



# TOWN OF JEROME

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## MINUTES

**SPECIAL MEETING - SPECIAL EVENTS WORKSHOP OF THE TOWN OF JEROME**  
**COUNCIL CHAMBERS, JEROME TOWN HALL**  
**600 CLARK STREET, JEROME, ARIZONA**

**TUESDAY, MAY 13, 2025, AT 6:15 PM**

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*Due to the length of this meeting, Council may recess and reconvene at the time and date announced.*

### **6:15PM (0:14) 1. CALL TO ORDER/ROLL CALL**

Mayor/Chairperson to call meeting to order  
Town Clerk to call and record the roll.

*Present were Mayor Alex Barber, Vice Mayor Jane Moore, and council members Dr. Jack Dillenberg, Sonia Sheffield and Issam "Izzy" Sharif.*

*Staff present included Town Manager Brett Klein, Zoning Administrator Will Blodgett, Deputy Clerk Kristen Muenz and Administrative Specialist Michele Sharif.*

### **6:15PM (0:27) 2. NEW BUSINESS**

Discussion/Possible Action

#### **A. Discussion, Consideration of Staff Proposals and / or Possible Direction Regarding Potential Amendments to the Special Event Code Language**

Council will receive input from staff and the public and will discuss potential changes to the Special Events Code Section, along with providing staff direction.

*Mr. Klein introduced the item, recounting the ordinance was put in place about 4-5 yrs ago. It was understood then that it might need modifications to get what the council wanted out of it without causing undue hardship to applicants. He said there were uncertainties and ambiguities pointed out in talks with the Jerome Historical Society (JHS). He shared that JHS had also talked with others in the community, and the modifications proposed in the staff report should address those things.*

*Ms. Barber asked if everyone had time to look it over.*

*Ms. Sheffield said there are a couple of things she is curious about. She pointed out the goal of the proposed changes was to afford event venues the opportunity to forego the special event application process, asking how we would determine that a licensed business is licensed as an event venue.*

*Mr. Klein answered they would hold a Jerome business license as an event venue.*

*Ms. Sheffield continued that she looked at business licenses for neighboring communities, noticing that a lot of them request more specific information when it comes to business type. Using Cottonwood as an example she listed the many business license types they have, remarking that on our own business license application perhaps we could provide more clarification so that from the get-go the business has stated its purpose.*

*Mr. Klein answered that staff would be happy to make any changes the Council thinks would be beneficial. He said if we are making changes to the business license application staff would also like them to be due on same day rather than throughout the year. Making this change would help with administrative, clerical and budgetary purposes, further outlining that if we made the renewal date July 1 and a new business came in any time after January 1, then that initial license would carry them through following to the following year, however most of our business licenses are renewals.*

*Ms. Sheffield continued that she was curious about the number one hundred and twenty-five (125), asking what the basis was for determining that number of people, and how many locations have that capacity.*

*Mr. Klein answered there are not too many locations in town with that capacity or that many that hold outdoor events. He continued, 125 is over ¼ of our population, assuming that they are not all residents, and bringing over a quarter of our population into town is significant. If it's compared to any community, for example in Glendale, it would be like them bringing 55K people to town, or Cottonwood bringing more than 2500 people, but it was based on population. He said the number in the code was 100 people, and this proposal for 125 was to give a little more leeway.*

*Ms. Barber shared clarification that the original number was 100, adding it also talks about restrooms, because that also is a big impact on town.*

Ms. Moore added that parking was one of the biggest issues that brought this up in the first place. She read number 4, regarding requiring a permit, "that will utilize tents or canopies outside." She asked if it was possible that some people have yards, they could put up a tent or canopy to have a party.

Mr. Klein answered that it is regarding the big tents.

Ms. Moore asked if they should designate a size.

Mr. Klein answered yes, we could do that.

Ms. Barber said having all the business licenses renewed at the same time would save staff time, and doesn't have a problem working on the business license to add items in. She said this would be something they would look at later.

