

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

**TUESDAY, MAY 18, 2021
4:00 P.M.**

**CHINO VALLEY COUNCIL CHAMBERS
202 N. STATE ROUTE 89, CHINO VALLEY, AZ**

Present: Annie Perkins, Chair; Eric Granillo, Councilmember

Absent: Tom Armstrong, Councilmember

Staff Present: Maggie Tidaback, Economic Development / Project Manager; Dallas Gray, Recreation Lead

Attendees: Lorette Brashear, Chamber of Commerce Director, Crystal Patton, Ichor Airsoft Company, Gus Patton, Ichor Airsoft Company, Wyatt Patton, Ichor Airsoft Company, Jason Drumm, Website Designer, Max Bledsoe, Assistant Dean of Yavapai College

1) CALL TO ORDER

Chair Perkins called the meeting to order at 4:00 p.m.

2) ROLL CALL

3) APPROVAL OF MINUTES

- a)** Consideration and possible action to approve the April 20, 2021, regular meeting minutes.

MOVED by Councilmember Eric Granillo, seconded by Chair Annie Perkins to approve the April 20, 2021, regular meeting minutes.

AYE: Chair Annie Perkins, Councilmember Eric Granillo

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**

a) Update and discussion regarding Tourism Campaign.

Maggie Tidaback presented the following:

- The Arizona Office of Tourism Rural Co-op included ad spaces on TripAdvisor and VisitArizona.com. The Town was working with the same company that developed the website branding logo to develop the display ad.
- Staff was happy with the initial design, tagline, and link that directed the viewer to the Town's tourism website.
- The design for discoverchinovale.org was modern and flowed well. A photographer/videographer had spent several hours within the Town getting photos and videos of the area. The pictures on the draft site would be updated with Town pictures and a banner across the top of the page would include a 30second video clip of the Town.
- The site looked very good on a mobile device.
- The site included important Town contact information for people interested in visiting, and also gathered their contact information.
- The site had a blog for Mrs. Tidaback to write on, and it created a Search Engine Optimization (SEO). This would bring up the Town's tourism website in the search results when a relevant search was conducted on web browsers.
- The site should be completed within the month. Once it was done, everything else would fall into place, including the billboard and TripAdvisor display ads.
- Media producer Jason Drumm was introduced, and his experience highlighted. He looked forward to assisting the Town in that capacity in any way that fit the Town's needs. Once the website was up, he would help create the welcome videos, events videos, or any other video services that may be needed. He shared some of his video clips for the Members.

b) Update and discussion regarding Chino Valley Recreation Partnership with the Forest Service and Arizona State Land Department.

Maggie Tidaback presented the following:

- The Forest Service had reached out and wanted to create a Chino Valley Recreation Partnership with the idea of keeping Arizona beautiful, but making the wide open spaces available for outdoor recreation and camping.
- The group of 15people, which included representatives from several government organizations, wanted to include other interested parties. Staff thought law enforcement agency representatives would be important to include. Anyone that was interested in participating was invited to contact Mrs. Tidaback.
- Working with the Forest Service and Land Department was important in keeping the local area beautiful.

- Staff had reached out to local police to become involved.
 - Part of the conversation was getting volunteers involved because there wasn't enough funding to run the program with paid staff. Recruiting volunteers would be an important aspect of the program.
- c) Update and discussion regarding the 5-year Economic Development Strategic Plan and APS grant money.

Maggie Tidaback presented the following:

- She had been working on focus areas for the Comprehensive Economic Development Strategy (CEDS).
- Through networking with other area Economic Directors, staff learned that Camp Verde was doing their strategic plan with APS. Staff observed their meeting process and was impressed. They had the Arizona Local First Foundation running the meeting. There were approximately 25 people at the meeting, which was interactive and hands on for the attendees. Their goal was to make a plan that involved the community, so they felt a part of the process.
- APS provided grant money to pay for the CEDS plan. There would be three days of planning over the course of several months.
- The process was competitive and there may be other communities ahead of the Town, but it brought a positive vibe to the community through shared participation.

6) **NEW BUSINESS**

- a) Presentation of Ichor Airsoft company and the location at Old Home Manor.

