

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

**WEDNESDAY, NOVEMBER 3, 2021
3:00 P.M.**

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

Present: Annie Perkins, Chair; Eric Granillo (remotely), Councilmember; Tom Armstrong (remotely), Councilmember

Staff Present: Cindy Blackmore, Town Manager; Maggie Tidaback, Economic Development Project Manager; Laurie Lineberry, Development Services Director; Terri Denemy, Assistant to the Town Manager

Attendees: Max Bledsoe, Yavapai College and the Chamber

1) CALL TO ORDER

Vice-Mayor Perkins called the meeting to order at 3:01 p.m.

2) ROLL CALL

3) APPROVAL OF MINUTES

- a)** Consideration and possible action to approve the May 18, 2021, regular meeting minutes.

MOVED by Councilmember Tom Armstrong (remotely), seconded by Councilmember Eric Granillo (remotely) to approve the May 18, 2021, regular meeting minutes.

AYE: Chair Annie Perkins, Councilmember Eric Granillo (remotely), Councilmember Tom Armstrong (remotely)

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.

5) OLD BUSINESS

- a) Update and discussion regarding Tourism Campaign.

Maggie Tidaback presented the following:

- Partnered with the Arizona Office of Tourism on the Rural Cooperative Campaign.
- The Town was awarded the 50/50 match grant. It was used for Google Ads, valley billboards, website, and other marketing materials.
- After three months, the activity showed 4 million plus impressions and clicks, which would continue to grow.
- The Town received an award from the AAD for the campaign.

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

Maggie Tidaback and Cindy Blackmore presented the following:

- The Forest Service and State Land Department approached the Town to work with stakeholders to create more outdoor activity in the area.
- Activities included opening more river access, more trails, more recreational signage, user impact mitigation, etc.
- The meetings had been successful. Southwest Decision Resources was helping with communication and coordination efforts between the parties.
- The geographic area went to Ash Fork, and down to Chino Valley Town limits.
- They were trying to organize working groups. Groups included:
 - Unmanaged Recreation
 - Educational Marketing
 - Trails, Camping, and River Access
 - Stewardship and Restoration
 - Outdoor Economics and Funding
- Participants included State, County, and Municipal level groups and people, who would consistently meet to enhance community support.
- The Town needed to determine who could participate on their behalf.
- Staff encouraged town leadership involvement and signing up and participating in the proposed working groups.
- The process was currently at a very basic level.
- Camp Verde had been through the process, and it had been very successful. They built a new trail that had federal, state, county, and local level participation. It enhanced their economic development, and they were able to manage the project and usage. The same people who worked with Camp Verde were heading up the Town project.
- The Town made a small contribution to have coordination between the parties. They were

hoping to have additional funds in the next fiscal year to further the coordination efforts.

- Members discussed recreational areas that were suffering the impacts of users not taking care of the areas after use, requiring some areas to be closed to vehicle traffic.

c) Update and discussion regarding RV Park development at Old Home Manor.

Maggie Tidaback presented the following:

- The Town had advertised a Request for Qualifications (RFQ) for a real estate broker to begin selling land at Old Home Manor (OHM). The Town wanted to attract an RV Park during the process.
- Only one person submitted an RFQ, and during the process brought a major developer to Town to do a site review. As soon as the Town hires the agent, the developer was serious about moving forward with the project.
- The developer's ideas included a small store and pickle ball court.
- The Members discussed the 40 acre parcels the developer was considering.
- The broker contract would be on the next Council agenda.
- The broker commission would only be implemented once land was sold. Until that time, their services were free, including high-end marketing.

d) Update and discussion regarding wayfinding signs.

Maggie Tidaback presented the following:

- Staff had been working on the project for the last two years. The first signs in Town were approximately \$100,000 and Council chose not to pursue further signage.
- Staff wanted to reconsider the process because the Town was starting to brand themselves, and they needed to continue to move forward. People needed to know where the police department, OHM, Yavapai College, Peavine Trail, and other establishments were located. They also needed to determine the Town's official brand.
- Staff shared way finding signage that included a brand at the top of the sign.
- Staff wanted Members to give direction on whether staff should further pursue and get estimates on signage, locations, and coordinating with ADOT.
- The signs could be specific to Town with their own design or could match existing highway signs.
- Members were in favor of the signs, but thought the signs needed to be cohesive with what was already existing in Town.

e) Update and discussion regarding the Arizona Commerce Authority, and the Department of Transportation economic strengths project grant.