Ms. Moore referred to Section 10-3-2 and read "offers food, drink goods or merchandise for sale or by donation." She asked if it was something that needed to be kept in there

Mr. Klein shared that the language was changed a little bit to reflect if the business is a licensed business and the sale of goods are part of the nature of their business then they would not need a special event permit in that instance. He said it is better language than what is there now and would fall under 6 C. for not having to get a permit.

Ms. Moore further clarified that anybody else would.

Mr. Klein answered yes, if a group that doesn't ordinarily sell those items wanted to then yes, they would need to get a permit.

Ms. Moore remarked that this basically negates a lot of what was going on at Art Walk. For example people have food and drinks during art walk, that would not be able to continue anymore.

Ms. Barber added if they are asking for donations or trying to sell it, then they would not be able to.

Mr. Klein clarified, without getting a special event permit, that is correct.

Mr. Sharif said he wanted to revisit the consideration for outdoor performers. He asked if they could look at redefining busking and help mitigate musicians and maintain the quirkiness of town.

Mr. Barber added for clarification that they had written an ordinance regarding busking, but the state said we couldn't do that, and that is why it wasn't adopted. She continued if you're out there with your ukelele, as long as there is no amplified sound you're good. She said in Jerome everyone can hear sound it travels. She then read the Purpose and Intent of Special Events for the record. She continued, on any given day our parking lots are full. To add another 125 people to any specific area, even the application asks for big events to shuttle your people in and to park in the big free parking lot. Bringing that many people into town in certain areas has caused issues with people spilling out on the sidewalks. She said we are a tiny town of dwindling people. The welfare of town is really the intent; it is not to tie hands of private property owners trying to have events. Most places anywhere in America if you are having events like this, you must have special event permits. The State has a permit, and this was something the needed to be put into place for checks and balances. We have too many cars on any given day already, enough that we are full, we can't fit another 125-200 cars. Trying to get people to where they need to go and get them a place to park is a problem on any Saturday. This was not to hurt anyone but to make it better for everyone.

Ms. Sheffield agreed with Ms. Barber's remarks regarding cars and people. She said we do have in writing, reading "if the attendance is anticipated to be more people that the building's occupancy limit and where attendees are expected to spill out into sidewalks or streets, they must arrange for law enforcement officer for crowd control." She continued, if we are concerned about a special event that might bring more than 125 people to town, then there should be a hard number when we require traffic control. She said she tried to reach Arizona Liquor control but was unable to get an answer, but if she was reading and interpreting correctly then the Art Walk could be exempt from a special event liquor license due to a clause for incidental convenience. She then reads the clause from ARS 4-244.05. She said there are specific amounts listed on website and would like us to clarify if serving wine at Art Walk is exempt from special liquor license from the state.

Mr. Klein answered we can investigate it.

Deputy Clerk Muenz said she also tried to reach the Arizona Department of Liquor Licensing and did not receive a response either.

Ms. Moore said it seems like it would be if there are not asking for donations.

Ms. Barber said if you're selling it or asking for donations then the State dictates liquor. Once you add liquor to an event if you're selling it or donating it then yes you must get a special liquor license.

Ms. Muenz added a part also reads "where alcohol is sold, served, or consumed. Therefore, it doesn't have to be in exchange for money for liquor licensing laws to apply.

Mr. Klein added we haven't been able to get ahold of them, but in our research and review it is not exempt. Ms. Sheffield said that brings her back to something else that isn't quite clear. She said the Arizona special event liquor application is a series 15 license, and based on language on the application it allows for political, government entity or non-profit entity, and doesn't say anything about private venue, or if you are having a wedding reception. She said a generic online AI search on the internet will tell you that even if you are serving liquor at a private party, you must obtain special permission from AZ liquor, however she can't find anything on the website that allows a private gathering to apply for it.

Ms. Muenz shared that there is a special liquor license type for event coordinators. You have to take the training to become the person licensed and become the person in charge of making certain proper laws are followed.

