Town of Eagar
Council-Department Head Retreat
Minutes
Thursday, January 19, 2012
4:00 – 6:00 p.m.
Trailriders Restaurant, 140 N. Main Street
Eagar, Arizona

The Retreat was called to order at 4:05 p.m. by Mayor Holaway.

In attendance: Kim Holaway, James Nelson, Steve Erhart, Gary Finch, Tim Rasmussen, Byron Smith, Bill Greenwood, Neil Barton, Howard Carlson, Katie Brady, Mike Hogan, Bruce Ray

Absent: Debbie Rogers, Eva Wilson

The following Successes for the past year were identified:

- Survived the Wallow Fire
- Wild land Fire reimbursements came to $123,00 +
- Flood Mitigation
- FEMA Grant – LeSueur $140,000 from Federal Government, plus $20,000 from Apache County
- Energy Retrofit Completed – saving money on propane usage – Police Department, Public Works, Blue Building now using pellets instead of propane
- Painted Racquetball building
- Police Department restructuring
- Refinanced Kennedy Well
- Pay off 2 acres of Ramsey Park North property
- In 2008: $7.34 million in debt (bonds) and $1.3 million lease debt
  In 2011: $3.53 million in debt (bonds) and $1.1 million lease debt
- In 2008: Annual debt payments = more than $1 million
  In 2011: Annual debt payments = $680,000
  In 2013-14: Annual debt payments = $380,000 (if no new debt is assumed)
- Two newer Police vehicles
- Reserve Fund is growing
- In 2010-11 Revenues over Expenditures = $77,209
- Newer Fire Truck
- $30,000 in flood control for Water Canyon area
- Three Natural Resource Conservation Service projects
- Two thermal imaging cameras from Homeland Security grant
- Approximately 75 new trees planted on Main Street
- Three new businesses next to Bashas'
- Centennial Park
- Numerous Pitch In Clean Up projects
- Main Street planters
- Boys and Girls Club started
- Eagar DAZE – under budget
- Eagar DAZE ice cream social and awards

- Halloweenie
- Santa at Town Hall

Looking forward, the following Challenges were identified for the next 1-5 years:

- Need to invest in new vehicles for Fire Department, Police Department, and Public Works
- HURF reductions
- Road infrastructure
- General Plan update
- Water-Waste Water infrastructure
- North Ramsey Park development
- Legislature
- July 1, 2013 must start reporting all expenditures over $5,000 on the web site
- Keep utility prices where the public can afford
- Re-establish culture with staff
- Aging workforce – retirements
- Rising costs of training
- Identify more diverse sources of revenue without competing with the private sector
- Add to reserve fund
- Increase tourism

Looking forward, the following Opportunities were identified for the next 1-5 years:

- Eagar Pond
- Parks
- Volunteers
- New Businesses
- Population Base
- Paving of North Butler
- Tourism – keeping roads open in the winter
- Partnerships
- Golf Course

Goals and Strategies from the four Action Plans were revised. See attached.

CIP items that will be purchased in the 2011-12 budget year were discussed. See attached.

A prioritized list of contingency items that will be purchased as revenue allows were discussed. See attached.

It was determined that we will have at least $150,000 in the reserve fund at the end of the 2011-12 fiscal year.

The retreat was adjourned at 6:08 pm.

TOWN OF EAGAR
Action Plan

Support Local Businesses and the Public

Objective: Develop a Strong, Supportive Partnership with Local Businesses

Task	Assigned To	Estimated Completion Date	Actual Completion Date
A. Customer Service Training • Offer to employees • Offer to Eagar businesses	Clerk	Ongoing, as needed	
B. Identify Benefits the Town Can Offer to Eagar Businesses • Offer links on Town web site • Identify businesses who donate in Eagar Breeze and on Town web site • Offer free advertising on future electronic sign • Highlight Eagar businesses monthly with coupons, special offers, and information that can be distributed to the public at the front window	Clerk, Assistant Clerk, Community Development Department, Utility Department Clerk	Ongoing	
C. Public Forums • Meet with Eagar businesses to assess their needs and ideas for improvement in Town services • Breakfast with the Mayor	Mayor	Ongoing	
D. Provide Information to Eagar businesses • Advertise MPC property that is for sale • Identify grant opportunities	Manager Mayor	Ongoing	
E. Promote Shop Local • Articles in Eagar Breeze • Advertising Workshop • Shop Q-A • Highlight businesses on Electronic Sign	Council, Staff	Ongoing	