Maggie Tidaback presented the following:

- This had gone through the Council Consent Agenda and everyone was aware of it.

6) **NEW BUSINESS**

- a) Discussion and review regarding Subcommittee Bylaws, and proposed changes.

Maggie Tidaback presented the following:

- Staff proposed meeting every other month or quarterly. The department's projects were lengthy and took time, and staff did not want to be redundant at meetings.
- A time and day of the month and week that worked for the members needed to be picked.
- Members liked the second Tuesday of every other month at 4:00 p.m., or special meetings as necessary.
- The new schedule would begin in January of the New Year.

- b) Discussion regarding the Economic Development magazine in partnership with ROX Media.

Maggie Tidaback presented the following:

- Rox Media published Prescott Living Magazine and other publications throughout the area
- They partnered throughout the State with economic developers to create active magazines.
- Their sales department went to local businesses in the community to sell magazine ads, which paid for the magazine.
- They were currently out to print for 2500 copies of a 20-page magazine that showcased the Town's demographics, local businesses, transportation, education, etc.
- The publication was useful for staff during business travel because it helped to highlight the Town.

- c) Discussion and update regarding the League of Cities and Towns annual conference held August 30, 2021, through September 3, 2021.

Maggie Tidaback presented the following:

- It was the first year they had the Discover Chino Valley booth.
- They had pin the tail on the antelope.
- All the swag bags were handed out.
- Town Clerk Deskins helped run the booth.

- d) Discussion regarding requests for qualifications for a commercial real estate broker to sell land at Old Home Manor.

Maggie Tidaback presented the following:

- This item was covered during the RV Park development discussion.

- e) Discussion regarding local upcoming development, a retail campaign strategy using Placer.ai data, and the associated infrastructure challenges.

Maggie Tidaback presented the following:

- There was a lot of development happening within the Town.
- There was a giant Circle K going in. They would not be putting in a car wash.
- Staff was working with a broker to find land for a Blue Wave car wash. It was a challenge because they had to be on Town sewer. Possible areas were discussed.
- ADOT was a challenge because the entire commercial corridor was on an ADOT right-of-way. Safety was becoming an issue, and ADOT was requiring different measures to decrease those issues. Everything with ADOT had become a fight to get done.
- A Riliberto's Fresh Mexican Food would begin development in Town on a vacant lot.
- Thermo Vac would be opening soon. They worked with the aerospace industry. They would start out with 20 employees and grow from there.
- There was a high-tech company considering coming to Town. They calibrated solar panels and would be expanding to wind energy.
- A new dental office would be opening in the area.
- Staff had been working with a local boutique business to help them expand.
- Staff discussed challenges in Town for prospective businesses considering coming to Town. Natural gas lines were a large issue for the OHM area development.
- The Town purchased placer.ai which collected foot traffic data. It would help with recruitment of businesses to the Town. It showed that the Town's traffic in local grocery stores and fast-food establishments was just as high as neighboring Towns. Staff was targeting specific information and sending it to prospective businesses.

f) Discussion regarding the Yavapai County Broadband Initiative.

Maggie Tidaback presented the following:

- Economic Developers and other groups had been working on broadband access for several years.
- Broadband was a necessary utility.
- During the pandemic there were kids that had to drive to the library to do their homework because of the lack of service.
- The County was spearheading the project and had a plan in place. They had an RFQ out for a carrier.
- They were asking cities and towns for a percentage of their American Rescue Plan Act (ARPA) funds to help fund the project.
- It would be on a future Council agenda for discussion and consideration.
- This would open the door for people to work from home. This enabled people to live in rural areas instead of cities.

7) ADJOURNMENT

MOVED by Chair Annie Perkins, seconded by Councilmember Tom Armstrong (remotely) to adjourn the meeting at 3:55 p.m.

AYE: Chair Annie Perkins, Councilmember Eric Granillo (remotely), Councilmember Tom Armstrong (remotely)

3 - 0 PASSED - Unanimously

Submitted: November 9th, 2021.

By: *Traci Lavelle, Deputy Town Clerk*

Approved: February 3, 2022.