

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

**WEDNESDAY, JANUARY 25, 2023
4:00 P.M.**

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

Present: Annie Perkins, Chair; Tom Armstrong, Councilmember

Absent: Eric Granillo, Councilmember

Staff Present: Laurie Lineberry, Development Services Director; Maggie Tidaback, Economic Development Project Manager

Attendees: Julie Ruttle, Vice President of National Bank

1) CALL TO ORDER

Chair Annie 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 July 26, 2022, regular meeting minutes.

MOVED by Councilmember Tom Armstrong, seconded by Chair Annie Perkins to approve the last meeting's minutes as posted.

AYE: Chair Annie Perkins, Councilmember Tom Armstrong

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 the APS Solar Communities program.

- It had been presented during a Study Session that placing covered parking with solar panels directly in front of the new PD building would obstruct the view and APS had an easement on the property where covered parking with solar panels would serve the same purpose.
- The program worked by developing an agreement with the Town to provide utility easements.
- Documents and drafts were provided to the subcommittee members for review.
- APS believed that either direction would work, whether putting panels in front of the PD or not.
- The current structures had already been designed to handle solar, so APS would not need to replace the existing structures.
- Next steps would be taking the easement to Council for approval.

b) Update and discussion regarding progress on an RV Park at Old Home Manor.

- The developer was in escrow and currently in the “due diligence” period.
- An initial site plan had been submitted and the pre-app meeting was held earlier in the day.
- The plan for the RV Park was reviewed, which included a store, pickleball courts, a horse area, a dog park, play equipment, basketball court, shuffleboard, cornhole, gazebo, BBQ area, tennis, and storage area.
- The developer would have until April for the due diligence period.
- The north side of the property bordering Rodeo Drive would be set up for long vehicle parking to have pull-throughs for trucks and horse trailers and horse corrals to service the equestrian center.
- The site plan would be presented to Council in a Study Session format.

c) Update and discussion regarding Trust for Public Land (TPL) and the purchase of the eastern portion of Del Rio Springs for preservation purposes.

- This was part of the Greater Chino Valley Collaboration of which the TPL was a member.
- TPL was purchasing the eastern part of Del Rio Springs for preservation purposes. They were in escrow and needed several million dollars. The Town was working with TPL to help find some funding and do an impact study to talk about the different ways the land could be used to secure some State funding.

d) Update and discussion regarding Circle K location and progress.

They would be conducting site plan reviews next week.

6) NEW BUSINESS

- a) Consideration and possible action regarding amendments to the Economic Development Subcommittee Charter.

Proposed meeting biannually, so there are more concrete updates to give rather than getting hopes up and the projects never come to fruition.

MOVED by Chair Annie Perkins, seconded by Councilmember Tom Armstrong to move Economic Development Subcommittee to biannual meetings with a special provision for convening special meetings.

AYE: Chair Annie Perkins, Councilmember Tom Armstrong

2 - 0 PASSED - Unanimously

- b) Discussion regarding updating the tourism logo.

- Initial campaign was Discover Chino Valley with the round logo.
- Discussed the process for designing a new secondary logo with Mount Mojo Group.
- Members discussed which logos they preferred.
- As a secondary logo, this logo was meant to hone in on what people might discover in Chino Valley.

- c) Discussion regarding upcoming networking conferences.

- Leadership Conference with the International Economic Development Council starting on Sunday (January 29, 2023).
- Working on certification for Certified Economic Development Professional.
- International Council of Shopping Centers (ICSC) was coming up. This conference was great for making connections.

- d) Discussion regarding wayfinding and placemaking in Town.

- Wayfinding was directional signs for place making and to create character in the Town
- This would be done in partnership with ADOT.
- CivilTech had identified the areas where they could be placed.
- The legwork had been done, now the budget numbers would need to be put together and taken to Council, possibly in April.
- Budgeting items that would need to be looked at included the signs, installation, logo making for the top of the sign, the actual creation of the sign, and what would be needed to guide people once they got off the highway.
- The logo on top of the signs would likely be something different from the logos discussed

earlier.

- e) Discussion regarding Economic Development upcoming goals and accomplishments.

MOVED by Councilmember Tom Armstrong, seconded by Chair Annie Perkins to move this topic to the next meeting when all members could be present.

AYE: Chair Annie Perkins, Councilmember Tom Armstrong

2 - 0 PASSED - Unanimously

- f) Discussion regarding mural art work in Town.

- Staff had been talking to a muralist who was going into each state and doing artwork.
- This would be similar to Prescott's mural in the back alley.
- This item ties into Item 6(g). Continued below.

- g) Discussion regarding placing a brick wall at the Chino Valley Sports Complex between the ball fields and Chino Meadows for privacy of the residents.

- This wall would be placed between the residents and the community center that holds the ball fields and dog park. This would be a beautification process and provide privacy for the residents.
- The Town Engineer had said the wall would cost around \$50,000. People could possibly buy a brick for the wall as a sponsor to contribute funds to the project.
- This could include several murals, or a timeline, or Town logos.

- h) Discussion regarding a proposed facade project for the next budget year.

- This would be another beautification project that the commercial corridor needed.
- There were various buildings that could be incorporated into the façade project. The challenge with the project would be working with landlords.
- This was still in very preliminary stages and staff was looking for guidance on if this was something that should be pursued.
- Architectural standards could be put in place with a project like this and could be a benefit for the Town.
- Members thought it was worth exploring further.

7) **ADJOURNMENT**

MOVED by Councilmember Tom Armstrong, seconded by Chair Annie Perkins to adjourn the meeting at 4:50 p.m.

AYE: Chair Annie Perkins, Councilmember Tom Armstrong

2 - 0 PASSED - Unanimously

Submitted: January 31, 2023.

By: *Sara Burchill, Deputy Town Clerk*

Approved: September 26, 2023.