

# DRAFT

## TOWN OF CHINO VALLEY COUNCIL ECONOMIC DEVELOPMENT SUBCOMMITTEE MINUTES

DAY, JANUARY 17, 2017  
TIME P.M.

The Economic Development Subcommittee of the Town of Chino Valley, Arizona, convened for a public meeting in the Council Chambers Conference Room, located at 202 N. State Route 89, Chino Valley, Arizona.

### 1) CALL TO ORDER

Susie Cuka called the meeting to order at 4:04 p.m.

### 2) ROLL CALL

Present: Susie Cuka, Councilmember (Chair); Darryl Croft, Councilmember; Corey Mendoza, Councilmember

Staff Present: Cecilia Grittmann, Interim Town Manager  
Michael Lopez, Public Works Director/Town Engineer

Attendees: Arlene Alen

### 3) APPROVAL OF MINUTES

- a) Consideration and possible action to accept the December 20, 2016, meeting minutes.

MOVED by Councilmember Darryl Croft, seconded by Councilmember (Chair) Susie Cuka to accept the December 20, 2017, meeting minutes.

**Vote:** 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.*

There was no public present at the meeting.

### 5) OLD BUSINESS

- a) Presentation by Chamber of Commerce director, Arlene Alen, and discussion regarding "branding" for the Town of Chino Valley.

Arlene Alen from Chino Valley Chamber of Commerce presented the following information:

- Place Branding and Place Making = Where people want to be.
- Tree City of Arizona and Arizona's Playful Town are 2 examples of bad branding and both are Prescott Valley brands.
- What keeps a person living in Chino Valley:
  - Social offerings
  - Country atmosphere
  - Friends
  - People
- Building a community brand in Chino Valley:
  - Create interest along the highway.
  - Create secondary and tertiary commercial/community cores for people to go.
  - Live, work, play and shop.
  - Grants are available to develop interest.
- Branding should be:
  - Relevant
  - Authentic
  - Competitive
  - Identify what the Town is.

Arlene Alen suggested that the Chamber of Commerce apply for a grant to bring in a facilitator to develop a branding strategy.

Currently, Chino Valley is a bedroom community of Prescott & Prescott Valley. Some of the things that make Chino Valley unique are:

- Chino Valley
  - Open space
  - Affordable housing or homes
  - Multi-family housing
  - Sustainable
  - Rural with shopping
  - Animals
  - Central location
- Identify who lives in Chino Valley and what they do.
  - Crafters
  - Hunters
  - Equestrian
  - Family oriented
  - Sense of community

List of some things that are unique about other local communities include the following:

- Prescott
  - Limited room for growth.
  - Tourism
  - History
- Prescott Valley
  - Multi-family housing

- Retail
- Dewey – Humboldt
  - Open space
  - Animals
  - No multi-family housing available

Council Member Mendoza suggested creating a map of the historic places in Chino Valley. The map would be easy to create and could be handed out to visitors.

## 6) NEW BUSINESS

- a) Discussion regarding the current and future development of the commercial core at Road 2 North and State Route 89.

Town Engineer Michael Lopez addressed the committee about the commercial core at Road 2 North and State Route 89:

- The main engineering issues are traffic, signals, sidewalks and expanding the infrastructure.
- Any developers that come in are stuck with the infrastructure at that intersection.
- East-West travel on Road 2 North is an issue the Town needs to address.
- If this area is to become a main commercial corridor for the Town alternate access needs to be created.
- Develop alternate access roads that run parallel to State Route 89 to ease congestion
- Hawksnest apartment complex is coming to West Road 2 North.
- One option for additional access to the complex is to develop a North/South road to Westwood which would allow traffic to move onto State Route 89.
- ADOT will help to some degree but their main concern is North/South traffic flow on State Route 89 and how traffic turns off and onto State Route 89.
- As far as improvements to West Road 2 North at the State Route 89 intersection, adding a designated right turn lane is an option.
- Acquiring additional Right of Way along Road 2 North would cut off one of the access points of businesses located on the southwest corner.
- The Hawksnest developer will have a traffic impact analysis completed by the time this matter returns to council.
- There was discussion about whether a roundabout at Road 2 North is an option.
- When the light is installed at Road 1 North people will use that for access instead of Road 2 North.
- Another apartment complex is coming to the area behind Safeway, off of East Road 2 North which will increase congestion at the intersection.
- Council member Cuka commented that the issue of traffic flow would be even more defined if a grocery store were to locate to the West of Hawksnest.
- Mayor Croft responded that any new grocery store should locate at Road 4 South.
- The Town would need to take infrastructure to the area.
- Once the medical center comes North, the Town's growth will be to the South.

Future agenda topics:

- Review General Plan.
- Continue branding discussion.
- Updates from Michael Lopez regarding Community Core projects.
- Presentation from consultant that is developing a specific plan for Old Home Manor

## 7) ADJOURNMENT

MOVED by Councilmember Corey Mendoza, seconded by Councilmember Darryl Croft to adjourn the meeting at 5:34 p.m.

**Vote:** 3 - 0 PASSED - Unanimously

Dated this 24th day of January, 2017.

By: *Jami C. Lewis*

Approved: \_\_\_\_\_