TOWN OF EAGAR
Action Plan
Fiscal Security

Objective: Ensure Long-Term Financial Security

Task	Assigned To	Estimated Completion Date	Actual Completion Date
A. Develop a Reserve Fund • 30% of General Fund Expenditures from previous year will go into the reserve fund.	Manager, Council & Finance Director	Annually	
B. Develop a Plan to Pay off Debts Early or Refinance • Pay off short-term loans early • Pay extra payments to reduce interest costs • Use money saved from paying off debt early to place into reserve fund and to purchase vehicles/equipment	Manager, Council, & Finance Director	Ongoing	
C. Educate the Council with a Revised Financial Report • Use balance sheet	Finance Director	Ongoing	
D. Report Capital Improvement Projects (CIP) Purchases to Council Monthly	Manager and All Department Heads	Ongoing	
E. Organize a Fraud/Audit Committee • Develop a way to fix audit findings • Evaluate weaknesses from audit	Finance Director	Spring 2012	
F. Collect Outstanding Lease Fees • Identify outstanding leases • Contact holders of outstanding leases and make arrangements for payment	Manager, Finance Director, Clerk	Ongoing	

TOWN OF EAGAR
Action Plan
Main Street and Central Avenue Corridor

Objective: Create Attractive and Desirable Business Areas

Task	Assigned To	Estimated Completion Date	Actual Completion Date
A. Develop a Plan for a Downtown Corridor • Contact other communities to see what they have done • Hire a consultant, if needed • Lighting • Identify grant opportunities	Manager, Council, Community Development Director, Public Works Director Mayor	2012 - 2014	
B. Identify and Mitigate Safety Concerns • Straighten Central at River Road – Contact ADOT • Review and improve site visibility at intersections	Manager, Community Development Director, Police Chief	Ongoing	
C. Ensure Consistency of Appearance	Community Development Department	Ongoing	
D. Incorporate New Brand into Main Street Improvements • Place brand at top of Main Street corridor signs	Manager, Council, Community Development Director	Ongoing	
E. Improve Main Street Gazebo Area • Purchase electronic sign for public information – include brand on sign • Develop Centennial Park with historic kiosks and landscaping • Add parking	Council, Manager Mayor, Centennial Committee Manager, Centennial Committee	2011-2012 2011-2012 2011-2012	
F. Enhance Right-of-Way at North End of Main Street – to Designate Entrance to Town of Eagar from Springerville • Add 3 entrance signs (north, east, and west)	Mayor, Manager, Council, Public Works Director, Pitch In – Clean Up Committee	2012-2014	
G. Purchase New Street Lights for Downtown Area Main St. • Identify grant opportunities • Solar power street lights for energy savings	Mayor, Manager, Council	2011 - 2012	

TOWN OF EAGAR
Action Plan

Recreation Facilities

Objective: Provide Quality Recreational Facilities and Opportunities for All Citizens

Task	Assigned To	Estimated Completion Date	Actual Completion Date
A. Aquatic Center • Re-establish Little Colorado Recreation Committee (LCRC) • Identify maintenance and operating expenses • Partner with other communities • Explore foundation opportunities	Manager, Council	Ongoing	
B. Rodeo Grounds • Finalize master plan • Expand event center (blue building) • Improve grandstand and portable bleachers • Improve water, sewer, hookups and other amenities • Improve landscaping • Resolve issues with Apache County Health Department	Manager, Council	Ongoing	
C. Ramsey Park North • Determine several phases of priorities that includes funding	Manager, Council	Ongoing	
D. Pond • Identify responsibilities for Town: master plan, water, ongoing maintenance, and construction • Identify responsibilities for Arizona Game and Fish: land donation, engineering and design, stock fish, construction • Develop timeline for funding Town responsibilities	Manager, Council	Ongoing	
E. Winter Activities • Advertise and market activities available in northeastern Arizona and New Mexico	Manager, Council	Ongoing	

• Work with EDAC, ADOT, Chamber, Steering Committee, Springerville	Manager, Council		
F. Additional Activities • Ramsey Park -- Monthly Events a. Music events b. Evening with the Arts – local artists' expo, sidewalk chalk art by children c. Movies in the park d. Dutch oven cobbler cook off e. Chili cook off between Police, Fire, and Public Works Departments f. October: Fright Night in the Park – haunted hayride, haunted house, bonfire, music, haunted swim with a "Pirates in the Pool" theme, haunted trail, Trunk or Treat, Halloweenie	Manager, Council, Fire Department, Community Volunteers	Ongoing	
G. Trail System • PARA Grant • Safe Routes to School grant (SRTS) • Ramsey Park North plan	Manager, Mayor, Council	Ongoing	