

Post-Production File

Town of Fountain Hills
Strategic Planning Advisory Commission Minutes
June 24, 2026

A Work Session of the Strategic Planning Advisory Commission was convened at 16705 E. Avenue of the Fountains in an open and public session at 4:02 PM

Members Present: Chairman Patrick Garman; Vice Chairman Geoff Yazzetta; Commissioner Bernie Hoenle; Commissioner Joseph Reyes; Commissioner Polly Bonnett

Members Absent: Commissioner Paul Smith; Commissioner Randy Crader

Staff Present: Town Manager Rachael Goodwin; Deputy Town Clerk Angela Padgett-Espiritu

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TOWN OF FOUNTAIN HILLS
JUNE 24, 2026 STRATEGIC PLANNING ADVISORY COMMISSION MINUTES

CHAIR GARMAN: I call to order this meeting of the Strategic Planning Advisory Commission for the -- for Fountain Hills on Wednesday, June 24th.

Angela, can you call roll, please?

PADGETT-ESPIRITU: Yes.

Chair Garman.

CHAIR GARMAN: Here.

PADGETT-ESPIRITU: Vice Chair Yazzetta.

YAZZETTA: Here.

PADGETT-ESPIRITU: Commissioner Crader.

Commissioner Reyes.

REYES: Here.

Commissioner Bonnett.

BONNETT: Here.

PADGETT-ESPIRITU: Commissioner Hoenle.

HOENLE: Here.

PADGETT-ESPIRITU: And Commissioner Smith.

We have a quorum.

CHAIR GARMAN: We do have a quorum. Thank you.

PADGETT-ESPIRITU: Uh-huh.

CHAIR GARMAN: Just to be clear with the -- the Commissioners, this is a workshop today, so we're not voting on anything or making any decisions. We're discussing, talking, putting out ideas. And we're not reviewing the minutes from last month either. So those minutes will be -- be made available by -- by Angela. And then, we'll -- we'll look to review, edit, and or approve them in -- at our August meeting.

So that leads me to one other tidbit. If you remember, we don't have a meeting scheduled in July, so we're going to have our workshop today, get as far as we can, and then reconvene in -- in August to look for kind of the -- the new session the remainder of '26 and into '27.

Angela, one other thing, seeing the -- but we don't have the call to the public for -- for

workshop either, right?

PADGETT-ESPIRITU: Correct.

CHAIR GARMAN: All right. Just wanted to make sure.

PADGETT-ESPIRITU: Yes.

CHAIR GARMAN: So the way we're going to do it today, I'm going to start.

I think Geoff and I are going to go over here to take notes and talk, so we can kind of talk to you. This is a -- a -- a thought experiment is what I put in front of you. I've been working on this for a little while. Just understand that the -- the -- the tasks, the timelines that are in there was something to get you thinking.

I think some of these tasks, actually, the Town might have already accomplished. Some of them might be, you know, way out in left or right field. Others, you might think, be a good idea. But I -- on each one of these, I put spaces underneath for you to add your ideas, add your thoughts, and you can give those to me after we're done here so I can put them into the plan.

So if you want to just write by hand today, or if you feel like, you know, you want to send them to Angela for me to incorporate, that's fine too. But just use this as, like, scrap paper, or scribble, or whatever you want to do on these today. And we'll try to get some good ideas as we go through.

So with that, because of the makeup, I think the -- yeah, the microphones are not working as well out in the chair section. So we can't sit and kind of look at each other. So Geoff and I were just going to try to lead the conversation from the front while we're looking at the slides and talking.

I saw some movement to my right, Bernie?

HOENLE: Okay. So briefly, what are the rules of engagement? Since I saw AI on almost every page, I brought an AI expert from the community here. That's his career area.

And Jason Reith is his name, and he'd be happy to participate as much as he can.

CHAIR GARMAN: Well, this is for our commission. You saw what I handed out. You've been to the workshop the last two years. So the rules of engagement are we're talking to each other.

You could see one of our strategic -- or signature strategies is AI. You know that, right? It's underneath the finance, I think. So I wanted to stimulate you guys' thinking on what AI can do, if we should put in AI tasks, if we shouldn't.

I mean, it's kind of like, you know, AI is here. It's not like, should we put it in? It's how should we put it in? How should we use it as a town? And this is a strategy that goes out five to ten years. So it's not today. You know, we rode in horses and next week we're going to come in in a car, or we're going to use computers today and we're using paper yesterday.

I mean, it's already here. We just need to manage it. And I wanted you guys to think about it. This is just a draft to stimulate -- stimulate thoughts.

HOENLE: So the answer is?

CHAIR GARMAN: That was my answer. And that's what I'm going to go with.

So you want to go up front?

YAZZETTA: Yeah, yeah, yeah.

REYES: Before we proceed, I think Bernie was just looking for clarification. Being that this is a workshop, we cannot use call to the public. So sir, if you want to, like, jot down notes and then share them with the commission afterwards, I think that would allow us to, you know, take your subject matter expertise and, you know, kind of filter it through the process. Does that work?

CHAIR GARMAN: Yeah.

REYES: I just joined Rachael, so --

CHAIR GARMAN: We can't have call to the public today. So that's why this is just a workshop. So that's all I got.

You want to walk down the front with me?

YAZZETTA: Sure, Yeah.

I'm going to try to manage this.

CHAIR GARMAN: So you guys know we've been working on this, right? The year before last, we did our strategic pillars. So that's the first page. I put it on the computer in front of you, and you have a worksheet in front of you as well.

So those are the five that we approved. Wow. It's been -- has it been two years ago now. And worked through those. So infrastructure finances, economic development, quality of life and safety, land use and development.

Last year at our workshop, we then codified or produced a draft of our signature strategies, which is underneath each one of those pillars. So we -- we identified those last year. And then throughout this year, between last June and now, we've been talking about actual tasks. We bring up a signature strategy underneath the pillar and then talk about identifiable tasks under each one.

So we have minutes from each one of our meetings going back all the way through the fall, going through each one of these. So I tried to bring a lot of those together. I read through the minutes, did the best I could to put some things in, to stimulate thoughts on what could be good, what you like going forward.

Just understand that I wanted to put like actual tasks that we talk about today. Put them into a draft so we can come back in August and have -- you know, I don't want to assign a percentage, but have kind of a draft plan that you guys can look over and it looks familiar.

It goes from pillars, to strategies, to tasks with some responsibilities and timelines built in.

Am I leaving anything out, Geoff? I want to --

YAZZETTA: No.

CHAIR GARMAN: And part of it is, you know, part of the -- I was looking at a draft plan. Remember, we have a vision and a mission or -- excuse me, a yeah, we have a mission. Vision and a mission for the Town. It's on our it's on our website. And part of that then is getting ideas from the -- the -- the citizens that live and work in Fountain Hills. So Geoff has been doing a lot of that over the last few years.

So we have a number in the hundreds. It's getting close to 1,000 different people we've touched base with, based with over the last five years to get their opinions, whether it's in your community work center, workshops, or the outreach that we did a couple years ago.

So we do have opinions from the Town and hopefully those are filtered through all of you to try to make this plan the best -- best we can. We're time now to -- with the elections that are happening, the mayoral election, the Council elections, so that we have a draft plan as all the potentially, you know, new people or the people who are coming back for their terms to serve this fall.

And they'll be able to look at this plan, you know, maybe in a fresh way, and we can work through getting it approved over the next year. That's the plan. Have it approved in '27.

Okay. That was a lot of talk. I'm going to go through these. I wanted you guys to talk about each one. The first one is infrastructure, if you remember. Very important. The signature strategies that we identified under infrastructure was roads, irrigation strategies, and multi-use public, private, or P3, as I see it called.

So the first one though, roads, we have a lot of expertise. So I'm just diving right in now. What are some of the tasks that you think fall under roads that we can look at? Not today, but five years, ten years from now so that we can get to some type of state as far as the roads go.

I'm going to open it up with that. I don't want to specify. I put some things there. I -- you know, I put each one of those in light blue or kind of AI goals that I wanted everybody to think about what AI might be able to do as far as each one of these signature strategies.

So the floor is open. Does anybody have any comments or discussion points on -- on roads going forward?

HOENLE: Well. I do. I'm going to kind of work backwards.

CHAIR GARMAN: Yeah.

HOENLE: I'm going to go to the end and then tell you what, a couple three steps that maybe we need to take in order to get there. And I think with respect to this whole issue of roads, since it's so huge, and since there already are some activities that are aimed at number one, evaluating the PCIs here and getting us some data that can be used to take it from this to this and tell us how many in which category, how many

arterials, how many majors, et cetera.

And second, since we're doing a lot of in this vein, also programing for identifying the projects along with the attendant costs and timelines, and putting them into various documents that go from anywhere, you know, budget and next year, and then five years at least out, I think we really do need to push a little bit.

And on the one that you suggest on here that -- since our -- we're striving for PCI one and it's degrading, I think we need to start now, number one, doing the evaluation -- the PCI evaluation, to rank all of the streets to update that.