Maggie Tidaback and Dallas Gray presented the following:

- Staff explained that before this business came through the Economic Development Department, the Parks and Recreation Department had worked hard on it for months.
- The Recreation staff began the initial conversations in August 2020. Ichor representatives had put together a great presentation and had everything to start the process. Staff made sure that through Town management changes and Covid, the business concept did not get lost or forgotten. The Recreation staff was able to get a better vision of the business plan over those months.
- Staff thought it was a business the Town needed, and it gave youth in the community the opportunity to participate.
- Ichor was looking at the mud run area at Old Home Manor (OHM) for the course location.
- It would be the only Northern Arizona Airsoft business, and it would be the largest in the state.

Crystal and Wyatt Patton of Ichor Airsoft, LLC presented the following:

- Ichor Airsoft was previously The Airsoft Store in Prescott Valley, which was owned by a relative that retired in September 2020, when they took over the business.
- Airsoft was a sport of honor in which players would shoot each other. It was like paintball but less painful and less messy. The airsoft gunshot was only 6mm plastic bb's, and they only used and sold biodegradable ammunition made from renewable resources. It broke down within two to three months in rain or sun. It was also not harmful if ingested by animals

- The airsoft gun was powered by rechargeable batteries, CO2, green gas or springs and none of the guns produced sparks. There was also no way for the airsoft gun to be modified to shoot real bullets. Airsoft guns did not shoot further than 200-250 feet, and at that distance the force of the bb was negligible.
- There currently was no specified airsoft field anywhere in the Quad-Cities. They had been using public lands to get away from non-players.
- Ichor wanted to take the sport to the next level by opening an airsoft field, which would be a year-round location for both adults and youth.
- The Mud Run site had been suggested and would be ideal for the sport.
- Ichor would maintain the land year-round by controlling weeds, scaring away wildlife and safeguarding the existing trees. They would close the airsoft course the weekend of the Mud Run, and the event course would take less work to prepare for the event with the Ichor maintaining the grounds.
- The hours of operation would be Saturday's and Sunday's 11:00 a.m. to 5:00 p.m. September through May and Fridays and Saturdays from 4:00 p.m. to 10:00 p.m. in June through August. The change in hours allowed for players and employees to get out of the heat.
- They would also have a field dedicated to Nerf games, providing a place for families with younger children to come and enjoy the camaraderie of battle.
- They anticipated the draw for players from across the state.
- For the Covid pandemic, the nature of the game provided a natural social distance because players did not want to be too close to one another and wearing masks was standard procedure.
- The projected number of players per day was 50 to 75 people or higher.
- An outline of the course was shared with members, and the location of game barriers was explained. All props were made from recycled material and could be moved easily.
- Their fees would be low, so the sport was available to everyone. The fields would be manned with staff members to outline the game scenario and ensure safety and welfare for all players. The Nerf field would be unmanned, and players had to pick up the darts at the end of their playing time.
- The projected financial blueprint showed they could operate with all necessary safety protocols, liability insurance, employees, rentals, and merchandise sales.
- The construction timeline ran for over six-weeks, but they would still need to run their store during that time. They were prepared to start working on the field immediately. They were hoping for a grand opening on July 4th.
- Staff said that Ichor maintenance work alone would save hours of work cleaning the property for the Mud Run Event.
- Staff explained that the property could be used by the Town up to six times in a year, and the site would be maintained throughout the year.
- The next step would be Council approving Ichor's use of the property, and then a lease would be created.
- Member's thought that the July 4th start date might be too soon. It was mentioned the July event would be held at OHM. Parking could be an issue and there would be a lot of activity on the fields.

b) Discussion regarding the First Yavapai County Regional Practitioner Team meeting.

Maggie Tidaback presented the following:

- There was a Covid-19 Yavapai team that consisted of all Yavapai County practitioners, including EDS staff, Regional Economic Development Center at the college, Chamber Members, and others totaling 30members.
- Members worked together to help the business community during the pandemic.
- From the inception of the group, it grew into a regional group that marketed the region to the businesses.
- As a group they had brought in Thermo Vac and CP Technologies to begin doing business within the regional area.
- The group worked, and it kept growing stronger as people collaborated.

c) Discussion regarding Municipal incorporation.

Maggie Tidaback presented the following:

- She requested that the item be tabled because it would be a large discussion that would be held in the future.
- Municipal Incorporation was a way for the Town to apply for grants in a different capacity.

d) Discussion regarding Discover Chino Valley products for sale.

