

DRAFT

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

TUESDAY, SEPTEMBER 22, 2020
3:00 P.M.

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

Present: Darryl Croft, Mayor; Jack Miller, Vice Mayor; Corey Mendoza, Councilmember
Staff: Maggie Tidaback, Economic Development / Project Manager; Joshua Cook, Development Services
Present: Director; Lorette Brashear, Chamber Director

1) CALL TO ORDER

Mayor Croft called the meeting to order at 3:04 p.m.

2) ROLL CALL

3) APPROVAL OF MINUTES

- a) Consideration and possible action to approve the August 18, 2020, regular meeting minutes.

MOVED by Mayor Darryl Croft, seconded by Councilmember Corey Mendoza to approve the August 18, 2020 meeting minutes.

AYE: Mayor Darryl Croft, Councilmember Corey Mendoza

2 - 0 PASSED

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 discussion regarding RV Park at Old Home Manor.

Maggie Tidaback reported on the following:

- The intended meeting with the proposer did not happen because they were not prepared to meet.
- Staff discussed putting out a more detailed RFP with the possibility of including a conceptual drawing of what the Town wanted for the area. It could be advertised in the first quarter of next year when things were more normal.

Staff and Committee Members discussed the following:

- The Council should review and make recommendations on what they wanted to see at the RV Park.
- Staff could come up with some conceptual plans for the next Council Study Session.
- Staff should not spend money on the conceptual plans, but come up with a general plan or ideas from existing parks and information obtained from the internet.

- b) Consideration and discussion regarding tourism campaign and update on the website, marketing and branding strategy.

Maggie Tidaback reported on the following:

- Applied for the co-op with the Arizona Office of Tourism, which matched 50/50 of whatever the Town's budget was for the Town's tourism marketing campaign. Staff was waiting to hear back from the State on the status of the application.
- Staff was hesitant on spending money on tourism until next year when people would hopefully feel more comfortable getting back out and traveling.

Staff, the Chamber Director and Committee Members discussed the following:

- Since the Chamber was a certified Tourism Center, they were getting many tourism information requests for all the surrounding areas. The most requested information was for camping and RV areas.
- Staff explained commercial light area allowed RV Parks with 25 or fewer spaces with a conditional use permit and in the commercial heavy zoning area, more than 25 spaces we're allowed. The current guidelines for a private developer would probably be best suited for a PAD overlay, which would give Town more flexibility to ask for additional items. The code had few landscaping requirements and zero amenity requirements. The PAD was the only process that could allow for requirements of amenities and landscaping. It was also an exchange between the parties and the developer and could ask for items such as additional spaces.
- Staff did not think it was necessary to create a new zoning district specifically for RV Parks. But the Town could add in additional requirements for items like landscaping, amenities for multifamily in general, and other items that could add more requirements and make it more palatable for the Town.
- If a developer were in the right area, they could create anything allowed within the code including an RV Park or trailer park.
- Staff had called Camp Verde to see how they handled time limits at RV Parks; they did not have time limits because it was market driven. The price could push people out that were looking for a long-term solution.
- Staff explained that several types of mobile homes qualified as an RV including park models and tiny homes. Manufactured homes had adopted new regulations that reduced the requirements for size in an attempt to legalize tiny homes as a type of manufactured home.

- Any new type of regulation that the Town adopted needed to conform to the new HUD standards on what qualified as an RV versus a manufactured home.
 - The only way to add a time limit would be to update the Town's general standards in regard to any RV park and put in time limits and landscaping requirement. It would equally apply to all RV parks to maintain.
 - Staff thought the Town needed to be careful with how long they put as a time limit because many seasonal people came in and wanted to stay for a month. A market driven park would charge \$30 a night, which was not considered affordable housing. The Town should research and discuss their options with other more experienced people throughout the State.
 - If the Town changed the code to require certain things for RV's, the current RV parks would be grandfathered in until they changed what they were doing or added on. A developer that applied while the code amendments were being created would also fall under the current code because a new code would not go into effect until 30days after Council adoption.
 - At the last meeting, members discussed having basic pads available to local groups to use without the hassle of developing a private full RV park.
- c) Discussion and review of the Economic Development Strategy Focus Area 1; The Chino Valley Business Park at Old Home Manor.

