are getting a glimpse of history.

Ms. Currier said that it takes work to protect the Town. It should be protected from people who move here but can't wait to change this town into the town they came from.

Ms. Barlow proposed combining the two versions of the Item and the committee agreed. After some input from the members, Goal 1, Item b now reads Acknowledge that Jerome's limitations lend to its charm and attractiveness. The steep topography, historic character, finite water resource, and geology are the motivation to always seek the most creative and innovative solutions possible.

Ms. Hardie was not sure what the "solutions" are trying to solve. Ms. Moore saw her point but other members thought it was clear that the solutions are to the limitations listed. It was agreed to keep the Item as revised for now.

In Goal 1, Item a, Mr. Freund wanted to remove the brackets from the word "and." The committee agreed.

In Goal 2, Item a, Mr. Freund wanted to add "and the nation." The committee agreed.

Ms. Guth asked if the comma between copper and mining should be deleted. Mr. Freund thought that they were two distinct things and wanted to keep it. The committee agreed with Mr. Freund.

Ms. Hardie thought there were too many repetitions of the word "encourage" and wanted to consider changing some of them. A thesaurus was consulted for appropriate synonyms.

In Goal 2, Item d, Mr. Freund suggested eliminating "encourage" and starting the item with "Increase." The committee agreed. Ms. Mound pointed out that the document uses "encourage" in many places because the Town cannot "require" certain things.

Mr. Freund and Mr. Sengstock said that this is a stylistic issue and suggested that members look for alternatives as they are re-reading the document.

In Goal 3, Item b, Ms. Hardie proposed deleting "over tourist-oriented businesses." The committee agreed.

In Goal 3, Item c, Ms. Hardie thought that "prosperity" sounded exaggerated. She suggested "Recognize and facilitate home occupations for Jerome's residents."

Mr. Freund suggested "Recognize the importance of home occupations to Jerome's economy." The committee agreed.

In Goal 3, Item d, Ms. Hardie objected to the wording "encourage locally-grown produce" because how does one encourage produce? She thought it should be "Encourage the growing of local produce." After some discussion, it was agreed not to change the sentence.

In the same Item, Ms. Hardie asked to change "locals" to "residents." The committee agreed.

Mr. Sengstock read Goal 4, Item i. Mr. Freund wondered if "reservations only" should be in quotes. Some members thought not, but it was agreed to add the quotation marks.

On Goal 4, Item e, Ms. Hardie suggested deleting "accommodations." The committee agreed.

On Goal 4, Item f, Ms. Hardie suggested “Encourage residents from throughout the region.” Ms. Guth pointed out it should be “Encourage a diverse group of visitors.” Ms. Currier said that the item seems to imply both individual diverse visitors as well as groups.

Mr. Freund said his intent was diverse groups.

After discussion and attempts to rewrite the item, it was decided to leave it as it is for now.

Ms. Hardie felt that Goal 5, Item c was a long sentence. Ms. Mound and Ms. Moore attempted to reword it.

Ms. Currier suggested Support an environment which encourages artists to live and work here. The committee seemed to agree.

Mr. Freund liked the revision but regretted losing “a vibrant atmosphere.” Ms. Guth agreed but wondered about adding “which is vital to our economy.” Mr. Sengstock thought that inclusion in the economic element implies it is vital.

In Goal 6, Item a, Ms. Hardie thought the item was ungrammatical. She suggested Encourage businesses which practice low water use, recycling, repurposing, and new compatible, complementary energy uses/savings. The committee agreed.

#### **ITEM 5: Continue discussions regarding the Economic Development Element**

Considered above.

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

Mr. Sengstock will call the people previously mentioned to ask them to participate in the Historic Element.

Mr. Sengstock asked the group to submit their historical preservation goals to him by email. He will combine them into a document to work on together as a group.

Ms. Moore wondered if the history refers to a preface or to the historic guidelines. The historic guidelines can't be changed.

Mr. Sengstock explained that he is looking for long-range historical preservation goals such as encouraging rehabilitation of commercial buildings that haven't been done yet, stabilizing walls, and refurbishing historical sidewalks.

Ms. Moore added preserving cobblestones.

There was a discussion about historic preservation incentives and funding.

Mr. Freund pointed out that there is a history of the Town at the end of the 1981 Plan. Should the committee revise and amend that? Mr. Sengstock invited Mr. Freund to rewrite it.

There was a discussion about oral histories. Mr. Sengstock said that one goal could be to compile narratives and oral histories.

There was a discussion about the services provided by the Historical Society.

There was a discussion about having presentations by various speakers at various locations to share the history of the Town with residents and visitors.

Mr. Sengstock mentioned public-private partnerships and suggested working with the mine company and the college.

Mr. Freund pointed out that people have different learning styles and we should keep that in mind in how we present the Town.

There was a discussion about design guidelines as applied to a specific property.

**ITEM 7: ADJOURNMENT**

Ms. Currier made a motion to adjourn the meeting. Ms. Mound seconded. The motion carried unanimously and the meeting adjourned at 7:43 p.m.

*Approval on next page.*

**Minutes  
General Plan Steering Committee  
Wednesday, March 9, 2016 6:00 p.m.**

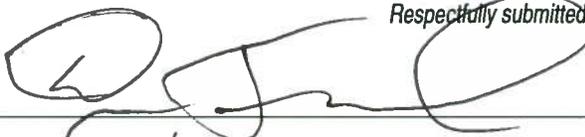
*Respectfully submitted by Jennifer Julian on March 23, 2016.*

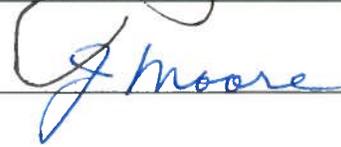
Approved: \_\_\_\_\_ Date: \_\_\_\_\_  
Chair

Attest: \_\_\_\_\_ Date: \_\_\_\_\_  
Vice Chair

**Minutes  
General Plan Steering Committee  
Wednesday, March 9, 2016 6:00 p.m.**

*Respectfully submitted by Jennifer Julian on March 23, 2016.*

Approved:  \_\_\_\_\_ Date: 3/23/2016  
Chair

Attest:  \_\_\_\_\_ Date: 3-23-16  
Vice Chair