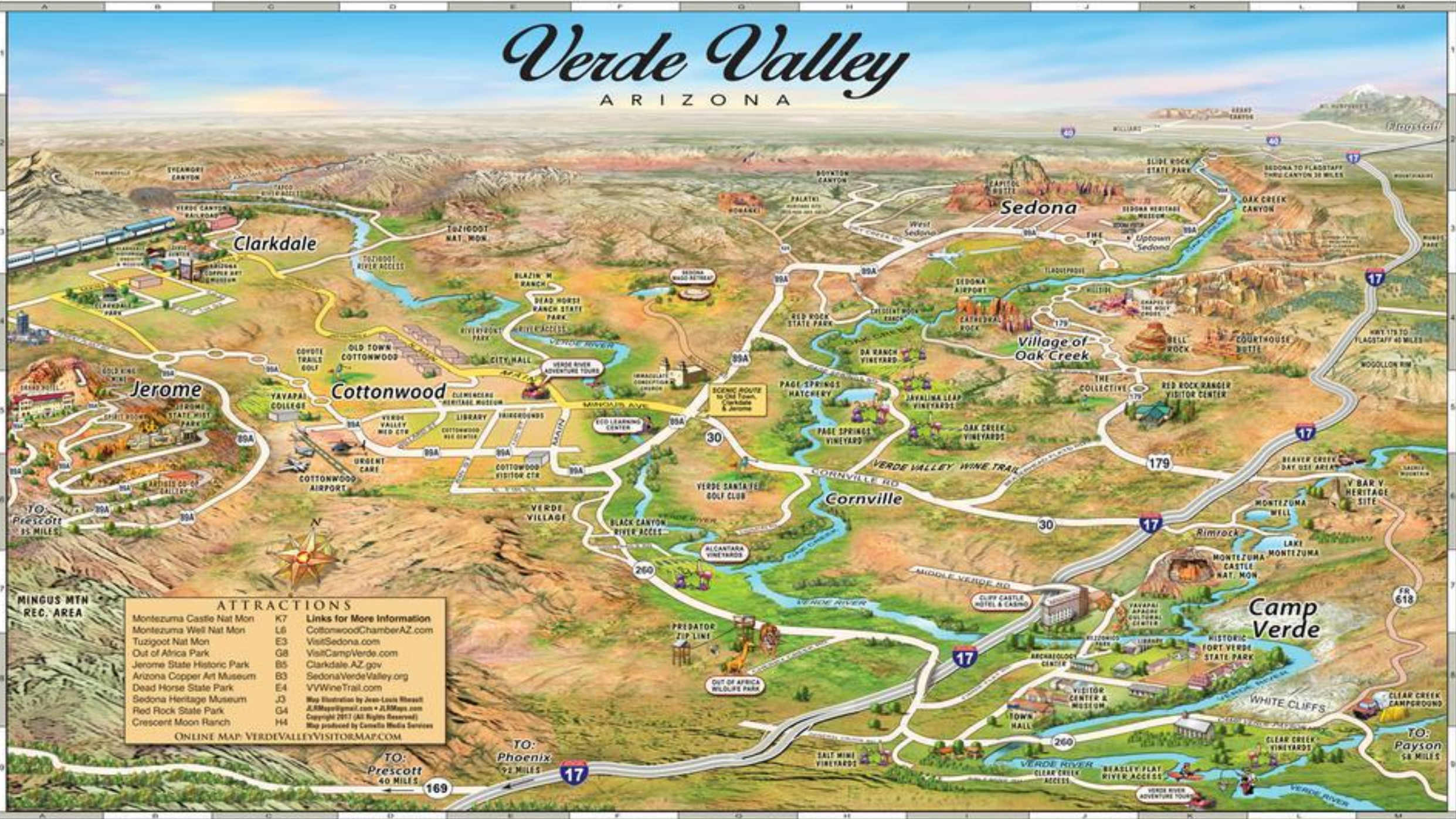


# Promoting Community

A scenic landscape featuring a river in the foreground with tall green reeds and yellow flowers. In the middle ground, there are green trees and bushes. The background consists of large, layered hills with distinct horizontal rock strata in shades of brown and red. The sky is bright blue with scattered white clouds. The text "Promoting Community" is overlaid in a large, green, serif font across the upper portion of the image.

# Verde Valley

ARIZONA



## ATTRACTIONS

Montezuma Castle Nat Mon	K7	Links for More Information
Montezuma Well Nat Mon	L6	CottonwoodChamberAZ.com
Tuzigoot Nat Mon	E3	VisitSedona.com
Out of Africa Park	G8	VisitCampVerde.com
Jerome State Historic Park	B5	Clarkdale.AZ.gov
Arizona Copper Art Museum	B3	SedonaVerdeValley.org
Dead Horse State Park	E4	VVWineTrail.com
Sedona Heritage Museum	J3	Map Illustration by Jean-Louis Bessit JLBMaps@gmail.com • JLBMaps.com
Red Rock State Park	G4	Copyright 2017 (All Rights Reserved)
Crescent Moon Ranch	H4	Map produced by Camella Media Services