Maggie Tidaback, Staff and Committee Members discussed the following:

- Staff provided feedback stating that most Economic Development Strategy plans had the mission and vision stated at the top, followed by the purpose statement and then goals and objectives and strategic action plans intermingled in the plan.
- The Town already had a purposed statement for the Business Park Zoning District, and instead of creating a new purpose statement, the one that has been reviewed and approved by the Council should be used.
- Actions and strategies should be included in case of an economic downfall showing the Town was resilient. The steps would include steps to help it recover or keep it going in difficult times.
- A weekly Yavapai County group had a call to discuss how to keep the economy going and how to help small businesses. A lot of the help comes in the form of communicating information of help that is available to business owners.
- Staff had advertised OHM through marketing materials using Costar and other commercial real estate websites. Costar was a commercial database of properties that was available to developers. The marketing material was a working document that could be changed as additional information was gathered or developed.
- Staff should bring to the Council, the idea of having prepermitted drawings for a shell building that would be available to potential developers.
- Staff thought a compacted pad near Rodeo Drive would give the appearance that things were moving and active at the business park.
- Unisource had drawings, to bring in gas to the park, at the architects but progress had been very slow. There was a possible issue with a requirement of larger lines into Town because of the growth in the area. The Town had approved a price range, but was waiting for a final price.
- Members wanted Item E (Pro growth and no growth split council) under Weaknesses removed.
- Members discussed home prices in Town compared to surrounding areas. The current market had jumped 25% in three months.

- Item F under Opportunities -Arizona/Israeli connection, was a regional effort. It began with CP Technologies, but they chose Prescott. Their parent company was one of the largest companies in Israel. The culture was one that liked to be around one another, and they had taken a liking in Arizona so the region was focusing on companies from Israel. There were several companies that had relationships with CP Technologies. Members wanted that removed because they did not want to isolate any particular group.
- Roads were put in both the weakness and threat categories because the access roads needed work. Road 4 North was a problem and there wasn't any money to work on it.
- Part of the difficulty in selling OHM was that a developer needed to bring in the gas, water, sewer and fix the roads. The surrounding towns had everything already available.
- The current cost of construction was no more a threat to Town than it was elsewhere.
- Town was in competition with Maricopa County because California companies were looking at workforces and housing. Town offered a quality of life.
- Members thought Proximity to BNSF Railroad in Paulden under opportunity was a stretch. Staff visited them, and they were now able to do trans loading, from car to truck, and they had six rails that went across the nation. It could be useful for a new company. They do not have any marketing material yet.

6) NEW BUSINESS

- a) Discussion regarding Rounds Consulting Economic Impact Study and the impact jobs have on our local economy.

Maggie Tidaback reported the following:

- This came about in discussions in regard to lease terms at OHM.
- Rounds Consulting developed a customized Excel table that could be used interactively. Information about a company would be plugged into the table and it would give an economic activity output. This was not a study, but a live document in which gathered information and would convert it into an economic impact report for the Town.
- Rounds Consulting would help to better understand the business park and the impact on the community.
- The document would allow staff to run unlimited scenarios, and if a company were interested in development, staff could present an estimated impact on the Town. It could be used in any part of Town, not just the business park.
- The model was still within the budget of the department.

- b) Discussion regarding the relocation of Helius, LLC to Old Home Manor.

Maggie Tidaback reported on the following:

- The Helius company was the guidance company, that first came to the airport in 1994. Since it was growing in the area, the company was feeling crowded. Guidance was the helicopter part of the company and Helius was a lineman school.
- The company had just purchased property to do helicopter repair.
- Staff was not clear on their business plan and had invited them in for discussions.
- Members warned staff not to get too excited about any prospects because of the possible noise level and the community reaction.
- Staff had heard there were only one or two test flights per day, but members explained that helicopters were loud and it would be an issue with the college in the area. Staff was not clear about the zoning in the area.

7) **ADJOURNMENT**

MOVED by Mayor Darryl Croft, seconded by Councilmember Corey Mendoza to adjourn the meeting at 4:00 p.m.

AYE: Mayor Darryl Croft, Councilmember Corey Mendoza

2 - 0 PASSED

Submitted: October 1, 2020.

By: Traci Lavelle, *Deputy Town Clerk*

Approved: MONTH DAY, 2020.