



**2025 GENERAL PLAN
COMMITTEE
AGENDA**

**2025 General Plan Committee
NOTICE OF PUBLIC MEETING
October 26th, 2022
2:00 PM**

**Council Chambers + Zoom Meeting
201 S. Cortez St.
Prescott, Arizona 86303
(928) 777-1207**

The following Agenda will be considered by the **General Plan Committee** at the meeting to be held **October 26th, 2022**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

Join Zoom Meeting <https://us02web.zoom.us/j/89663692048?pwd=Y0s4cU8xcEhpbTJSb3AxMDQzWnpvUT09>
Passcode: 988324

Dial by your location

1 346 248 7799 or
1 669 900 6833

Meeting ID: 896 6369 2048
Passcode: 988324

- 1. Call to Order
- 2. Roll Call

MEMBERS	
Don Michelman	Deborah Thalasis
Ted Gambogi	Gary Worob
Andre Carman	James McCarver
Ralph Hess	Mary Frederickson
Jim Huffman	
Rod Moyer	Eric Moore, Council Liaison
Terry Sapio	Brandon Montoya, Council Liaison

- 3. Discussion & Action Items
 - A. Approval of September 28, 2022 Minutes
 - B. 2023 Tentative Public Outreach Schedule
 - C. 2024 Tentative Plan Writing Schedule

- D. Question(s) to address:
 - a. Purpose of a General Plan
 - b. Review of State Statutes Regarding the Enforceability of a General Plan
- E. Public Comment
- F. Next Meeting: Wednesday, January 25 @ 2pm; meetings to be scheduled last Wednesday of month @ 2 pm.

4. Adjournment

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on October 21, 2022 at 10:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Siep

Sarah Siep, City Clerk

THE CITY OF PRESCOTT ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48 hours advanced notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (928) 777-1272 to request an accommodation to participate in this public meeting. Prescott TDD number is (928) 445-6811. Additionally, free public relay service is available from Arizona Relay Service at 1-800-367-8939 and more information at www.azrelav.org



MINUTES OF THE REGULAR MEETING OF THE 2025 GENERAL PLAN REVIEW COMMITTEE HELD AT 2:00 P.M. ON SEPTEMBER 28, 2022, IN THE CITY COUNCIL CONFERENCE ROOM, LOCATED AT 201 SOUTH CORTEZ STREET, PRESCOTT, ARIZONA.

1. Call to Order

The meeting was called to order at 2:00 p.m.

2. Roll Call

Present:

Member Andre Carman
Member Mary Fredrickson
Member Ted Gambogi
Member Ralph Hess - excused
Member Jim Huffman
Member James Carver
Member Don Michelman
Member Rod Moyer
Member Terry Sapio
Member Deborah Thalasis – joined via Zoom at 2:04 p.m.
Member Gary Worob
Council Liaison Montoya
Council Liaison Moore

Staff Present:

Jennifer Wiita, Deputy City Clerk
Tammy Dewitt, Community Planner
Kirby Snideman, Community Development Director

3. Discussion & Action Items

Community Development Director Kirby Snideman introduced himself to the committee.

A. Approval of the August 24, 2022 meeting minutes

Rod Moyer commented that he had served on the Open Space Initiative Committee, not the Open Space Commission.

Motion by Member Gambogi to approve the meeting minutes with noted correction; seconded by Member Frederickson: Passed [9-0].

B. Committee Responsibilities

Gathering Public Vision for City

Planner Tammy DeWitt commented that this Committee's overall goal is to create a long-range community vision. The Committee's responsibility is to go to the community and gather comments to create the vision. The Committee will spend next year gathering input through surveys, meetings, outreach, and other ways. She wants to be creative with ways to gather feedback. One idea is to visit high schools to learn how to keep the younger generation here.

Member Gambogi asked about the 2015 plan in regard to getting input.

Ms. DeWitt replied that she is unsure; she has not been able to locate any surveys adding that past efforts can be reviewed at another meeting.

Member Worob commented that there were no public surveys.

Ms. DeWitt replied that it is unusual for a General Plan update.

Member Huffman asked about the reference to the 2011 public participation plan and if it is available online.

Ms. DeWitt replied that the 2011 Plan is being used as a guide to build from.

Refine and Prioritize Public Vision

Ms. DeWitt continued with her presentation, stating that the vision for the 2015 Plan is quality of life. Ideas that stem from the vision are friendly neighborhoods, energized downtown, and employment opportunities, which can be built upon and refined once the committee has gathered public vision.

