

AGENDA

WORK SESSION OF THE CITY COUNCIL OF THE CITY OF COTTONWOOD, ARIZONA,
TO BE HELD FEBRUARY 13, 2024, AT 6:00 PM., AT THE CITY COUNCIL CHAMBERS--
RIVERFRONT, 1083 RIVERFRONT ROAD, COTTONWOOD, AZ.

- I. CALL TO ORDER
- II. ROLL CALL
- III. ITEMS FOR DISCUSSION, CONSIDERATION, AND POSSIBLE
DIRECTION TO STAFF:
 - 1. DISCUSSION AND DIRECTION TO STAFF REGARDING
OPTIONS FOR POLICY ON INCREASING HOUSING
AVAILABILITY.
 - 2. GENERAL PLAN UPDATE.
 - 3. RE-CAP OF THE 2023 THUNDER VALLEY RALLY EVENT.
 - 4. FISCAL YEAR 2024 ANTICIPATED DEPARTMENTAL
ACCOMPLISHMENTS AND BUDGET UPDATE.
- IV. ADJOURNMENT

The Cottonwood Council Chambers is accessible to the disabled in accordance with Federal 504 and ADA laws. Those with needs for special typeface print or hearing devices may request these from the City Clerk (TDD 634-5526.) All requests must be made 24 hours prior to the meeting.

Members of the City Council will attend either in person or by telephone conference call.

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: February 13, 2024
Subject: Discussion of Housing Policy Options
Department: Community Development
From: Scott Ellis, Community Development Director

REQUESTED ACTION

Discussion and possible Council direction on options for policy to increase the supply of housing, especially housing affordable to lower and moderate income households.

SUGGESTED MOTION

If the Council desires to approve this item the suggested motion is:

N/A Discussion only

BACKGROUND

At this work session, Community Development and Housing staff would like to discuss policy options on housing availability and affordability. The draft General Plan's housing element lists policy objectives aimed at helping the housing market do a better job of supplying housing in a variety of types and price levels.

Potential actions to make prospective housing developments more viable and increase housing availability include:

Allowing more flexibility in development standards such as building setbacks and parking, allowing for additional units within the current allowed density of the zoning;

Reducing development fees for multi-family or smaller single-family developments;

Coordinating with nonprofits or governmental agencies that supplement rents, providing affordable units to tenants and adequate income to property owners.

Potential actions to help the market provide more affordable housing include:

Reducing development standards (parking, required sidewalks, etc.) as an incentive for developments meeting specific affordability levels;

Reducing development fees for developments meeting specific affordability levels;

Also, additional smaller housing units could be supplied in the form of backyard cottages in single-family residential areas (R-1 zoning), which could be permitted either by-right, by conditional use permit, or subject to long-term affordability requirements. Special development regulations could be applied to ensure these cottages are compatible with the existing character of the neighborhood.

Staff is assembling a package of housing-related policies and code amendments -- including a Development Incentives and Guidelines for Affordable Housing (DIGAH) program -- to bring to the Planning & Zoning Commission and City Council for possible adoption in the coming months. Staff seeks Council discussion and direction on which of the above housing measures should be considered as part of that housing policy package.

ATTACHMENTS:

File Name	Description	Type
No Attachments Available		

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: February 13, 2024
Subject: General Plan Update Discussion
Department: Community Development
From: Gary Davis, Senior Planner

REQUESTED ACTION

Review of General Plan draft, recommended for approval by Planning and Zoning Commission, December 18, 2023.

SUGGESTED MOTION

If the Council desires to approve this item the suggested motion is:
N/A Discussion only

BACKGROUND

At this work session, Community Development staff will familiarize the Council with the General Plan draft recommended for approval by the Planning and Zoning Commission on December 18, 2023. The current draft, last revised on December 19 to incorporate the Commission's amendments, is available on the [Community Development web page](#).

State law requires cities to adopt a "comprehensive, long-range general plan for the development of the municipality," and requires them to update their General Plans at least once every ten years. Cottonwood's plan was last updated in 2014, and an updated plan must be adopted by the City Council and set for ratification by the voters in 2024.