CHAIR GARMAN: Yeah, I was going to say, right?

HOENLE: But since looking at -- at when and I know it was relatively recent that that was done. But -- and maybe what's a little bit misleading is the wording on yours here which -- which kind of implies or infers that we're going to go out one to seven years.

And I'm thinking, we have all this data now, right? Right.

So what's -- why don't we add something in here that kind of gives us the starting point as of year one, not two, three, four, five, but year one, to make use of that data and get our -- some of our other plans already off and running? So identify those for the short-term plans and next year's budgets and all of that.

And also to maybe take a stab at -- since there's down in the on your suggested, I think it's two, financial strategic P2 --

CHAIR GARMAN: Uh-huh.

HOENLE: -- 1 there's another AI there pointed at using that to model the cost elements so that you know what -- or forecasts on what a model that tells you what those are from here on out. I think that in conjunction with what we already know, would give us a really good updated kind of program to guide us. So that's a thought.

CHAIR GARMAN: Go ahead, Geoff. Yeah.

YAZZETTA: We have done a number of the PCI reviews. I think, to hone in on the first bullet point here. Maybe -- is there like, a best practice for how often we should be doing that? Is it every five years? Is every ten years? I think that's how we kind of zero in on this particular supporting task.

GOODWIN: Sure. I think that's a good point, Geoff. I would argue probably five years, but I would probably defer to Justin --

YAZZETTA: Okay.

GOODWIN: -- to know best --

YAZZETTA: Got it.

GOODWIN: -- practice there.

REYES: Okay. I want to -- I want to tell you that I saw in here, in the most recent one, a very good little explanation about how they derived the pieces. But the point that was also made that's germane to what you just brought up, Geoff, is that the PCIs are going to change, even if you do nothing to the to the streets.

So that if you have a certain index for Shea, okay, and you make no improvements or anything, it's going to change next year automatically.

YAZZETTA: Uh-huh.

REYES: The -- the point I was trying to make is that you need to look at this on an ongoing basis, because they're going to change even a lot more if you do anything. But even if you do nothing, you know, that number is going to change all over the place. So it might be okay today on a certain street, but next year it may go down. And unless you're looking at it, you're not going to know that. You're going to be programing for something until you get it done. Kind of misses out on the opportunities of using these resources to their fullest advantage.

So it's just my caution.

YAZZETTA: I agree, and when I was with the City of Los Angeles, we did a PCI report every year. I think it's more of a budgetary issue for the Town.

HOENLE: Yeah.

YAZZETTA: And I don't know how many lane miles there are in our road network off the top of my head, but being that it's a smaller road network, it's easier to keep track of that deterioration and make projections. Just my thought.

GOODWIN: And they do have modeling that kind of can predict that out that says, okay, if it's -- and to Joe's point, he's right. You know, it does change over time. Doing

nothing is still impacts it. Thankfully there is modeling that can kind of predict that that says if it's a, you know, if it's a sixty PCI today, doing nothing over the next five years would likely projected at 52 or whatever it was. So we can at least have some sort of predictive model without expending it, you know, expending that effort every year, over year, over year.

YAZZETTA: I would imagine those models are also incorporating AI, those private companies that are doing it.

CHAIR GARMAN: What is the -- I mean, I think you guys have done -- when I was writing this down, I was like, I try to look on our website and I try to remember some of our conversations. You've done a lot of this, but I need a starting point. We need a starting point to go -- like, what's the PCI now of the Town? And is it okay to have a goal of a certain PCI?

GOODWIN: I think it's okay to have a goal. I think when I kind of glance at the second bullet, the PCI index score of 70 or higher in -- by year seven is probably unreasonable without any funding. It's not something we'll be able to achieve without some sort of funding mechanism, and that's been pretty well documented on our --

CHAIR GARMAN: We have one now, or last year when you did this?

GOODWIN: Uh-huh.

CHAIR GARMAN: What was the score for the Town?

GOODWIN: I don't know it off the top of my head.

CHAIR GARMAN: Okay.

GOODWIN: But I can tell you 70 is pretty high in terms of a national average.

YAZZETTA: These are five year plans. So maybe we figure out from Justin Weldy what a reasonable number at the end of five years, which would be, what, 2032? Like where we should -- from where we are today to where we could be five years from now?

Because the PCI year over year has improved over the last couple of years because it has been a main focus, right?

GOODWIN: Not exactly. It has been a main focus. And I think that that -- that is sort of the crux of the issue. And so I'm going to answer your question and I'm going to tell you

one other piece.

Because we've done a lot of work on primary roads, on our collectors and our major arterials, that has -- that has helped the underlying PCI. But the problem is those that are in our backlog continue to fall, and more fall into the backlog. And those are really our residential, right? Those are our smaller streets that are harder to kind of keep up with.

All of this being said, is that we, as staff, have been asked to put together an update on our roads, particular to a bond discussion, a funding discussion, and that is likely to be scheduled for the first week in August. So I think maybe pending that, that may have some influence on this particular pillar, and how the Council may choose to move forward. And that may indicate what the future should include or not, depending on which way they go.

REYES: That's --

CHAIR GARMAN: But you know, as --

I'm sorry. Go ahead, Bernie. Oh, who had -- I saw your light on.

REYES: Mine's on.

CHAIR GARMAN: I can't see it.

REYES: Just to follow up. '24, '25. Very good report. I guess he had this citizens whatever it was, advisory da da da, group, which I'm sure -- I think Bernie was one of the people on there, and a few others. And there I really like the executive summary probably addresses this as best as I've seen anywhere, and we use that kind of as our baseline recent. And add to that the updates, which we've heard also from public works that come in and can tell us.

The -- the -- I think what I remember hearing is that this number for some of our streets has degraded slightly. And part of the reason for that is just what Rachel said, because we focused on some of the big, big heavyweights and apparently that somehow changes things. I don't know how.

But the whole point of this exercise, and the reason that I'm trying to focus on setting a near-term goal is because, yeah, number one, I am aware that we've already taken a --

kind of a straw poll and recognized that the citizens really would like to get involved in being the ones that say yay or nay with respect to a bond.

On the other hand, those that are going to be responsible for getting that bond up there. Timing is everything. So they want to be able to get that information and put it in place on their timing. Understandable.

So if all of that is really on the near term, why don't we similarly reflect in our documents that those should have a higher priority now? You can change them from here forward. But I think it's important because the way we -- all the paperwork that I see so far from our group, we've got dates that are like -- we're talking years and it's okay, but I'd like to I'd like to talk about year one, more importantly.

Okay. That's all I'm going to say for now. Thank you.

CHAIR GARMAN: Bernie, do you still have a comment?

HOENLE: Yeah. I think it goes back to Rachel's first comment. Funding. So without the funding, we're going to continue with a backlog. Now, if you're in business, a backlog is good. That means you got orders and you got customers that need something. But a backlog in roads isn't good.

So we have a backlog and it's not going to get better without additional funding. And you can go through a process. They've gone through three or four different iterations of ways to do it by zones, by whoever makes the most noise about their area. There's lots of different ways to approach it.

And the committee that was just referred to, we came out to hit all three different categories in a priority basis, and that can change. And obviously it has changed. But the biggest point is you get other unknowns that are happening, like the water system, the sewage system, the digging up roads because the utilities -- our utilities are deteriorating under the roads as well as the surface structure. So there's a lot to it and it's fairly complex.

The other thing is roads are really here for the community. And you talk about safety. So roads in themselves, it sounds like we're talking about pavement, but it ought to be intersections. It ought to be pathways, it ought to be for pedestrians and nonmotorized

vehicles. So the road network ought to be a way of people get around this town. So --

CHAIR GARMAN: So what I'm not hearing is any identifiable tasks to tell the Town to do over five to ten years, which is where we are today.

So I would ask, is PCI a good starting point? Is -- is that a reference point? I mean, in other words, a strategic plan would say, hey, Town of Fountain Hills, we want your PCI to be this. Town Council, you figure out how to get there. You want to -- you know, you want to raise a bond? Okay. Go raise a bond.

You want to not raise a bond, and you want to do it by zone, or you want to do this or that if you need more revenue. But our strategic plan thinks that the status of our roads should be this. This is the goal.

We can talk about how to get there, but we're not down in the weeds every day, you know, doing the work that the Town does. Do you know what I'm trying to say? We need to set an aspirational goal. This is my opinion. An aspirational goal for the Town that's -- that's doable. It can't be not doable at all.

But we're in the business of giving a goal for the Town to get to in one year, three years, five years, seven years, ten years. And we don't necessarily have to paint by the numbers and tell them exactly how to do it, because things happen over that time frame that we don't know.

So I know I keep looking over at you, but we need a cornerstone for -- for roads. It's a strategic thought. And I looked at PCI. It could be something. Maybe there's something else. I'm not I'm not sure, but -- Polly?

