

# **DRAFT**

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

**TUESDAY, SEPTEMBER 26, 2023  
4:00 P.M.**

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

Present: Chair Annie Perkins; Vice-Mayor Eric Granillo; Councilmember Tom Armstrong  
Staff Cindy Blackmore, Town Manager; Maggie Tidaback, Economic Development Manager; Laurie  
Present: Lineberry, Development Services Director; Sara Burchill, Deputy Town Clerk  
Attendees: Bob Schacherer, Councilmember, John Courtis, Chamber of Commerce Volunteer Interim  
Director

### **1) CALL TO ORDER**

Vice-Mayor Granillo 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 January 24, 2023, regular meeting minutes.

MOVED by Councilmember Tom Armstrong, seconded by Vice-Mayor Eric Granillo to approve the January 24, 2023, regular meeting minutes.

AYE: Chair Annie Perkins, Vice-Mayor 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.*

**5) OLD BUSINESS**

- a) Update and possible discussion regarding the RV Park development at Old Home Manor.

Maggie Tidaback, Economic Development Manager, presented the following:

- The subcommittee had not met in a while as the last meeting was in January. The schedule was currently to meet biannually on Tuesdays, but Tuesdays was proving to be problematic and staff would look at the charter again to see about changing the day of future meetings.
- This would be a synopsis and not get too deep into the details of the matter.
- The Town was still in escrow with the developer, and they had changed the parcel from 306-02-001A to 306-02-001L. The subcommittee was provided a map to reference.
- There was a floodplain located in the selected parcel and the developer's engineer was working on that issue. The developer would be meeting with staff next week.
- It was a perfect place as all the infrastructure was there for water, sewer, electric, and internet, which would save money for both parties.

Subcommittee and staff discussed the following:

- One subcommittee member asked when the parcels were changed as the selected parcel was the prime property for the Business Park.
    - Staff stated that it wasn't the preferred location in the beginning, but that had since changed, and it would come back to Council once the developer got through design and engineering.
    - The member questioned whether the Town wanted to sell a prime piece of the Business Park.
    - Staff stated that this was just an update and didn't have anything else to report until they received the developer's new design.
- b) Update and possible discussion regarding the relocation of the Arizona Department of Transportation (ADOT) yard at the corner of Perkinsville Road and State Route 89.

Maggie Tidaback, Economic Development Manager, presented the following:

- This had been going on for years. ADOT agreed to possibly look at a land swap with the Town possibly near OHM and public works.
  - Staff was working to find another town that had done a similar intergovernmental agreement (IGA) with ADOT.
  - Sometimes it took ADOT two months to respond to emails.
- c) Update and possible discussion regarding the Arizona Public Service (APS) solar covered parking at Town Hall and the Police Department.

Maggie Tidaback, Economic Development Manager, presented the following:

- This was set to be on the Council agenda next month.
- Staff was waiting on APS to finish drafting their final agreement.
- This would provide covered parking at Town Hall on the west and south side, but not the Police Department due to the issue of retrofitting the current parking covers and blocking the view of the new Police Station.

- d) Update and possible discussion regarding the Trust for Public Land's (TPL) purchase of the eastern portion of Del Rio Springs for preservation purposes.

Maggie Tidaback, Economic Development Manager, presented the following:

- Town staff, TPL and The Nature Conservancy lobbied the State for funds to purchase the eastern portion of Del Rio Springs and secured \$7 million.
  - \$6 million was allowed to go towards the purchase price and the rest could go towards upgrades to infrastructure, signage, etc.
- The group was looking at making a phased purchase in case they couldn't come up with the full purchase price. They would do the south side first and then the historic building purchase in a second phase.
- The group was looking at other avenues to get more money.
- The group had 15 letters of support from senators to representatives.

Subcommittee and staff discussed the following:

- One subcommittee member inquired if the County had donated any money.
  - Staff stated the County had said they would donate money, but no one knew the full amount yet.
- The subcommittee member then inquired if the Wild and Scenic designation would affect the Forest Service in a negative way.
  - Staff stated that it would not as the designation simply protects the river and does not close it off to outdoor recreation or trails.

- e) Update and possible discussion regarding wayfinding signage throughout town.

Maggie Tidaback, Economic Development Manager, presented the following:

- This project was a joint effort with Development Services to provide signs that point travelers to points of interest such as the library, park, or historic sites.
- The project was currently with Civiltec to find where on the highway the signs could be placed.
- Civiltec would be meeting with staff in October for an update.
- This item was supported by Council to be included in the Economic Development budget.

## 6) **NEW BUSINESS**

- a) Discussion regarding the Economic Development Manager being voted onto the Board of the Arizona Association for Economic Development (AAED).

Maggie Tidaback, Economic Development Manager, presented the following:

- The AAED was the biggest association for Economic Development in the State.
- It was an honor to be elected. The board consisted of seven members.

**b)** Discussion regarding the Tourism Campaign 2023 in partnership with the Arizona Office of Tourism (AOT).

Maggie Tidaback, Economic Development Manager, presented the following:

- This was the third year in a row that the Town was partnered with AOT.
- AOT had a rural cooperative program that gave rural communities the opportunity to do advertising and AOT would pay half the cost.
- The Town had previously done billboards, print, google ads, etc.
- Ms. Tidaback shared publications the Town would be appearing in.