Campaign for Voter Approval of Plan after Approval by Council

Ms. DeWitt continued with the steps of the campaign for the General Plan, explaining that there will be a 60-day review period, followed by review by the Planning and Zoning Commission, and finally City Council. Once approved by City Council, the Plan will go to the voters. Ms. DeWitt emphasized that staff cannot advocate the plan and will need help from the Committee to be the sounding board, to gather support for voter information on the ballot, and help disseminate information to the public.

C. Staff Responsibilities

Ms. DeWitt provided an overview of staff and their responsibilities and best practices:

*Project Manager – Tammy DeWitt

*Project Team Core – City Planning Staff. Meets weekly to review progress.

*Project Team – representatives from all city departments. Meets monthly to gather input.

*Project Partners – Central Yavapai Metropolitan Planning Organization (CYMPO), Arizona Department of Transportation (ADOT), Forest Service (FS), Arizona Game and Fish (AZG&F), Yavapai County, and surrounding jurisdictions.

Staff Project Team Tasks

Staff will create surveys, stickers, comment cards, and anything needed for meetings. The committee will be asked to assist with gathering public comments. Staff also hopes to create and maintain a page on the city website to hold all information collected and the committee meetings. It is important to follow state statutes to ensure remaining within the legal parameters, including the required and suggested elements of the plan, allowing a 60-day review public comment period, and meeting statutory deadlines.

Utilizing Best Practices

Staff will review different formatting and content of other general plans across the country, how to make the plan accessible to the public, and how to model a user-friendly website. In public outreach, staff will use technology as much as possible to target all ages, demographics, and geography.

D. Review of the 2025 Draft General Plan Timeline

Ms. DeWitt reviewed the proposed timeline stating that the goal is to have the General Plan on the August 2025 ballot.

What Has Been Done:

- *Created the Citizen Participation Plan
- *Committee was appointed

Goals Over the Next Few Months:

- *Identify stakeholders
- *Create a webpage, Facebook page, and an email address to receive comments
- *Create maps for the webpage and meetings
- *Update data (such as population data) in the plan and make that available for the website

2023 - The Year of the Public Outreach:

- *Community Meetings
- *Events
- *Schools
- *Surveys
- *Media to include newspaper, social media, and radio

Ms. DeWitt emphasized that public input is imperative to creating this General Plan.

Member Gambogi stated that obtaining public input is a two-directional effort and suggested going to organizations like the Kiwanis and the Rotary to present. He added that follow-up is essential because people will have additional input over time.

Ms. DeWitt replied that the public could visit the website anytime of the year to leave comments and input.

Member Michelman asked about utilizing Ollie at the college to gather input.

Ms. DeWitt responded that staff is happy to go anywhere to get the word out.

Member Frederickson asked if there are any restrictions as far as reaching out to partisan groups, such as the Republican Women's Group.

Ms. DeWitt replied that there were no restrictions.

2024 - Refining the Vision and the Plan:

- *Complete the Plan
- *60-day public comment
- *Planning and Zoning Commission meetings – the goal is two meetings
- *City Council Approval – plan to obtain Council approval by the end of 2024 to provide time to get everything over to the County Recorder's office and on the ballot.

2025 - Voter Campaign:

- * Begins in February
 - *Press releases
 - *Open Houses
 - *Community outreach and gain support
 - *August Election Ballot

Member McCarver asked if the 2015 Plan would be used as a template.

Ms. DeWitt responded that staff would review the past Plan and may use it as a template.

Member Frederickson asked about social media and other social media sites and if staff manages the city's Facebook page.

Ms. DeWitt replied that the city's Economic Development department would handle Facebook and other social media platforms.

Tourism and Economic Initiatives Coordinator Cristina Binkley responded that the city currently uses Facebook, Instagram, and LinkedIn.

Member Worob expressed his concern that the Committee has not been informed about what each city department is planning and how they will get there. For example, he would like the City of Prescott Trails and Parks Land Planner, Chris Hosking, to speak about the future of open space. He also asked if representatives from city departments would be available to answer questions.

Ms. DeWitt stated that staff would be working on those elements, and any information provided would be shared with the Committee.

Mr. Snideman commented that during public outreach in 2023, relevant city departments would provide information to the Committee and the public. The idea is to have specialized meetings; for example, one meeting focusing on parks with a presentation from Parks and Recreation. Public outreach is the most important part of this Plan. The goal is a 10% response rate from the public, putting Prescott in the top 1% of all General Plans in the country.