HOENLE: But maybe we should generically, maybe we should generically say that we should use AI in the evaluation of such key indicators as and then we put two PCI this, that and the other whatever, to use that information in the upcoming year for all the various reasons of budgeting, planning interaction with other plans and so on.

Yeah. I mean, if it's just something like that that gets us focused, I think we'd be better off.

CHAIR GARMAN: Before I turn it over to Polly, I do know that I think we already used, like, a things called a drone. Right? I was pretty sure when they were talking about --

about roads that we already fly over the company. The private company, maybe?

GOODWIN: We do have drone operators on staff, and we do -- do drone evaluations. For instance, a lot of our publicity about the Palomino repaving was done with drones and things like that.

CHAIR GARMAN: Yeah.

GOODWIN: But in terms of are you talking like, evaluating the conditions of the roads via visual? I mean, that's one element, but to kind of -- I guess kind of to Bernie's point and PCI, that's all, you know, that's done with core drilling and some other -- and other surface level type evaluations. But drone footage is something we have used, yes.

CHAIR GARMAN: Polly.

BONNETT: This might exist. I'm not sure. I guess I'm going to be asking that question. But Bernie mentioned, you know, the prioritization has changed on a variety of reasons or based on different reasons, whether it's the loudest voices or condition of the streets. Is there a prioritization plan in place for road replacement throughout Fountain Hills at the moment?

GOODWIN: I think that's kind of where Bernie was going. Is it -- it has changed and it has changed by elected body to elected body. So originally it was sort of a -- a zone concept, so that every seven years you would be back to the zone. Right? So that was sort of abandoned and gone to a worst first sort of concept where we're just kind of finding the worst of the worst and trying to address them.

And then it became more about doing the higher priority roads, i.e. volume based. And then again, it kind of became -- so it has shifted focus depending on the different leaders, the different available funds that we have. So it has been a little bit shifting sands in that way.

So we have not kind of stuck to one plan. And I think that's part of the problem, to answer the questions we've been having, is that we have not developed the perfect version of this. And so sometimes it feels like we're recreating the wheel a little bit every so often. Because we're not making the same -- the progress that we'd like to be making and a lot of that doesn't come down to what approach it is.

None of them are wrong, per se. It's just a matter of trying to address backlog, trying to hit a certain PCI number, trying to appease, you know, folks that have streets that are in, you know, pitiful, pitiful condition. So they're all -- are all kind of competing priorities there.

So the short answer is no, there is not one specific plan in place right now.

BONNETT: Okay. Thank you. And I guess the next part of my question is with those shifting priorities at times that makes it a challenge for town staff, I imagine, because then you have to shift resources to whatever that current priority is, if it's a -- an elected officials priority or just residents priority.

So what would -- what would be the easiest way forward for staff as far as execution of improving roads? Would it be something like a zoning plan that did not shift, or would that just create other problems?

GOODWIN: I'm probably not the best person to answer --

BONNETT: Okay.

GOODWIN: -- on the spot. Is the -- it truly -- and that's why I think pending this work session that is probably coming in August, may give more clarity on that and may break down a little bit more and help this group sort of have a more depth and background as to what has been done, what hasn't been done, what we're currently working on, what tools we have in place, and how we got here today.

And then hearing what the Council decides will help dictate potentially where we go for a plan like this.

BONNETT: Okay. Thank you.

YAZZETTA: I think for us too, as commissioners, it's important to consider that we're going to have an election this year. Two years from now, there's going to be another election. This upcoming five year plan is going to see multiple bodies sitting on this dais. So I think we need to zoom out and try to simplify things where it's just, hey, let's find out what a reasonable PCI score is to try and achieve by 2032.

The bond, that's going to be up to the voters if it even gets put on the ballot. So we can't factor that in. Because that's an unknown.

So you know, interesting, thoughtful discussion. But you know, we've got a lot of ground to cover, and we're still on priority one, strategy one, task one. So just my thoughts.

CHAIR GARMAN: Well, you know, it's -- you know, it's all good to sit around and talk. But once you put something on an -- ink on a piece of paper, then the argument starts, right? A discussion. Let's be polite about it. Discussion. So that's why we're here today.

HOENLE: The problem I see with using a PCI though, if you have a small neighborhood road or you got -- like a Saguaro, they're going to affect the PCI much greater than others.

CHAIR GARMAN: So what --

HOENLE: So when you try and average them out, it's --

CHAIR GARMAN: what would you recommend? I mean, I wrote down like, prioritization of road improvements. Are we talking main arteries? Are we talking neighborhoods? Or maybe there's another way to think about it.

HOENLE: Yeah. In the last -- the last report in the summary, we had it set out in the three main areas in a certain percentage in each. So --

CHAIR GARMAN: All right. So please write down notes. If you could give that to me when we're done. I was going to move on now. Okay. Thanks.

The next one I thought was an interesting one that we brought up was irrigation strategies, because it crosses with saving water, but also the look of the Town. So I still remember -- gosh, it's been so long ago, maybe a couple of years ago. I think one of -- who was it, though?

Weldy?

YAZZETTA: It was probably Justin Weldy, maybe --

CHAIR GARMAN: Justin. Yeah. Yeah. Was talking about, you know, how much -- how many miles of irrigation and things we have throughout the Town. So that was something that -- that we identified as a signature strategy that maybe is not talked about in the newspaper every single day, but something that we could improve the

Town over time in a strategic way.

So that's why irrigation strategy is on there. I thought there -- you know, I researched through -- through the through the United States, through the country to try to find some things to, to put in there.

So remember, this is just to stimulate, stimulate your thoughts. But what do you think about some of those tasks, as far as irrigation strategies? I know some of them -- the one over on Shay and Fountain Hills Boulevard. I think that little piece of property that you cleaned that up and changed that and added some special kind of irrigation as far as that goes, or less irrigation.

YAZZETTA: Yeah, yeah, yeah,

CHAIR GARMAN: So it's a way to save money as well.

YAZZETTA: For bullet point number three, reducing potable water consumption for irrigation by 20 percent. Isn't all of the Town's irrigation recycled gray water from the sanitary district?

CHAIR GARMAN: No.

GOODWIN: No. There are two parks that are not. One is 4 Peak's Park and one is the Avenue.

YAZZETTA: 4 Peak Park Avenue.

GOODWIN: Uh-huh. And so I guess the question I would have there is, you know, if we're going to reduce that irrigation by 20 percent, what are we doing to get there? So that would be one of the tasks because I don't see remodeling the avenue. Or are we pulling out turf? Are you recommending not overseeding? What where does that look like? I guess because that's a hard task to support from a staff level.

CHAIR GARMAN: What -- what percentage do you think of the irrigation around town is potable? Those two areas?

GOODWIN: Again, I -- I wouldn't know. I'd have to look at them. But I know they all have high turf, high use --

CHAIR GARMAN: Uh-huh.

GOODWIN: -- sport fields. So short of removing those, I don't know how you reduce

the water, I guess, because that's what it takes to maintain them.

YAZZETTA: So those two parks are using fresh water. Do you know if the infrastructure for the gray water is nearby? It is not.

GOODWIN: That's those were both modeled for potable, which is why they're both still on it.

YAZZETTA: Huh-uh. And is it unreasonable to take them off of potable water?

GOODWIN: I don't know what that infrastructure investment would look like.

YAZZETTA: Okay. Not so much for the infrastructure cost, but if they were modeled for fresh water, there's probably a reason that they were designed that way. Is it because of the uses?

GOODWIN: The -- remembering that 4 Peaks used to be part of the school. And so --

YAZZETTA: Yeah.

GOODWIN: -- most of that was part of the school district property. So we inherited it that way. And then the avenue -- again, the avenue was modeled -- it was redesigned. I imagine it was run that way originally because of just the high volume of users, i.e. whether it's pets, or people, or whatnot.

YAZZETTA: Got it. Yeah. The way I see this one is, based on the Town's needs to have -- need -- need to have, which are roads and the future lake liner. I don't think a Council work session is going to favor an irrigation project over those two things, so I don't know if this is worth adding to our upcoming strategic plan. My thoughts.

CHAIR GARMAN: You mean the potable water?

YAZZETTA: The potable water to gray water. Because if the infrastructure isn't already there and it's just a matter of running new irrigation lines in those parks, that is going to be very, very costly.

CHAIR GARMAN: Yeah. I mean, I'm -- I'm tracking along with you. I don't think it's a huge -- huge deal, but you can't finish something unless you start. If you're going to eat an elephant, you got to start one bite at a time.

So people always say, oh, it's a big deal. It's very expensive. But if you start and do it a little bit at a time, you can get there. But I don't know if that's -- that's a hill we want to

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die on for sure. You know what I mean?

YAZZETTA: Yeah.

CHAIR GARMAN: I kind of tend to agree. Plus, you mentioned the fountains. The fountains -- I mean, I walked down there a lot and all of those fountains in the water, and I would want that to be clean water. I know it's chlorinated and everything, but my dog jumps in there by accident all the time. So I can totally understand Avenue having to be clean water.

