

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

**TUESDAY, APRIL 30, 2024  
4:00 PM**

**COUNCIL CONFERENCE ROOM | 202 N. STATE ROUTE 89 | CHINO  
VALLEY, ARIZONA 86323**

**1. CALL TO ORDER**

Chair Perkins called the meeting to order at 4:01 p.m.

**2. ROLL CALL**

Present: Councilmember Annie Perkins, Vice-Mayor Tom Armstrong, Councilmember Eric Granillo

Absent:

Staff Present: Maggie Holmberg Economic Development Manager; Town Manager Cindy Blackmore; Town Clerk Erin N. Deskins

**3. APPROVAL OF MINUTES**

- a. Consideration and possible action to approve the September 26, 2023, special meeting minutes.

MOVED by Councilmember Eric Granillo, seconded by Vice-Mayor Tom Armstrong to approve the minutes.

AYE: Councilmember Annie Perkins, Vice-Mayor Tom Armstrong, Councilmember Eric Granillo

NAY: None

**3 - 0 Passed – Unanimously**

**4. CALL TO THE PUBLIC - Individuals requesting to speak, please complete a Speaker Comment Card and return to the Clerk.**

*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.*

*Subcommittee 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 possible discussion regarding wayfinding signs in Chino Valley.

Maggie Holmberg, Economic Development Manager, presented the following:

- Wayfinding signs were meant to guide travelers to points of interest off the highway, such as the library, equestrian park, or shooting range.
- Staff had contracted with Civiltec to work with ADOT to find locations for the waymaking signs. Staff was waiting for an update from Civiltec to hear what ADOT said about their proposed locations.
- Provided the Subcommittee with placemaking concepts as an addition to the waymaking signs to enhance branding and make Chino Valley stand out more.

Subcommittee and staff discussed the following:

- One subcommittee member inquired if people actually used wayfinding signs.
  - Staff stated that those who don't always rely on technology do use wayfinding signs.
- Subcommittee members discussed their opinions on the placemaking concepts.
- The subcommittee questioned the need for more branding when it was discussed not long ago.
  - Staff stated this was specific to the wayfinding signs and was a direction that was given to staff by Council.
- Discussion ensued regarding the concept fonts and changing it to match the Discover Chino Valley font.
  - Staff offered to schedule a study session when the mock ups were ready.
- The subcommittee inquired about what the odds were of ADOT approving the signs.
  - Staff stated that ADOT had a detailed list of requirements for where the signs should be located and what they should look like and that's why Civiltec was hired to ensure all of that would be followed as they had done these projects before.
- The subcommittee inquired as to the locations that were being looked at.
  - Staff stated that they would start before Outer Loop Road at the Town limits and go through to the new State Park. There would be a total of 22 signs, 11 on each side of the road.
- The subcommittee inquired who would put the signs up and maintain them.
  - Staff stated they had not gotten that far yet.

- b. Update and possible discussion regarding a new RV Park at Old Home Manor.

Maggie Holmberg, Economic Development Manager, presented the following:

- Staff was waiting to hear back from the developer regarding costs associated with drainage around the property.
- Staff spoke with the broker last week, and they were getting very close to having that portion done. Staff stated that was the last step before they could come back to the Town with a development agreement.

Subcommittee and staff discussed the following:

- The subcommittee inquired if the Town was absorbing the cost of the drainage work.
  - Staff stated they weren't sure. The money the Town would make off the sale would go towards extending the road. Nothing had been written down until they knew what the full package would look like.

c. Update and possible discussion regarding the APS Solar Communities program.

Maggie Holmberg, Economic Development Manager, presented the following:

- APS had some issues with their drawings of the easements, and they had to be sent back. Staff was now waiting on the final version of that before bringing it to Council.

Subcommittee and staff discussed the following:

- The subcommittee asked for clarification as to what the program was.
  - Staff stated it was the solar panel covered parking for Town Hall.

d. Update and possible discussion regarding Del Rio State Park and the Greater Chino Valley Collaborative (GCVC).