Ms. Sheffield asked how it applied to events at Spook Hall for instance, say for example a wedding reception.

Ms. Muenz said they would need an event coordinator that would be responsible. They would apply to the State for a

one-time liquor license or be a licensed party themselves.

Ms. Sheffield asked if a private venue has their own liquor license, does that eliminate the need for a special event permit.

Ms. Muenz answered yes, because if they are licensed by the state they don't have to come to the local governing board for a special event liquor license.

Ms. Sheffield asked if she was familiar with the BYOB application and could explain her understanding.

Ms. Muenz said it is limited, and one of the things that exempt using the BYOB is if there is food or drink for sale at the event, or entertainment is being provided at the event, its use is more for small private gatherings.

Mr. Sharif asked if BYOB was more for a private party at your house.

Ms. Muenz answered yes, if it's all on private property at home, everyone brings their own drinks. There are rules that cover smaller events, for example something held in the public sphere, in a commercial building open to the public, then the BYOB rules would not apply.

There was additional discussion regarding BYOB rules and what situations they may be exempt or applied to.

Ms. Barber agreed, adding there are already exemptions, pointing out weddings and funerals are exempt.

Ms. Sheffield asked for clarification of private property in the context of the special event applications.

Ms. Muenz said she looked it up and provided a copy of ARS 4-101 which has definition for private property.

Mr. Klein asked if she was referring to private property from ARS standpoint for special event liquor license or what we are talking about in our special event coding.

Ms. Sheffield said for both.

Mr. Klein said for us it is anything not government owned is private property.

Ms. Sheffield asked how it applies to Spook Hall which is privately owned by the Historical Society.

Mr. Klein confirmed that it is private property.

Ms. Muenz said a private wedding reception, not open to the public, would not need a special event permit.

Mr. Klein added if it's less than 125 people.

Ms. Barber asked if the council agreed with the changes. Overall, council members expressed agreement.

Dr. Dillenberg motioned to accept the proposed changes.

Ms. Sheffield seconded the motion.

Ms. Barber asked if there was any further discussion before calling the question.

Mr. Klein clarified the council's comments, pointing out that this isn't an ordinance right now, but when ordinance language is brought back, there will be a number for the requirement for traffic control as well as additional clarification on BYOB laws.

Ms. Barber asked if they would also have a discussion regarding the business licenses and Ms. Moore asked for clarification on canopy sizes.

Mr. Klein confirmed that both would be addressed.

Ms. Barber called the question and the motion to accept the proposed changes with some additions is approved unanimously.

**Motion to accept proposed changes with additions.**

COUNCILMEMBER	MOTION	SECOND	AYE	NAY	ABSENT	ABSTAIN
BARBER			X			
DILLENBERG	X		X			
MOORE			X			
SHARIF			X			
SHEFFIELD		X	X			

After the vote Ms. Barber asked if she had missed anything.

Mr. Klein informed her there were petitions to speak about a particular agenda item for the next meeting and that there is one person who wanted to speak about the special event permits in particular.

Ms. Barber invited Lana Buckner to speak.

Ms. Buckner approached the podium and introduced herself as a resident of Jerome, a member of the Artists' Co-op as well as a new business applicant. She said she is present to discuss special events article in town code regarding its previous use or misuse. She shared that it barred an all-ages event at Spook Hall, and while that event is now scheduled for June the issues she feels are still not resolved. She recounted statements made at the prior meeting by the Historical Society President also sharing that many people in town feel the rules are not applied evenly among applicants without impediment. She said she wanted to remind the Town of who we are reading an excerpt from 2023 Town Resolution number 406. She said she had read the proposed revisions and does not feel that the changes made have addressed the concerns voiced.

Ms. Moore asked if council members could respond to this. Mr. Klein confirmed they could respond, and she continued that she doesn't think anything in the ordinance prohibits people from having private parties, but if it does then she would like it clarified, because that was not the intent.

