

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

**THURSDAY, FEBRUARY 3, 2022
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 Present: Maggie Tidaback, Economic Development Project Manager; Terri Denemy, Assistant to the Town Manager

Attendees: Darla Deville, APS, Community Affairs Manager, Lorette Brashear, Chino Valley Chamber of Commerce, Director

1) CALL TO ORDER

Vice-Mayor Perkins called the meeting to order at 4:01 p.m.

2) ROLL CALL

3) APPROVAL OF MINUTES

- a)** Consideration and possible action to approve the November 3, 2021, special meeting minutes.

MOVED by Councilmember Tom Armstrong, seconded by Councilmember Eric Granillo to approve the minutes as printed.

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.

5) OLD BUSINESS

- a)** Update and discussion regarding the Greater Chino Valley Collaboration.

Maggie Tidaback reported the following:

- This started off approximately one-year ago as the Chino Valley Recreation Partnership.
- It was a collaboration with the Forest Service, State Land Department, and Yavapai County.
- The end goal was to create more outdoor recreation, extending from Ashfork to the east of Mingus, and would include trails, off-roading, signage, and mitigation.
- The Mission Statement was shared.
- The project was moving forward. Camp Verde took part in the collaboration and saw hundreds of thousands of people in one summer.
- They had the first leadership meeting that included the Town Manager and entity executives.
- Southwest Decision Resources was a third-party organizer that helped keep the project on track.
- They had their first meeting before the holidays, and they were planning the next meeting.

- b)** Update and discussion regarding the Old Home Manor real estate brokers.

Maggie Tidaback reported the following:

- GB Richard Ellis Real Estate Group, an international commercial real estate company was hired.
- They put out an invitation for bids to sell some Old Home Manor (OHM) property.
- They were starting to get the real estate signs out on the property.

- c)** Update and discussion regarding Wayfinding signs.

Maggie Tidaback reported the following:

- Staff was still waiting on costs from Civil Tec. They had given costs for the municipal signage a year ago, but the Town had not been ready to pursue the wayfinding signs.
- Pictures of wayfinding signs outside of Camp Verde were shared.
- The Town could have wayfinding signs for things like the Library, Perkinsville Road to Jerome, historic sites, etc.
- Staff thought that it could be put in the next fiscal year budget as a supplemental because it would be a project that could be completed in one fiscal year. It could also have a quick impact.
- Part of Civil Tec's process was to address any ADOT requirements and issues.

- d)** Update and discussion regarding subcommittee bylaws and proposed changes.

Maggie Tidaback reported the following:

- There were minor housekeeping issues that needed to be addressed.
- The date of the meetings was going to change because of a conflict with another meeting.
- It would change from the third Tuesday of the month to the fourth Tuesday of the month.
- The staff liaison should be the project manager position.

MOVED by Chair Annie Perkins, seconded by Councilmember Eric Granillo to approve the updated subcommittee bylaws and proposed changes.

AYE: Chair Annie Perkins, Councilmember Eric Granillo, Councilmember Tom Armstrong
3 - 0 PASSED - Unanimously

- e) Update and discussion regarding infrastructure projects that will promote economic development issues.

Maggie Tidaback reported the following:

- Staff wanted to report on infrastructure projects that were being developed but were not yet budgeted. Two of the projects supported economic development.
- Staff would be proposing a 2022/2023 capital improvement project getting sewer across a commercial corner of Town near the ADOT yards. They wanted to move the ADOT yards and open the area up.
- Staff had budgeted extending sewer down Road 1 East. The next expansion was proposed to go towards Outer Loop, and the largest retail corner in Town.
- Council had decided that once sewer lines were run, people could stay on their septic until it either needed to be repaired or replaced, then they would need to tie into the Town sewer.

- f) Update and discussion regarding new retailers coming to Chino Valley.