ONLINE MAP: VERDEVALLEYVISITORMAP.COM

MINGUS MTN REC. AREA

TO Prescott 15 MILES

TO Prescott 15 MILES

TO Prescott 15 MILES

TO Prescott 15 MILES

TO Prescott 15 MILES

TO Prescott 15 MILES

TO Prescott 40 MILES

TO Phoenix 92 MILES

TO Payson 58 MILES

TO Payson 58 MILES

TO Payson 58 MILES

TO Payson 58 MILES

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TO Payson 58 MILES

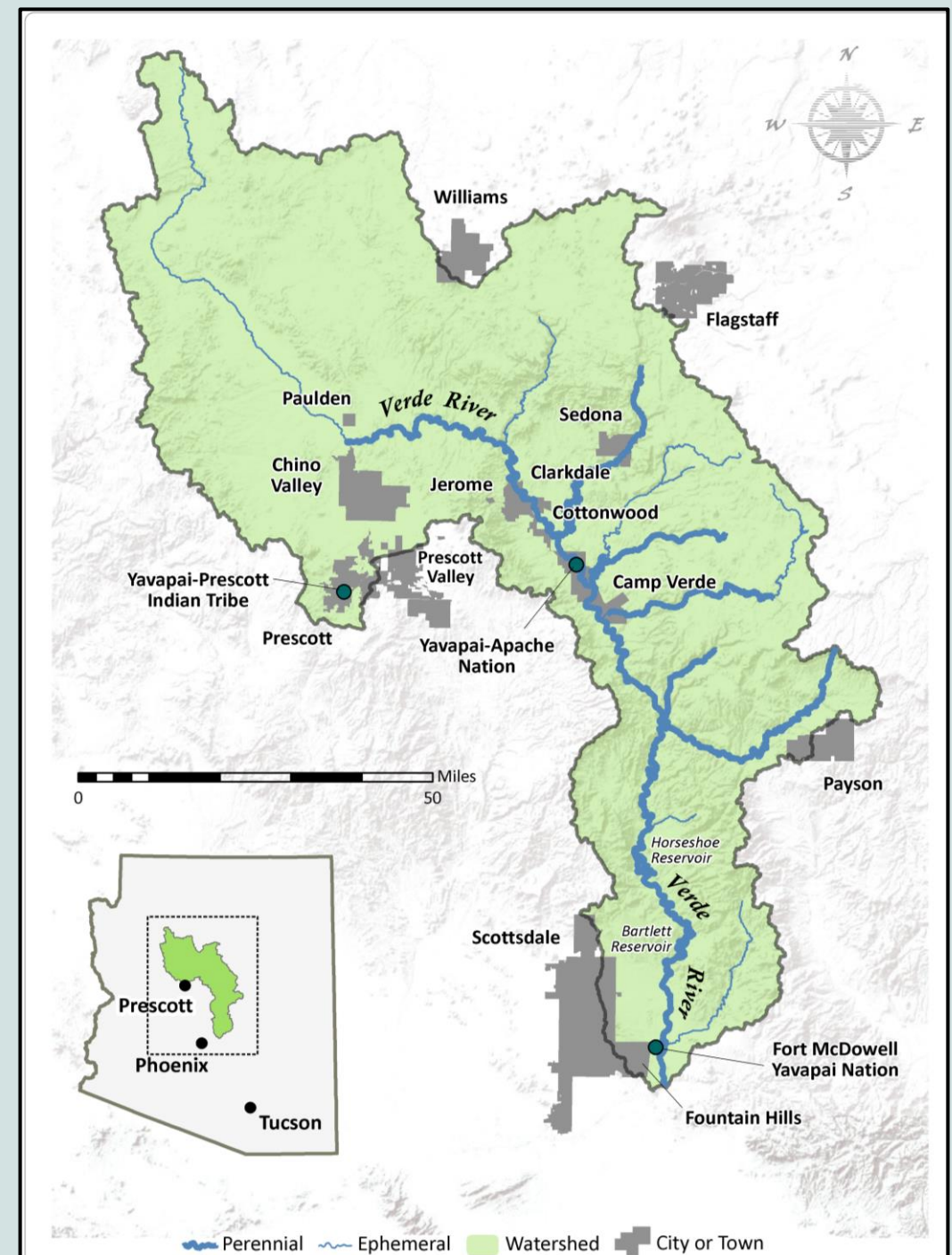
TO Payson 58 MILES

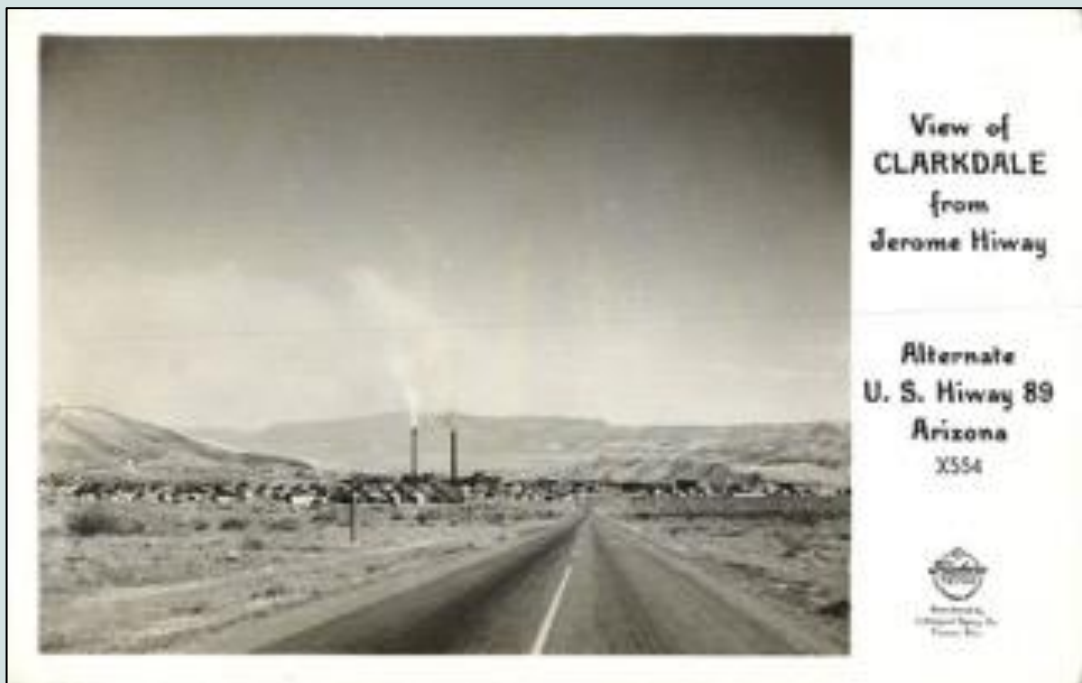
TO Payson 58 MILES

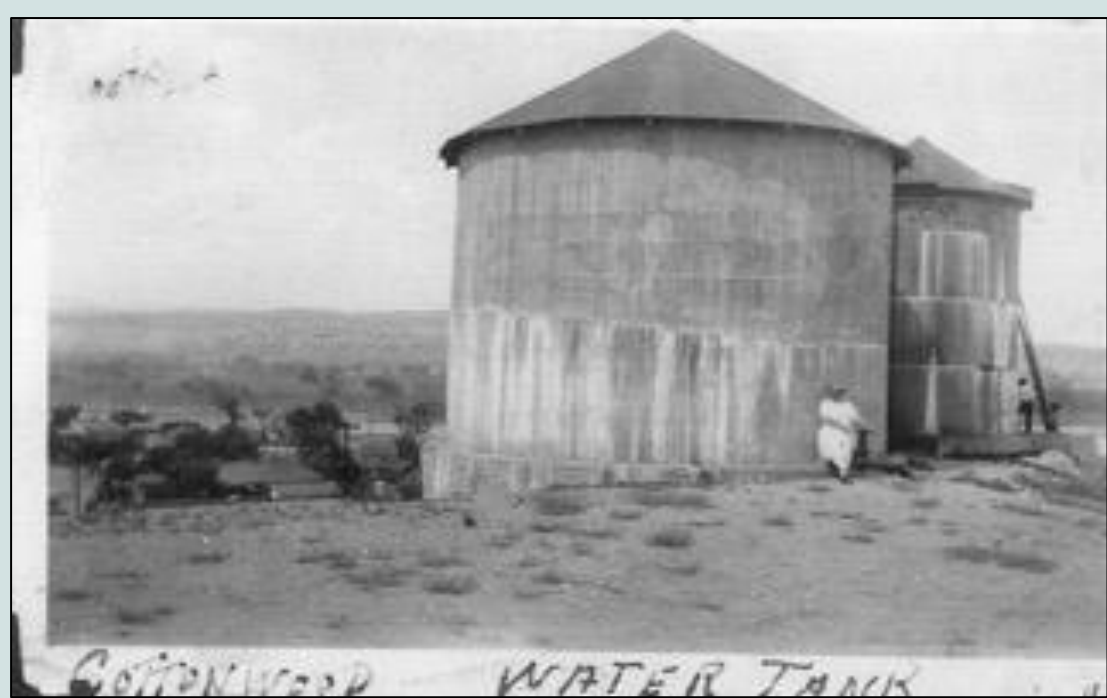
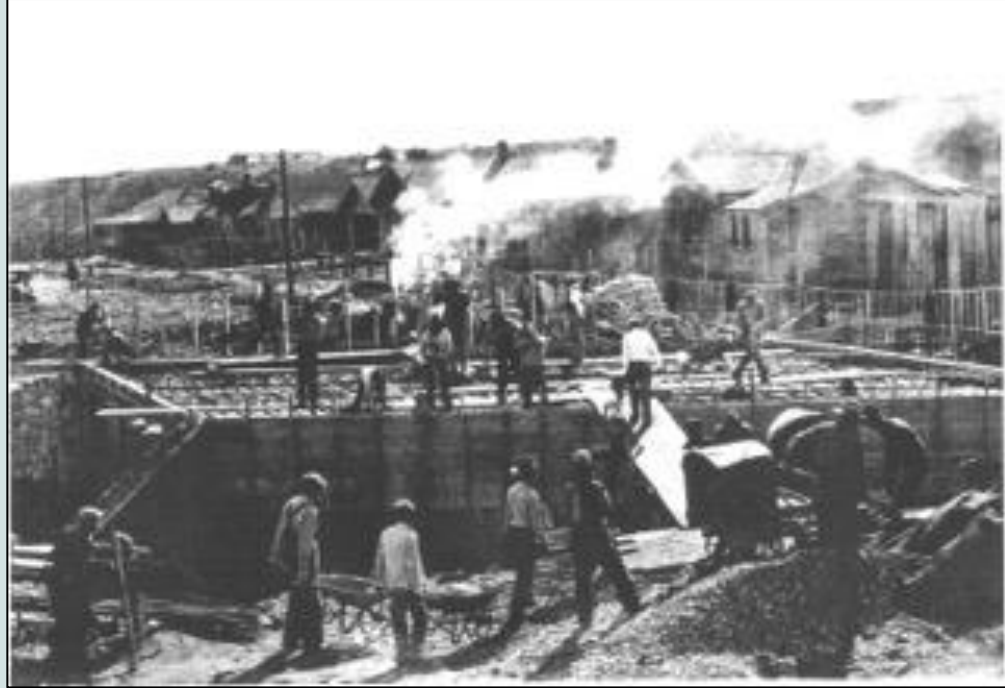
TO Payson 58 MILES