Ms. Barber added the town rumor mill has been heavy, and that this is not us picking on the Historical Society, who has filed for special event permits before. She said the Historical Society should not be telling people they can have an event if they haven't filed for a permit yet. She said there have been other instances that this has happened and in her

opinion 3 strikes and your out. She said she's gone to historical society meetings for 6 years and if in a town of 350 people the Town Council, Historical Society and Chamber of Commerce can't get along then this town is going to fail. She said she stands up for this town because she loves it and was born and raised here, and that there was nothing against Drag Sows, or LGBTQ because we love everyone in this town. She continued that this is not the fault of the council, and for Historical Society to make us feel that is our fault, hate is being thrown in the wrong direction. Scott Hudson from the Jerome Historical Society introduced himself and clarified that since he's taken over and his understanding from when Jay Kinsella was running it, that for Spook Hall they only apply for a special event permit when liquor is being sold. His understanding is that the first time it changed was when the drag show applied for a permit with liquor and were told there wasn't enough time for liquor. She shared that they responded that they just wouldn't serve liquor and were told by Mr. Klein they still could not do it. He wanted to make sure he clarified his understanding. Ms. Sheffield said the application timeline for special event permits has been 60 days for some time now and if she recalled correctly it was changed to not have paid staff overwhelmed with application paperwork and processes in a short amount of time. The state of Arizona dictates when a special event liquor license is required and feels like there is confusion about why the timeline is what it is. She understood the postponement of the drag show event was because the information was not provided in time, and was stated as such, not because it was a drag show. She said according to Arizona liquor laws they must have a special event liquor license, which is dictated by the state, not us. Ms. Muenz pointed out the liquor license application in their packets it does state forms must be signed and submitted to the state at least 10 days prior to the special event, but to allow at least 60 days if applying to a local governing board. Ms. Barber read the statement from the top of the Arizona Special Event Liquor License Application aloud. Ms. Sheffield pointed out it was an administrative decision not a Council decision, as they weren't involved until the meeting last month, continuing that she doesn't think there is anyone on the board in opposition, but we do have to adhere to guidelines and rules. Ms. Moore said since she's been on the Council, people have had to come before them in a timely manner for special event permits when advertising to the public. She said it's been going on since the 70s and was trying to remember some that did not involve alcohol. Mr. Sharif said he had more a statement rather than anything to add. He said for those that are listening and that are in the audience, we are all a part of this community. We love everyone, that's why we're here. He continued, if you are here, you are a part of this community, and we love you for everything that you are. He said it is sad, as the mayor said, that you would point hate at us when we are here trying to help. He said they do it with no money, continuing they all have jobs like everyone else and still show up and devote their time. He said it hurts our feelings that you all feel the way you do, but this was a legitimate misunderstanding. He said the temperature of the world today is very toxic, and there's not a lot of love out there right now, as we are about to see in a few minutes. He said everything they do is based on love and keeping the Town here, with its oddities, imperfections and everything that it is. He said we are artists, musicians, weirdos and that is who we are, but please know that everything we try to do is to benefit everyone in town, nothing is malice here. Dr. Dillenberg thanked everyone for their comments, said he also loves this town, has a house here, and wants it to be safe, enjoyable and worthwhile for everyone.

### 6:58PM (43:46) 3. ADJOURNMENT

Ms. Barber noted that there were 2 minutes left before the next meeting and motioned to adjourn the meeting.

Ms. Sheffield seconded the motion.

By unanimous vote the meeting adjourned at 6:58 p.m.

#### Motion to adjourn at 6:58p.m.

COUNCILMEMBER	MOTION	SECOND	AYE	NAY	ABSENT	ABSTAIN
BARBER	X		X			
DILLENBERG			X			
MOORE			X			
SHARIF			X			
SHEFFIELD		X	X			

APPROVE:

ATTEST:

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Alex Barber, Mayor

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Brett Klein, Town Manager