

DATE: September 5, 2025
TO: Mayor and City Council Members
FROM: Mario Cifuentes II, City Manager
SUBJECT: Bi-Weekly Management Report



Police Department

Newest Police Aide, Balthazar, Surprises the Dispatch Team with Iced Coffee

On Friday, September 5, 2025, Police Aide Balthazar surprised the entire Dispatch team with iced coffees from our local Juniper Coffee. Balthazar's thoughtful gesture speaks volumes about his character and pride in being part of the public safety family. The role of a Communications Specialist is demanding—often behind the scenes and rarely in the spotlight. Knowing that their hard work is seen and valued by peers makes a lasting impact. Balthazar's kindness is a reminder that support and appreciation, even in small ways, fuel the dedication our dispatchers bring to every call.



Police Department Leadership Meets with Chief's Advisory Board

Last week, Cottonwood Police Department leadership met with the Chief's Advisory Board for its second meeting. Topics presented included technology advancements (automated license plate readers) and success stories, tentative draft revisions of use of force, drones as first responders, and the RAVE public notification platforms. The department continues to leverage this platform to seek alternative viewpoints and input from the Cottonwood community.

National Night Out

The Cottonwood Police Department will host its annual National Night Out on Wednesday, October 8, 2025, from 4:30 p.m. to 7:00 p.m. at Cottonwood Kids Park at 350 S. 12th Street. This free, family-friendly event is part of a nationwide initiative that fosters community engagement and strengthens partnerships between law enforcement and residents. Attendees can enjoy activities, meet local officers, and celebrate neighborhood unity in a safe, welcoming environment.



Fire Department

9/11 Walk for Remembrance

The Cottonwood Fire Department will host the annual 9/11 Walk on Thursday, September 11, 2025, from 7:00 a.m. to 9:00 a.m. The public is invited to join us in honoring the first responders who were lost on 9/11. We will meet at the Riverfront Baseball Fields on North 10th Street. If you arrive a little early, around 6:45 a.m. - 6:50 a.m., you can participate in a moment of silence following the remembrance tones at 6:58. Please join us and walk any time during the designated hours.



Cottonwood Area Transit

Daily Service Operations Report

On June 3, 2025, the service demonstrated strong performance in meeting demand, achieving a 100% met demand rate for 132.7 passengers. This marks our highest one-day demand since before the COVID-19 pandemic. However, the completion rate was approximately 71.27%, with 94 rides successfully completed out of a total due to 38.7 rider cancellations. Six drivers were utilized to accommodate the demand. Key operational metrics include 47 rides, all of which were round-trip, resulting in 94 actual trips. The net driver hours totaled 48.4, with a utilization rate of 2.2. Productivity was solid at 2.4 completed rides per vehicle revenue hour, supported by 38.5 vehicle revenue hours. Geographical demand was concentrated in the City of Cottonwood, with contributions from surrounding areas. Overall, the day reflected efficient demand fulfillment.

This report summarizes key performance indicators (KPIs). The following table outlines the primary metrics for the reporting period:

Metric	Value	Notes/Description
Total Passengers (Demand)	132.7	Total passenger demand recorded.
Met Demand	132.7	All demand was met with ride proposals.
Met Demand Rate	100%	Perfect fulfillment rate.
Completed Rides	94	Number of rides that were completed successfully.
Completed Rides Rate	71.27%	Percentage of met demand that resulted in completed rides.
Rides	47	All round-trip, equaling 94 actual trips, which likely refers to active or dispatched vehicle rides.
Net Driver Hours	48.4	Total productive driver hours after adjustments.
Utilization	2.2	Measure efficient resource use (e.g., rides or mileage per hour).
Vehicle Revenue Hours	38.5	The number of hours vehicles are spent generating revenue.
Productivity	2.4	Completed rides per vehicle revenue hour.

Administration

Prop 202 Rectangular Rapid Flashing Beacon on Camino Real

We are incredibly grateful to the Yavapai-Apache Nation for awarding Proposition 202 funding to the City of Cottonwood. Their generous support enabled the installation of an advanced Rectangular Rapid Flashing Beacon (RRFB) crosswalk at Mingus High School. This vital safety improvement enhances pedestrian visibility and offers added protection for students, families, and community members who use the crosswalk daily.



Community Development

Cottonwood Planning & Zoning Commission Meeting

The Cottonwood Planning & Zoning Commission will meet on Monday, September 15, 2025, at 6:00 p.m. The meeting will take place at the City Council Chambers – Riverfront, located at 1083 E. Riverfront Road, Cottonwood, AZ. The DRAFT agenda item listed below will be discussed.

Presentation:

Presentation of the Arizona Chapter of the American Planning Association's best regional, general, or comprehensive plan (Jurisdiction population 49,999 or less).

Old Business:

1. ZO-25-006 – Amendment to the City of Cottonwood Zoning Ordinance Section 404, General Provisions and Article II, Section 201 (Definitions).
2. DR-25-012 MOD (DR-25-006) – CTW Helicopter Hangars Request for Modified Design Review.

New Business:

1. CUP-25-004 – Conditional Use Permit to Allow Living Quarters in an I-2 (Heavy Industry) Zone.
2. XUP-25-005- A Request for a Conditional Use Permit to Allow a 5.5-Foot-Tall Fence in an AR-43 (Agriculture Residential) Zone.