# Communities in the Verde Watershed

- History
- Demographics
- Cities and towns in the Verde Valley – relationship with the river
- A larger community of communities (cities and towns) all bound together by the Verde River







COTTONWOOD WATER TANK



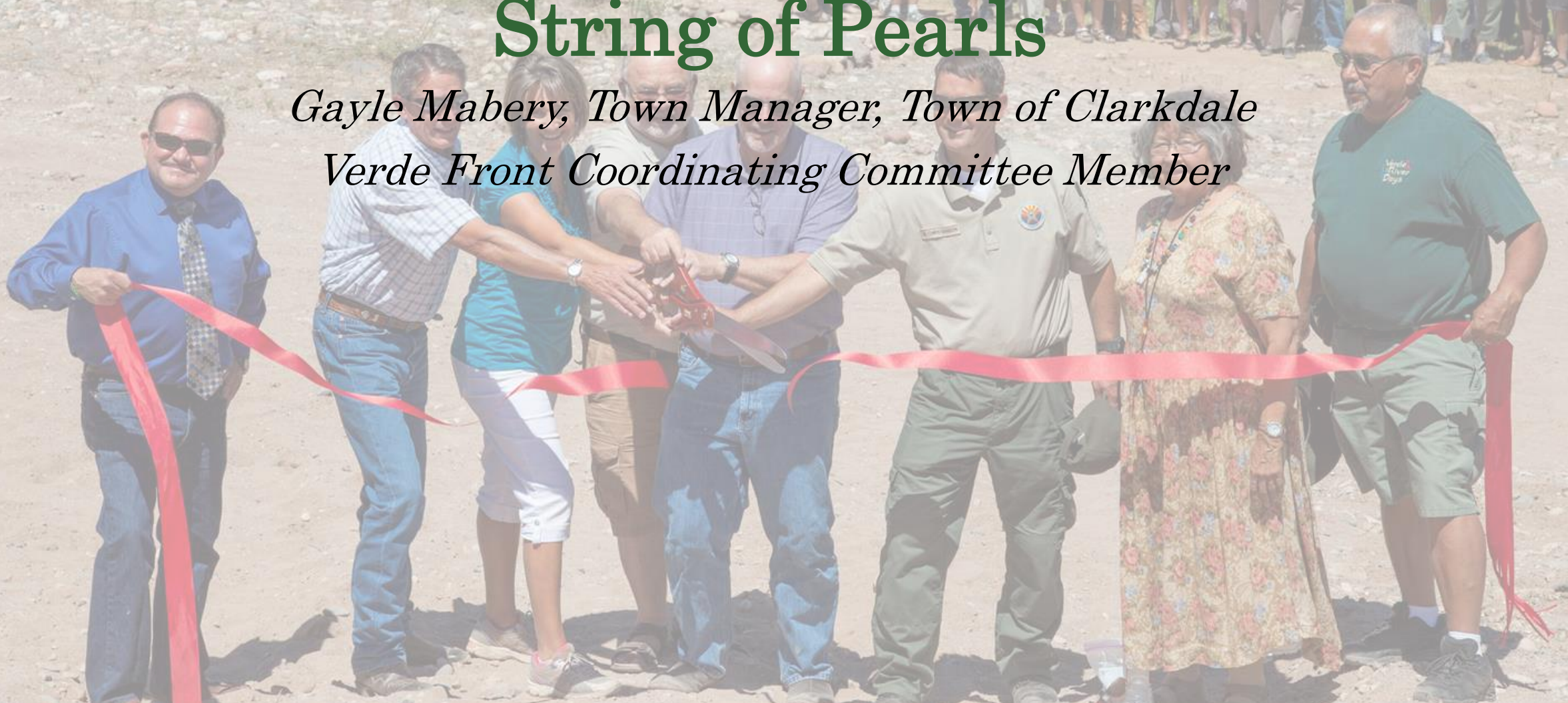
Cottonwood, Ariz  
July 26-91.