Maggie Tidaback reported the following:

- Town was attracting some businesses.
- Businesses included:
 - Ocean Blue Car Wash – collaborated on a location with Jim Fletcher. They were looking at a location with sewer near his hotel.
 - Sherwin Williams was leaving Prescott and relocating to Town behind Walgreens.
 - Western Retail Advisors, a national company with high profile national tenants, was looking at property near Ace Hardware.
 - Goodwill was looking at the area.
 - Bashas Grocery had been bought out by Raley’s Grocery. Staff had reached out to them for a meeting. They were expanding and worked with more rural markets.
 - Members discussed possible uses for the vacant Shopko building.

- g) Update and discussion regarding the Chino Valley Chamber of Commerce.

Lorette Brashear reported on the following:

- The Chamber had one final inspection before moving into their new building.
- They would have a VIP grand opening to thank everyone that helped with the process. There would be another grand opening for the public. Dates could not be determined until they got occupancy.
- They had community business grand openings planned, including Ditch Beer and Wine Store, Southwest Homes, and Sew & Sew.
- Several big mixers had been planned. They were working with the Hispanic community and planning Hispanic business mixers. They wanted the Hispanic community to consider Town for their businesses.
- Several events were being planned: Poker Run Car Rally featuring historic Town locations and

- the Job Fair that would include 56-companies which was equivalent to 900 jobs.
- Town was the first to launch the annual job fair.

h) Update and discussion regarding Arizona Public Service (APS).

Darla Deville, APS Community Affairs Manager (left the meeting at 5:05 p.m.), reported the following:

- APS was already planning for fire mitigation due to the lack of rain and the microbursts in the area.
- They would be presenting information on putting a solar battery at their solar field to the Council on March 8th. It would capture and save energy for power outages. It was about the size of a container.
- At some point the poles that were in awkward places on the Town roads would need to be addressed for safety reasons through a partnership. Members requested that the pole on Road 2 North and Road 1 East be inspected due to its condition.
- They had tree vouchers and partnered with Earthworks. They had donated several thousand dollars in vouchers for OHM.
- Members discussed pole issues at the location of a possible RV Park near Road 4 North.
- Staff wanted to get a charging station at Town Hall and the new Police Station and possibly the new Chamber of Commerce building. With 40 parking stalls, APS would put in a carport for free. The project was only for small municipalities and low-income residential areas, which Town qualified for. The solar panels would be provided to the Town and the energy would go to the grid, but instead of getting discounted energy for the building, they flat pay the Town a monthly check for 20-years. APS installed the awning, solar, maintained it, and cut the Town a check.

i) Update and discussion regarding CGI videos on the Chino Valley website and local business participation.

Maggie Tidaback reported the following:

- It was a Company that the Arizona League of Cities and Towns used for community profile videos.
- There were five different videos on the Town's website including community development, quality of life, etc.
- It was free for the Town due to local business participation.

6) NEW BUSINESS

a) Consideration and discussion regarding attainable housing in Chino Valley and across the state.

Maggie Tidaback reported the following:

- Attainable housing had been referred to as affordable housing and was a major crisis. It was difficult to bring new businesses to Town and promote workforce when there was nowhere for people to live.
- It was a national epidemic because there was no product and people could not afford what was on the market.
- A developer looking at the OHM site questioned what the Council would want other than an RV Park. She was aware of rental communities down in the Phoenix area. Developers loved it

because they got a return on their investment. This could be done at OHM because there would not be subdivision laws because they would be renting, not selling the land. The developer was having an architect draw up plans. The business plans would be similar to how an apartment was operated.

- There were programs that modeled housing needs for Towns or Schools that dedicated a certain number of housing units to them. There were several models used that could be studied.
- There were currently 1,200 homes going through the Town permit system but had not been permitted.

- b) Consideration and discussion regarding incentive programs to make Chino Valley more competitive for developers.

Maggie Tidaback requested tabling the discussion until the next meeting.

MOVED by Chair Annie Perkins, seconded by Councilmember Tom Armstrong to table Item 6(b), consideration and discussion regarding incentive programs to make Chino Valley more competitive for developers.

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

3 - 0 PASSED - Unanimously

- c) Consideration and discussion regarding pre-approved building plans.

