

MINUTES
EAGAR & SPRINGERVILLE JOINT COUNCIL MEETING
Eagar Council Chambers – 22 W. 2nd Street, Eagar, AZ
July 8, 2010
6:00 P.M.

EAGAR COUNCIL PRESENT: Kim Holaway, Mayor
 Byron Smith
 Tim Rasmussen
 Debbie Rogers
 James Nelson, Jr. Vice Mayor

SPRINGERVILLE COUNCIL PRESENT: Mary Nedrow, Former Mayor
 Phelps Wilkins, Former Council member
 Susie Silva
 Connie Hunt
 Daniel Muth

EAGAR STAFF PRESENT: Bill Greenwood, Town Manager
 Eva Wilson, Town Clerk

SPRINGERVILLE STAFF PRESENT: Steve West, Town Manager
 Valentina Cordova, Town Clerk

R V. ROUNDUP PARTICIPANTS: None

PUBLIC PRESENT: None

Mayor Kim Holaway called the meeting to order and welcomed those present. Introductions were made as new council members have been seated in their respective towns.

NEW BUSINESS

ITEM #2: FINANCIAL STATEMENT

Becki Christensen forwarded the financial statement, as she was not able to be present and it will be attached to these minutes. This event started with \$1,678, total program income showed \$7,756, and total program expenses showed \$7,330.54. The BBQ did not make as much money as last year considering that the meat was free this year. The BBQ should have netted much more.

The BBQ served approximately 400 people; it is hard to estimate how many people attended the overall event. Participants in some of the events can easily be counted such as the fishing tournament, racquetball tournament, museum tours, rodeo, and skateboard competition. However, there are other events that participants were not counted such as the petting zoo, and art walk.

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Discussion suggested counting the number of people that attended distinguishing between tourists and locals. It is unknown if guests at the hotels increased as this was not tracked. The fishing tournament brought the most participants from out of town.

There were two purposes for starting this event: 1) Bring visitors to the area and to help local businesses. 2) Create a collaborative event that both towns and the Chamber could work together on. A third added benefit is to provide local citizens with an event during the weekend.

Discussion on how to calculate if the Round Valley Round Up was meeting its goals:

- Have registration forms for all events held so that participants can be counted.
- Have sign in sheets at all non-registration type events to see how many attend.
- Ask motels to census their customers.

Discussion on whether the time, energy, and money spent on this event is worth what is made in return. Another goal is to make Round Valley Round Up self funded and not to rely on the tax committee start up money. Need to find efficient advertising avenues. Currently flyers and posters are distributed as event planners travel to other areas of the state.

ITEM #3: DEBRIEFING OF COLLABORATIVE EVENT – ROUND VALLEY ROUND UP

Suggestions to improve the event include:

- Involve non-profit groups and other groups to help plan and work the event as a fundraiser for their group. People tend to support non-profits more readily.
- Need more buy-in from the community.
- Hold a non-motorized parade so that this draws people to the Main Streets and then hold arts, crafts, and vendors.
- Centralize vendors around the Main Streets. Work on density.
- Schedule vendors much earlier – determine a vendor fee – manage vendors (Chamber).
- Get more support from the Chamber members and Chamber Board of Directors, as this event is to bring in new revenue for its businesses. Supposed to be a three-way partnership.
- Use the Chamber's advertising connections.
- Mayors and town managers visit with Chamber Board.
- Get businesses committed/involved and have them have vendor booths for the event. (But small businesses are short staffed and can't work their stores and vendor booths too.)
- Hold the BBQ and awards ceremony at a luncheon instead of dinner.

After much discussion it was further explained that the original planners of this event wanted to bring in tourists; generate new revenues streams and help local businesses; work this event as "Round Valley" and not Eagar or Springerville; get the Chamber involved and standing on their own two feet so they don't need yearly contributions from the towns to keep operating. The planners did not want the event to be held during the 4th of July because that event already brings in thousands of people and the emphasis was to introduce new tourists to the area (get them out of the heat and into the cool mountains).

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Planners feel that Memorial Day Weekend may be too hectic for everybody as this is graduation time, and this is the first weekend that locals get to head for other destinations and family gatherings. Memorial Day weather is also unpredictable. Other dates were discussed with favorable assent for the Father's Day weekend.

BBQ Dinner: BBQ Dinner went well, good food, music was good, children activities were good, lots of door prizes (too many). Suggestions to sign up at all events for prize distribution. Hold BBQ at lunch instead of dinner so that event participants will attend to receive their awards. If they start early in the morning at the fishing tournament, most do not want to stay all day. Have a non-profit or civic organization sponsor the BBQ for their fundraiser. Or keep the BBQ and give non-profit or civic organization a portion of proceeds if they help.

Fishing Tournament: Went well. In actuality a fishing tournament for Becker Lake at the end of May is too late in the season, needs to be in April for peak fishing. Bill Greenwood stated that next year a trophy hunt event will be held in April and this may be a prime time to hold a fishing tournament.

Debbie Rogers added that the hospital will be holding an annual event called "Fall into the Wild" that will be held in late September. June is a good month to hold arts and crafts fairs. Another suggestion was to hold an outdoor movie in the park.

Fun Run: Was run entirely by the hospital, had lots of participants and ninety percent of the participants were locals.

Skateboard Competition: Went well, the event was short. Had eighteen participants, all locals. There was no charge for the event, prizes donated, get more input from Dustin Sanders.

Youth Rodeo: The rodeo went well and the Rodeo Club Extravaganza handled all the details. Memorial Weekend Rodeo is one of their annually scheduled events.

Petting Zoo: Good turn out, went well.

Pancake Breakfast: Fed about 80 people. Need at least 200 plates to make this event worthwhile. Let other vendors take over.

Horseshoe Tournament: Mostly locals participated with some excellent players from Whiteriver. Charge more to cover the prizes awarded in this event.

Racquetball Tournament: This event broke even monetarily. Keep as is.

Movie: There was no information on the movie attendance as Bill Lucas was not present nor was anyone that was present attend the movie. It was discussed that this is an expensive endeavor and could be dropped.

Museum Tours: The tours went well and there was a lot of participation.

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Hikes: The hikes were well attended with approximately 25-30 participants on Sunday and 25 participants on Monday. Most were people that had summers homes in the area. There is no expense for this event and little effort by the planners as Tom Hollender takes care of this event.

Arts/Crafts Fair: This event was not well planned. Participants did not know where to set up. The event was too spread out and needs to be centralized.

Many of the prizes were based upon businesses donating a prize with the purchase of an item of equal value (50/50). Tucson Electric Power and Salt River Project made donations to the fishing tournament although SRP did not donate as much this year.

Other Suggestions: It was asked that the financial statement be better detailed. Towns meet with the Chamber Board. James Nelson, Jr. agreed to work on mission statement. Towns and Chamber enter into a Memorandum of Understanding. Softball tournament may draw large crowds or bring Little League Baseball Finals to area.

ITEM #4: ADJOURNMENT

Bill Greenwood moved to adjourn the Joint Council Meeting at 7:55 p.m. Debbie Rogers seconded; all were in favor and the meeting adjourned.