

**TOWN OF CHINO VALLEY
COUNCIL ECONOMIC DEVELOPMENT SUBCOMMITTEE
MINUTES**

**DAY, NOVEMBER 29, 2016
TIME P.M.**

The Economic Development Subcommittee of the Town of Chino Valley, Arizona, convened for a public meeting in the Council Chambers Conference Room, located at 202 N. State Route 89, Chino Valley, Arizona.

1) CALL TO ORDER

Council member Cuka called the meeting to order at 4:02 p.m.

2) ROLL CALL

Present: Susie Cuka, Councilmember (Chair); Darryl Croft, Councilmember; Corey Mendoza, Councilmember

Staff Present: Cecilia Grittmann, Interim Town Manager
Michael Lopez, Public Works Director/Town Engineer

Attendees: Arlene Allen

3) APPROVAL OF MINUTES

- a) Consideration and possible action to approve the November 2, 2016 meeting minutes.

MOVED by Councilmember Darryl Croft, seconded by Councilmember Corey Mendoza to accept the November 2, 2016 meeting minutes.

Vote: 3 - 0 PASSED - Unanimously

4) CALL TO THE PUBLIC

Call to the Public is an opportunity for the public to address the Subcommittee concerning a subject that is not on the agenda. Public comment is encouraged. Individuals are limited to speak for three (3) minutes. The total time for Call to the Public may be up to 15 minutes per meeting. Committee action taken as a result of public comment will be limited to directing staff to study the matter, scheduling the matter for further consideration and decision at a later date, or responding to criticism.

There was no response to call to the public.

5) OLD BUSINESS

6) NEW BUSINESS

- a) Consideration and possible action regarding the date, time and location of future Economic Development Subcommittee meetings.

Going forward the Committee decided to have one meeting a month on the 3rd Tuesday of the month at 4:00 pm. The next meeting will be on December 20, 2016. Chair Cuka will invite County Supervisor Craig Brown to discuss Center Street and Pervinsville Road connectors.

- b) Consideration and discussion regarding current and future development for Old Home Manor.

The Committee discussed the following and included input from Developments Services Director, Ruth Mayday and Town Engineer, Michael Lopez and Arlene Allen of the Chino Valley Chamber of Commerce.

- The EDA grant has a lien on the property for money the grant is providing. The EDA grant money is for a specific area and specific activities.
- Director Mayday created a matrix that outlines everything that the Town may remotely want at Old Home Manor (OHM).
- Director Mayday suggested that Jim Rounds do a comparison of leasing and/or selling land at OHM and detail the benefits of each.
- One benefit of leasing is that if a business defaults on a 100,000 SF building the Town would become the owner of the building and could release the property.
- Another possibility is to sell some of the land at OHM and use the money to improve infrastructure and industrial park.
- There is a need to create a master land use plan for OHM.
- Jackie Guthrie at EPS Group, Inc., has experience in developing master land use plans in other communities including Cottonwood & Chandler. The master land use plan could be done for \$25,000.
- Sometimes it is a disadvantage to using local planner. A recognized professional can provide an outside perspective and experience.
- The industrial park area is ½ mile from the Yavapai College building.
- The situation with the Yavapai College lease regarding the noise issues would need to be addressed in the master plan.
- The industrial park is 200-240 acres in size.
- All industrial users must tie into the water and sewer systems.
- The Mayor's Ad Hoc Recreational Committee has been making decisions only about recreational uses at OHM.
- Utilities extension could be done for recreational uses through recreation grants.
- Industrial condos are becoming popular.
- The Town Asset/Property List is being compiled and will come before Council next year.

Committee member Darryl Croft wants to discuss Town branding. Some good examples are:

- Wickenburg – Horses, Hats, History and Hospitality
- Prescott – Everyone's Home Town
- Humboldt – Arizona's Country Town.

One idea for Chino Valley is "Horsepower."

- c) Consideration and discussion regarding the sign code and its impact on the business community.

Development Services Director Ruth Mayday addressed questions raised by committee members:

- Roof mounted signs create a structural issue. If the wind catches the sign it could be ripped off the roof.
- Roof mounted signs may exceed the height limits for the zoning district.
- This portion of the sign code will be revised.
- An example of off-site signage is El Charro's sign which is located on another person's property. El Charro is working with the State of Arizona to get a Blue Sign.
- Blue Signs are for commercial use only.
- Discussion about whether the Town staff can negotiate sign issues with ADOT on behalf of local businesses.
- Discussion regarding identifying and directing traffic to secondary commercial corridors.
- Temporary signs should be for specific events for a limited period of time.
- Committee members discussed how to address the size and number of non-commercial and commercial flags that can be placed on commercial and or residential properties.
- Director Mayday will make revisions to the phrasing regarding commercial and non-commercial flags.
- The Sign Code will be brought to a Council meeting in January 2017.

7) **ADJOURNMENT**

MOVED by Councilmember Darryl Croft, seconded by Councilmember Corey Mendoza to adjourn the meeting at 5:07 p.m.

Vote: 3 - 0 PASSED - Unanimously

Dated this 1st day of December, 2016.

By: *Jami C. Lewis*

Approved: December 20, 2016