

**MINUTES OF THE REGULAR MEETING
TOWN COUNCIL ECONOMIC DEVELOPMENT SUBCOMMITTEE
TOWN OF CHINO VALLEY**

**TUESDAY, SEPTEMBER 24, 2019
4:00 P.M.**

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

1) CALL TO ORDER

Annie Perkins called the meeting to order at 4:02 p.m.

2) ROLL CALL

Present: Annie Perkins, Chair; Darryl Croft, Mayor

Absent: Corey Mendoza, Councilmember

Staff Cecilia Grittmann, Town Manager; Maggie Tidaback, Economic Development Project

Present: Manager; Joshua Cook, Development Services Director

3) APPROVAL OF MINUTES

- a) Consideration and possible action to approve January 15, 2019, meeting minutes.

MOVED by Mayor Darryl Croft, seconded by Chair Annie Perkins to accept the January 15, 2019 meeting minutes.

AYE: Chair Annie Perkins, Mayor Darryl Croft

2 - 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.

5) OLD BUSINESS

6) NEW BUSINESS

- a) Report and discussion regarding economic development activities over the past 5.5 months, including but not limited to:
- progress with a grocer,
 - Old Home Manor,
 - Town signage,
 - Wayfinding,
 - Road 1 South (South Gate Center),
 - tourism website proposal,
 - ThermalVac's purchase of Bar S; and
 - networking/travel.

Maggie Tidaback reported on the following:

Progress with a grocer:

- Spoke with National Grocer who was the director of Real Estate for Safeway. She visited the area and agreed there was a need for a second store in the area.
- She is thinking about a new store but the current store was making over \$700,000 per week and she did not want to negatively affect the profit.
- Challenges with the grocery industry included: the large investment, the fear of the online shopping influence, the demographic perception and the reality of rural area shopping.
- It would take some time to get a new store.
- The plot of land being considered for a new store was located on Road 1 South. It was fully platted and had all the utilities.
- Staff needed to know what incentives could be offered to the land owner before pushing the store development idea. \$300,000 of infrastructure would need to go onto the site.
- IGA conference could be beneficial to attend.
- ElSalto would be a good option for the area.
- Some stores considered population and median income among other things when considering a community for development.

Old Home Manor:

- There was interest from people and she had received calls regarding the area from big real estate brokers in the area. There were two people interested in the property. One potential investor farmed sprouts that required low water usage and were ready to go. Staff requested help on a good location.
- Staff provided a year timeline to get OHM ready for investors and the Mayor requested it be in a six-month timeframe.
- Staff explained that having a timeframe would not prevent them from continuing to market OHM to investors and trying to get commitments but Council needed to give investors incentives to come to the area.
- An outline of what Council was looking for from staff was provided. Council wanted staff to come up with ideas that would be brought to them for approval. Staff should research incentives other people were offering and provide information on what staff thought the Town could do such as waiving permit fees or other simple ideas that could be brought to the Council for review and approval.
- Committee members stated that typically incentives were done on a case by case basis that best fit the business that was interested in investing. The number of quality jobs was an important criterion to the incentives offered. Incentives that were currently or had been offered by other areas included sales tax incentives, lease abatement, building

- permits abatement, hookup fees abatement.
- Staff explained that if staff members had parameters to follow to keep the process moving forward, it would be beneficial.
- Council needed to define the parameters that would help staff sell OHM and start the negotiation process.
- Committee and staff discussed Town putting in utilities, fiber and gas to four to six plots. Staff would be bringing those budget numbers to Council for review. Natural gas was important to business retention.
- She had met with other economic development people in the area and one gave her the name of a developer doing business in Camp Verde that was developing 200 acres into RV parks, housing, and retail, but had been getting pushback on a luxury RV Park. The developer came to look at OHM. There were two spots across from the baseball field that they looked at. Staff thought it was a good business idea and kept the Town rural but grow the economy and also bring visitors and an element of hospitality to the area. Staff explained that they needed approval to move on and that an RV park in OHM did not have the full support of Council. The developer would lease the land and needed ten years to get a return. The business needed 65 acres. Staff and Committee members discussed the amount of land and ideas where the Town would also get benefit from the investment. The idea of working with the equestrian center and have horse stall areas was also discussed. The development could encourage other recreational type development on the east side.

