

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

**TUESDAY APRIL 17, 2018  
4:30 P.M.**

The Town Council Economic Development Subcommittee of the Town of Chino Valley 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**

Councilmember Annie Lane called the meeting to order at 4:40 p.m.

**2) ROLL CALL**

Present: Annie Lane, Chair; Darryl Croft, Mayor; Corey Mendoza, Councilmember

Staff Present: Cecilia Grittman, Town Manager; John Coomer, Economic Development Project Manager; Jason Sanks, Development Services Director

(Councilmember Mendoza arrived late.)

**3) APPROVAL OF MINUTES**

- a) Consideration and possible action to approve the January 16, 2018 regular meeting minutes.

MOVED by Mayor Darryl Croft, seconded by Chair Annie Lane to approve the January 16, 2018 regular meeting minutes. (Councilmember Mendoza arrived late.)

**Vote:** 2 - 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) Consideration and possible action regarding proposal from EPS for scope of work at Old Home Manor Industrial Park.

Mr. Sanks passed out copies of the Professional Design Services Amendment #2 from the EPS Group(Exhibit 1) and reviewed the proposed amendments to the scope of work. Key points were:

- Scope of work--Streamlined based on the subcommittee's expectations and with the mind set of conserving costs.
- Traffic impact study, two versions--A typical study with a fixed fee of \$7,000 and one more expanded version costing \$15,000 covering a larger area. As the expanded version was more scope than what was needed, he recommended the typical traffic impact study.
- Main entry--Proposed to amend the conceptual layout plan by putting the main entrance at Road 4 North upon approach Old Home Manor. The overall approach to the project will remain very similar but will focus efforts to enhance that point of entry for the project. EPS will prepare two more conceptual entrance monuments for a menu of three (3) options.
- EPS will eventually identify the name that reflects the uses.
- Meetings and coordination--EPS Group will coordinate with the Town and team members regarding presentation of options to Town Council and will coordinate with Town Planning staff before and after the meeting regarding deliverables, meeting comments, revisions, expectations and next step strategies.

(Councilmember Cory Mendoza arrived at 4:48 p.m.)

Mr. Sanks recapped the discussion thus far for Councilmember Mendoza.

The subcommittee discussed next working on the strategic plan for the industrial park; not spending too much more money until there is interest; possible joint ventures; and placing this item on the April 24, 2018 Council agenda.

- b)** Consideration and possible action regarding the next steps for the Industrial Park with an Economic Development person on staff, covering:
- (i) Development of a Strategic Plan for the Industrial Park/scope of work and timeline;
  - (ii) Funding for any improvements to the Industrial Park, possible grants vs. general fund dollars; and
  - (iii) Other areas of focus for Economic Development in Chino Valley.

Ms. Gritman stated that the Economic Development Project Manager position is new and will need to hear from this subcommittee which is the steering body for economic development and would like to get some direction from the subcommittee on how best to spend his time.

Mr. Coomer reported that:

- He has been on a steep learning curve with trying to contact various businesses, and has been to some training in Phoenix and Tucson.
- In reviewing the Focus Future document, he removed much unneeded information.
- He is not a newcomer to Chino Valley and knows this community fairly well.
- This process would need stakeholders in the community. There was a community group that met a few times regarding the Old Home Manor but not necessarily about economic development. He wants to plan a number of community input meetings and also involve the Chamber, business owners, and fine tune what we think we want to be.
- Four areas of economic development to focus on were: community appropriate attraction of industries to bring and maintain career focus jobs to Chino Valley; community appropriate retail and sales tax generating businesses; build a competitive work force; and make Chino Valley attractive to a professional work force as a place to live and work.

- Affordable housing is needed to attract interest and the Town needed walkable distances to an entertainment district.

Some goals he would like to accomplish were: develop an economic development master strategic plan and a Commerce Park plan; go to trade shows to see what's out there; have a Fry's grocery come into town and one or two more fast food outlets; and establish a good database of incentives to be offered whether it's federal, state, or local; and create a good reliable database of commercial properties and buildings for lease or sale within the Town of Chino Valley.

The subcommittee discussed the following:

- Various existing businesses and a number of absentee landlords of commercial businesses that do not keep up the property.
- Lack of incentive to build a Fry's, as 30% of their business comes from Chino Valley.
- Zoning is where to start to steer the growth.
- The Town growing versus just maintaining and ability to sustain growth.
- Whether or not to have street lights and curb and sidewalks.
- Housing, living quarters being a priority, and apartment complexes.
- Other grocery stores.
- Developing jobs at Old Home Manor.
- Keeping mom and pop businesses here.
- Increased registration in schools.
- What to preserve while guiding growth.
- Wanting open space to represent Chino Valley.
- Their overall concern was not turning Chino Valley into a Prescott or Prescott Valley, and the cost for growth.

The subcommittee directed Mr. Coomer to:

- Focus on the grocery store and keep moving in that direction;
- Use a process that is compatible for the community;
- Develop an economic development strategic plan;
- Develop an Old Home Manor strategic plan;
- Create a data base of incentives and a data base of available properties for sale or lease;
- Review the zoning map in relation with the General Plan;
- Go to trade shows; and
- Take a tour of Yavapai Community College to help understand what the high school graduate can learn of skills needed to gain employment in the area.

## 6) **NEW BUSINESS**

- a) Consideration and possible action regarding Economic Development Strategies covering:
  - (i) Recap of meeting held with private citizen and some of his ideas regarding existing businesses and incentives; and
  - (ii) Other suggestions or ideas regarding Economic Development Strategies that the Town might explore.

Ms. Gritman reviewed the concerns of a private citizen regarding the mobile home tax incentive. It was his opinion this would be bad for the rest of the businesses, as there would be less tax collected on mobile homes versus a stick built home. The subcommittee recommended putting this item on a future meeting agenda.

The subcommittee requested quarterly status reports from the Economic Development Project Manager.

7) **ADJOURNMENT**

MOVED by Councilmember Corey Mendoza, seconded by Mayor Darryl Croft to adjourn the meeting at 6:14 p.m.

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

Submitted: April 24, 2018.

By: *Vickie Nipper, Deputy Town Clerk*

Approved: September 4, 2018.