

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

**TUESDAY, MARCH 22, 2022  
TIME 4:00 P.M.**

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

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

Staff Maggie Tidaback, Economic Development Project Manager

Present:

Attendees: Max Bledsoe, Chino Valley Chamber of Commerce, Chair, Darla Deville, APS, Community Affairs Manager

**1) CALL TO ORDER**

Vice-Mayor Perkins called the meeting to order at 4:08 p.m.

**2) ROLL CALL**

**3) APPROVAL OF MINUTES**

- a)** Consideration and possible action to approve the February 3, 2022, special meeting minutes.

MOVED by Councilmember Eric Granillo, seconded by Councilmember Tom Armstrong to approve the minutes of February 3, 2022.

AYE: Chair Annie Perkins, Councilmember Eric Granillo, Councilmember Tom Armstrong

**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.*

Max Bledsoe, Chamber of Commerce – The Chamber had passed all their inspections and they had their grand opening planned for May 19, 2022.

**5) OLD BUSINESS**

- a) Update and discussion regarding the Invitation for Bids at Old Home Manor.

Ms. Tidaback reported on the following:

- There was a developer working with the Town’s broker to submit a bid for 20-acres at OHM. They would pick up the other 20-acres at a later time. The developer would probably request a right of first refusal in his offer with the initial 20-acre property. The offer for the 20-acres was \$600,000, which matched the appraised value.
- RV Park location: Staff had a meeting with the developer, and they were in discussions with Development Services and the Town attorney to move the location north, closer to the Phase 2 infrastructure. It would save time and money, as well as put them in a good location. The location was across from the equestrian center.
- The Town attorney did not think changing the APN (Appraiser Parcel Number) would require the Town to go back out to bid.
- The developer was waiting to see what happened with the Zane Grey RV Park because they did not think there was enough demand and were nervous about two RV parks coming out at the same time.
- If they decided not to move forward with the RV Park, they were considering other projects in the same area.
- The reason for the location move was to keep the cost of the infrastructure development down.
- The proposed park would have 200 sites, a convenience store, pickleball court, community center, and horse stall pull-ins. There was not an official site plan yet.

- b) Update and discussion regarding the Build Back Better grant for \$1.7 million for capital improvement projects at Old Home Manor.

Ms. Tidaback reported on the following:

- The Town had applied for \$1.7 million, but the USCA based the amount on a percentage of the median income and population under 10,000 people. The Town’s median income was now \$65,000, and the population was at 12,000 people.
- The Town was only eligible for 15% of the \$1.7 million, which amounted to \$240,000.
- The amount would help pay for the capital improvements at OHM.
- They could reapply in July with a heftier proposal. The Town had many good projects in the planning stages that could qualify.

- c) Update and discussion regarding the Arizona Department of Transportation (ADOT) yard relocation.

Ms. Tidaback reported on the following:

- ADOT had been very helpful.
- The Town wanted to move the ADOT yard because it was on a major commercial corner.
- There was a sewer capital improvement project that would be crossing the area, which would open it up to businesses.

- The Town gave parcel numbers at OHM near the Town's yard to ADOT for consideration, but the State's department of real estate thought the area was too far off the highway. They had projects going on in Ashfork, so they wanted to be further north.
- Staff had been looking at other parcels off Old Highway 89 and parcels owned by the City of Prescott to have ADOT consider.
- It was a big project for staff, who had reached out to Mark Holmes for assistance. Staff's next step was to talk to the City of Prescott about the land they owned and the State land department.
- Members discussed combining the ADOT yard with the County yard at Road 2 South. The County Commissioner had been informed of the issue and thought sharing a yard was a good idea.
- Staff was unclear what would happen to the parcel if the State shared a yard with the County.
- There were no definitive plans for the parcel except to open it up to retail business.

d) Update and discussion regarding a special election to sell land in excess of \$1.5 million.

Item 5(d) was heard before Item 5(b) but is retained here for clarity.

Ms. Tidaback requested that Item 5(d) be moved up before 5(b). She reviewed the market value of a section of land in OHM, which had doubled in value from a year ago, to \$1.8 million. Staff wanted the upcoming budget to include the cost of a special election because if the land was in excess of \$1.5 million, it could not be sold. Elections involved a lot of planning and work.

Erin Deskins, Town Clerk presented the following:

- Any Town owned property with a sell price over \$1.5 million had to go out to voters.
- The Town was looking at a special election in the next year if they wanted to sell the property at OHM for more than \$1.5 million.
- State Statutes only allowed four special election dates per year: March, May, August, and November, with the next possible date of March 2023 – for a mail-in only ballot item, staff would need at least six months prior to the election date to give proper notice of the election to the residents. More time was recommended to allow for marketing time.
- Regular elections were held on even years in August and November.
- Staff had been working on the marketing or community outreach by enhancing the social media aspect. Outreach could include partnering with APS or hiring someone to specifically work on the education component so that the community understood the situation better.
- Planning needed to begin within the next couple of months. A March special election would require the final language to be submitted to the County by November 2022. A May 2023 special election would require the final language to be submitted by January 2023. An August election would require final language to be submitted by April 2023.
- Special elections were mail in only ballots. The 2024 election would be a presidential election and would have a higher voter turnout.
- There had not been any other offers, but there were concerns that there would be within the next couple of years. If an opportunity was presented over \$1.5 million, the Town could not move forward with it.
- Staff pointed out that if the Town voted no on selling land over the \$1.5 million, and the Town then turned around and sold it for \$1.4 million, it might look bad to the community.
- The land could still be leased, but generally people wanted to own the land.
- Members thought August 2023 was a good special election date.

