

Town Council Application

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Submitted by: Bruce Evans

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Status: Open

Priority: Normal

Assigned To: Marissa Greenwood

Due Date: Open

Prescott Valley Town Council Application

Questions may be directed to Fatima Fernandez, Town of Prescott Valley Clerk, at 928-759-3028 or ffernandez@prescottvalley-az.gov.

Applications must be received no later than 4pm on Tuesday, May 20, 2025.

All information provided is subject to Arizona Public Records Laws.

* First Name	* Last Name
Bruce	Evans
* Email	
brucefevans@msn.com	
* Home/Cell Phone Number	Work Phone Number
13104292672	Ex. (123) 456-7890
* Resident Address	
12775 E Ortiz St Prescott Valley, AZ 86327	
Mailing Address	
* Are you at least 18 years of age or older?	
<input checked="" type="radio"/> Yes	
<input type="radio"/> No	
* How long have you been a resident of Prescott Valley?	
Six years	
* Have you been a registered voter in the Town of Prescott Valley for at least one year?	
<input checked="" type="radio"/> Yes	
<input type="radio"/> No	

EDUCATION

*** Highest level of education achieved:**

MBA, Dalhousie University, Halifax, NS, Canada 1978

Field

Finance

EMPLOYMENT HISTORY

(present and previous)

*** Current Employer**

Retired

*** Title/Position**

Retired

*** Previous Employer**

Lucent Capital, Beverly Hills, CA

*** Title/Position**

Managing Director

Previous Employer

Macquarie Bank, Los Angeles, CA

Title/Position

Senior Vice President

Please list any volunteer activities you've been involved with in the Town of Prescott Valley:

Planning & Zoning Commission (Vice Chair) 2022-25 Board of Adjustment 2022 PV Citizens Academy PVPD Citizens Academy Volunteer, Healing Field of N AZ

* Have you ever been convicted, received deferred adjudication, or entered a guilty plea or nolo contendere for any felony or class 1 misdemeanor offense?

- ☐ Yes
☒ No

Note: A "YES" answer will not automatically disqualify you from appointment. If YES, please explain (include date, places, and nature of offenses):

* Do we have your authorization to conduct a background check and review publicly available information on social media platforms?

- ☒ Yes
☐ No

* Have you ever held a public office?

- ☒ Yes
☐ No

Was the public office:

- ☒ Elected
☐ Appointed

What was the office you held and where?

See above, P&Z and Board of Adjustment

Please answer the following questions ([responses are limited to 350 words](#)):

* Describe your understanding of the function and purpose of the Town Council and the Council-Manager form of government?

The Town Council is an elected body responsible for setting policy priorities for the Town and for enacting legislation with respect to the direction and operation of the Town. It is also responsible for the ongoing evaluation of the performance of senior Town executives (eg. Town Manager, Town Attorney). Councilmembers are elected "at large", not as representatives of specific districts. In a corporate sense, one could think of Council as a Board of Directors, essentially responsible for the direction and performance evaluation of the corporation but without day-to-day responsibility for specific operational areas. The latter is the sphere of professional staff hired to be responsible for the efficient operation of the many Town Departments. The Town Manager is the Chief Executive Officer, reporting to the Mayor and Council acting, as previously stated, analogously to a corporate Chairman and Board of Directors. In the Council-Manager form of government, individual Councilmembers are not assigned oversight responsibility for specific Departments. Council approves annual Town Budgets, the execution of which is the responsibility of the Town Manager and various Department Heads. In my opinion, the Council-Manager form of government is superior as it clearly separates policy and operational roles and is conducive to a more professional and impartial delivery of Town services and functions.

*** What are the greatest opportunities and most pressing issues facing Prescott Valley? As a Council member, how you would work with your fellow Council members to address these opportunities and challenges?**

Along with other municipalities in Arizona, Prescott Valley has become a popular in-migration destination, largely for retirees. This opportunity comes with challenges. Rising home prices. Strains on infrastructure including traffic and water availability. General affordability for employees in critical areas such as the medical establishment and first responders. It is nearly impossible, given budget limitations, for municipalities to directly impact housing affordability with any sort of subsidy program. At best, they can influence and participate in State and Federal programs, both by influencing policy and by ensuring maximum knowledge of and utilization of those programs. Additionally, the Town must stay keenly aware of wage competition with other municipalities so that, within overall budget limitations, it can attract the best Town employees and responsibly pay them as well as possible. Another solution is an aggressive marketing effort, nationwide, to attract the best and highest-paying private employers. Water is a true Gordian Knot problem. It is a hugely complex issue with no clear solutions. Zero growth is not an answer, with no growth comes atrophy and demise. I have no magic answer for solving the water problem, if I did I'd be wealthy. I believe the Town is doing its best to reverse the PAMA yield issues. As a Councilmember, I would ensure that we continue that course and actively participate at all levels to ensure we are as on top of the problem as possible. Going forward, we must not lose sight of the qualities which make Prescott Valley a wonderful place to live: a small town feel, natural advantages of open space and proximity to nature and wildlife, a variety of services and activities appealing to a broad demographic mix. These, and many other, issues will require if not a united, at least a coordinated and collegial, effort by Council. There will be differences of opinion and approach. The road will have potholes and severe curves. In working with fellow Councilmembers, respect and decorum are important. More important, perhaps, is the realization that listening is more important than talking.

*** Recent Town surveys of residents indicated that open space, water conservation, and quality of life are important. How would you balance the need for economic development with those desires?**

I think we need to be able to say "No" occasionally. Economic development, per se, is neither good nor bad. Like smart growth, we need smart development. The General Plan 2035 is a good set of guideposts for development, but it needs to be flexible as well, subject to the built-in guardrails protecting its integrity. I believe that we are doing a decent job of development promotion, regionally and nationally. As a Councilmember, I would like to become more familiar with our plans and efforts and, given my business background, perhaps I could contribute to that effort from a policy and planning perspective. Successful economic development will not be typified by home runs landing very large employers. It will be singles and doubles including attraction of smaller businesses. Both in terms of location and targeted types of employers, we need a very clear and detailed plan (which perhaps already exists) but we also need to be nimble. Above all, we must evaluate each new opportunity with an open mind, evaluating the merits and negatives without preconceived notions of "good or bad" with respect to economic development.

STATEMENT OF INTEREST

*** 4. Explain the experience and qualities you possess that make you the best qualified candidate for this position.**

In six years living in Prescott Valley, I think I have demonstrated by my active participation that I care deeply for this Town and am willing to roll up my sleeves to aid in the effort to improve life here. I have a business background, chiefly in project finance for large real estate developments, which equips me with the analytic and technical skills to evaluate and assess proposals/legislation. I have lived in large (Los Angeles, New York) and small (Prescott Valley, rural Nova Scotia) places, which balances my "life experience". I have a collaborative style in working with others. As I stated elsewhere in this application, listening is more important than talking. That being said, I can occasionally get passionate in my support for or opposition to something. It's a balance. Like most of life. I don't bring any strong "positional" perspectives with me - I don't, by rote, reflexively react to propositions out of a preconceived notion of their "goodness" or "badness". I study them on their merits, with an open mind. In conclusion, the most important thing to remember is who Councilmembers work for, ie. the citizens of Prescott Valley. If appointed, I commit to making myself available to listen respectfully and openly to the opinions of ALL citizens of this wonderful Town.

*** Name**

Bruce F Evans

*** Today's Date**

05/12/2025

Format: MM/DD/YYYY

*** Signature /s/**

Bruce Franklyn Evans

Type full name