Maggie Tidaback presented the following:

- The t-shirt that would be available was shared with Members.
- Products could be at the Chamber, in swag bags and sold. The swag bags would be available and handed to new businesses at the Development Services Department.
- Staff wanted Members to consider having t-shirts printed and available at Town Hall to see if anyone would buy them.
- A member explained that for the 50th Anniversary, people could purchase a tag and then go to Tom's and pick out the proper size and color. One shirt at a time could be printed. The process could also work for the EDS t-shirts.
- The new stickers were shared with Members. She was waiting for the website to launch before they became available.
- If a large batch of t-shirts were not printed out, it allowed for co-branding with another group or event.
- A Member suggested using the t-shirt brand Next Level. Although the cost was more, they made both men's and women's shirts and the quality were good.

e) Discussion regarding the Economic Development Partner Recreation Department's upcoming events and hosting larger events in 2022.

Maggie Tidaback presented the following:

- The recreation department had not been able to do more than two large events per year because of workload and running the aquatic center.
- If staffing and workload eased in the future, they were considering having events such as a hot air balloon festival, the Vietnam War Traveling Wall, etc.
- As the Town grew, and they promoted tourism and the Chamber of Commerce promoted

tourism, the Town had space for larger events.

- The last NACOG (Northern Arizona Council of Governments) meeting, staff discovered that Pinetop, Lakeside or Eager, AZ had a hot air balloon festival. Staff would reach out to the Mayor for contact information.
- Staff would be having a booth at the Shot Show in Las Vegas to attract gun people to Town. The Town was one of the most gun friendly Towns in the U.S. and the Town needed to promote it. The Town also had one of the best gunsmithing programs in the Country.

- f) Discussion regarding letter of intent from a local RV developer for an RV Park located at Old Home Manor.

Maggie Tidaback presented the following:

- There was a local RV Park developer that had been in escrow on land that was in a flood plain, and it did not work out, so they reached out to staff with a letter of intent for acreage out by the Equestrian Center. They wanted to start with 40 acres with a possible 80 additional acres in the future.
- Staff needed to wait on the appraisal before the request could be considered because they needed to get fair market value for the property.
- The initial site plan had approximately 250 RV sites. Staff advised them to put horse areas in as well. She also gave them the RV Park conceptual plan that had been developed for the Town.
- The appraiser would be visiting OHM within days and staff would accompany them.

- g) Discussion regarding the Town's Office of Economic Development, and how it is officially an accredited Destination Marketing Office for the Arizona Office of Tourism.

Maggie Tidaback presented the following:

- Staff signed up for the Rural Co-op Program through Local First Arizona. When signing up, she had to pick five important items and Arizona Office of Tourism's (AOT) would pay for half of it.
- Staff over viewed the list of five, which were all marketing campaigns.
- Since the Town signed up for the Rural Co-op, they considered the Town a Destination Marketing Office.
- It allowed the Town to be included in some (AOT) marketing materials. It gave the Town presence. The AOT's website received 12-million visitors a year.

- h) Discussion regarding the Town's booth at the League of Cities and Town's annual conference.

Maggie Tidaback presented the following:

- The Town had never had a booth, and they wanted to have a presence at the League of Cities and Town's.
- The League of Cities and Towns was national and went down to state level. It offered information on governmental affairs, current state of everything, and they did an annual conference.
- The conference brought all Arizona governments together with booths, meetings, and educational sessions, and it included state and local politicians. It provided networking and

education.

- The Town's booth would promote the Tourism campaign, information on the Town and a game that someone could play and win something. Prize recommendations included corn hole bags and pop sockets with the tourism logo.
- The dates were August 31 through September 3, 2021.

- i) Discussion regarding a free video tour of the Town sponsored by the National League of Cities and Towns.

Maggie Tidaback presented the following:

- The National League of Cities and Towns picked an Arizona city or town once a year to highlight, and they chose Chino for the current year.
- The Town would not pay for anything and the National League of Cities and Towns created the video.
- An example of a past video in Payson was shared with Members.
- Since everything was going digital, the Town could link the video to the Town website.

7) **ADJOURNMENT**

MOVED by Councilmember Eric Granillo, seconded by Chair Annie Perkins to adjourn the meeting at 5:10 p.m.

AYE: Chair Annie Perkins, Councilmember Eric Granillo

2 - 0 PASSED - Unanimously

Submitted: June 7, 2021.

By: *Traci Lavelle, Deputy Town Clerk*

Approved: November 3, 2021.