









**Friends of Carefree**, by now you have probably read or heard the results of Carefree's Primary Election. The mayor, all current council members, and Vince D'Aliesio have been elected. Except for the mayor, all ran unopposed. The 'Final' results per the Election website were:

Carefree-Mayor (vote for 1)		Ballot Cast: 1639	Turnout: 0	
	FARRAR, MICHAEL "MIKE"	672		43%
	PETERSON, LES*	904		57%
Carefree-Council (vote 6)		Ballot Cast: 1636	Turnout: 0	
	CRANE, JOHN*	1024		17%
	D'ALIESIO, VINCE*	981		16%
	HATCHER, STEPHEN*	1006		17%
	KRAHE, MICHAEL*	986		17%
	KROYER, CHERYL*	1042		17%
	ORRICO, GENE*	926		16%

The Town Council canvassed the election results at 3PM on Friday afternoon. Best of luck to all elected, and remember, you serve all residents, not the mayor or staff.

*[A recent quote in the Sonoran News by one council member drew my attention as I began reviewing my notes from the council meeting this past week. It was particularly curious because that council member has always thanked me for my perspective. In part he said, "the people from both sides of the election campaigns need to now put aside criticism of the other side and move towards the center, towards working together productively for the good of the town, its residents and its businesses. Apparently, the mayor didn't get that message.]*

In another post-election move reminiscent of schoolyard bullying, on Thursday mayor Peterson removed Mike Farrar from his long-standing positions representing Carefree on the MAG and the Economic Development Committees denying Farrar the opportunity to finish out his term on those committees. *[Petty seems to be the administration's new norm.]*

**Update, September 18, 2018:** In another effort to demonstrate his mayoral style of vindictiveness, mayor Peterson today removed Mike Farrar not only as Chairman of the Veteran's Memorial Committee, but also from the Committee itself.

**Council Meeting of Tuesday, September 4, 2018, 5:00PM, at 33 Easy Street:**  
Cheryl Kroyer was absent.

**Items 1 - 6 Consent Agenda:** These items were all related to routine town business (meeting minutes, bills, financial reports, event permits, etc.). Council member Orrico requested that Item 6 be held for discussion and then Councilman Farrar requested that Items 2 & 4 be held for discussion. The Mayor called for a motion to approve Items 1, 3, and 5; approved 6 - 0. Since Items 4 & 6 pertained to liquor licenses related to the Thunderbird Festivals, the mayor asked if the questions could be held until Item 9. Item 2 related to expenses for the mayor, town clerk, and Steve Hatcher to attend a conference. Since hotels were prepaid and most meals were provided by the conference sponsor, Council member Farrar wonder what the \$400 to \$600 expenses involved. The clerk suggested that perhaps the hotel had billed individuals for the rooms, as well as meals. *[Suggested, but was that assumption verified? We probably will never know.]* Those remaining 3 consent items were approved 6 - 0.

*[Note: An agenda item from the August meeting ("**ITEM #9 Presentation of second quarter financial recap for the period of April through June, 2018**") had been deferred until the September meeting because the information was not available. However, that deferred item was not covered during this meeting, there was no mention of it, and no presentation was made available. The August Council meeting minutes were wrong and misleading, suggesting that the topic was covered. In retrospect, even the quarter designation stated in that original agenda item was wrong - **the period from April through June 2018 was the 4<sup>th</sup> and final quarter of the last fiscal year.** It would be appropriate to have erroneous minutes and other information corrected and make the presentation material available to the public. That material will be important for comparison to the 1<sup>st</sup> quarter (July through September) of this new fiscal year.]*

**Item 7, Call to the Public:** Resident Tom Rawles spoke regarding his concerns over certain town activities. He said he did not speak before the election because he did not want his comments to be taken as motivated by that election. Though the Council Chamber sound level was low, I caught some of his comments and then obtained more information later, even though the town posted recording was for the incorrect meeting. Mr. Rawles reminded the mayor and council of the fundamental purpose of government which, according to Jefferson in the Declaration of Independence is to protect our rights, according to George Will it is to secure our freedoms not our happiness, according to Abraham Lincoln is to do those things for man which man can't do for himself and, according to Tom Rawles, it is not to maximize its revenue or to take from the many to give to the few.

He cited the \$584K marketing budget, stating it was not the town's responsibility to spend taxpayer funds to boost sales tax revenue. He then said that taking money for the benefit of a few is bad, but what is even worse is taking our money and holding on to it for year after year after year after year. He added that a budget surplus of 140% to 180% of normal operating expenses is both outrageous and immoral. Bond rating companies only believe a 20-40% surplus is necessary. The customers who purchase a business' goods or services do so voluntarily while taxpayers are coerced into paying. The use of force is what makes it immoral. Mr. Rawles urged them to spend the money on projects that benefit the whole

community or cut the local sales tax rate until the surplus is down to 40%, adding what a boom that would be for local businesses.

**Item 8, Current Events:** The mayor mentioned that the town has hired a new Marketing Director, Beth Renfro. He also mentioned that 2019 will be the 50th year anniversary of the Sundial. *[Not doubt he'll take credit for its presence here.]*

Michael Krahe provided an update on the Foothills Leadership Program, stating that a number of administrative and legal matters were in the works and that a number of directors have been appointed. He stated he was very excited to be involved in the new program and looked forward to the first group meeting later in the month.

