Minutes
Town of Chino Valley
General Plan Committee April 23, 2012

The General Plan Committee of the Town of Chino Valley, Arizona convened for a regular meeting on Monday, April 23, 2012 at 3:30 P.M. in the Chino Valley Council Chambers, located at 202 N. State Route 89, Chino Valley, Arizona.

Dava Hoffman, Dava & Associates, Inc, Consultant, called the meeting to order at 3:30 P.M.

Members Present: Michael Edmonds, Stephen Whisenhunt, Nancy Best, Frank Perkins, Tom Payne, Ron Romley, Cheri Romley, Edward Steinback, Marti Klein, Norm Freeman, John Morgan

Members Absent: Dan McGuire, Frank Perkins, Karen Rockhold, Vanessa Herb

There were approximately ten members of the public in attendance.

Staff Present: David Nicolella, Associate Planner, Mary Brasher, Administrative Clerk

1) **Welcome**

   - Review of March 5, 2012 GPC Meeting Minutes with no comments heard.

2) **Review & Discussion of April 2nd Workshop**

   - Minutes from the April 2, 2012 Public Workshop were emailed to the committee members. With no comments heard about the minutes Dava continued and thanked the committee for their team effort in getting the word out to the public for that workshop.

   - Dava reviewed for the committee the results from the public questionnaire that was distributed at the workshop. The following were some of the results. Three Strongest Community Assets Today - small Town lifestyle; scenery/open space; and air/water quality. Three Greatest Needs/Concerns Today – Lack of employment/business opportunities; managing water resource, and tying for third place: road improvements and neighborhood upkeep.

   - What Opportunities does Chino need in the Future – Tying for first place: business expansion and parks & trails; neighborhood shops/café's; industrial park/employment; tying for fourth place: health/medical care; job variety, and major retail stores; and a developed community core/central business district. Others receiving less than 20 votes included a tie for housing/senior care, and arts &

entertainment; followed by public transportation; child care/education; adult education; planned core/nodes/various uses and housing varieties.

- Qualities citizens wish to see in the Vision statement – Small Town image; rural/ farms/ ranches; well maintained/attractive; followed by historic, family- oriented, community-spirited, recreational variety/open space, employment opportunities, friendly/inclusive, outdoor living, and balance. Others that received less than 20 votes included: maintained roads, spacious, education emphasis, civic- minded, progressive, affordable, cultural, retirement-oriented, convenient, socio-economic variety, and finally automobile-oriented.

  Some of the comments added on the questionnaire included: Rural lifestyle, environmentally sane, sound and protected, culturally sensitive, environmentally responsible, clean air and water, quiet sky's and use of solar.

  Five most important Attributes that Citizens would like to see Chino recognized for the future are Small Town character; well maintained and visually attractive that tied with rural / farming character; open space; employment opportunities; and historic heritage preservation..

  Dava presented the committee with a draft vision statement and after some discussion many committee members agreed they preferred the old vision statement but would think it over and address this issue again at the next GPC meeting. Dava also clarified the confusion between a General Plan and a Strategic Plan statement, explaining that the General Plan is a guide for long term planning and development of the Town, whereas the strategic plan is a short term plan for an action and should not be in the General Plan. A GPC member added that the Strategic Plan is a plan for the government, while the General Plan is a community plan.

  Dava and committee members' discussed the definition of Open Space and the need for educating the public and developers of the correct definition and it's place in the community. Dava asked the committee to compare what new things have happened in Chino Valley since 2003. She asked them to look at the parks, roads, land uses, and economic development. Dava commented that the 2003 GP is inconsistent and indicated that there are areas in that GP that the committee can use and other areas where they need to start from scratch. There was some concern from committee members that there is not an equal demographic input for this GP rewrite, and felt there was a need to get input from the younger age group. They also felt that there needed to be a variety of workshops, possibly holding one at the

college or high school during the day for ease of access for the younger crowd. Committee expressed some of the mistakes they felt were made during the writing of the last General Plan and felt they had a more diverse group this time. Dava felt that another workshop that would attract younger demographics would be a good idea for a broader spectrum and suggested the committee discuss it more at a future meeting.

3) **Discussion and Base Data Updates:**

Dava requested that the Committee work again as a team to collect data on the changes in the community since 2003. She stated there are four main areas of change: parks/open space/trails, circulation/transportation, economic development and land use. The current General Plan has deficiencies in most of these areas. One example is the land use inventory in the current GP, this area talks about existing zoning, but zoning is not the same as land use and needs to be sorted out. Three committee members each volunteered to work as a team in each of the following areas to identify the changes since 2003: Economic Development (Tom, Stephen, John), Recreation/Trails/Open Space (Cheri, Nancy, Marti), Circulation (Ron, Ed, Mike) and Land Use (Norm, Frank, Dan). Although Dan and Frank were absent, some Committee members added them to the Land Use data team based on their experiences. Dava will be contacting Karen to see what group she would like to join. Dava informed the committee members that David Nicolella would supply each of them a Town map. Dava asked the committee members to provide the data in rough draft/notes form and to try to have their findings at the meeting in June.

4) **Comments:** Around the Table & Around the Room – Pertaining to the General Plan

- Committee comments: Comments where heard in regards to promoting businesses, health care, entertainment as well as providing a rural atmosphere in a pleasing and balanced approach. There is enough area within the Town to be able to find a suitable way to accommodate the different lifestyles and still provide the commercial opportunities that the community needs. One committee member stated he agreed there needs to be a plan in place to entice our children to want to remain here. One committee member commented this community does need an entertainment district as well as the other necessary venues. The problems that Chino Valley is facing are not unique and other communities are facing the same problems and concerns. Our community is a bit unique in the sense that we are supplying three communities with different venues; however, we need the basic infrastructure to support these venues. We need to find a way to generate revenue

to pay for the infrastructure that is needed. Everyone see's things differently and we need to incorporate the opinions of all the different demographics, so that this General Plan is not skewed.

- Public comments: Citizens commented that the Town needs a plan to entice young people to stay in the community. The Town needs job resources, entertainment districts as well open travel area's for everyone whether they are in a car, on foot, or on horseback. Another citizen felt the current vision statement was appropriate for the community. There is a need for this committee to know their demographics in order to go further with the General Plan. There needs to be an established center of Town, recreation, industrial area, sidewalks etc.

5) Next Steps:

- Homework – Dava handed out 3 articles for Committee members to read in order to familiarize themselves with ideas and information about population–demographic changes, trends and economic development methods tried in other communities. They will discuss these articles at the May meeting in addition to hearing from a few regional people that Dava has requested to discuss methods and experiences with the Committee about Economic Development.

- Next Meeting: May 14, 2012

6) ADJOURN:

The meeting adjourned at approximately 5:30 P.M.

Prepared and Dated This 25 Day of April, 2012

By: Mary Brasher, Administrative Clerk