Maggie Tidaback requested tabling the discussion until the next meeting.

MOVED by Chair Annie Perkins, seconded by Councilmember Tom Armstrong to table Item 6(c), consideration and discussion regarding pre-approved building plans.

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

3 - 0 PASSED - Unanimously

- d) Consideration and discussion regarding upcoming larger events at Old Home Manor.

Maggie Tidaback reported the following:

- There were two races coming to OHM.
- The first was the Chino Bandito in April. It involved UTV's, with a loop to Jerome and back. They would stay for three nights and would bring approximately 500 people. Town Manager Blackmore wanted to get dry camping setup in the area before the event.
- The second event, The Chino Valley Grand Prix, would be in May. It was also three nights with approximately 500 people. This event would include setup on Friday, race Sunday, and come back Monday and put the area back like it was found.
- Because the land would be torn up, weed killer would need to be used or there would be substantial growth of tumbleweeds.

- e) Consideration and discussion regarding results of invitation for bids (round one) for Old Home Manor.

Maggie Tidaback reported the following:

- APS had provided a \$75,000 match in 2014 in order to help secure other grant monies for OHM, and they were glad it was moving forward.
- It was put out for invitation to bid, and they received a couple back.
- One was for 20-acres and was brought in by the broker the Town hired. The property was along Perkinsville Road. An offer was made for \$600,000, with \$50,000 as in-kind contribution to utility easements for an RV Park with pickleball, small convenience store, etc. It was a fair offer and in line with the appraisal. Departments would meet to discuss water and sewer infrastructure before meeting with the developer.

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

Maggie Tidaback reported the following:

- Submitted a grant, and if Build Back Better passed, they would get \$1.7 million for further improvements on Rodeo Drive for the five-year capital improvement project at OHM.

- g) Consideration and discussion regarding Arizona Department of Transportation (ADOT) yard relocation.

Maggie Tidaback reported the following:

- There was a meeting planned with staff, the Town attorney, and ADOT to discuss the move.
- The new location being considered was at OHM by the Town yard. ADOT thought it would be fine.
- The land trade values needed to be like kind.
- The ADOT yard was seven acres and was a major commercial area for the Town.
- There were several other location options the Town was considering.

- h) Consideration and discussion regarding a proposed Social Media Committee.

Maggie Tidaback reported the following:

- There was not enough social media content on the Town's websites. Staff wanted to make it more efficient and add more content. They wanted the content to be more conscious and methodical.
- Staff wanted one person from each department to form a committee. Each department would eventually have their own page that was dedicated to each department's events and issues.
- Social media content, details, and ideas were discussed.
- It would create a positive community outreach.
- There were discussions to hire a public information officer if there was room in the budget.

- i) Consideration and discussion regarding a special election to sell land in excess of \$1.5 million.

Maggie Tidaback requested tabling the discussion until the next meeting.

MOVED by Chair Annie Perkins, seconded by Councilmember Eric Granillo to table Consideration and discussion regarding a special election to sell land in excess of \$1.5 million.

AYE: Chair Annie Perkins, Councilmember Eric Granillo, Councilmember Tom Armstrong
3 - 0 PASSED - Unanimously

- j) Consideration and discussion regarding the APS grant to produce a stakeholder and community lead comprehensive economic development strategy.

Maggie Tidaback reported the following:

- APS helped write the economic development strategy, but it was organized in a way where all the stakeholders participated in the future of the Town.
- They paid for everything, which had a cost of approximately \$10,000.
- Members supported staff pursuing it further.

7) **ADJOURNMENT**

MOVED by Councilmember Tom Armstrong, seconded by Councilmember Eric Granillo to adjourn the meeting at 5:19 p.m.

AYE: Chair Annie Perkins, Councilmember Eric Granillo, Councilmember Tom Armstrong
3 - 0 PASSED - Unanimously

Submitted: February 23, 2022.

By: *Sara Burchill, Deputy Town Clerk*

Approved: March 22, 2022.