# Today's Speakers

- **Building Collaboration** – *Gayle Mabery, Town of Clarkdale*
- **Conservation Economics** – *Steve Ayers, Town of Camp Verde*
- **Creative Fundraising** – *Melissa Robinson, One for the Verde*
- **Engaging Youth** – *Linda Buchanon, Yavapai College*
- **Enhancing Volunteerism** – *Justin Loxley, Coconino National Forest*
- **Strengthening Culture** – *Vivian Stevens, Yavapai-Apache Nation*
- **Wrap Up** – *Randy Garrison, Yavapai County*

# Building Collaboration: The Verde Front String of Pearls

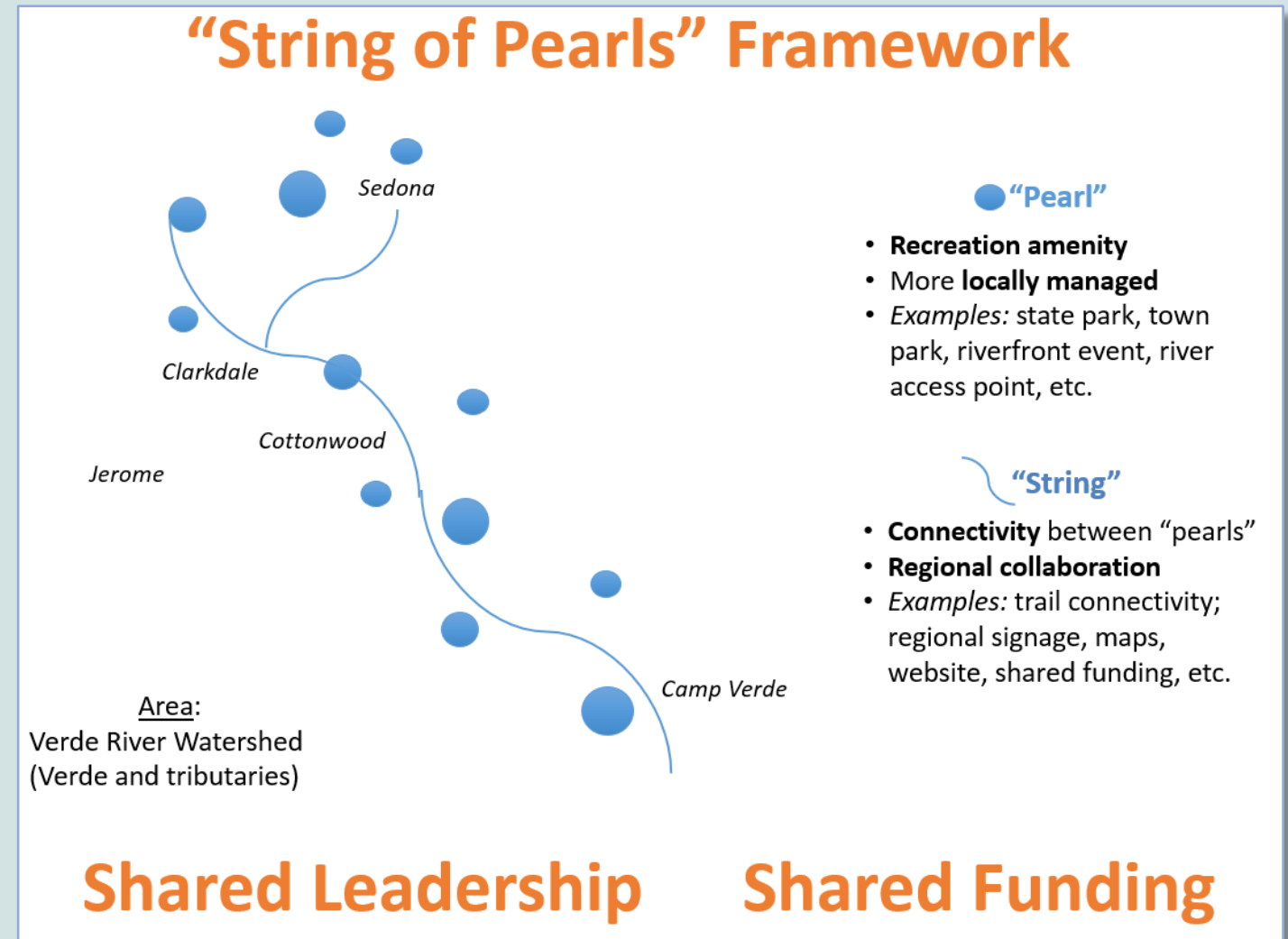
*Gayle Mabery, Town Manager, Town of Clarkdale  
Verde Front Coordinating Committee Member*



# What is the need that is being addressed?

The **Verde Front** is a collaborative group:

- local governments
- agencies
- organizations
- citizens





# What does this collaboration do?

- Collaborates to protect ecosystem health and natural and cultural resources.
- Promotes robust local economies.
- Emphasizes well-managed recreation, education and restoration.
- Connects people to the land.



# Partners include:

## Local Governments

Town of Camp Verde  
City of Cottonwood  
Town of Clarkdale  
Town of Jerome  
City of Sedona  
Yavapai County

## Tribes

Yavapai-Apache Nation

## Agencies

AZ Game and Fish Department  
Arizona State Parks  
Coconino National Forest  
Prescott National Forest  
National Park Service  
US Fish & Wildlife Service

## Educational Institutions

Yavapai College

## Organizations

American Rivers  
Beaver Creek Trails Coalition  
Friends of Verde River Greenway  
Oak Creek Watershed Council  
The Nature Conservancy  
Verde River Valley Nature Organization  
Verde River Basin Partnership  
Verde Valley Cyclist Coalition

## Local Businesses

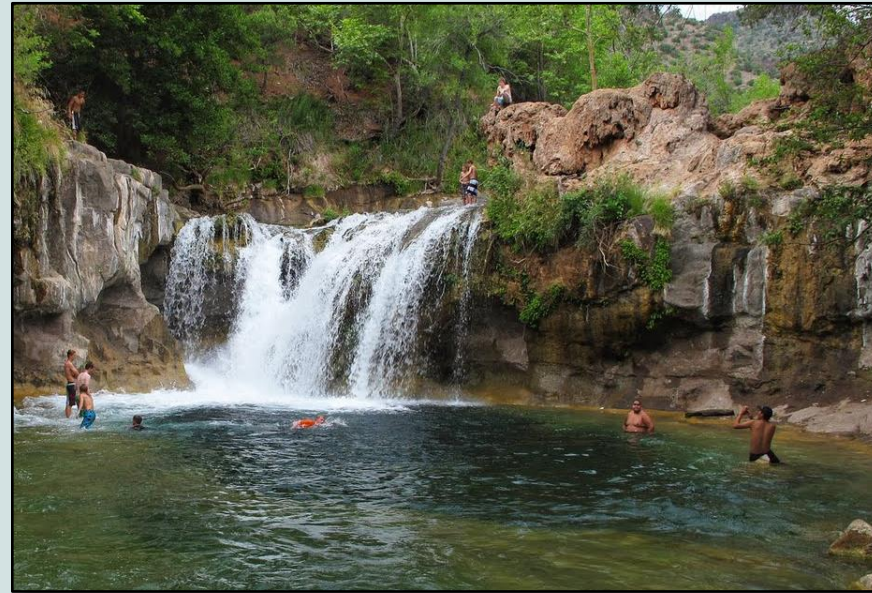
Alcantara Vineyards  
Cottonwood Economic Development  
Council  
Out of Africa Wildlife Park  
Sedona-Verde Valley Tourism Council  
Verde Canyon Railroad