Discussion Items:

1. Discussion Regarding Changes to the City of Cottonwood Zoning Ordinance and Subdivision Ordinance.

New Planning & Zoning Commissioners

On Tuesday, September 2, 2025, the City Council appointed two new Commissioners, Beth Canedy and Kathy Hellman, to the Planning and Zoning Commission. Congratulations to both!

Historic Preservation Strategic Plan

The City Council approved the 2025 – 2027 Historic Preservation Strategic Plan on Tuesday, September 2, 2025.

Parks, Recreation, Library

Cottonwood Recreation Center Article in QuadCities Business News

On September 1, 2025, QuadCities Business News published an article titled "Cottonwood Recreation Center is Hub for Health, Recreation." The article highlights the Cottonwood Recreation Center as a highly utilized, multi-purpose community facility offering fitness, recreation, and wellness services. It emphasizes the center's daily impact, recent upgrades, and role in supporting community health and engagement through inclusive programming and partnerships. To read the complete article, please click on the following link: <https://www.quadcitiesbusinessnews.com/cottonwood-recreation-center-is-hub-for-health-recreation/>

New Senior Programs at the Cottonwood Recreation Center

We are excited to announce the start of our new Senior Activities Program at the Cottonwood Recreation Center, beginning September 15, 2025. This program is designed to bring adults over the age of 55 together in a friendly and engaging environment, offering opportunities for connection, recreation, and enrichment. Participants will enjoy various activities such as games, arts & crafts, movies, group walks, and more. This program is perfect for community members looking to stay active, try something new, or spend time with friends. We look forward to building a fun, welcoming community where every participant feels welcome.

Activities will be scheduled Monday through Friday, 9:00 a.m. to 4:00 p.m., and will be free to Recreation Center members or available with a day pass. For more information about upcoming activities, please get in touch with Tawny Yaw at tyaw@cottonwoodaz.gov or 928-639-3200 x1015



Old Town Music & the Market

Join us at the Old Town Activity Park for the Old Town Music and the Market this Friday, September 12, 2025, from 5:00 p.m. until dark. Enjoy shopping for local goods, delicious food, and live music by the Well Dressed Wolves. Bring the whole family for a fun time in Old Town!



Thunder Valley Rally

Thunder Valley Rally is set to return to Cottonwood on Friday, September 19, and Saturday, September 20, 2025. This year's musical headliners include Chase McDaniel and Puddle of Mudd. Tickets are available at \$20 for a single day or \$40 for a weekend pass. To buy tickets in advance, visit <https://thundervalleyrallyaz.com/index.html>.



Human Resources

GEM Card Recognition

See an employee **G**oing **T**he **E**xtra **M**ile or performing a **GEM**-like action? **Recognize them!**

Show your appreciation for your peers by filling out a **GEM** Card to explain why a particular employee deserves recognition. Once you have completed the card, present it to your colleagues in person and let them know how much you value their actions or work. After you express your support for their positive contributions, the employee can take the card to HR to redeem their gift.

The following employees received a **GEM** Card from their peers.

Wendy Morehouse, Assistant Planner, Community Development

“Thanks for being here to fix all the stuff I screw up! 😊” Submitted by Valerie Madrid, Code Enforcement Officer, on May 29, 2025.

8/28/25 LO  Thanks for Going the Extra Mile and being a positive representative of the City of Cottonwood! Your GEM-like action has scored you a small gift of appreciation! Bring your card to HR to collect your appreciation gift. To: <u>Wendy</u> From: <u>Valerie Madrid</u> Date: <u>5/29/25</u>	Describe the GEM-like Action <u>Thanks for being here to fix all the stuff I screw up! 😊</u>
---	---

Ivan Leibowitz, Cottonwood Public Library

“On 8/22 Ivan stayed a half hour after his scheduled shift to help a lady who was having an issue with her Smartphone.” Submitted by John Stabe, A/V Specialist, Cottonwood Public Library, on August 29, 2025.

 Thanks for Going the Extra Mile and being a positive representative of the City of Cottonwood! Your GEM-like action has scored you a small gift of appreciation! Bring your card to HR to collect your appreciation gift. To: <u>Ivan Leibowitz</u> From: <u>Kyle Smith</u> Date: <u>8/29/25</u>	Describe the GEM-like Action <u>On 8/22 Ivan stayed a half hour after his scheduled shift to help a lady who was having an issue with her Smartphone</u>
--	---

Appreciation Team

Upcoming Events

- Chili Cook Off: On Thursday, September 25, 2025, participate in our chili cook-off at the Rec Center event hall. Bring your best chili to compete, or simply enjoy sampling all the entries and voting for your favorite!
- Halloween/Fall Decorating Contest: On Friday, October 31, 2025, Departments are encouraged to decorate their offices for Halloween/Autumn. The department voted to have the best decor will win a prize!
- Surveys & Feedback: From November 1 to 30, 2025, The A Team will collect feedback on all the monthly events organized in 2025. Share your opinions and ideas with us!
- Appreciation Dinner & Awards: On Friday, December 12, 2025, join us at the Verde Valley Fairgrounds for a celebration including a catered dinner, door prizes, and the 2025 service awards!

If you have any questions, please do not hesitate to reach out.

Thank you.

Mario Cifuentes II
City Manager