Community Development staff has attempted to make the updated General Plan draft more succinct and useable than the current (2014) plan. Although a General Plan is meant to be a broad policy document guiding future development (as opposed to specific code regulations), staff has worked towards making policy objectives specific and actionable, avoiding overly broad wording like "Support..." or "Encourage..." wherever possible.

The current draft was written at the end of a public engagement process that began in late 2022 and included a series of meetings and public surveys aimed at identifying the issues that are most important to people who live, work, and shop in Cottonwood. The Vision and Values report documents that process and is available on the [Community Development web page](#).

In the coming months, a City Council public hearing will be scheduled, after which the Council can make amendments and consider adoption.

ATTACHMENTS:

File Name	Description	Type
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No Attachments Available

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: February 13, 2024
Subject: Re-Cap of the 2023 Thunder Valley Rally Event
Department: Parks and Recreation
From: Jak Teel, Community Services Director

REQUESTED ACTION

No action is being requested. However, staff will need direction on what Council wants to do with the program.

SUGGESTED MOTION

If the Council desires to approve this item the suggested motion is:

N/A

BACKGROUND

Thunder Valley Rally 2023 was held at Riverfront Park on September 15 and 16, 2023. The City of Cottonwood has hosted this event for several years with our local, regional, and state-wide partners. This year's event prioritized keeping the City of Cottonwood's responsibilities narrow, with a direct focus on activities and concerts at Riverfront Park, while leveraging relationships with community partners to provide daytime activities for event attendees and our local community. We made strategic decisions about how and what we would offer for this year's event to reach these goals.

Thunder Valley Rally 2023 returned this year, featuring two prominent national acts headlining the event: Stephen Percy, the voice of RATT, and Quiet Riot.

One of our main goals for TVR 2023 was to bring back the array of events our program attendees have been accustomed to while keeping City staff focused solely on the concerts at Riverfront Park. We accomplished this by working with various partners to host the events and activities below:

Ms. TVR Competition - Hosted by Main Stage in Cottonwood
TVR Dice Run for Charity - Hosted by the American Legion Riders
TVR Bike Show - Hosted by Fastlane Speed Shop

Guest Shuttles - Hosted by Vortex ATV with the local Christian Motorcycle Club

JUSTIFICATION/BENEFITS/ISSUES

After a successful event in 2022, staff was happy with the layout and changes that were made to help make the event successful. Building off of the changes implemented from the previous year, we made a few minor adjustments to the operations for the 2023 event. The most notable was a VIP meet-and-greet opportunity and a private VIP section. Though this went well for those who used it, it did not generate the ticket sales we had hoped for and was not seen as a financial success.

COST/FUNDING SOURCE

	Actual	Budgeted
Total Revenue	\$142,472.58	\$162,000.00
TVR Direct Expenses	\$158,429.28	\$180,000.00
Indirect Costs: Wages & Benefits	\$27,628.02	
Total Expenses	\$186,057.03	
<u>Event Total (Loss) Profit</u>	<u>(\$43,584.72)</u>	<u>(\$18,000.00)</u>

ATTACHMENTS:

File Name	Description	Type
2-13-24_TV_R Recap_2023.pdf	2023 TVR Recap	Presentation



2023 Program Review

Thunder Valley Rally Income Statement

Budget Allocation **Revenue \$162,000** / **Expenditures \$180,000**

Total Revenues (87.9%)	→	\$142,472.58
Hard Cost - Materials & Supplies (88%)	→	\$158,429.28
Indirect Cost - Wages and Benefits (EVENT)	→	\$27,628.02
Total Program Costs	→	\$186,057.03
		(\$43,584.72)