## Facilitation

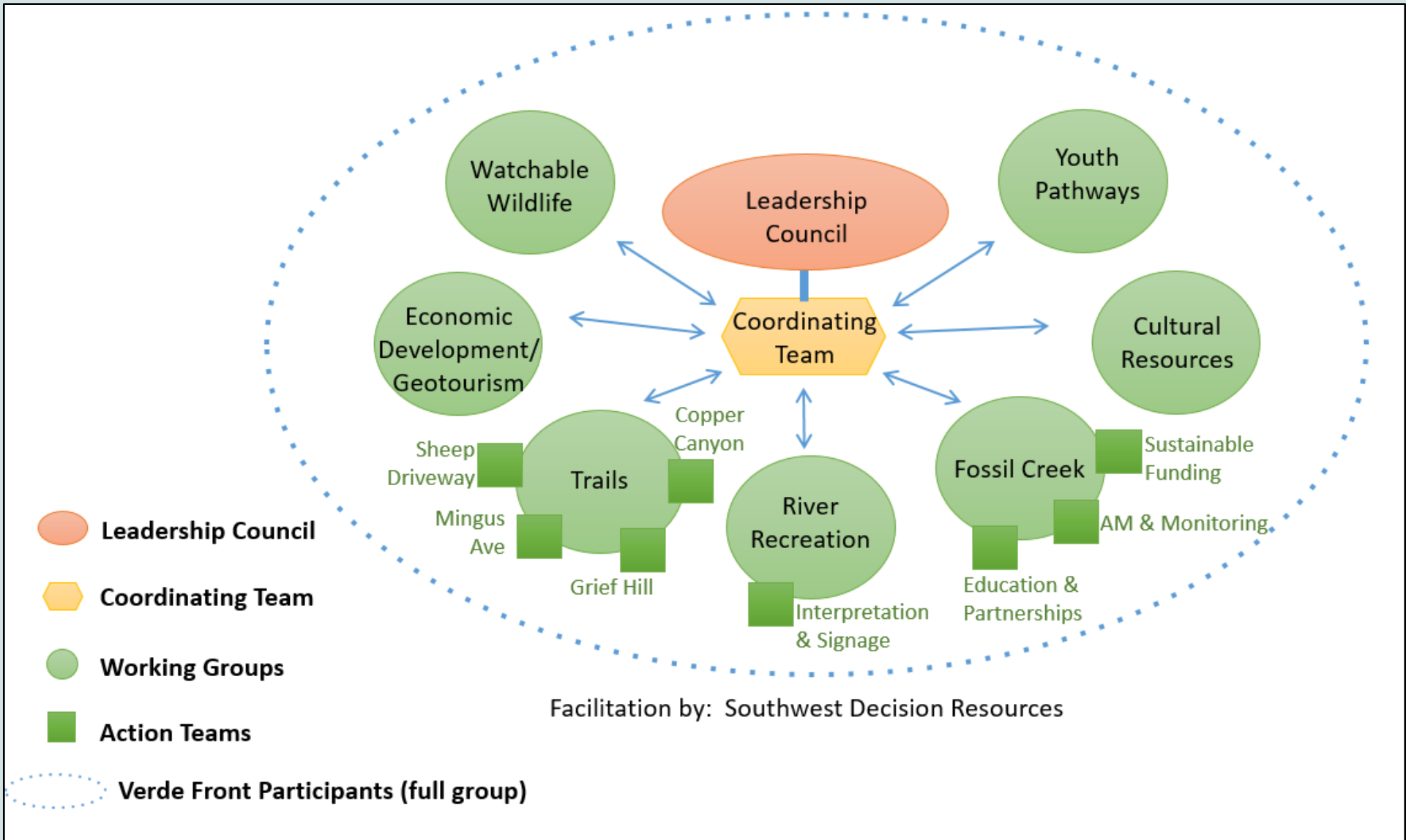
Southwest Decision Resources

# Achievements

- Signage
- Fossil Creek initiative
- Clarkdale Quiet Zone
- Geotourism
- Leadership Council
- Shared funding



# Multiple ways to be involved..



A scenic landscape featuring a wide river in the foreground, with lush green trees and vegetation along the banks. In the background, there are rolling hills or mountains under a clear sky. The overall scene is peaceful and natural.

# Conservation Economics: Geotourism and River-based Economic Development

*Steve Ayers, Town of Camp Verde*

# How it works...

- Protecting of the Verde River
- Providing greater awareness to the business community about the river itself
- Finding alternate funding mechanisms to support river protection, restoration, and conservation



## History of the effort

Fishing, hiking, camping, birding, and biking...What are you waiting for?

- Walton Family Foundation grant
- Sedona Verde Valley Tourism Council
- Website development with National Geographic

# Who is involved?

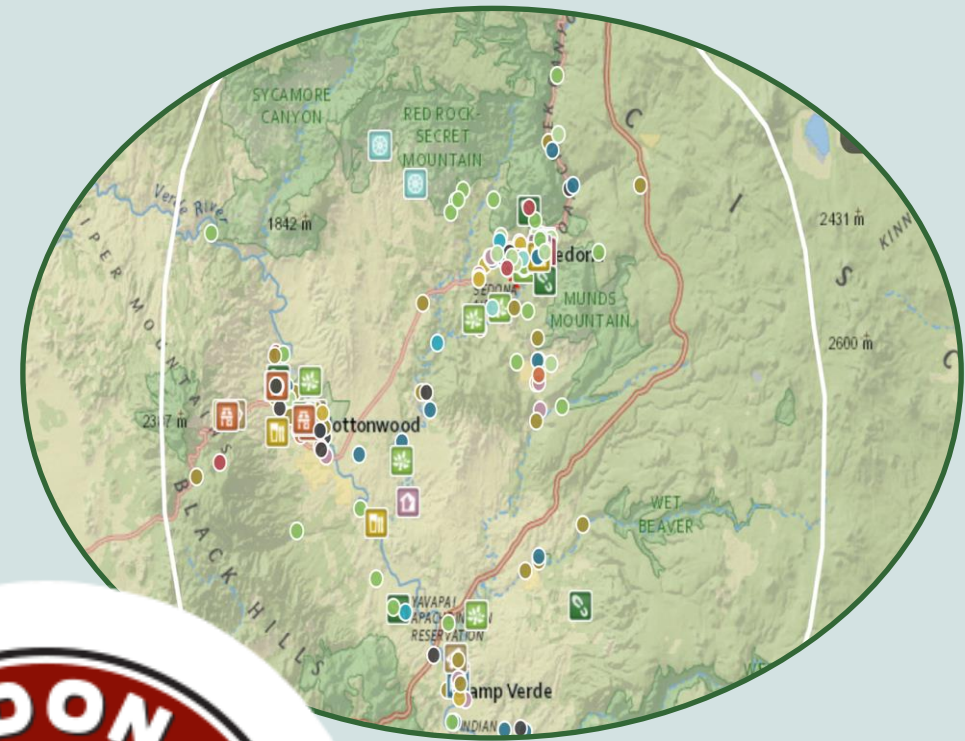
- Sedona Verde Valley Tourism Council launched a regional effort, engaging those businesses involved in recreation and tourism





# Achievements

- Sustainable recreation and how visitor dollars can be applied
- *Toast to Tourism* - Celebrating Collaboration in the Verde Valley
- Sedona Trails Program and One for the Verde
- Awareness to decision-makers