GOODWIN: For example -- you're exactly right, right? It's the usage that kind of dictates. It's why Four Peaks Park is the home to our Wacky Wet Wednesdays, and our Back to School Bashes and all of our water based programing, because it's the only one that has it and can support it.

Otherwise, those programing activities aren't available in any of our other parks.

YAZZETTA: And that is part of our award winning park system. Right?

CHAIR GARMAN: Yeah.

YAZZETTA: Okay.

CHAIR GARMAN: Any other comments from commissioners? What do you think about the -- the AI piece of that? Is that possible over time? Soil moisture sensor data, weather forecasts, all that kind of stuff can be programed in over time.

GOODWIN: I think all that's feasible.

CHAIR GARMAN: I think it's a feel good issue too. Just, you know, going through improving irrigation and -- and reducing water usage.

All right. No other comments on there. If you guys got comments, write them down please.

We're going to go on to the next one, which is also an interesting one that we came up with, which was multi use public-private partnerships, kind of P3 for short. Remember we talked about ways for these public private partnerships. We had a pretty robust conversations about these, I think, during our monthly meetings.

Any comments on any of those, stimulate any thoughts?

YAZZETTA: I feel like for the two active agreements, we would need to specify a target

for those, just so that we have something to aim for. What other -- are there any existing public-private partnerships in Fountain Hills, current or former?

GOODWIN: This one's a challenge for me to kind of -- because everything that we do -- we have a lot of partnerships, there's no doubt about that.

But the -- most of our partnerships are usually more from a public to -- from public to public or other IGA, i.e., you know, we have partnerships with the sanitary district. We have partnerships with the school district.

YAZZETTA: They're vendor relationships, right?

GOODWIN: Exactly. Or we have partnerships with the Elks Club or the disc golf club. You know, certainly this town does not operate without those partnerships. Let's be very, very clear on that.

I think the challenge is when it says we'll execute two active agreements. Well, that seems very sweeping to just say, well, we think you should go have these two -- in -- from what context? In what way are we trying -- what where are we trying to go with those partnerships? You know, whether it's dark skies, that's a public -- that would be a public to that would be a public to nonprofit. We have a relationship with them. But it's not a -- it's more of a lease agreement than anything.

So there's partnerships out there, no doubt. But I guess I'm digging a little deeper into what the goal or outcome of these -- established private sponsorship programming generating \$50,000 annually for public amenities.

Again, I think that that is not something that is a reasonable direction. Sponsorships are hard to come by. We do a lot of sponsorship for our events and things like that. So it feels like the directive doesn't necessarily align with the functional realities, I guess, in that concept.

So I'd like to understand more where we're trying to go with it so that maybe we can model the tasks in -- in line with that, I guess.

CHAIR GARMAN: Yeah. I mean, the two active agreements was to give you guys flexibility, to give the Town flexibility instead of saying -- I mean, we can be as prescriptive as possible, but that becomes onerous very quickly. We want to give you

freedom.

GOODWIN: That's not what's important, though.

CHAIR GARMAN: They don't understand public private partnerships?

HOENLE: Well, it's not targeted a specific area or specific function. So that's the challenge I was having with it also. Where can you find a profit sharing or something of that nature? It's really hard to work out between a government and a private entity, whether it's a 501 C3 or for profit. But we --

YAZZETTA: There needs to be a -- oh, sorry, Bernie, were you continuing?

HOENLE: No, I'm just going to say we have to have a targeted, functional area to go after with the Town and another party that would gain from it.

YAZZETTA: Yeah.

CHAIR GARMAN: Do you have ideas for that?

HOENLE: No, that's why I said it was --

CHAIR GARMAN: But this is -- this is the multi-use public private signature strategy. So what are some tasks underneath that strategy. We agreed on that strategy last year and we've been talking about it. We had a month or a month and a half talking about public-private partnerships.

I mean I can give you examples. But I got the feeling that you're going to say no to every one of them, so I can just write them down and you can give me your -- your notes. But I mean, this is pretty common as far as towns go. And it might be too small. We might have a smaller scale, but it's pretty commonly done.

HOENLE: Go for it. Let us know. What are you thinking?

CHAIR GARMAN: Well, I'm looking at folks who are -- I mean, if you if you don't like this, what do you recommend? Put forward your ideas. That's what the workshop is about.

YAZZETTA: In my experience, with a P3 there's some need that is filled. And it's a situation where everybody benefits by participating in it. The City of Los Angeles, the city would build parking structures. They would lease them to a company that manage that parking structure.

Now, I don't know if Fountain Hills is ready for a parking structure, though maybe we will need it in the future. But it's -- the city built it, and then they lease it to somebody that, you know, staffs it, charges whatever hourly rate they charge, and they, you know, would do other types of maintenance there.

I feel like we would need to have a specific. And I guess when we reverse a year prior when we were talking about this, there's all these different brainstorming ideas. But I think in the discussion we're finding some obstacles, like what is it that the Town needs? And who in the Town of Fountain Hills on the business side could provide that specific service?

So a good goal to have, but I think we need to have the need first to figure out what it is. So --

CHAIR GARMAN: And that's always the difficulty I have with these, is we don't know what the Town's going to need in five years or ten years. We want to give them a goal and the flexibility and it might not go the direction we wanted.

I -- one example of this is -- I mean, it's easy when I get specific to -- to -- to, you know, criticize it, but you want to build something.

You have the opposite of what you talked about, where you have a private company come in and do the development. So that the Town doesn't have to, like, do a bond, or a tax increase to pay for something.

Private company comes in and then they rent it or lease to own it back to the -- to the -- to the Town over the next twenty years. So they build a -- performing arts and the private company develops that, and then they lease it to own back to the Town. And after twenty years, the Town owns a performing arts center.

I mean, that's a big scale, but there's also you can do smaller scales like that as well. I mean, those -- those type of things are done, maybe not in Fountain Hills, but they're -- but they're done.

GOODWIN: It's not to say that. It's not to say that it's a bad idea or that it's not done it, but it feels like we're putting it on there and saying, here's staff, go do this because you need something else to do.

And fortunately, I would argue that it -- staff probably has great ideas when it comes to how we can do this, or what the goal is. If the goal is a performing arts center, let's just assume that that's a good example and say, yeah, that's -- that's the goal. How do we get there? Then we can talk -- work backwards from that and look at what those options are.

But frankly, I -- the takeaway from this is simply that it is a goal without a connection to what we're trying -- where we're trying to go. So if we can identify a few more of those bigger picture, okay, what are we trying -- are we trying to bring in a performing arts center? Are we trying to bring in a, you know, an event again, or some other type of education outlet, or something of that nature? What is that? And then we can work towards that.

But having staff work towards something simply for the sake of saying, well, it's on the plan, I have to do it. It doesn't -- it needs to also align with what the staff goals, are with the -- with the Council directives are those types of things. And that's -- that's where I'm trying to make sure that we're in alignment with all of those different elements. Does that make sense?

YAZZETTA: I think we need to spend some more time thinking about this individually and revisit it, because I don't think we should get stuck on this one right now.

CHAIR GARMAN: Well, yeah, we're not stuck on it. I -- it's easy -- and this is the way these usually go. This is why I wanted to, like, sit here in chairs and just and just talk. But it's the way strategic planning goes across the board, forever.

You can get things done in the macro. When you get on the micro, it becomes difficult. So we need to set strategic goals. I know we had talked about, as an example before we move on, Geoff, I know it's a slow process.

If you remember a -- our earlier plan, we wanted to have a -- or a mobility plan around town, connecting parks, connecting sidewalks. But we didn't say, hey, build a sidewalk in front of, I don't know, Boshes or somewhere. We said, look at the Town and see where you can connect different areas. And then the Town went out and found money and grants and other ways, and then devised a plan to build more sidewalks to connect

the Town better so that people could walk, or ride a bike, or whatever.

And we didn't have to specify exactly where or how to do that. We just said that's a goal that the Town wanted. So I kind of used those way of thinking as we go ahead. Just think -- as we go ahead, think of goals we need to get to. Anyways, I'll stop talking about it, but --

HOENLE: Except part of that was a total active transportation plan. They had all that stuff spelled out.

CHAIR GARMAN: Right. All right. Infrastructure a tough one. Finances is next. You know, finance is always kind of difficult for -- for me. I'm not an expert on it. So we did have some conversations on -- on -- on finances. And one of them we -- we fleshed out was specifically to use a little more AI when it comes to town finances.

So I put together a few kind of tasks for you to look at. But overall, I mean, I know this is probably none of our expertise, but thoughts on ways that AI can help support the Town going forward as far as finances go? And does anything I put there stimulate any ideas?

HOENLE: Well, I just pointed to the one related to the roads as taking that and adding this element into it to, you know, create a different model, a different approach that on the one hand, takes all that data and we have all the priorities, and what you're going to fix, and all that, and the attendant projected cost.