Maggie Holmberg, Economic Development Manager, presented the following:

- This group was able to get a lot of stakeholders and supporters for the State Park.
- Pulled up the website for the subcommittee to view.

Subcommittee and staff discussed the following:

- The subcommittee inquired if there were plans to make areas for RVs in the State Park.
  - Staff stated that the park would start off very simple with just a gate and some walking trails and tent camping spots, but there wouldn't be money for a while to develop any kind of RV Park.
  - The GCVC was glad that Chino Valley was working on an RV Park to attract people with larger RV's that wouldn't fit well in this size of park.
  - When the State contributed money to the park, \$6 million was for the purchase, and \$1 million was for improvements. Most of that \$1 million would be put toward planning and environmental reports.
- The subcommittee inquired if the buildings would be protected somehow.
  - There were meetings coming up to discuss the buildings.
  - The parcel with the buildings had not been purchased and was not part of the park yet.
  - Discussion ensued regarding finding other investors to buy that portion of the land to avoid development and to protect the buildings.

## 6. NEW BUSINESS

a. Consideration and possible discussion regarding Congressionally Directed Spending (CDS)

applications.

Maggie Holmberg, Economic Development Manager, presented the following:

- Staff put in three applications for: Perkinsville Road to sewer to go under the highway, OHM road extensions, PFAS, and Police Department car cameras.
- Provided the subcommittee with a copy of the NACOG Comprehensive Economic Development Strategy and 2024 District Projects, Goals, and Priorities.
  - The Town had three items on the list including the State Park.

The subcommittee and staff discussed the following:

- The subcommittee inquired about what had already been funded regarding the Perkinsville Road sewer project.
  - Staff stated that construction to the highway and design for extension under the highway had been funded. They now needed funding for the construction under the highway.

b. Consideration and possible discussion regarding an economic update and forecast.

Maggie Holmberg, Economic Development Manager, presented the following:

- Staff was working with the Regional Economic Development Center at the college.
- Provided a brief overview of the economic state for Yavapai County including:
  - Current population and projections
  - Population demographics
  - Job growth
  - Average earnings
  - Projected cost of living (current costs required an income of \$159,000/year to buy a house).

Subcommittee and staff generally and briefly discussed the points mentioned above.

c. Consideration and possible discussion regarding new small businesses coming to Chino Valley.

Maggie Holmberg, Economic Development Manager, presented the following:

- There was a lot of demand, but not a lot of places to put people.
- A retail liquidator signed a five-year lease on the open building next to Dollar Tree and was planning to open in the next few months.
- Genius Garden Club – this was a concept for stay-at-home mothers and self-employed mothers to have a place to work, socialize, and sleep while their children receive care in the same building. The owner won third place in an event at the small business development center.
- TS West (a firearms metal fabricator) was looking to open a building in Chino Valley next to the lumberyard. The owner was anticipating eventually having 50 employees.
- Circle K was still moving forward and were working with ADOT on the driveway.
- Ocean Blue was still trying to identify a spot, but lack of infrastructure was making it difficult.
- Skillets purchased land and was looking to expand.

- Insurgent and Essence were also looking to expand.
- d. Consideration and possible discussion regarding the Comprehensive Economic Development Strategy (CEDS).

Maggie Holmberg, Economic Development Manager, presented the following:

- This document would help the Town identify projects. The previous Strategic Plan was 2020-2025, so it needed to be updated.
- Focus areas included:
  - Highway 89 corridor
  - Business retention, expansion and attraction
  - Tourism
  - OHM recreation
- Staff asked the subcommittee to review the document and bring their feedback to the next meeting.
- The document would also tie into the General Plan.

Subcommittee had no discussion on this item.

## 7. ADJOURNMENT

MOVED by Vice-Mayor Tom Armstrong, seconded by Councilmember Eric Granillo to adjourn the meeting at 5:11 p.m.

AYE: Councilmember Annie Perkins, Vice-Mayor Tom Armstrong, Councilmember Eric Granillo

NAY: None

**3 - 0 Passed - Unanimously**

Submitted: May 8, 2024

By: *Sara Burchill, Deputy Town Clerk*

Approved: