



465 1st Avenue
P.O. Box 970
Holbrook, AZ 86025

OUR MISSION

City of Holbrook Government exists to provide ethical and responsible local government.

AGENDA

Work Session

July 9, 2025, 5:00 p.m.-6:00 p.m.
(Regular Meeting to follow)

1. Call to Order:
2. Roll Call:
3. FY 2025-2026 Strategic Budget Priorities and Alignment with Council-Identified Goals
4. Adjournment:

Posted this 2nd day of July 2025



Lisa Hunt, CMC, City Clerk

Approved by: KS

City of Holbrook Strategic Plan (2025–2027)

Strategic Plan Overview

This strategic plan outlines the City of Holbrook’s priorities for the next two years, shaped by City Council direction and community input. The initiatives reflect the key focus areas identified during the February 2, 2025, strategic planning work session for Fiscal Year 2025–2026 and are designed to guide responsible, impactful progress in alignment with available resources.

Vision Statement

To preserve the unique charm and character of Holbrook while advancing targeted, cost-effective improvements that enhance quality of life, foster economic growth, and promote a safe, vibrant community.

Priority 1: Main Street Beautification & Revitalization

Budget Account Codes: 001-004-5060, 006-014-5058, and Grants

Objective: Improve the visual appeal and functionality of Holbrook’s downtown areas and main streets to support small business, tourism, and community pride.

Year 1 (2025–2026):

- Conduct a low-cost assessment of existing storefronts and infrastructure.
- Launch a community-led cleanup and paint campaign (current and ongoing)
- Develop a more robust weed abatement program (current and ongoing)
- Apply for rural development grants.
- Add flower planters, benches, trash receptacles, and banners (in progress)
- Engage local artists to create murals and signage with historic/cultural themes.
- Initiate sidewalk repairs or upgrades where most needed. (Emergency/ADA repairs in progress)
- Review and Identify key goals and strategies of the area-wide plan submitted by Stantec (current and ongoing)

Year 2 (2026–2027):

- Explore incentives or reduced permitting fees for Main Street rehabs. (in progress)

- Begin implementing façade improvement mini grants for businesses.
- Continue implementation of the area-wide plan submitted by Stantec.
- Enhance community appearance and safety through consistent and proactive code enforcement ([current and ongoing](#))

Performance Indicators:

- Number of storefronts improved
- Volunteer/community event participation
- Resident and visitor satisfaction surveys

Priority 2: Street Improvements

Budget Account Codes: Fund 23, and Grants

Objective: Maintain and improve priority streets with cost-effective methods and long-term planning.

Year 1 (2025–2026):

- Inventory street conditions; identify critical repair zones. ([current and ongoing](#))
- Seal cracks and potholes using in-house public works crew. ([current and ongoing](#))
- Seek ADOT or regional infrastructure grant partnerships.
- Begin phased resurfacing of worst-affected streets.
- Launch a "report-a-pothole" app or hotline for community input.

Year 2 (2026–2027):

- Reassess street condition index and update long-term maintenance plan.
- Pursue regional, state, and federal funding opportunities to support long-term street infrastructure improvements.
- Increase public awareness and engagement through transparent reporting on street projects and maintenance schedules.
- Strengthen coordination between public works and utility providers to align infrastructure upgrades with street repairs.
- Incorporate sustainable practices and materials into street improvement efforts to extend pavement life and reduce long-term costs.

Performance Indicators:

- Square footage of pavement repaired/resurfaced
 - Decrease in public complaints
 - Miles of streets improved
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Priority 3: Golf Course Clubhouse Renovation

Budget Account Codes: 001-040-5071, and 001-040-5076

Objective: Restore the clubhouse as a multi-use space for recreation, events, and community gatherings.

Year 1 (2025–2026):

- Assess structural and ADA compliance needs. (current and ongoing)
- Host fundraising events and pursue local sponsorships or tourism grants. (current and ongoing)
- Begin phased renovation: Downstairs and Hole 5 restrooms, Upstairs restrooms and kitchen facilities and refresh, relocate stairs, improve balcony, add sliding door. (current and ongoing)
- Develop a rental/use policy for community access. (current and ongoing)
- New pump for golf course

Year 2 (2026–2027):

- Complete interior improvements and outdoor gathering space (e.g., shaded patio).
- Promote clubhouse as a venue for local events and youth programs.