But then you put it through something like this that'll help you then figure out how to best, then go to the next step, the implementation, the work, et cetera, and then that's on a schedule where it's kind of maintained from there forward also. Really, you could plug this into almost anything you do, but take your pick. I picked roads.

CHAIR GARMAN: Yep. Oh, I'm on the wrong page.

YAZZETTA: For the -- the overall AI policy, is there anything that MAG or maybe a state level group has that kind of guides local cities and towns on how to implement artificial intelligence?

GOODWIN: That's probably a great question for Mike. I know he's part of an AI statewide group, and it is -- a, I think we all know it's moving fast and it's evolving rapidly, faster than most of us can sort of stay on top of it. So I think that that's a great

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question.

I -- I have to imagine that there is and that it is a continual learning process. Mike Ciccorone is probably a great resource to ask what that might look like and what -- what is already out there.

YAZZETTA: Thank you.

GOODWIN: Yes.

CHAIR GARMAN: We already have a chatbot kind of launched, right?

GOODWIN: We do. Her name is Misty.

CHAIR GARMAN: Misty. Yeah. Have we kept track of how people are using it?

GOODWIN: Yeah. Yeah. She's pretty well used, actually. She -- I forget now. Pelton told us. Mike Pelton is sort of the keeper of that project. And I can't remember. I want to say he -- we have more -- more than 100 users or more than 100 questions a month on it. In the most popular of no surprise is what time does fountain operate? Why is the fountain not on?

And typically event based questions. What time are the fireworks? What time is the egg hunt? What time is, you know, the parade, whatever that might be. Those are the primary. But there's a -- there is a very good log of what people are asking and helping them get to the answers they're looking for.

CHAIR GARMAN: What -- what is that tied to a -- to a company --

GOODWIN: Uh-huh.

CHAIR GARMAN: An AI company? Which one? Like is it a small one or is it one of the big ones?

GOODWIN: No, it's a bigger one. I mean, they modeled this after other communities that had launched it so that we were able to sort of take advantage of their lessons learned and whatnot. I want to say it's City Bot, but I can't -- I wouldn't swear to that.

CHAIR GARMAN: So there's potential to, to tie that in to other areas, right? You know, I want to start a business in Fountain Hills. Where would be the best place? Well, what's your business? Well, we have an area over here. Have you looked at this underused parcel? You know, things like that too.

Anything else on finance? You're writing it down. Thank you for that. Thank you for that.

Okay. We already have some type of rolling forecasting tool, I think, don't we? Don't we? I put in there, you know, five year rolling plan. But that's just because this is a five year plan. But I think we have a rolling forecast already for the Town, right? Annual five years. Ten years, something like that.

GOODWIN: Yeah.

CHAIR GARMAN: Yeah. All right. All right. Alternate funding, alternate funding support. Another interesting signature strategy of ours.

I'm on page six for everybody as well. Let me scroll down. So this one, you can be inventive. I don't know if you all had some thoughts. I wrote some stuff down. But I'd be interested to hear if there's any ideas on alternate funding for the Town. That tends to be, you know, besides taxes or bonds, but anything that's inventive, I think is worth -- worth talking about.

YAZZETTA: The main obstacle to hiring a grant writer is the budget, right? Okay. Is that something that would be worth including to guide current future Council towards carving out some funding in the budget for a position like that?

GOODWIN: If you recall, and I think it may be even in our current strategic plan to evaluate a grant role. Frankly, the -- the challenge in that that we have seen, at least from our perspective as a staff, is that the -- the -- the need for the grant administrator is not on the written side. It's not on the actual application portion. It's on the back side.

It's on after a grant is received and the administration of the, you know, reporting, and all of the documentation, and the tracking. It's really not on that front end. The industry experts for each area tend to know and are -- tend to be more familiar with their grants.

For instance, Fire and Finance just put in a huge grant that's funded through FEMA to fund an element. I go -- they know their needs and their details better. Grant administrator, unfortunately, is probably not going to be able to put together a financial

package. They're going to need Finance to answer the questions. They're going to need Fire to talk about what type of resources are needed or what our deficiencies are.

So they're -- they're sort of -- the role would be to package everything. But unfortunately it doesn't it doesn't allow other staff to -- to be disengaged from it. It doesn't take the place of finance or the in this case, the fire experts. So the need is really on that back end of when we -- if we get those types of grants.

YAZZETTA: And on the back end, you're talking the implementation, reporting, compliance --

GOODWIN: Uh-huh.

YAZZETTA: -- all those things?

GOODWIN: Yep.

YAZZETTA: That sounds like it might be more than one position, depending on what it is. And didn't this happen with the Discovery Center last year, where there was the, you know, idea of applying for a grant, but then there was a lot of kind of baggage, I guess, that came with that on the back end?

GOODWIN: It is a challenge. It is a challenge. You know, it's -- I call it grants are not free -- or like free puppies. You know, you get the puppy and it's cute and it's fun, but it comes with a whole other set of work that is not always recognized on the front end. We get excited. It's, you know, it's the cleanup and the training and all the other things that come along with it.

HOENLE: Maybe it makes sense in this to consider more the -- the rental aspects. Instead of hiring right up front for this, maybe using consultants and other, you know, types like that to steer you through, kind of like we're doing taking that first big step with respect to the -- the liner and coming up with not -- not, you know, the fix it A to Z. But tell us how to go through the steps to get to the next level and going. Does it make sense to maybe consider that a little bit more? Adding someone that can be our guide, if you will, to move us closer, you know. Because I think most people are automatically to say, gee, look at this. What's the big problem here, Rachael, just go out and hire somebody and plug them in.

And with or without someone saying, well, wait a minute, now, there's a lot more than just that, you know, it's -- it's so easy to -- to come to that conclusion.

YAZZETTA: I can't speak for future Councils, but I know consultants have come under scrutiny.

HOENLE: Oh. Then you better put this one on the back burner.

CHAIR GARMAN: I mean, usually that -- that person, a dedicated administrator, would -- if you see, you know, something, a program like AI or something else that can look across prospective grants that might fit what we're looking for in our town, then that person would be a filter or an entry point to funnel it out to the different areas that might be receptive, or might be looking to that type of grant.

We've been talking about that for a long time. This is at least six -- six or so years we've been talking about a grant writer. Do you think it's still a need? Because this came up five years ago when we wrote the plan.

GOODWIN: You know, I think to your point, where you -- where you were kind of going is I think we have, what with the new AI tools that are continuing, this may be a great area for us to implement more of that versus an actual body in that world.

CHAIR GARMAN: Yeah.

GOODWIN: And again, a lot of grants -- are the lift isn't on the beginning, it's on the finish. And it's if we get them. And if we do get them, maybe to Joe's point, you know, if we find that we get -- if we -- if we were to ever get that -- the -- the big grant we were talking about with the dark skies, then we talk about, you know, does it make sense to have some sort of administrator, whether it's outsourced or whether it's time to bring someone on in a temporary capacity for the duration or something of that nature.

But I think that that could be potentially broached as the need arises. But in terms of actually filtering and looking for opportunities, you know, perhaps that's an opportunity for AI to help -- help generate that or do those searches and those crawls. Because it's a -- it's a pretty intensive process that I feel like that could help support.

HOENLE: And then there's the opportunity where you get the grant and then it's not executed.

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CHAIR GARMAN: Yeah. And it's my perception though that -- that the Town does -- does a good job at this. We just want to try to support it and help them. That's all. Okay. Any other comments? Alternate funding. That was less energetic than I thought. I thought we were going to have all kinds of -- by the way, I hate to go backwards, but did you see the Fountain Hills Community Foundation? Were you ever had conversations with them? They collect money and do good deeds.

GOODWIN: I'm familiar with them. I -- Patrick, I have to tell you, I feel bad because I keep -- I know you feel like we're poo pooing on everything that was done. I would think we need to talk about offline, because that's not something the Town can just pick an agency and say, we're going to give you money and -- and work together. We have so many philanthropic groups in this town, so that would be a challenge.

CHAIR GARMAN: Yeah, I think we're reading it differently. I don't think that's the intent.

GOODWIN: Okay. Well, then -- then perhaps we can have some further conversation on where that's looking to go.

CHAIR GARMAN: I think we've done some of these. You know, I'm kind of clumsy and I phrase it sometimes, but sometimes I think we're doing some of these. I mean, some of the shade that you put on Avenue of the fountains, and some of that's funded by private funds, right? Whether it's whether it's a single person or even an organization.

GOODWIN: Not recently, but I mean, there have been in the past, typically when we have funds donated.

CHAIR GARMAN: The Veterans Plaza over around the fountain. I mean, is that all town funded? I thought that that was --

GOODWIN: That was a -- you know, that was a multifaceted element. But the Town actually gives money to the -- to that group the other way around. We -- we give money.

CHAIR GARMAN: Yeah.

GOODWIN: So --

CHAIR GARMAN: Okay.

GOODWIN: Perhaps. Yeah, we can if I can get a better idea where you're going with that, maybe we can wordsmith that a little bit or.

CHAIR GARMAN: Yeah. I would appreciate that.