Subcommittee and staff discussed the following:

- One subcommittee member referenced a billboard located in Phoenix and inquired about the return.
- Staff stated that was something that wasn't tangible and was difficult to track with hard numbers, but rather impressions. Some of the travel websites the Town was advertised on provided impressions. Staff stated they had only received negative calls regarding the billboard. Staff stated people get scared about inviting people into the community for tourism and mitigating growth.
- Mr. Curtis stated the publications the Town would be appearing in were more popular than the AOT magazine in the Chamber of Commerce office.

**c)** Discussion regarding the Greater Chino Valley Collaboration (GCVC).

Maggie Tidaback, Economic Development Manager, presented the following:

- The Town had been part of this group for a year and a half or two years. The group included staff from Supervisor Brown's office, Forest Service, the Nature Conservancy, TPL, Arizona Game and Fish, etc. to talk about connecting people with the land more, while making sure the land is preserved.
- The group's subcommittee for Outdoor Recreation recently met to talk about what would be the first "win" for the group to continue gaining support.
- The group was also looking at some staging area ideas to get access to the river from different trails from Perkinsville Road, Paulden, etc.
- It was not just about Chino Valley, but the greater area including Paulden and North Prescott.
- The Forest Service was the lead on the GCVC and hired a third party to direct everything.

Subcommittee and staff discussed the following:

- One subcommittee member inquired about a report that was put out regarding the Wild and Scenic River designation.
  - Staff stated that the Forest Service would be working with the Sierra Club and other organizations to get that designation to protect the river.
  - Staff's response did not answer the member's question. Staff didn't have an answer beyond what was stated.

- d) Discussion regarding retail, grocery, and other business recruitment and site selection.

Maggie Tidaback, Economic Development Manager, presented the following:

- The main retail location being worked on now was the new Circle K. ADOT was difficult to work with. They were currently having issues over the driveway having enough movement for trucks. The roundabout was problematic, coming from Outer Loop Rd and heading north. ADOT was telling Circle K to fix that issue. Circle K had a lot of experience with ADOT and it was just taking time.
- Goodwill was still working on coming. They had looked at current buildings and constructing a new location and were still weighing their options.
- Staff had been talking to different grocers for the last year or two. The Town had the population to support another grocery store, but the upfront cost was huge and interest rates were making companies hesitant to make any moves. The Town's Safeway was the number one producing Safeway in the Southwest United States.
  - Albertson's had been looking at having a location in Town, but the possible merger between Kroger and Albertson's was putting things on hold. Site selection in Town made things difficult as well; many businesses did not want to be off the highway and infrastructure was often unavailable.
- The car wash had identified the old Pet Club, one of nine commercial lots near National Bank, and Southgate Plaza as possible sites.

Subcommittee and staff discussed the following:

- Staff was curious as to the subcommittee's thoughts on a car wash being at the old Pet Club. Should the Town just let it be a busy corner, or just let the building sit?
  - Councilmembers discussed how busy carwashes can be and how busy that corner already was with the dollar store and the post office right near that site.
  - Parking was a big issue with that site as it was built during a time when there was no Development Services Director, and they didn't look into the codes about parking.
  - The owner was not concerned with selling that building.
- Subcommittee members thought staff should inquire about the owner possibly donating the building to the Town.

- e) Discussion regarding the Electronic Vehicle (EV) grant and Off Highway Vehicles (OHV) State Parks grant for staging area.

Maggie Tidaback, Economic Development Manager, presented the following:

- These were two grants that were in the works.
- One was a federal grant and would be brought before Council if the Town was earmarked for funds. The grant would provide money for EV charging stations. Staff worked on this with the son of the OHM RV Park developer.
- Staff planned for them to be located at Town Hall.
- There was a big gap for EV chargers between Prescott and Highway 40.
- They had a positive economic impact as people often come to charge the vehicle and then eat in Town.
- The other grant was through the State Parks for a staging area somewhere along Perkinsville Road as a meeting place for recreational travelers. The area would include educational signage on how to treat the area they're in (trash your trash, stay on the roads, etc.) and include some

bathrooms.

- The process would be several months.
- Subcommittee members mentioned the new truck stop coming to 89 and 40 would have 15 EV charging stations.

f) Discussion regarding the Mayoral Youth Council.

Maggie Tidaback, Economic Development Manager, presented the following:

- Provided the subcommittee with a draft mission statement.
- The item would come before Council before the end of the year.
- Staff planned to get with the school a little more and begin recruiting kids at the start of next year.
- The goal was to get youth involved in local government and their community.
- The plan was to start with six high school students and maybe get younger kids as the program goes on.

g) Discussion regarding the upcoming International Council of Shopping Centers (ICSC) Conference and Arizona as a regional collaboration.

Maggie Tidaback, Economic Development Manager, presented the following:

- This was the conference to attend to meet with retailers to promote the area.

h) Discussion regarding Economic Development's upcoming goals and accomplishments.

Maggie Tidaback, Economic Development Manager, presented the following:

- Staff requested to continue this item to the next meeting.

MOVED by Vice-Mayor Eric Granillo, seconded by Chair Annie Perkins to table the item to the next meeting.

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

**3 - 0 PASSED - Unanimously**

7) **ADJOURNMENT**

MOVED by Vice-Mayor Eric Granillo, seconded by Councilmember Tom Armstrong to adjourn the meeting at 4:37 p.m.

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

**3 - 0 PASSED - Unanimously**

Submitted: October 4, 2023.

By: *Sara Burchill, Deputy Town Clerk*

Approved: MONTH DAY, 2023.