

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

**TUESDAY, MARCH 23, 2021
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: Cindy Blackmore, Town Manager; Maggie Tidaback, Economic Development / Project
Present: Manager; Erin Deskins, Town Clerk
Attendees: Lorette Brashear, Chamber of Commerce Director

1) CALL TO ORDER

Chair Perkins 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 February 16, 2021, regular meeting minutes.

MOVED by Councilmember Eric Granillo, seconded by Councilmember Tom Armstrong to approve the February 16, 2021, regular meeting minutes.

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 Chino Valley map project managed by the Chamber of Commerce and partnered with the Town.

Lorette Brashear presented the following:

- The Chamber was not clear on what they would be doing with the map or if they would continue the venture.
- The person they had partnered with was now in assisted living. The original plan was that both parties would be doing half the work, and he would give the Chamber a percentage for selling the ads, but when she had met with him the previous day, he now wanted the chamber to do the entire project and give him 75% of the profit.
- She had discussed the matter with two board members, and they did not want to finish the project. They did not think it was right for the Chamber to do all the work and only get 25% profit.
- They would continue with creating a map on the app because it was an easier sell. The app developer would be using a good map from Google and would help sell the app by calling members.
- The app would be advertised everywhere.

Committee Members and Lorette Brashear discussed the following:

- The Town would need to contact the individual they had contributed the \$2,500 to because the Chamber had nothing to do with that money. The Town had originally been invoiced so they could be on the front cover. The individual was a business and the Town should not have an issue getting their money back. The Town had signed a contract.
- The Chamber did not have a contract with the individual, and he was in poor health, so they did not have to continue to go with him.
- Selling the individual advertising spaces was very time consuming. The ad space costs ranged from \$750 to \$2500. The map would have been partnered with the app and then whoever was on the trifold map would have been directly on the app.
- The app was different because tapping on a building would bring up the name of the business, their website, and driving directions.
- The individual still wanted to pursue the trifold map, but Ms. Brashear needed to wait on a decision from her board. It would be on hold until then. .
- Staff thought it might be possible to find another business that could do something similar.
- The Chamber did not think a 15% commission was enough if they had to do all the sales work. The individual was still considering a higher percentage for the Chamber. The original ideas were that the Chamber would own the map since the individual was planning on retiring. After the first year, all the map proceeds would go directly to the Chamber. The Committee thought that owning the entire file might be worth getting a smaller percentage the first year.
- Staff suggested that the Chamber discuss with the individual that, since he could not be boots on the ground selling the advertising space as he had in the past, that the Chamber should be getting the bigger percentage.
- The advertisement space was a onetime cost for a permanent ad on the map.

- b) Update and discussion regarding Circle K possibly coming to Town located at the roundabout and Road 4 South, and the ADOT requirements.

Maggie Tidaback presented the following:

- The Town Manager and Public Works Director had met with ADOT to discuss reducing the 300 foot length from the roundabout up to the business turn in. The meeting had been proactive, and the Town was verbally told that it could be reduced to approximately 230 to 260 feet. The Town was waiting on something in writing.
- The reduced turn in was the only thing holding up Circle K from proceeding. This was a battle the business had statewide with ADOT.
- Negotiations were moving forward with both the landowner and Circle K.

6) **NEW BUSINESS**

- a) Discussion regarding the first tourism Logo's designed by Mountain Mojo Group.

Maggie Tidaback presented the following:

- This project was moving quickly, and staff needed verbal feedback from the Committee either at the meeting or by the next day.
- The Chamber was partnering with the Town on the project.
- It was decided to eliminate the fourth concept because it looked too much like the logo for the City of Prescott.
- Members discussed the concepts.
- Staff explained that the concepts were in the first round and could be modified by adding more elements or changing the fonts and shapes.
- Staff liked the circle shape because it would look good in a sticker form.
- The Committee liked shape three except the font used. Staff thought it was too busy and was hoping for a cleaner design.
- Staff thought combining concept one and five would eliminate the idea that the Town only had off roading and camping. The Town had more to offer than those two things.
- The committee discussed the importance of keeping the logo simple because once an element was advertised on the logo concept, it would not come off. The cleaner, the simpler, the better. The chamber explained that they had gone through their own logo process and a good test was to have the logo placed on a banner and stepping back. It gave a clear picture of how the logo would be perceived.
- The logo would be the Tourism advertisement brand for the Town.
- Staff liked the tagline "Wide Open Spaces."
- Committee members wanted to see more definition to the mountain ranges.
- Staff took a tally of the Committee's favorite logo. Members agreed that logo number one was the best, with some amendments.
- It was suggested to do the concept three circles and change the fonts to match.
- Staff wanted colors that were different from the Town website's logo so that the new logo was distinctive from the Town's. Members discussed liking the uniformity of the colors blending with that of the Town's logo.
- The Committee discussed having a main branding logo with the "Wide Open Spaces" tagline but changing some elements based on who they were targeting.
- The second round of logos would be presented to the Committee at the next meeting.
- Staff would ask that concepts one and three were combined with the liked elements in the

round shape, with the tagline and Discover Chino Valley.

b) Discussion regarding an appraisal for the sale of land at Old Home Manor.