GOODWIN: Sure.

HOENLE: And I will join that conversation. I'm on the Board, so --

CHAIR GARMAN: The Board of the -- yeah. Yep.

All right? Now I'm actually -- am going to move on. This one is not the sexiest topic.

Budget planning strategies. This is always something where I just put some things down and then ask the Town what they think.

I had a whole bunch of these last go around, and they all got -- most of them got shot down as far as budget planning goes, because I'm not an accountant and I know how to do a lot of this stuff, so I don't know if anything in there struck a chord or if you guys have any other ideas for the way we do -- the Town does budgeting.

Do we do performance based budgeting at all?

GOODWIN: We have not taken that with the (indiscernible) .

CHAIR GARMAN: Do we have a certain amount of income that we put away into a reserve fund? I think I heard that before.

GOODWIN: We do. Sorry. Angela, is going to yell at me for not turning on my microphone.

We do. We do have a reserve policy. It has not always been adhered to -- and it has been adjusted from time to time by the Council because it is set by the Council. So staff have been advocating pretty heavily, particularly in the last, I'd say, the last two to three years, to more actively fund that, because that is where a lot of our deficiencies are, taking care of what we have. So it's not as -- it's not funded as fully as it should be. So we're working on making more aggressive support there.

REYES: Question.

GOODWIN: Yes.

REYES: Does that all of that what you just said include or reference to the lake liner? Monies that were there and then weren't and shifted. And then finally, it's okay, let's

put more money in. Or --

GOODWIN: So it does include the -- so I'm going to I'm going to back up just a second.

And so in -- I think it was 2016, the Town did a town-wide facility maintenance evaluation and said basically every year the Council needs to be putting away a million bucks a year to take care of what we have. And that didn't happen.

And then when they did start to put stuff away, it was about half that -- was about 500,000 a year. And so that was really supposed to be dedicated for all needs, not just the lake liner.

Then as we kind of came up on the lake liner's warranty year, you know, that was around 20 -- 2018, 2019.

Everybody kind of said, oh, we -- we need to -- we need to be more aggressive about saving for that particular project. And so they have been. So they have been earmarking more funds specific to that project. But that doesn't negate all the other maintenance that needs to be happening in all of the other areas that we are not as adequately funding as maybe we should be.

And so staff have been really trying to advance those measures, and anticipate those, and really advocate for that -- making up the difference there. Does that answer your question, Joe?

REYES: Yes, it actually does.

GOODWIN: Okay. Great.

REYES: That being the case, I don't know what to put in here, but I think we ought to say something that more is needed to similarly fund the other town activities and things.

CHAIR GARMAN: So you like that task -- task two?

REYES: Put a marker in there and we'll put something in.

CHAIR GARMAN: Yeah, something like that.

Just to put it on the record, five years ago, I put in every other year budgeting you know, do the budget every other year instead of every year. And that -- that was shot down pretty early by the Mayor at that time. So --

There are things that you can put in there that are kind of outside the box thinking, but I don't know. They're tough to get through all the time. People come in from a new election, and then they're going to spend the first few months dealing with the budget. Right? I think, you know? And they've never had experience with that. Some of them have never had experience with that before.

So anyways, not that I was going to put that in again. I was just saying that there are things that we can put under here -- put in here that are a little different, maybe move the Town in a different direction. But I look forward to seeing what you guys are writing down.

Geoff, by the way, I think this was scheduled for like an hour and a half, so I know we're past the top of the hour.

YAZZETTA: Ten after.

CHAIR GARMAN: If you guys are okay, 20 more minutes. All right? Okay.

So I'm going to move on to economic development, which is a -- pillar three. And we've done -- the Town has done a lot of work with the downtown planning, but that was one of the items that we identified as a signature strategy.

So I put some numbers in here. Be interested in what you guys think. This is always a tougher one, but one that's always included in all of our strategic plans.

Y'all good with ten new downtown businesses within the next five years? I'm sure Rachael is.

GOODWIN: I'd love ten new businesses downtown. I think it sounds great.

REYES: That only works if we don't lose 20. Got to stay on the plus side.

CHAIR GARMAN: Now we have a downtown overlay already, right? I mean, we -- we were briefed on that -- on that. So --

Do you think we can record, you know -- I put in here an AI one that that looks at kind of where people spend money, where people move around downtown, and what -- what businesses -- what business mix we have to kind of have a target list, so that we know what kind of businesses do well in Fountain Hills and which businesses don't do as well in Fountain Hills.

That's kind of what I was getting at for that. Do we ever have something like that in the -- in the economic side for the Town? Do we kind of have an idea of what works and what doesn't work?

GOODWIN: Sure, we --

CHAIR GARMAN: We do?

GOODWIN: You know, with the overlay, it is -- it does identify the targeted businesses that are intended for the downtown.

And obviously, Amanda and her staff of one work towards identifying those, knowing that we of course, only have so much influence over private property and private development, but actively going and saying, yes, we'd love to see, you know, a new restaurant or a new, you know, retail space or whatnot.

So I know she employs a number of tools because we are such a small staff. She uses all the resources she can get her hands on to help with that, AI included.

YAZZETTA: Does she have access to CoStar or any of the other, like, commercial -- okay. That's where all that data lives.

GOODWIN: Yes. No. She has costar and one other one. I can't remember what it is, but that is where she pulls a lot of our occupancy rates. A lot of those types of different --

YAZZETTA: Proxy or something like that.

GOODWIN: Could be.

YAZZETTA: There's a few of them.

GOODWIN: But yeah, you'd have to ask her. I know costar is one. I know her frustration is often sometimes that, particularly when it comes to vacant properties they're not always listed because they're not always actively marketing them.

YAZZETTA: Yeah Fiona hasn't listed it as vacant. It's kind of a phantom vacancy.

GOODWIN: Exactly.

YAZZETTA: Because it exists, but it is not reported anywhere.

GOODWIN: Exactly. So I know she has had some trouble with, you know, that type of accuracy, especially locally.

YAZZETTA: Sure.

CHAIR GARMAN: Any other comments about economic development or at least downtown planning?

I can continue to work on that a little bit. I know we have the overlay, so we do have a wealth of information on it.

HOENLE: And Amanda has put an economic development plan together, and I know she's been meeting with the chamber on a regular basis. So she's got some goals in mind.

The big thing is to try and target -- what do we want? We want to look at businesses for tourists or for the residents? Because we don't have enough residents to maintain a lot of the businesses. So if you're looking for the tourists coming through here, we have a lot of day events. We need something that keeps them at least overnight or longer, so they can at least see the place enough where they might want to live here, or at least spend more money.

So -- so those are a couple of things that we had talked about in the past. What sort of an event is going on, like at McDowell mountain Park, where they come in for a big event and they camp out up there. But then if we knew about it, we might offer something that would be compatible with what they're doing and bring them down into town.

So just lots of other activities that happen around close to the Town that we don't take advantage of to try and draw in tourists, whether it's going to be a permanent standing business or another ice cream store, and this latest one on wheels, so --

YAZZETTA: Moves around.

CHAIR GARMAN: If you look on the next page Bernie, the next one, the signature strategy is outdoor activities and tourism. I think that fits into there as well.

So I'm going to jump in so I get a chance to cover this while you guys are reading through.

Remember I brought up the wash -- I guess what I -- wash corridor, we talked about that and went back and did the -- did the research and -- got the -- the initiative that was

actually passed by Fountain Hills. So read through it and saw what we can do with our washes and what we can't do without a vote, and kind of devised, kind of a side plan for this -- or is it -- yeah, for this one, for outdoor activities and tourism that kind of goes together with safety as well.

What we what did I call it? At now then ask voters. That's the short. So the act now is fire safety. So you can go through the Town, can go through some of the washes and remove some of the fuel that might that might be there as far as wildfire safety. So that's -- that's allowable under the initiative in Fountain Hills. Now, if we wanted to go further than that and look for ways to connect public spaces, connect parks, connect trails using a wash -- another, you know, one or two washes or a wash or something like that, like they've done in other towns really close to us, right down the road in Scottsdale.

Something like that, where that would probably require some type of vote, like the Council would have to ask and put it on a vote that we could -- what do I want to call it? Condition a -- a green space through a wash.

So it's like a two pronged thing. The first, though, is we can maybe start, like I said, eating an elephant. Start with a plan to identify washes that would benefit from reducing some of the -- the -- the fuel, the fire, the bushes, and trees, and stuff that has grown up in his washes in the name of safety and fire safety. So I think that's something that we can do as part of this strategic plan.

The second part is whether we want to have any type of green space in there that people can walk through, or ride a bike through, or something. That then I think would require some type of vote with the with the Town.

YAZZETTA: The Town's already doing wash maintenance as it relates to fire safety.

Right. I know there's the voter initiative that you shared with us last month that prevents the Town from putting in, like, walking trails, things of that nature. Are there any trails that may not fall under that provision that aren't adjacent to, say, residences where maybe like a pilot project? Like here's an example of what this could look like -- would potentially exist or could potentially exist?