*[It appears the winning, but apparently vindictive mayor, has taken away the Veterans Memorial project from his opponent in the election, Mike Farrar. Farrar headed the committee that had worked on the project for many months and gathered support from the Sonoran Art League, Wayne Helfand, President of Rare Earth Art Gallery (he donated the Black Onyx valued at \$5,000), and the 500+ member local American Legion Post (they donated \$2,000). The committee originally included Cheryl Kroyer and Steve Hatcher, but Kroyer quit over a dispute regarding the Memorial Day event and then John Crane took her place until he quit over Term Limits. Council member Orrico then stepped in when Crane quit. Peterson has apparently now turned over the project to his favorite son, John Crane, who then called for anyone willing to help or contribute. Peterson's nasty, negative campaign, fueled by Lyn Hitchon, has now reached down into the bowels of pettiness – "Keep it Carefree" mayor.]*

John Crane then spoke about the Blood drive being held at Carefree Physical Therapy on Saturday from 8AM until noon.

**Item 9, Special Event Applications for Thunderbird Artists:** The 25<sup>th</sup>, 26<sup>th</sup>, and 27<sup>th</sup> Annual Fine Wine & Art Festival will be held 11/02/18 – 11/04/18, 01/18/19 – 01/20/19<sup>h</sup>, and 03/01/19 – 03/03/19.

After a lengthy presentation by the Festival organizer, which contained an outright rejection of the town's suggestion to relocate the festival to an area of the core which would have less impact on businesses, and residents trying to access the post office, a somewhat heated exchange occurred. Council member Orrico cited various parking violations in the past by festival vendors and asked if the organizer would address the issue this season. The organizer flatly stated (more than once) that 'they' had no control over vendors. The representative rattled on about all the ineffective measures they have taken, all of which have proven to be useless. In the end, the council slate once again ignored both town business interests and residents and deferred to the Organizer. All applications were approved 4 – 2 (Orrico and Farrar opposing).

*[It should be noted that the recently reelected mayor took the opportunity to do a little chest thumping, denying Councilman Farrar the opportunity to explain his No vote, and abruptly and with anger, ended the discussion of the agenda item. The now infamous town attorney asserted there was no explanation of votes permitted – a long standing practice that has been around for more than the 19 years I've lived in Carefree. Since when does the attorney dictate procedure or make law in Carefree? Perhaps since he vigorously defended the town against John Crane's Term Limits lawsuit – in his own mind. It is probably time for a new town attorney – and yes, Michael, that is most definitely **my perspective**. So much*

*for transparency and the new town branding tag line of “Keep it Carefree”. The election is over mayor, you won, it is time to be civil.]*

**Item 10, The new Carefree Branding Plan:** In the absence of Council member Kroyer, John Crane discussed the new Carefree ‘Branding’ plan, and displayed images of 4 new signs that will be purchased from Bertram Signs & Graphics, a local business, for \$29,352. Signs will be located on the street side of each Gateway entrance.

**As shown in the recent Town of Carefree Newsletter**



### **New Gateway Signage**

As a part of the new “Keep it Carefree” marketing campaign, additional business directional signs will be installed at the gateways and secondary entrances into the Town Center. Carefree-based Bertram Signs will be installing the newly approved Gateway signs by mid-October.

Mr. Bertram was asked to discuss the signs. He proceeded to describe the materials and lettering of the signs. When asked by the mayor if the signs would be ready for the Pumpkin Festival, he said he would do his best. Crane went on to say this was the first phase of the new Carefree Branding program and will be followed by **more** internal directional signs [*inside the Gateway Arches*] in the next fiscal year [*July, 2019*].

*[If you have lived in or visited Carefree over the past 10+ years you will probably recall several prior ‘signage’ campaigns including the Sundial style signs and then what became known as ‘Circus’ signs due to their color scheme (thankfully long gone.)* The council approved phase 1 of the newest signage campaign and the associated \$29,352 which will be paid from the Contingency fund instead of the Marketing Budget by a vote of 6 – 0.

**Item 11, Second reading of the waste water drainage ordinance:** After review and a brief discussion, the Ordinance was approved 6 – 0.

**Item 12, Adjournment:** The meeting was adjourned at 6:05PM.

---

Respectfully submitted by John Traynor

**Notice:** In addition to reporting **facts**, this Newsletter may contain the author’s perspective on topics or events affecting Carefree residents. That perspective may not be popular with the mayor, some council members, staff, town attorney, a certain blogger, or even some members of the public. As I’ve stated many times over the past years, I try to identify those items which are **my** perspective of events by enclosing such material in [*brackets*]. If we lived in a perfect world, we’d need but one newspaper.

God Bless America.

Don't forget to visit [CarefreesFutureMatters.com](http://CarefreesFutureMatters.com) and forward this to your friends and neighbors so that they may subscribe for themselves.

If you wish to **Subscribe** to this Newsletter [Click here](#)

or

If you wish to **Unsubscribe**, simply [Click here to Unsubscribe](#)

*Carefree, what life should be!*

Copyright ©2015-2018, CarefreesFutureMatters.com \* All rights reserved