Performance Indicators:

- Increase in clubhouse rentals and revenue
 - Community use metrics
 - Renovation milestones completed
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Priority 4: Code Enforcement

Budget Account Codes: **001-004-5060, and Grants**

Objective:

Increase property upkeep and safety through a balanced approach that combines education, consistency, and community partnerships. The goal is not punitive enforcement, but long-term improvement of neighborhood appearance and public safety.

Year 1 (2025–2026):

- Identify and Prioritize Key Issues working with staff, council, and residents to identify the most common and visible violations—such as overgrown weeds, junk vehicles, trash accumulation, broken fences, or deteriorated structures. [\(current and ongoing\)](#)
- Map Hotspots through staff observations and community input to map areas with high rates of visible code violations.
- Educational Campaign: Develop clear, friendly brochures and door hangers explaining the most common code issues and how to fix them.
- Translate materials into Spanish or Navajo, if needed.
- Launch a “Clean Starts Here” or similar, campaign encouraging voluntary compliance.
- Engage Community Members through scheduled cleanup days focused on one neighborhood or zone at a time.
- Create a business license requirement, with contact information for businesses owner for better communication.
- Partner with Local Court and Probation Programs. Explore the use of court-ordered community service or diversion programs to assist with property clean-up efforts.

Year 2 (2026–2027): Sustaining and Expanding Impact

- Review code language, fines, appeals processes, and enforcement timelines. Update or streamline policies to improve fairness and efficiency. [\(current and ongoing\)](#)
- Launch a Small Improvement Stipend Program: Use small grants or city-sponsored gift cards (e.g., to a hardware store) to help low-income homeowners with minor compliance issues. Prioritize funding for fencing, paint, weed removal, or basic debris hauling.
- Review and Report Outcomes: Compile data from the past two years to present to the council and public.
- Use outcomes to adjust future resource allocation or community engagement strategies.

Performance Indicators:

- Percentage reduction in repeat violations
 - Number of properties voluntarily brought into compliance
 - Volunteer hours contributed to cleanup efforts
 - Number of households assisted
 - Resident satisfaction and trust in the process
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Priority 5: Parks and Trails

Budget Account Codes: Fund 23, 001-004-5058, 001-031-5071, and Grants

Objective: Expand recreational access and improve existing parks to support health, wellness, and outdoor enjoyment.

Year 1 (2025–2026):

- Create a master plan for all city owned and maintained parks and open spaces
- Hunt Park
 - Add pickleball courts (min 4)
 - redo basketball court area
 - Relocate Skate Park
 - Add new softball practice field
 - Add more shade structures
- Lewis Park
 - Reassess needs and equipment
- Lisitzky Park
 - Reassess needs and equipment
 - Assess parking around fields
- Research upgraded skate park and potential pump track
- Inventory Park and trail assets; repair signage and broken equipment. (current and ongoing)
- Host Park clean-up days and community picnics. (current and ongoing)
- Add low-cost enhancements: picnic tables, shade trees, and trail markers.
- Seek outdoor recreation grants and corporate sponsorships.
- Begin development of a small walking or nature trail loop.

- Add signage to entrances of trails.
- Improve and maintain existing parks and recreational facilities to provide safe, accessible, and inviting spaces for all community members.
- Apply for APS Tree grant program

Year 2 (2026–2027):

- Expand trail systems and outdoor amenities that promote healthy lifestyles, community connection, and year-round outdoor activity.
- Upgrade skate park
- Create a pump track
- Add more shade structures at all parks
- Install lighting or security improvements if needed.
- Develop a phased parks and trails master plan to guide future improvements and ensure equitable access across neighborhoods.
- Promote increased community use of parks through events, signage, and health-focused programming.

Performance Indicators:

- Increase in park usage
- Number of amenities added or improved
- Trail miles created or restored