GOODWIN: I think that's a good way -- a good question to explore. I can't answer that right now, but it may be a great topic to maybe broach with the Community Services Commission to see.

Because ultimately, this or the ordinance that we're talking about applies to town washes. So is there something that is not a wash or is not town owned that may be more susceptible or more open to that type of a pilot program?

CHAIR GARMAN: Thanks, Geoff. That's great pilot -- pilot program. But -- but to be clear, something like this -- I mean, first I started thinking about it as safety. Fire safety is always something that we should be looking at. So that's -- that's why I came. And I thought, well, if you're going through and removing stuff, maybe it's an opportunity to -- to connect some of our public spaces, which has been our goal in the in even in the previous strategic plan.

So I think there's things we can do now for safety, and then there's things that we could maybe create some type of pilot program to ask voters about in the future. Is anybody, like, violently opposed to that? You know, it is something strategic. Joe?

REYES: I seem to recall -- and we have so many plans. I remember seeing this real nice one, and it dealt with the -- the bicycles and pedestrians, I think it was. And it identified a lot of really nice maps.

I remember about all the trails and it showed -- you got a real sense for where there were opportunities for interconnection and so on.

And in fact, a lot of photos, as I recall. And -- and projects that they put in place to enhance safety. Not to mention that it wasn't so much fire safety, more traffic conflict. But I think that needs to be updated. Or maybe you have some -- look at that again, because I'm going to go back and look at that, because I'm telling you, I think that in conjunction with where you want to go might be a good pick up point from here to go further.

I'll make a note because there was something that -- I don't remember what it was, but when I went through that, I said, hey, this is kind of close to what -- what you were talking about in our last meeting. All right. That's another good one. I'll put that one.

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Do you remember what it's called?

CHAIR GARMAN: The --

GOODWIN: I think it's the active transportation plan.

HOENLE: Active? Yeah. Active. That was it.

REYES: Yeah, it was done by contract. Yeah.

CHAIR GARMAN: If you look at page 13 on fire safety and trail development, we kind of --

HOENLE: Thanks.

CHAIR GARMAN: -- revisit the issue there. It ties together. One of them was developed and adopted town wide trail master plan. We might already have that in phase capital improvement schedule. So --

I mean, the goal has always been slowly to try to connect these public areas, you know, so they get from one -- from one park to another 4 Peaks to -- to -- to -- to the Fountain Park. And you know what I mean?

Adero all the way down to the fountain. You know, at some point it's easier said than done, I know, but it could be a long term goal.

What about the -- all the -- did you see where I put in upgrade three priority trailheads over the length of the plan? Our trailheads are pretty good shape. I don't know, I wanted to put something that was measurable, doable.

GOODWIN: I would encourage maybe talking to Kevin Snipes to see if that, you know, what types of improvements. For instance, would they have -- each of them has water, and signage, and shade right now. So is there a need for that, or is there something else that would be beneficial to those trailheads since they are very active --

CHAIR GARMAN: Yeah.

GOODWIN: -- during hiking season?

CHAIR GARMAN: Yeah.

And then, Bernie, I don't know if you saw on page nine where we're at now the -- the AI one? I think that ties together a little bit what you were talking about as far as events that might be surrounding Fountain Hills. To try to tie that together with -- I put hotel

occupancy, social media, things like that, to kind of look at not just what's going in in Fountain Hills, but looking around Fountain Hills as well. To see if we could synchronize, you know, event programing.

HOENLE: Okay. That was going to get back to my general comment as we come up to the end of time here, is that we've got AI sprinkled out on all of these places. I think what we need is a -- create a development group, or commission, or something. How to approach AI in total for all these different things?

Because what's it going to ride on? You got different contracts. You got training for people. It's -- it's a whole environment. And just to say AI can do this doesn't answer a whole bunch. It just creates more questions. How are you going to do it? What are you going to use to do it? It doesn't come free. So --

YAZZETTA: That's why I was asking earlier if MAG or some state level organization has guidance for local cities and towns for how best to implement these things, maybe it's a local working group, or there's kind of like a boilerplate that people build off of, but something to explore with you guys.

GOODWIN: Yeah. We're happy -- we're happy to.

CHAIR GARMAN: So we're still on outdoor activities and tourism. I don't know if anybody had any further comments on that one? Nope. Okay.

We got a few minutes left. One that we've talked about that we put in as a signature strategy was the Shay Road corridor. A lot of activity going on in that now with expanding the -- the -- the road there. Sprouts coming in.

So there's always a lot of things going on in that corridor. I don't know if you guys had any thoughts, any tasks that you wanted to put in that -- you can see what I put in there. Just some general -- general tasks to stimulate your guys' thoughts. Anything else you guys were thinking as far as this corridor?

YAZZETTA: As far as the signage goes, I mean, I know we're still installing some of those directional signs throughout the Town. I know that's -- you know, does take a while to get all those put in the ground, but I think all of them on Shay have been installed.

Right? Okay.

BONNETT: I'm curious, as part of the market analysis, is there a marketing plan for this corridor and outside of Fountain Hills? So reaching out to Scottsdale residents or Mesa that might drive to use the Target, if they're in North Mesa or on the border of Fountain Hills, is there any sort of marketing plan that exists outside of Fountain Hills?

GOODWIN: I don't think that it's tied specific to this -- the Shea corridor, I mean, there's plenty of marketing outside of Fountain Hills.

BONNETT: Uh-huh.

GOODWIN: But I think as this has been under redevelopment there's a lot of -- there's -- there's clearly quite a lot of vacancy still. The Sprouts are still underway. So I would like to think that as, as that becomes more active and more of a retail commercial outlet, --

BONNETT: Uh-huh.

GOODWIN: -- that that may be a better that that may be time to tackle something like that.

BONNETT: Okay. Okay. Thank you.

CHAIR GARMAN: Do we have a specific Shea plan? Like we have a downtown overlay? I thought there was a Shea --

HOENLE: Not other than talking to the developer.

GOODWIN: Yeah, there's not a master plan. That's -- that is laid out for Shea or south of Shea there.

HOENLE: Again, got to give the people a reason to stop. We're at the end of the road. We're at the T-intersection and going right or left, going down to Gilbert, or going up to Payson, or the casino.

The other thing is, as far as giving them a reason to stop, a supercharger would really be good in that area, because that's the only stop this side of Scottsdale Boulevard. And people, if they're going up 87, they don't have a place to plug in.

So anyways, that's -- I don't want to get off topic here too much, but yeah, the whole shopping center area and commercializing, if you look at that McDonald's, they're always busy, and so are the gas stations there. They're pretty busy.

So people stop, but they're stopping quickly and moving on. So the whole idea is to try

and get them to stay longer wherever they're at. Loiter time, spending time, those two things go together.

CHAIR GARMAN: Do you have an idea of something we could look at to keep them here>

HOENLE: Yeah. Put in a go cart track, put in some miniature golf, put it -- you know. Yeah.

CHAIR GARMAN: Write that down.

HOENLE: House of pies at night. You can't go out and get a coffee and pie after 8 o'clock. I mean, jeez.

YAZZETTA: Preach.

CHAIR GARMAN: This is the -- this is my -- I don't know when you say supercharging station, does that necessarily mean a Tesla charging station or is it a generic charging station? Because, I've seen those.

HOENLE: No, they've really broken out to lots of different companies will do them. And it they usually set up an amenities build up around them.

CHAIR GARMAN: Yeah.

HOENLE: Because it's a reason for people to stop.

YAZZETTA: The Tesla Supercharger network is the most established because they've been at it for the longest. But there's the local like ChargePoint, which is right out here where my car is currently plugged in. That's a slower charger, but that's usually around businesses.

But the supercharger networks, they tend to be in commercial areas where people will stop, plug the car in. Maybe they grab a bite or do a little bit of shopping while they're proceeding to their destination.

But yeah, the nearest charger is 101 in Shea in Scottsdale, and then I can't remember where it is down in -- it might even down in Chandler. I don't know if there's one in Mesa. And then your next stop is Payson. So having one here, possibly at the Sprouts, you know, parking lot would be a great improvement.

GOODWIN: If you've ever stopped at Gila Bend on your way to or from San Diego, that

will tell you what a supercharger can -- station can do for a community. It is -- I was shocked. I mean, Gila Bend is a blink of a community.

YAZZETTA: Yeah.

GOODWIN: 10 o'clock at night on a Monday night, there were cars everywhere because they were charging and looking for coffee and pie, I guess.

YAZZETTA: For go karts.

CHAIR GARMAN: Okay. That's a good one.

Yeah, I was up in Prescott. I was shopping, and you go out and there's a there was one in Prescott as well. Yeah.

We have two minutes. We have two minutes to go through one more. Then we'll just leave the number four later. But diversification of business recruitment. I thought this was a good one.