- e) Update and discussion regarding wayfinding signs.

Ms. Tidaback reported on the following:

- Staff had a meeting with Development Services to discuss the technical aspect of where the signs could be located and the sign concepts.
- Civiltec planning information was shared with Committee Members regarding the ADOT right-of-way on State Route 89. They were updating the scope of the original information that the Council had not approved. Civiltec would work with ADOT to determine where the wayfinding signs could be located.
- Anything not on the highway would involve the Town's jurisdiction.
- The process would involve much time and planning.

**6) NEW BUSINESS**

- a) Consideration and discussion regarding national and regional tenant purchasing land on 89 for development.

Ms. Tidaback presented on the following:

- Staff met together to find a location for Ocean Blue Car Wash. They discovered an area that had water and sewer near National Bank.
- The developer had made an offer on the property. It could bring additional business to the area as well.
- Development could involve both regional and national businesses, which could be good for the area.
- The 27-acres at South Gate Plaza across the street, could be the next area to develop.
- There was enough room to circle around even for high volume traffic areas.
- The developer was considering the best spot for development.

- b) Consideration and discussion regarding solar parking lot and charging stations at the new police station.

Ms. Tidaback presented on the following:

- Staff was working with Take Charge Arizona, which were the charging stations.
- APS had just received approval for solar communities to move forward, and Chino Valley was on the list of communities. They now were working towards their EV universal, which also had a list.
- Staff was working on getting solar parking at the police station. Staff was also working on getting EVO chargers in.
- Staff would follow up with APS and ensure that they got their official application in. It would take some time to complete the process.

- c) Consideration and discussion regarding Arizona Office of Tourism Rural cooperative marketing program fiscal year 2022.

Ms. Tidaback presented on the following:

- Staff had applied for this a few years earlier.
- It was a 50-50 shared match program for promoting tourism.
- In the previous year it covered 50% of the billboards, the website, and the brand kit.

- Staff would be applying again but was unsure what it would cover, but most likely similar items.
- Staff wanted to keep pushing forward or they could lose momentum.
- Staff would bring in the information to the next meeting to determine the best place for advertising.

- d) Consideration and discussion regarding Arizona Commerce Authority (ACA) and Arizona Department of Transportation (ADOT) Economic Strengths Project Grants (ESP).

Ms. Tidaback presented on the following:

- Staff had applied for this the previous year and had received \$400,000 for Phase 1 of the OHM capital improvement project.
- Staff had met with Frank Marbury, and they determined they would apply for Phase 1 of bringing sewer across the road and for the road work associated with that.
- They already had plans in place and 30% engineered drawings were ready. It would be easy to show that the project was a good economic driver and staff thought the chances of getting the grant were good.
- CYMPO would be spending \$20 million in road improvements, and staff would get in touch with Craig Brown for a possible partnership.

- e) Consideration and discussion regarding the Trust for Public Land's interest in purchasing the Eastern Portion of Del Rio Ranch for preservation purposes.

Ms. Tidaback presented on the following:

- Michael Patrick from Arizona State Trust for Public Lands (ASTPL) had contacted staff and explained that there was interest in protecting the east side of Del Rio Ranch.
- The purpose would be for an historic preservation and interpretive project, including the Fred Harvey Company Barns, Civilian Conservation Corps Dam, the first territorial capital of Arizona, and the ecologically important Del Rio Springs.
- ASTPL had made a purchase offer to the listing agent and they were now in negotiations.
- They had discussions with State National Park and the Nature Preserve and Open Space, and there was interest in creating a State Park.
- Staff would stay in continuous contact about the issue.

- f) Consideration and discussion regarding Arizona Office of Tourism Rural Co-op is back out - will be applying for the 50/50 match to further the tourism campaign.

Ms. Tidaback requested that items 6(f) and 6(g) be removed from the agenda because they were redundant.

Item not discussed.

MOVED by Councilmember Tom Armstrong, seconded by Councilmember Eric Granillo to remove Items 6(f) and 6(g) from the agenda.

AYE: Chair Annie Perkins, Councilmember Eric Granillo, Councilmember Tom Armstrong

**3 - 0 PASSED - Unanimously**

- g) Consideration and discussion regarding Economic Strengths Project Grant through the Arizona Commerce Authority (ACA) and ADOT.

Item not discussed.

7) **ADJOURNMENT**

MOVED by Councilmember Tom Armstrong, seconded by Councilmember Eric Granillo to adjourn at 4:56 p.m.

AYE: Chair Annie Perkins, Councilmember Eric Granillo, Councilmember Tom Armstrong

**3 - 0 PASSED - Unanimously**

Submitted: April 6, 2022.

By: *Sara Burchill, Deputy Town Clerk*

Approved: April 26, 2022.