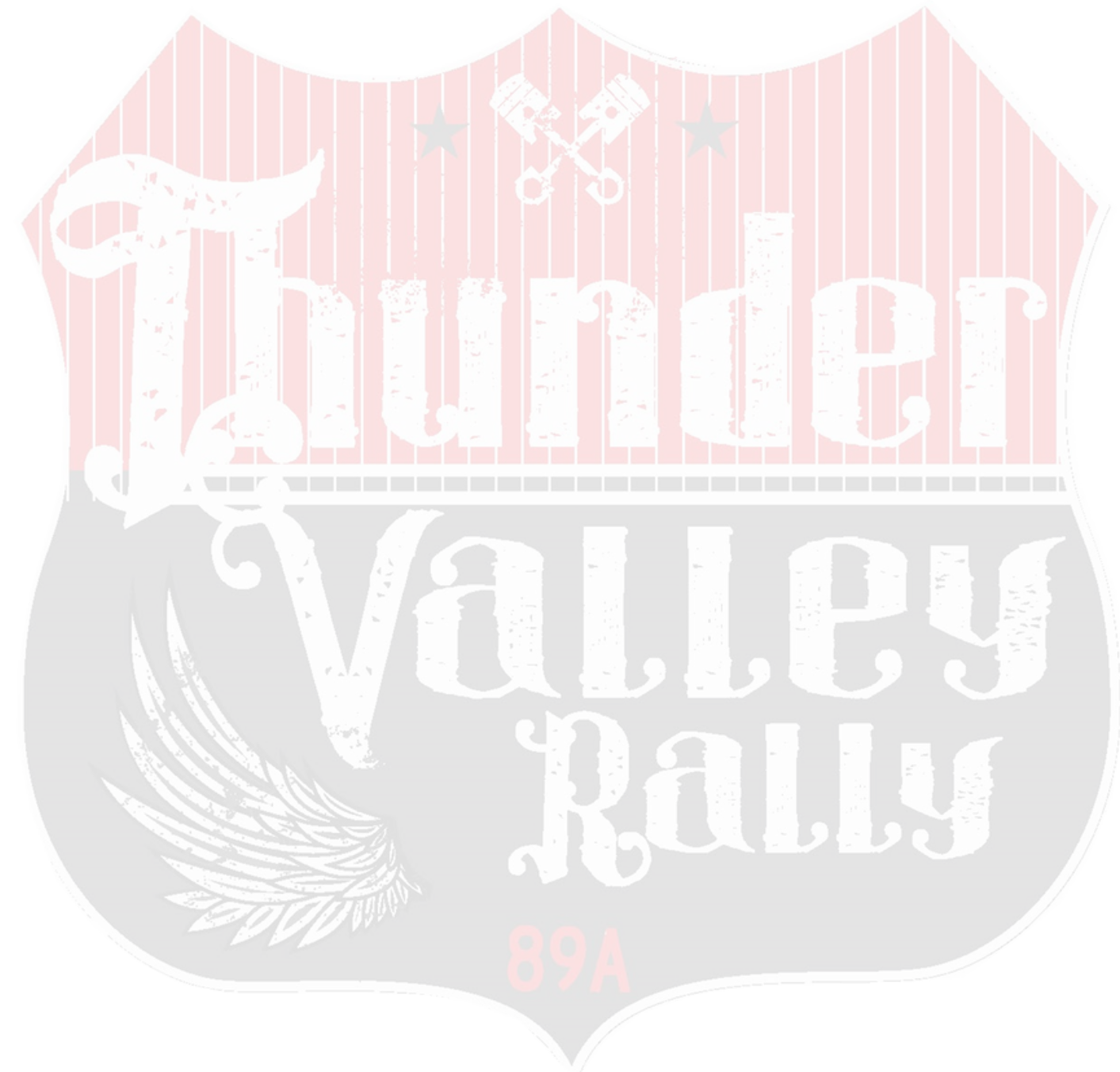
Event Overview

2023 Ticket Sales

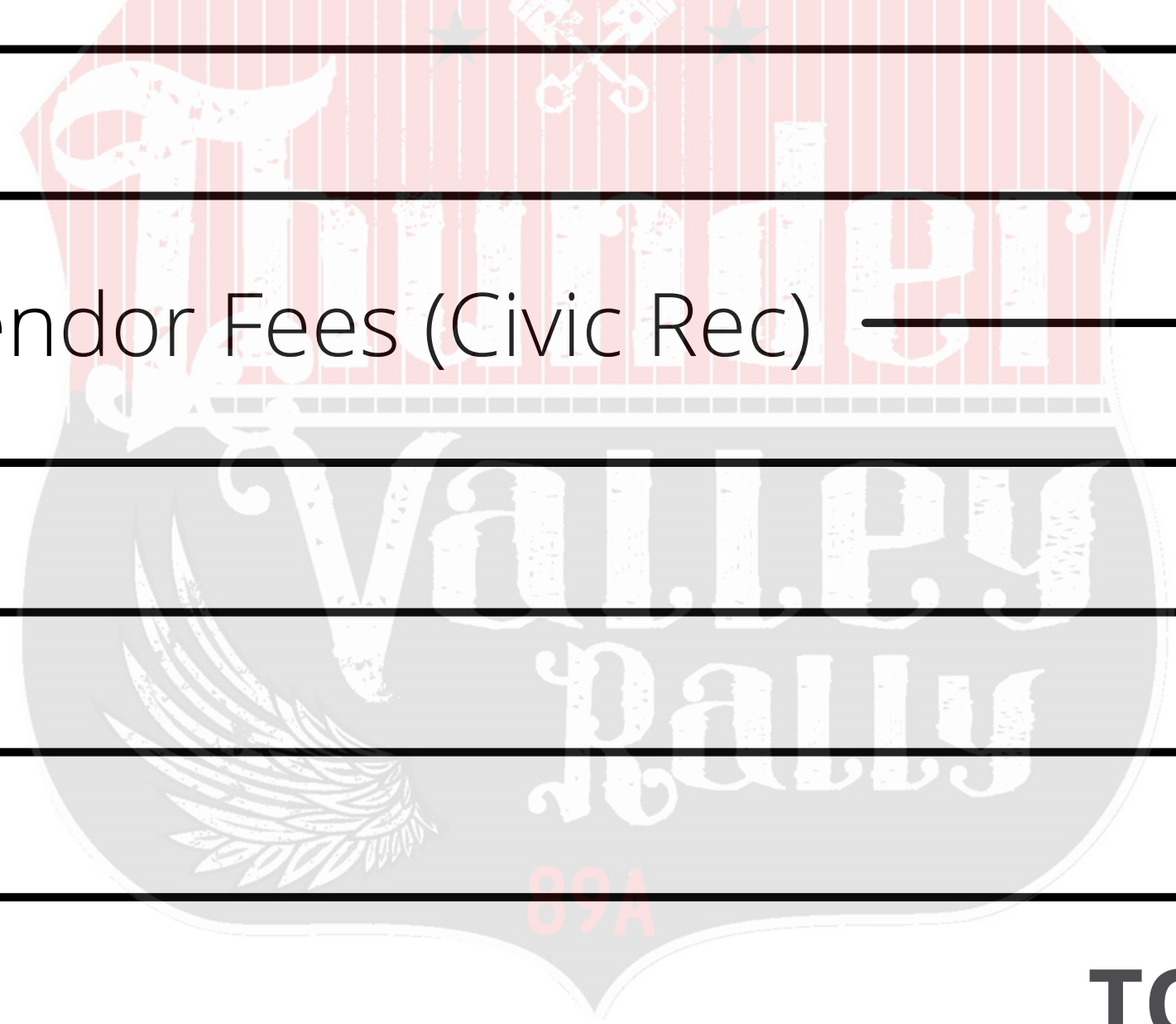
- Friday → **858 (-211 from 2022)**
- Saturday → **1188 (-371 from 2022)**
- Presale → **465 (-287 from 2022)**
 - **Total → 2511 (-869 from 2022)**

Shuttle Usage

- 2022 → **368**
- 2023 → **228**
 - **Friday - 88**
 - **Saturday - 140**
- 14 Sponsors (unchanged)
- 36 Vendors (-5)



Thunder Valley Rally Revenue Breakdown



Cash Sponsorships	→	\$33,000.00
Ticket Gate	→	\$54,853.00
Ticket Presale and Vendor Fees (Civic Rec)	→	\$28,375.00
Bar Sales	→	\$20,997.06
Merchandise	→	\$5,065.00
ATM Fees	→	\$172.00
Miscellaneous	→	\$10.52
TOTAL		\$142,472.58