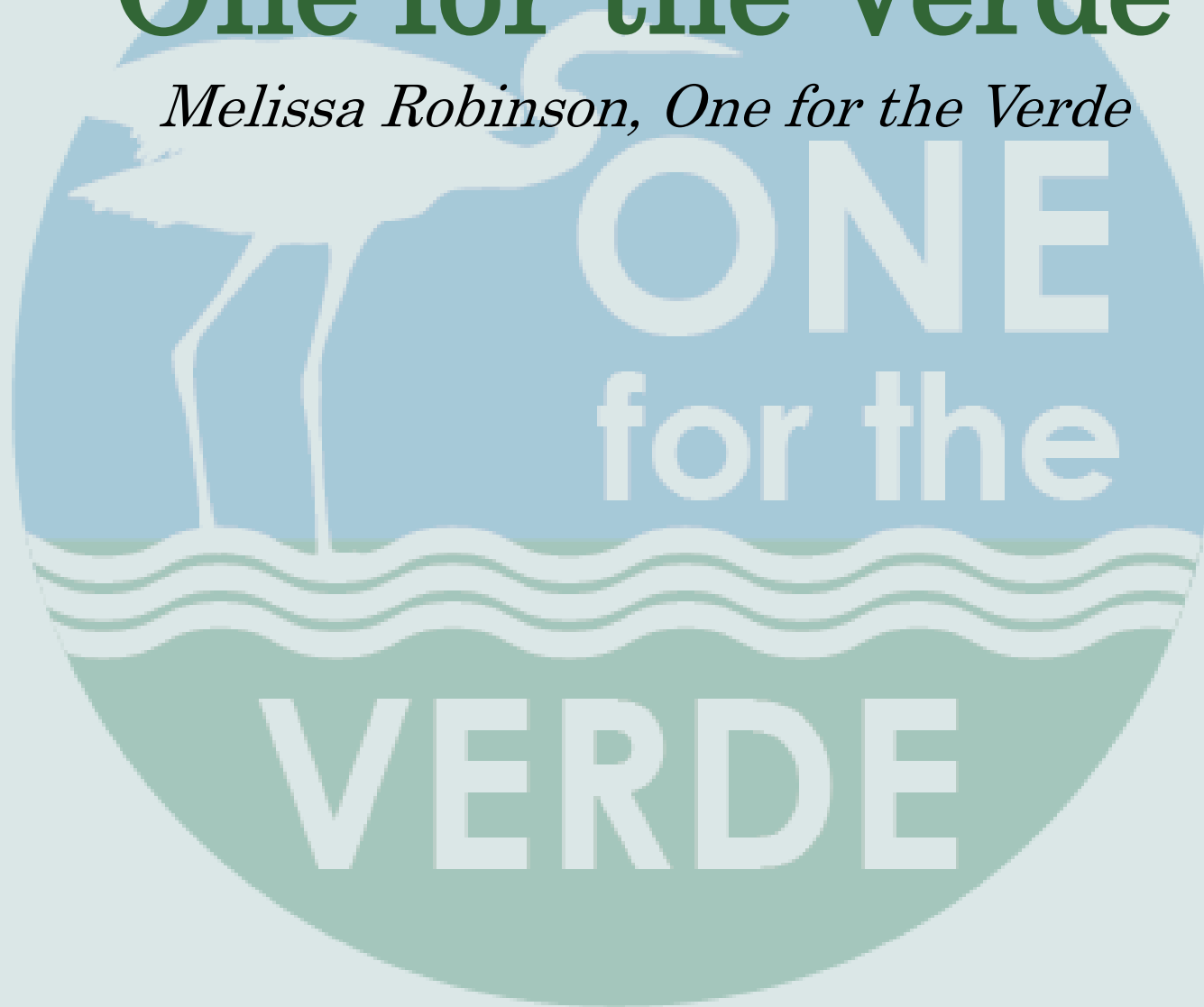


# Going forward

- Grow the outreach to the business community
- Grow a greater awareness of the SVVTC
- Promote an ethic of resource conservation in all of its marketing efforts
- Promote and implement a “grow and protect” ethic in the Verde Valley region
  - Two sides of the ledger concept
  - Using resource protection as a sales tool

# Creative Fundraising: One for the Verde

*Melissa Robinson, One for the Verde*



# Why? Connect local business community to projects.

## Adventures and Sightseeing

Arizona Off-Road Adventures  
South by Southwest Adventures  
Clarkdale Kayak Co.

## Arts & Crafts

Art institute glitter, Inc.  
Kyla Allen – Twin Wolf Designs

## Art Galleries

The Melting Point

## Banking and Investments

Taylor and Huntley Financial Group\*\*  
Kinzey & Arndt: CPA

## Beer, spirits & Wine

10-12 Lounge  
Arizona Stronghold Vineyards  
Bootleggers Saloon  
Cellar 433  
Chateau Tumbleweed Winery\*\*  
Fire Mountain Wines  
Four Eight Wineworks  
Kactus Kate's Saloon  
Old Corral Bar  
Page Springs Cellars  
THAT Brewery  
Vino Di Sedona

## Building & Construction

Grey Fox Ridge  
Kenny's Plumbing

## Business & Technology

Priority  
Spin Widgets Digital Marketing Agency

## Furniture

Western Heritage Furniture

## Feed Stores

Olsen's Grain, Inc.

## Hotels

Iron Horse Inn

## Legal Services

Aspey, Watkins and Diesel, PLLC\*\*

## Markets

Indian Gardens Oak Creek Market  
Market Place  
Chevron – Yavapai Apache Nation

## Non-Profits

Angie's House  
Local First Arizona

## Real Estate

Century 21 – Sexton Real Estate Coldwell  
Banker – Mabery Real Estate Realty One  
Russ Lyon Sotheby's

## Restaurants & Dining

Babe's Roundup  
Blazin'M Ranch\*\*  
Boat House Bar & Grill

## Far Side Bistro

Firehouse Donuts  
CiCi's Kitchen - Bootleggers  
Wild Rose Tea House  
Old Town Red Rooster Café  
Su Casa Mexican Restaurant & Catina

## Salons & Spa's

Hair by Maya - Patricia Vega Salon

## Services

Zoomer's Bike & Gear

## Shopping & Boutique

All Things Creative  
Cat's Meow  
Old Town Pepper Company  
Red Geranium Boutique  
River's Edge  
Treasure Junkies  
Verde Valley Oil Traders

## In Kind Contributions

KAZM Radio  
KNAU AZ Public Radio  
Verde Independent

## The NOISE

\*\*One for the  
Verde Advisory  
Council Member

Currently over 54  
Conservation Partners



# OTV Effort: Grants to the Community

**Over \$50,000 in grants to local non-profits in the areas of:**

- **Outdoor Recreation**
- **Fish & Wildlife Habitat Restoration**
  - **Stream Health & Water Quality**
- **Watershed & Environmental Education**

**Provide support for a healthy Verde River and raise \$25,000.00 in 2017!**

# 2016 Achievements

- Adopt – A – Vet | Veterans Conservation Crew Support, \$5,000.00
- Arizona Wilderness Coalition (AWC) Dry Creek Restoration Project, \$2,750.00
- Oak Creek Watershed Council (OCWC) Verde Watershed Ambassador Program \$3,992.00



# How YOU can be a Conservation Partner:



- **Sign up** to be a Conservation Partner!
- **Support** “Conservation Partners” throughout the Verde Valley
- Be the **Change**, Give your **Change**
- **Make every dollar count**