Councilman Moore asked whether the list of partners could be expanded and suggested adding Arizona State Parks. He would also like this Committee to be involved with the strategic plan.

Mr. Snideman replied that he feels that is a great idea and that the best time to implement it is January of 2024, reiterating that staff will write the Plan and this Committee will help work it down to achievable goals.

Member Thalasis asked whether the legal documents referenced in the last plan were ever created. For example, a transportation plan was to be completed by 2016. She asked if a transportation plan is available for the Committee to review.

Ms. DeWitt replied that the transportation plan is being updated, and staff will be sure to include it in this General Plan. Ms. DeWitt added that CYMPO has a recently revised regional transportation plan.

Ms. Thalasis replied that the requirement was for the city create a transportation plan, not CYMPO. However, she would like to know how binding the General Plan is and what other documents the committee will have access to that impact the General Plan.

Mr. Snideman responded stating that he is unaware of the transportation plan referred to in the past Plan; however, there is a regional transportation plan, and staff will forward that to her. There is a statutory requirement that a General Plan is revised every ten years; however, the goal is to review sooner and more regularly and to incorporate neighborhood plans in the in-between years. The members of the Committee, and the public, will be provided with the necessary documents.

Ms. Thalasis asked about the relationship between the CIP, the General Plan, and the corresponding map.

Mr. Snideman replied that the zoning map is binding, and the General Plan is a guide.

Member Gambogi commented that integrity needs to be considered. As stated, the General Plan is only a guide; however, it will be based on the voice of the voters. Therefore, there should be more consideration if the city asks for input and a vote.

Councilman Moore commented that one challenge faced is that priorities change with Council and Mayor turnover.

Mr. Snideman stated that he wished the Plans were binding; regardless, they are still a powerful tool for the community.

Member Gambogi commented the Plan is not only input from citizens; it should also be input to Council, letting them know what the citizens voted on.

Member Sapio commented that if the city residents vote on the General Plan, they expect it to be followed, whether binding or not. If a future Council significantly deviates from the Plan, the changes should require a vote.

Mr. Snideman clarified that there is a requirement to be consistent with the Plan adding that cities have been sued for not being consistent. Wording within the document can be made stronger so that consistency cannot be misunderstood.

Member Gambogi stated that if Council deviates from the Plan, they should have to explain why.

Member Moyer commented that if state laws require a revised Plan every ten years, and it is voted on but not binding, then the only way to force it to be binding is to amend the City Charter. If future Council deviates, throw them out.

Member Frederickson stated that if the General Plan is made clearer, it will be easier for voters to understand and to bring attention to any deviance and hold Council accountable.

Member Hoffman noted that he had not seen a summary of ordered priorities in the previous Plan.

Mr. Snideman explained that when a plan is written to include everyone's input, their pet projects, and ideas, the result can be an ineffective plan. That is why spending one year on public outreach; to collect information to pick from and to prioritize.

Member Moyer commented that a vote by citizens is not the same as a vote by the citizens to impose more taxes on themselves to pay for these things; you only get what you pay for no matter what it says in the General Plan.

Member McCarver stated that by looking at state requirements and additional requirements it seems that this will be complicated. There is no way to boil it down to four or five priorities.

Ms. DeWitt replied that the Plan could have main goals within each element that would be whittled down to achievable goals.

E. Plan for next meeting

Ms. DeWitt advised the Committee that the next meeting is scheduled for Wednesday, October 26th at 2 p.m. unless it is determined to be unnecessary, then the next meeting will be in January.

Member Gambogi commented that a vision without a Plan is just a dream and recommends considering how to measure accomplishments adding that the 2015 Plan was a good effort and can be used as a learning tool.

Member McCarver asked about scheduling, specifically which Wednesday the meetings will be held on.

Mr. Snideman asked the Committee members what time of the day works for them, adding there will be only one more meeting this year. The Committee will meet more often after public outreach.

Member Worob commented that for the public to be informed, staff from each department needs to address city issues; the public wants to know. Without this input, he doesn't have answers for the people when they ask.

4. Adjournment

There being no further business to discuss, the General Plan Committee meeting adjourned at 3:02 p.m.

Certification

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the General Plan Review Committee meeting held on the 28th of September 2022. I further certify that the meeting was duly called and held, and a quorum was present.

Dated this ____ day of _____ 2022

Sarah M. Siep, City Clerk