\$24,000 In-kind sponsorship not included in revenue or expense

Thunder Valley Rally Expense Breakdown

Productions (Stage, Lighting, Sound)	→	\$48,243.68
Musical Entertainment	→	\$54,938.00
Generators	→	\$19,038.48
Marketing	→	\$8,300.27
Fencing, Restrooms, Green Room, Trash, Shuttle	→	\$14,373.14
Security/Parking	→	\$7,500.00
Merchandise/Supplies	→	\$5,050.93
Miscellaneous	→	\$984.78
(returned check fee, Liquor invoice from 22, small items)		
TOTAL		\$158,429.28

5 Year Comparison

	2018-19	2019-20	2021-22	2022-23	2023 - 24
Revenue	\$151,516.86	\$202,785.86	\$118,656.67	\$168,991.56	\$142,472.58
Expenses	(\$156,592.06)	(\$169,477.57)	(\$103,074.69)	(\$156,487.37)	(\$158,429.28)
Net Income	\$(5,075.23)	\$33,308.29	\$15,581.98	\$12,504.19	(\$15,956.70)
Personnel	(\$33,448.96)	(\$48,180.76)	(\$37,243.00)	(\$24,544.94)	(\$27,628.02))
Total Project Cost	(\$190,041.02)	(\$217,658.33)	(\$140,317.69)	(\$181,032.31)	(\$186,057.03)
Net w Personel	(\$38,524.19)	(\$14,872.47)	(\$21,661.02)	(\$12,040.75)	(\$43,584.45)

- 2018-2019 Tracked time worked day of and some pre-event prep
- 2019-2020 Tracked all-time spent on the program including exempt employees
- 2021-2022 Tracked all-time spent on the program including exempt employees
- 2022-2024 Tracked time spent at the program including exempt employees

Thunder Valley Rally Event Timeline

January - Internal discussion on event planning

- Budget
- Layout
- Scale and scope
- Recruit sponsors

March - Major procurement process starts (and finishes when possible)

- Staging, Lights, Sound
- Entertainment (Goal of securing National Acts)

April - Event marketing and promotional items need to be submitted

- AZ Bike Week
- Marketing Ads for Print Publications
- Geo Fencing Marketing

Thunder Valley Rally Event Timeline (continued).

May - Solicitation of bids for program operations / contractual services

- Security
- Generators
- Porta-Potties
- Fencing

June through September - Finalize event details and permits

- Finalize hotels and accommodations for bands
- Finalize event permits
 - City Council Event Waivers
 - City Special Event Permit
 - County Health Approval
 - AZ Department of Liquor Permit
- Finalize vendor and event layout
- Create a staffing schedule (Includes almost every department)



What Went Right?

Strategic Decisions

- Maintaining a narrow focus
 - Contracting for parking
 - Partnering for success
- Utilizing Exempt Staff to reduce cost

Consistent Processes

- Electronic Ticketing
- Event Layout
- Technological Solutions

Partnering With Private Business To Host Activities

- Main Stage's Ms. TVR
- American Legion Riders Dice Run for Charity
 - (Raised \$3,500 for Youth Sports Scholarships)
- Vortex ATV Shuttles with the Christian Motorcycle Association
- Fastlane Bike Show

Where Did We Stumble?

- Low Ticket/Bar Sales
- Entertainment Lineup
- No Camping Partners
- Low Shuttle Numbers (parking was free)
- Did not meet our projected ticketing goals (3,000)

How Do We Move Forward?

Which style of event do we want?

- Large National Acts
 - Do we keep our current level of entertainment, or do we increase it to the next level?
 - The Council would need to approve entertainment contracts above \$50,000.00.
- Smaller Regional Acts - similar to 2021/2022
- Raise Ticket Prices

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: February 13, 2024
Subject: Fiscal Year 2024 Anticipated Departmental Accomplishments, Fiscal Year 2023 and 2024 budget update.
Department: Administrative Services
From: Kirsten L Lennon, Financial Services Director

REQUESTED ACTION

Fiscal Year 2024 Anticipated Departmental Accomplishments, Fiscal Year 2023 and 2024 budget update.

SUGGESTED MOTION

If the Council desires to approve this item the suggested motion is:
N/A

BACKGROUND

The last several years we have began the budget process by having a re-cap of the prior year and a mid-year update at the Council Strategic Retreat. We will be presenting that re-cap as well as the anticipated accomplishments for all departments.

ATTACHMENTS:

File Name	Description	Type
No Attachments Available		