- Join us for one of our Special Events such as *Thirsty Thursday*, 2<sup>nd</sup> Thursday of every month at State Bar – Old Town Cottonwood



# Youth & Education

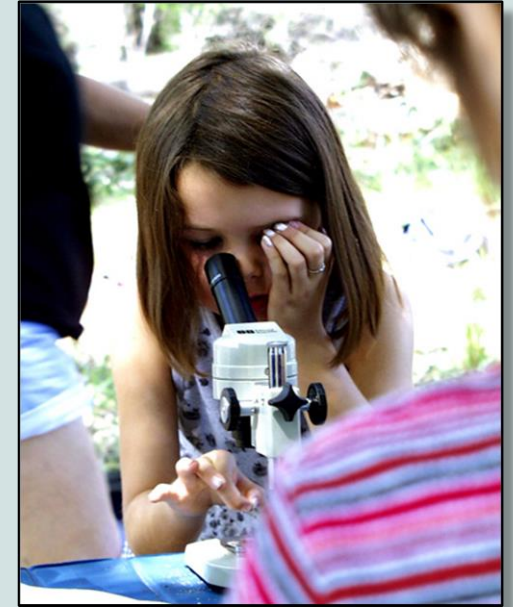
Promoting Community  
*Linda Buchanan, Yavapai College*





# What need is being addressed?

- Creating a cradle-to-career culture of Natural Resource stewardship
- Kindling youthful interest in and affinity for a healthy Verde River
- Building Natural Resource education pathways from Pre-K through Post-graduate
- Ensuring connectivity between service organizations, educators, business, and industry



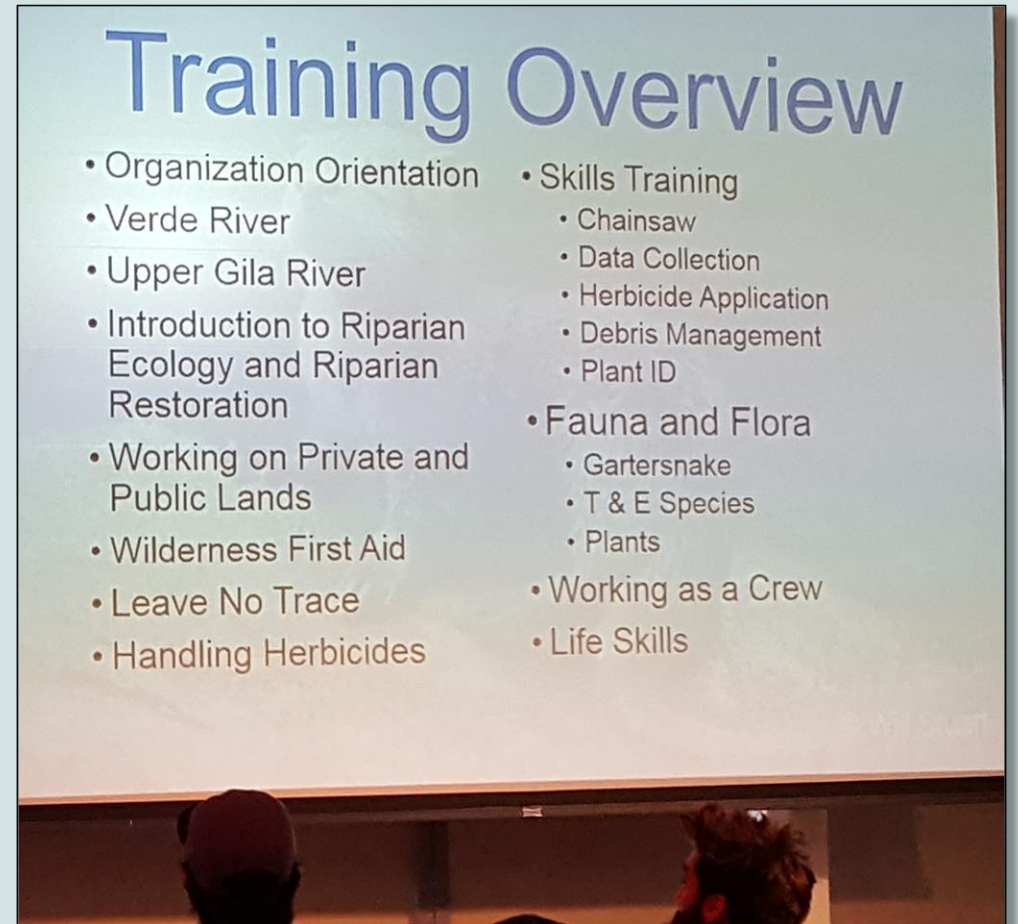
# What is the goal of YOUTH PATHWAYS?



- Documenting specialty workshops and classes for children and teachers
- Supporting K- 20 classes w/ riparian field trips and lesson plans
- Developing a framework for collaboration & shared resources
- Leveraging shared resources in riparian habitat restoration, including internship & early entry
- Demonstrating career opportunities in Natural Resource management
- Working with local high schools students in a monitoring effort

# Who is involved? (*or should be . . .*)

- Arizona Conservation Corps
- Arizona State Parks
- Friends of Verde River Greenway
- National Park Service
- Salt River Project
- The Nature Conservancy (LEAF)
- US Forest Service
- University of Arizona
- Verde NRC
- Yavapai-Apache Nation
- Yavapai College



## Training Overview

- Organization Orientation
- Verde River
- Upper Gila River
- Introduction to Riparian Ecology and Riparian Restoration
- Working on Private and Public Lands
- Wilderness First Aid
- Leave No Trace
- Handling Herbicides
- Skills Training
  - Chainsaw
  - Data Collection
  - Herbicide Application
  - Debris Management
  - Plant ID
- Fauna and Flora
  - Gartersnake
  - T & E Species
  - Plants
- Working as a Crew
- Life Skills

# Achievements

- Connecting preservation, conservation, and irrigation
- Hosting annual joint training in riparian habitat restoration
- Inventory of youth engagement efforts throughout the Verde Valley



# What's next and how to get involved or stay engaged?

- Youth Pathways is re-engaging after a period of dormancy! Join us to:
  - Document and support a wide array of youth riparian activities and initiatives
  - Strategize to best fill gaps in programming and funding
  - Build formal and informal educational pathways to internships & careers
  - Implement model programs across secondary education institutions in the Verde Valley
- **TO GET INVOLVED, CONTACT: Sara Van Marel, Arizona Conservation Corps, and/or Linda Buchanan, Yavapai College, during the Watershed Café**

# Enhancing Volunteerism: Verde Outdoor Volunteer Network

*Justin Loxley, Coconino National Forest*



# Why the VOVN?

- Volunteers
  - Opportunities across the Verde Valley
  - No single source of events
- Coordinators
  - Recruitment and retention
  - Youth engagement
  - Increase capacity, efficiency and potential cost sharing



# What is the effort doing?

- As a network of Volunteer “coordinators”
  - Centralized volunteer events
  - Centralize training events for crew leaders or other coordinators
- United effort for volunteer events throughout the Verde Valley