Town signage:

- This included new signage for all the municipal buildings and a monument sign for OHM. This would be discussed at the next Council Study Session and the Civiltech representative would be at the meeting.
- This was already in the current year's budget. The signs would be separated between municipal buildings and OHM for Council's approval.

Wayfinding:

- After a news article, many people in the Town were against the Wayfinding signs and wanted to see the money go to the roads.
- Staff explained that the Wayfinding signs help economic development, which in turn brought in more funds that would benefit the Town.
- The Town needed to be branded and the signs helped. It also influenced people to come into the Town. Committee members discussed that branding was difficult because no one agreed on what they wanted the Town to be. Staff stated that the Town could stay rural but could still grow.
- The Wayfinding would be in the upcoming year's budget.
- Wayfinding signs could not be commercial based but showed historical markers, municipal buildings, sites, etc. The Town logo would be on top and that helped brand the Town.
- Members discussed the importance of branding.
- The current design idea included the Town logo and the current logo was discussed. Chamber Director Brashear explained the Chamber was having a difficult time agreeing on the new Chamber logo design.
- To brand the Town, the Town logo would be used and Staff would be out marketing the Town. Social media was also important. It took time. The Tourism site would help grow the brand or what the Town had to offer.

- Branding did not have to be difficult but could tie in to things like architectural standard.
- Chamber Director Brashear's vision of Town included growth.

Road 1 South (South Gate Center):

- Staff shared a plat map of Road 1 South and provided an overview of hotel development.
- The hotel would have close highway frontage and would be next to Days Inn.

Tourism website proposal:

- Staff met an entrepreneur at Rural Policy Forum that would build a Town Tourism website.
- The website would be professionally built for a cost of \$12,000. It would include everything from photos, videos, etc. Yearly maintenance would cost \$150.
- It would also tie in to other Towns in the area.
- Visitors grow the economy and Town had a lot to see including a world-renowned Buddhist Temple, Windmill House, Del Ray Springs, and history that could be marketed to visitors.
- The businesses would be listed on the website.
- Chamber of Commerce Director Brashear overviewed the issues with their new website and interlinking their website to the Town's.
- The tourism site would have its own logo and not use the Town's.
- Discussed the artist in town, the shops and what the Town had to offer.
- The need to educate people on what was available in Town.

ThermalVac's purchase of Bar S:

- Traveled with other area economic development people to Orange County to meet with approximately 15 light industrial users that were looking to move or expand to the area.
- Showed one developer around Town and he ultimately bought the Bar S building and had a five-year plan to develop and bring approximately 80 jobs.

Networking/travel:

- Working towards quarterly trips into market areas that people are trying to leave and move into other areas like Chino. A lot of business was being lost to Texas.
- Shared marketing information with the Committee and explained that the area economic directors were trying to regionalize the quad-city area instead of separating each town.
- The travel had been invaluable.
- Staff would be getting her Economic Development certification.
- Staff discussed businesses coming into Town.
- The Committee discussed the direction of Town and the best way for staff and elected officials to move forward with the wishes of the community.

Next Economic Development meeting was scheduled for January 2020.

7) **ADJOURNMENT**

MOVED by Chair Annie Perkins, seconded by Mayor Darryl Croft to adjourn the meeting at 5:18 p.m.

AYE: Chair Annie Perkins, Mayor Darryl Croft

2 - 0 PASSED - Unanimously

Submitted: September 30, 2019.

By: *Vickie Nipper, Deputy Town Clerk*

Approved: March 3, 2020.