Maggie Tidaback presented the following:

- She called the appraiser, Huck Appraisal that had been used for Tree Farm Lane. Their fee was \$4,200. Appraisers had to be certified to do commercial property.
- She asked them to break the land into 20 acre, 40 acre, 60 acre, and 80 acre parcels because the more land bought together, the less the price per acre would be to the buyer.
- If there were a bigger buyer that was approved by voters, they could get prices on larger parcels.
- It would be a five to seven week turnaround time.

c) Discussion regarding the addition of a dry campsite area at Old Home Manor.

Maggie Tidaback presented the following:

- The Forest Service had approached the Town Manager because they wanted to start up the Chino Valley Recreation Partnership again. It was originally started in 2019, but then COVID hit, and they were only able to have one meeting.
- This partnership was important because the Forest Service could help with outdoor activities, planning and could be good sources of funding and grants.
- She asked the Forest Service what it would take the Town, until they were able to have a running RV Park, to put in a simple dry camping area. The area might include fire rings, BBQ grills, horseshoe pit and picnic tables.
- If the Town moved forward, they would have to investigate liability insurance and a partnership with the Forest Service. The Forest Service could possibly run the campground.
- The Forest Service would be helpful in ensuring there were places for trash disposal, warning signs, etc.
- The process was just beginning, and staff wanted to know if it was something the Committee supported and if they wanted staff to further pursue. The Committee was supportive but did not want the camping area at the Mudder site because they were hoping that would become an event again. Staff explained that the site might be good because it had shade and camping would not be right on the Mudder site.
- Staff was not sure the Forest Service would run the campground because it was within Town limits, but they might be able to give good advice and explain what needed to be done.
- Staff was unclear of what the campground charges would be. She would have conversations with the Forest Service and bring it to a Study Session for Council discussion.

d) Discussion regarding the requirement of a special election for sales of land over \$1.5 million.

Erin Deskins presented the following:

- The next vote by mail election the Town could have would be November 2, 2021.
- There were only four dates every year that the Town could hold any type of election.
- If the Town were looking at holding a special election in November regarding OHM land sales, the Town had to let the County know by May 6th. She had reached out to the County to explain the deadline might be difficult for the Town to meet and questioned what would

happen if they said they were having an election, but then decided not to have the election. The County explained that they would have to have a final yes or no by July 7th. If the yes went through, they would start printing ballots and the Town would be financially responsible for the ballots and the time to make the ballots.

- Staff needed to know if that timeframe was feasible for the Town and if the period was long enough to get the proper education out to the community to get the ballot measure passed.
- The measure could be piggybacked with the water measure if the Town wanted.
- The next election date would be March 2022, but the State did not have the deadline dates yet because it was too far out.
- Staff thought the March deadline was more feasible because it gave more time, and the educational aspect was important to get the measure passed.
- The March election would be a special vote by mail election.
- The last election that had multiple Town ballot measures did not go well
- Since the appraisal would not be received for up to seven weeks, the Town would not even have the values by the deadlines. An election would cost up to \$28,000 or more, so it was important to ensure the citizens were properly educated on any ballot measures.
- The staff would aim for the March 2022 election date.

e) Discussion regarding the Arizona Commerce Authority Economic Strengths Projects Grant.

Maggie Tidaback presented the following:

- She had applied for a grant the previous year for the Phase I of Old Home Manor (OHM), which is what the Town now had in the budget for the current year. When she applied last year, her narrative was not strong enough because nothing was happening out there, so she did not get the grant.
- She was going to meet with the Public Works Director to determine where the best place would be to try and get grant funding.
- She thought that Phase II for OHM was a good option. It would bring utilities up to the possible RV Park location. The cost for that project was approximately \$2.6 million.
- The ESP Grant would allow for up to \$500,000 match per community.
- The Town now had a plan and was investing money, which could give them a decent chance at receiving the grant. She was going to apply, but it was an extremely competitive grant.

f) Discussion regarding the start of an official Business Retention and Expansion Campaign.

Maggie Tidaback presented the following:

- This was something that happened on a regular basis for Economic Development and Chamber of Commerce's, but starting an official campaign meant there would be official goals.
- She wanted to move forward on the shop local program and was working with the Chamber on creating a video campaign that welcomed new business to Town and for local shopping.
- The Chamber had a similar campaign that centered on local shopping during the holidays. They had it on their YouTube Channel, Facebook, website, and podcast site.
- There were many elements to the BRE campaign. Tourism was an aspect of the BRE campaign because it brought new dollars to Town.
- The Chamber was heavily involved in this campaign and had put a lot of work into this program and wanted to ensure that each party knew what the other was doing or had done. Staff did not think there was a line and the more entities involved, the better it was for the

Town. There was discussion about working together and respecting what each party did separately or together. It would be a discussion that would continue between the parties at a later time.

- Staff was working to reach all businesses.

7) **ADJOURNMENT**

MOVED by Chair Annie Perkins, seconded by Councilmember Eric Granillo to adjourn the meeting at 4:55 p.m.

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

3 - 0 PASSED - Unanimously

Submitted: April 6, 2021.

By: *Traci Lavelle, Deputy Town Clerk*

Approved: April 20, 2021.