If you read through those a little bit -- did you see the second one I put on there? I'm sure the Mayor and the Council would love that one. Or. I'm sorry. Rachael. The business retention program go out and visit. I don't know if you already do these type of visits, but identify the businesses that are important to Fountain Hills and -- and visit them or communicate with them.

GOODWIN: Yeah. Yeah, yeah.

CHAIR GARMAN: What did you think about the -- the AI one I have on there as far as the -- that AI can go out and look at national businesses, for companies that, you know, we put in what we think we're looking for as far as Fountain Hills go, what we think we want to attract to our town. And then, you know, AI can go out and look for those and bring those back.

I know there's -- you know, you hear about companies that are moving from one state to another versus, you know, this law was passed, so I'm going to move there or this law was passed. So I'm going to move away from there. And you know, trying to identify opportunities to say, hey, have you thought about Fountain Hills when you're, when you're moving?

That type of thing is what I was trying to get to in that specific AI, task.

HOENLE: Well, that can be good for a search, but then it's got to be followed up with what's going to make them move here. You got incentives, you got tax breaks, you got zoning changes, you got procedures that might have speed bumps in them setting up, doing something quickly. You have housing for their employees.

I mean, there's a whole environment that comes with that. So yeah, you can probably identify some businesses, but then you got to look at how they're going to be supported. So people and funds.

CHAIR GARMAN: Any ideas on diversification? The businesses. I was very close, and I still might revisit this, which I'm sure you all say no to, at least -- open parcels and a goal to have some type of manufacturing, because people, you know, our jobs -- they come in. The people -- I mean, a small -- I know the only manufacturing parcels behind over on Shay, behind target or wherever that is.

But you know, making something is always a good footprint. I went back and forth on whether to put that in or not. I know we don't have a lot of manufacturing space, but what do you all think about different types of business and Fountain Hills? It all can't be restaurants.

Or do we want different types of restaurants in Fountain Hills, or do we want them to stay in Scottsdale and Mesa and we just come back here to sleep at night?

Deafening silence. So what's -- so what's going to happen is I'll go through this. I'll work with you all. I'll put tasks in. You guys throw darts at them until we get to something that everybody can live with. But I do want to read all of your comments. Did you have something to say, Polly?

BONNETT: As far as diversification, I think yes, definitely. To the point of restaurants, it has to be what people would travel for. So if it's not Mesa or Scottsdale, we have some really great restaurants. But what is going to bring people here?

It might be a Waffle House, maybe. We -- I've seen, as far as the World Cup, everyone loves -- yeah, everyone loves Waffle House.

YAZZETTA: Charger station in the Waffle House. Is that what we're --

BONNETT: I think that's what we're going to do, is petition for that.

No, but honestly, it would be -- you know, the part of the challenge is, yes, we want a diversification of businesses, but people leave during the summer too. So how do we get those tourists that are coming in and we want to reach residents. We want to draw people from Mesa, from Scottsdale. It's the unique businesses, those that are going to cause people to travel.

GOODWIN: I've said that over the last year. (Indiscernible) .

CHAIR GARMAN: That's -- yeah. Riding by the Marshalls there, and Shea, and the 101, they had the big indoor pickleball. They're opening up. So Prescott had indoor pickleball. Anyways, it's all over.

Okay. So please, hopefully you guys are ready down comments. I think I don't need to like, have -- have a gavel like and ask for everybody's permission to close off the worksheet workshop. But we made it through I think page -- page 11, right?

We can pick up and cover strategic, you know, priority four and five when we get back in August. But I did want to focus you guys and you guys help focus me. I mean, I know I'm partial -- part -- part secretary.

As far as -- you know, I want the plan to represent us. So you can't just say, hey, we should think about this or think about that. You need to say our goal should be this, or we need to do this. We're at the place now where it's a tangible, measurable task that we want to institute.

So we're going to have a plan and I'm going to put together a plan. So I want your guys' tangible input, even if it's just I throw stuff up on the wall as far as tasks go and see what sticks. So think about that. I mean, you have this over July. This was just rough. I can come back in August, tailoring it to what we talked about today and we can and go at it again.

But at some point over the next few months, we need to have a draft that we can take to the Mayor and the Council and start socializing.

HOENLE: I'd like to ask one question to Rachael, and if you could get us some feedback on where you think we should go on measurement, because that's been on and off over the years as far as can something be done with percentages, discrete numbers, things

like that, to goal setting and objectives?

GOODWIN: When you say measurement, just to clarify, do you mean in terms of progress made on the goals so that we can say this is 70 percent done, 20 percent done, whatever that is? Yeah, we can certainly look into that.

One question I had, and whether it's for Patrick or the rest of the group, is at what point are you planning to bring this through for staff review?

CHAIR GARMAN: Yeah, I know we talked about this the last couple times. When you say staff, you mean the Town staff now, right?

GOODWIN: Correct.

CHAIR GARMAN: So we need to talk about that because we didn't really do that last time. Grady was the -- kind of the reviewer, so I'm happy to do that. I'm not saying no, I'm saying -- what the time frame was is elections. And we come back in August, and then we can devise a plan with who's the Mayor, who's going to be in the Council and start moving forward with that.

So I definitely would love to identify a time.

GOODWIN: Uh-huh.

CHAIR GARMAN: Remember, the goal is to try to get this -- it's going to be council's plan to get Council to vote yes on this sometime in '27, right? So I'd definitely like to get through all the vetting this fall. That's about I'll ask for your help.

GOODWIN: Okay. Because and I may be mistaken, but I was pretty sure this plan actually did come back to staff at the last time, because it was part of a staff meeting where there was pretty substantial questions, and answers, and you know, concerns, and changes made.

So I think that that needs to be factored into our timeline at some point to allow for that, because a lot of them came before this body to share their concerns and insights. And I think that there -- they have an expectation that some of those are reflected here. And I think that that -- frankly, I think that if the staff are the ones that are being asked to carry out the plan, they should have their fingerprints on it.

CHAIR GARMAN: Yeah. Last time -- and -- okay. Yeah. It was so long ago. I'm just

trying to remember. I remember we had a series of meetings with some of the Town staff and the Mayor at the time. She was very --

GOODWIN: Uh-huh.

CHAIR GARMAN: -- active in this and giving us guidance through it. So I definitely remember going up to the Town hall a number of times with staff meeting some one on one, some in a group. You're right, it's coming back to me. But it wasn't like one big group. It was more in small groups, section by section.

GOODWIN: That's probably more effective.

CHAIR GARMAN: Yeah.

GOODWIN: Uh-huh.

CHAIR GARMAN: I'm at your disposal. I mean, however you think is best to get through it. I'd just like to do it this fall.

GOODWIN: Okay. We can -- we can -- we can plan for that.

CHAIR GARMAN: All right. Thanks for staying for an hour and a half marathon. We're adjourned. The workshop's adjourned. Thank you very much. I'll see you all in August. What's the date in August? It's right before --

PADGETT-ESPIRITU: The 26th.

CHAIR GARMAN: 26th of August. Right before Labor Day.

YAZZETTA: Patrick, do you want to take this?

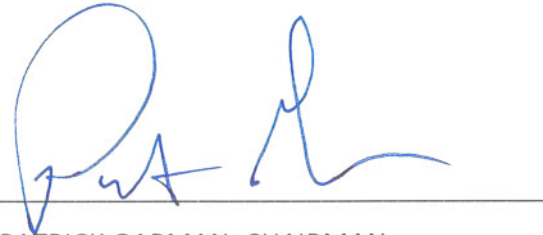
CHAIR GARMAN: Yes.

YAZZETTA: Yeah.

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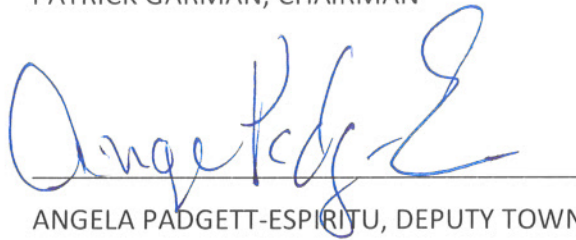
HAVING NO FURTHER BUSINESS, CHAIRMAN PATRICK GARMAN ADJOURNED THE WORK SESSION OF THE STRATEGIC PLANNING ADVISORY COMMISSION HELD ON JUNE 24, 2026, AT 5:36 PM.

APPROVED:



PATRICK GARMAN, CHAIRMAN

ATTEST:



ANGELA PADGETT-ESPIRITU, DEPUTY TOWN CLERK

CERTIFICATION

I HEREBY CERTIFY THAT THE FOREGOING MINUTES ARE A TRUE AND CORRECT COPY OF THE MINUTES OF THE WORK SESSION OF THE STRATEGIC PLANNING ADVISORY COMMISSION, FOUNTAIN HILLS, ARIZONA HELD ON JUNE 24, 2026. I FURTHER CERTIFY THAT THE MEETING WAS DULY CALLED AND HELD AND THAT A QUORUM WAS PRESENT.



ANGELA PADGETT-ESPIRITU, DEPUTY TOWN CLERK