

Minutes
Town of Chino Valley
General Plan Committee May 14, 2012

The General Plan Committee of the Town of Chino Valley, Arizona convened for a regular meeting on Monday, May 14, 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, Nancy Best, Frank Perkins, Tom Payne, Ron Romley, Cheri Romley, Edward Steinback, John Morgan

Members Absent: Karen Rockhold, Vanessa Herb, Stephen Whisenhunt, Marti Klein, Norm Freeman

There were approximately ten members of the public in attendance.

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

1) Welcome

- Review of April 23, 2012 GPC Meeting Minutes and Significant points/questions from last General Plan Committee Meeting. This item was forwarded to the next General Plan Committee Meeting.

2) Economic Development Methods and Issues

- Ab Jackson, Chino Valley Chamber of Commerce Director spoke about past and current efforts and studies prepared for Chino Valley's economic development while distributing handouts on his presentation. He noted that although many economic development studies including the 1998 Focus Future, the 2006 DHK Economic Development Strategic Plan and the 2003 General Plan's ED Element had been prepared, few of the recommendations have been accomplished.
- Mike Fann, President, Fann Contracting spoke about the need for growth in order to keep families in the local area. He stated his family has been in the Chino area since 1940 and felt fortunate to have been able to remain here, and would like to see his grandchildren have the same opportunity. He felt that the community needs to grow and create jobs in order to sustain itself. He commented that change is inevitable and it is up to the citizens to help shape these changes so they are a positive impact on the quality of our lives rather than a negative impact. Economic Development is dependent on jobs, people to do those jobs, and sales tax and felt that the Town needs to do what is necessary to attract businesses to the area regardless of whether there is a sales tax involved or not.
- Greg Fister, Prescott Valley Economic Development Manager stated he felt that AZ depended too heavily on sales tax, but that's just the way it is. In his experience he found that people spend money in the areas they reside, so if the services are there, they will be utilized. If citizens are able to be employed in the same community in

which they reside, the greater the benefits will be to that community. He commented that he is a part of an economic development organization that recruits targeted businesses, and request for information in regards to what's available in their City. He commented the first question posed to him from these businesses is if there is infrastructure available, and if not, then that business will be looking into other areas where it is available. He commented there have been discussions about revenue sharing, retail sales tax and the possibility of having a regional organization. He thought the Town needed to decide how they want to deal with Economic Development, do they want to deal with it by contracting it out, in house, the Chamber of Commerce, or are they open to a Regional Organization, which the City of Prescott Valley is supportive of. Regional Economic Development would consist of marketing, and the ability to have a master list of inventory for the area. The Town needs to decide how they want their community to look, and use their strengths to achieve that goal. There is a "Focus Future" through APS which is a very helpful tool for communities and is something for the Town to consider.

Dava Hoffman commented that it's not the Committees responsibility to determine the structure, so much as the policy. How does the GPC decide what kind of businesses or Economic Development should happen in Chino? The GPC should help the Council form policies on the type of businesses that would be appropriate.

Some Committee members discussed economic issues and commented: that infrastructure is the key to the Town's growth and needs to be a high priority; many citizens don't want to see any more growth, but the Town must grow in order to sustain itself, and they just need to find a way to balance the two; many felt that the property at Old Home Manor was the Town's greatest strength and should be used to its highest potential; holding title and having a plan for that property is a key factor for the growth of the Town.

Dava commented that first the Town needs to decide what they want developed on that land regardless of who develops it, next get the community behind that goal, and then work out strategies to attract the businesses they want to see in that location fitting in with the market. Communities have to have a similar culture in order to achieve their goals.

One Committee member commented there needs to be a champion dedicated to that plan and follow through with everything that entails.

- Wendy Bridges, Prescott Assistant Economic Development Director commented that having an economic engine would be beneficial to the Town. The Town should take a look at other communities they feel have been successful, and see how things were implemented. Ms. Bridges stated that if she was responsible for the Town's Economic Development she would first update the Town's website with current demographics and other relative information that would be helpful to businesses that are thinking of coming to Chino. She would also create a strategy to obtain

sustainable revenue for the Town whether it is retail, taxes or other avenues. She felt that the Town should look into the "Focus Future Plan" through APS, because it would help them to identify key areas that could be worthwhile for expansion. She felt that the Town had several strengths to work with, such as the workforce and highway frontage. She thought the Town had several options available to them for building revenue with community involvement and commented that this Committee had a great responsibility ahead of them and gave some suggestions for different programs, including "economic gardening" as exemplified by Littleton, CO, that Chino Valley may want to look into to help with their goals.

Committee members and speakers agreed, that it was essential for all departments within a municipality to work together to create a seamless process for those businesses who wish to be a part of their community.

3) Discussion: April 23rd Handouts and Base Data Updates.

This item was forwarded to the next General Plan Committee Meeting; Dava distributed work-study maps for data collection to GPC members.

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

- Committee comments: Felt that a long time commitment from upper level management would have a positive impact for the Town to reach its goals. Private landowners are a key to the equation of development and should be invited to participate in the solutions. Felt there were several resources that can be tapped into to help the Town in their development goals. Getting feedback from property owners on what they envision for their property in the future would be very helpful. Many felt that regionalization has its positive and negative aspects, but felt that it might be something that should be considered. Communities need to work together in order to grow in a cohesive manner and promote a healthy atmosphere for its citizens.
- Public comments: None Heard

5) Next Steps:

- Homework: None
- Next Meeting: June 11, 2012

6) ADJOURN:

The meeting adjourned at approximately 6:00 P.M.

Prepared and Dated This 16 Day of May, 2012

By: Mary Brasher, Administrative Clerk