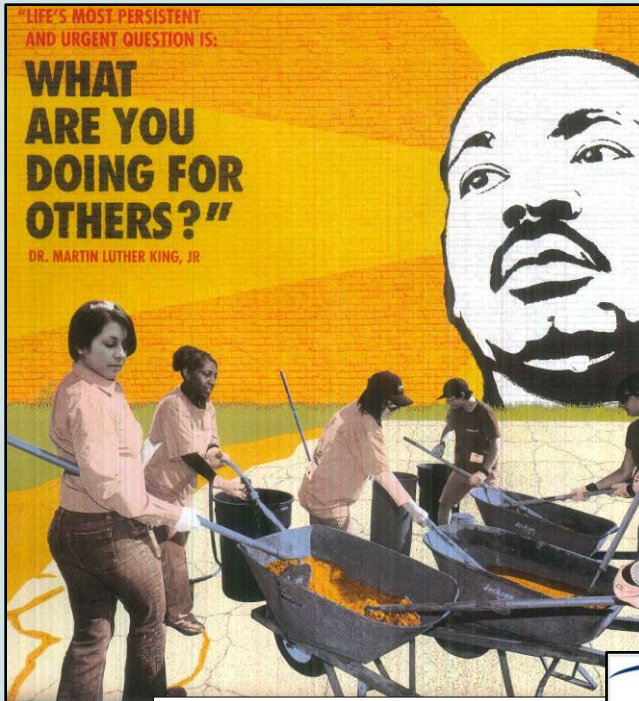


# Current network:

- USFS – Coconino and Prescott National Forests
- Oak Creek Watershed Council
- Friends of the Verde River Greenway
- Town of Camp Verde – Community Library
- Arizona Conservation Corps
- Town of Clarkdale
- Verde River Valley Nature Organization
- Friends of the Forest



# In 2017...



**MARTIN LUTHER KING JR. NATIONAL DAY OF SERVICE**  
**MONDAY JANUARY 16, 2017 - VERDE RIVER CLEAN-UP - 9am - 12pm**  
A DAY ON, NOT A DAY OFF - JOIN FRIENDS OF VERDE RIVER GREENWAY & AZC  
VERDE RIVER CLEAN-UP @ TUZIGOOT RIVER ACCESS POINT, CLARKDALE, AZ  
RAFFLE PRIZES FOR VOLUNTEERS! Bring water, snacks, gloves and dress to work!  
REGISTER @ <http://signup.com/go/qVtsu1>  
For more information, visit [www.verderivergreenway.org](http://www.verderivergreenway.org), or call (928) 301-4924

Verde Volunteers Home Who we are Events Calendar Get Involved More

## Verde Outdoor Volunteer Network

The Verde Outdoor Volunteer Network (VOVN) is a network of volunteer coordinators and volunteers throughout the **Verde Watershed**

**Our Mission:** Increase individual volunteer coordinator capacity and enhance volunteer networking across the Verde Watershed communities and jurisdictions.

# TROUT UNLIMITED

MAY 6  
Trout Unlimited Zane Grey Chapter  
Cleanup Event  
Public · Hosted by Zane Grey Trout Unlimited and Oak Creek Watershed Council

★ Interested ✓ Going Share

# Keeping momentum and staying true to the mission

- Maintain our organic **grassroots approach** and provide the **support** to our community organizations.
- Stick to the basics in **community engagement** and **work collaboratively** to ensure community needs are met.
- Maintain **high levels of communication** in order to meet out collaborative needs.
- Don't overthink the process. **Keep people safe, engaged and provide meaningful experiences.** Give purpose!



# Yavapai-Apache Nation Initiatives

*Nancy Ruiz, YAN*

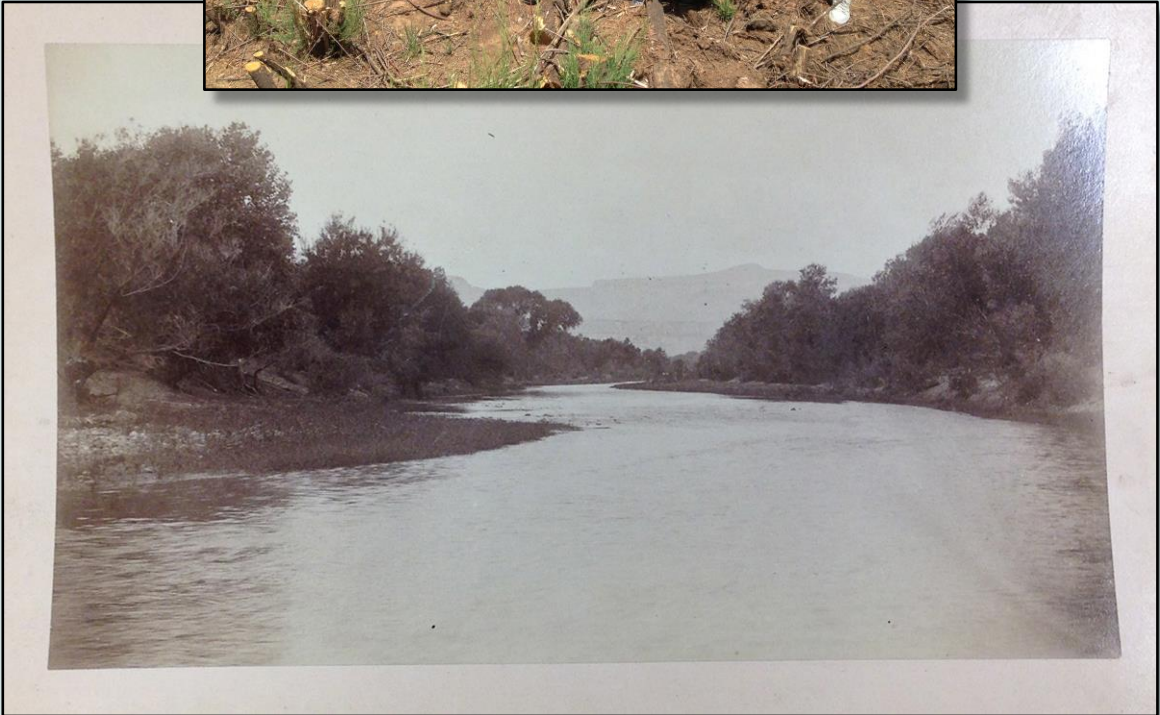


# What is the need that is being addressed?

- Dedicated in-stream flow for cultural reasons
- Re-establish self esteem
- Keeping the river clean and safe



# Promoting culture by....



# Who is involved?

- Yavapai and Apache Elders
- Culture Department
- Yavapai-Apache Tribal Departments
- Federal/State Agencies
- Local communities/organizations
- The Yavapai-Apache communities
- Other tribes

# We are committed to:

- Knowing who we are as Yavapai-Apache people
- Keeping culture alive
- Teaching self-reliance
- Passing on to the next generation





# Going Forward...

- Continue keeping culture alive
- Pass on from generation to generation
- Education and Outreach to the community



# As we continue to promote communities..

- Let's focus on the future of communities and their integral relationship to the river
- Empower our communities, which are linked by the river, to continue to work together to improve and enjoy the Verde Watershed

