

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

**TUESDAY, APRIL 20, 2021
04:00 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

Attendees: Mark Holmes, Water Services Consultant, 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 March 23, 2021, special meeting minutes.

MOVED by Councilmember Tom Armstrong, seconded by Councilmember Eric Granillo to approve the March 23, 2021, special 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.

- Kathy Eguina – She had been out of Town for some time and had been to Essence a couple of times since coming back. While there, she heard high praise regarding Maggie for all her hard work and wanted to pass it on, and thanked Maggie.

5) OLD BUSINESS

- a) Update and discussion regarding the final logo, branding kit, and next steps for tourism campaign.

Maggie Tidaback presented the following:

- Members had a round table discussion several months back to discuss the Local First Arizona’s development and promotion of the Town’s community profile page. The discussion included people’s thoughts on what the Town represented, what people liked about the Town, and the Town’s history. Part of the Tourism campaign was to promote the Town and encourage people to visit, which Local First Arizona was also working on.
- Their first draft was looking good. Staff would make some edits and additions to the draft.
- The page included:
 - Arts and Culture
 - Outdoor Sports and Recreation
 - Wine and Dine
 - History, Heritage, and Tradition
 - Entrepreneurial Opportunities – included information for people who wanted to move to the area.
 - Lodging
- Several people had contributed to the information.
- The Town was starting a Tourism campaign and a company had been hired to develop branding, logo, and website design. The company had toured Chino Valley to get the essence of the Town. With that information they went through a creative process with the Town and the EDC Subcommittee to develop the look and feel of the designs.
- Staff shared the draft logo and branding designs with the Committee. They also developed billboard concepts.
- The Committee approved of the designs provided and were happy they had taken their direction from the last meeting and incorporated it into the current design.
- The Town had been awarded funds through the Arizona Office of Tourism for the Rural Co-op Program. It paid for 50% of five marketing items chosen by the Town. It would help pay for having the Town represented through remarketing on the VisitArizona.com site, which was the Arizona Office of Tourism website. They would also be marketing on Trip Advisor. There would be digital advertising for two summer months in hotter areas to encourage people to visit, with its cooler climate.
- There would be a website design meeting in the coming week, which was the next major step.

- b) Update and discussion regarding the appraisal for sale of land at Old Home Manor.

Maggie Tidaback reported on the following:

- The process was still ongoing and would take another six to seven weeks for completion.
- It had taken time for the information and documentation on the property to be gathered for the appraiser.

- c) Update and discussion regarding locations and the addition of a dry campsite area at Old Home Manor.

Maggie Tidaback reported on the following:

- The Town had been working on developing an RV Park or somewhere else people could stay during Town events and for visiting tourists.
- Since an RV Park was a big investment, dry camping would work in the interim or as a permanent solution.
- Through the Chino Valley Regional Partnership, the Town would be working with the Forest Service on developing more trails and outdoor recreation, and possibly help in developing a dry campground.
- The last time the Forest Service built campgrounds was in the 1960's. But due to Covid, the Great American Outdoors Act (GAOA), would fund these types of endeavors. This would be done partially through the Forest Service. Since it was Town land, the Forest Service would not run the campground, but could offer engineer services for campsite development.
- Possible locations included behind the 9/11 Memorial or on the east side of the current mud run course.

Public Comment:

- Paul Eguina - The previously proposed KOA had taken too long for development, and the developer pulled out.

6) NEW BUSINESS

- a) Discussion regarding the Arizona Commerce Authority Economic Strengths Project Grant.

Ms. Tidaback reported on the following:

- The Town had applied for a \$400,000 grant for the first year of the Rodeo Drive Improvement Project at Old Home Manor (OHM). The total project cost was \$1.7 million.
- The grant helped pay for rural roads that provided jobs or that provided economic activity for a specific area.
- It was an extremely competitive grant because it only provided \$1.5 million in grant funds for the entire state.
- The Town had a great narrative and good argument for the use of the grant funds.

- b) Discussion regarding the International Dark Sky Application.

Maggie Tidaback reported on the following:

- The Town had applied to become an International Dark Sky designation.
- It was a complicated process that took one to two years and the Town would partner with other dark sky communities. Camp Verde had also recently applied.
- It helped to put a community on the map, and it also promoted cohesiveness throughout Town to maintain the Town's dark skies.
- It was a good tourism tool and drew people who wanted to look at the sky.
- The Town was already there in regard to Town Code, and a Dark Sky representatives said the

Town's lighting code was sophisticated for the dark sky purpose. This part of the process usually took the longest when seeking the designation, but the Town was already where they needed to be.

- The next step for staff would be to present it to the Council for approval of the process. This would bring community awareness to the process. After the Subcommittee presentation, the next step for staff would be a Council Study Session to delve deeper into the process.
- Town would need the support of someone from a Dark Sky community, which she had already found.
- The County already had requirements for dark sky compliance. It would make sense for the local community to be Dark Sky compliant.
- The community needed to be educated in how light could interrupt the view of the dark sky. Many residents thought Town was already a dark sky community.
- There were not many designated dark sky communities.

- c) Discussion regarding Economic Development Project Manager working towards a Certified Economic Developer designation.

Maggie Tidaback reported on the following:

- There were many roles for an Economic Development Manager, and it was important to stay up to date on practices.
- The Certified Economic Development designation was the most prestigious designation in the field.
- She was nearly halfway through the education process, which include required and elective courses and a final exam at the end. To keep the designation, classes were required every two years to ensure the education and practices were up to date.
- The designation was through the International Economic Development Council.

- d) Discussion regarding the tourism campaign and partnership with the Arizona Office of Tourism Rural Co-op Grant.

This item was covered under 5(a)

- e) Discussion regarding Insurgent Brewing Company winning the Small Business Makeover of a Lifetime.

Maggie Tidaback reported on the following:

- The SBDC was helping with the business Point of Sales (POS) system because they only had one machine. They would be upgrading to a multi-device capacity.
- They would be assisting them with their budget.
- They would assist them with their signage. Ms. Tidaback had been working with them on their signage locations. The old signage was grandfathered through Arizona Department of Transportation. They did not have good visibility, and they were looking at putting in larger signage that had better visibility.
- They would also get help with their restaurant equipment.

- f) Discussion regarding new businesses receiving a swag bag as a means to promote a business friendly environment.

Maggie Tidaback reported on the following:

- She had done a webinar with other Economic Development people and had found someone in the area that did SWAG Bags for new businesses coming to Town.
- She would be providing Town SWAG bags at Development Services to hand out to people getting a new business license as a means of being business friendly
- This would also help promote the Tourism campaign through logo advertisement and through T-shirts that could be worn that could market the Town.
- There was not a big cost associated with the bags.

- g) Discussion regarding meeting with the Rural State Director for the United States Department of Agriculture to discuss funding sources for infrastructure and other items for the Town.

Maggie Tidaback reported on the following:

- The Town Manager, Public Works Director and Ms. Tidaback met with the representative.
- They work with municipalities to inform them of different grant programs, loans, different ways to set up non-profits, etc.
- It would be a good program to get more funding for the Town for infrastructure.
- The USDA had the most money to provide to local communities.
- Once staff had more information, she would do another presentation for the Committee.
- The Town could set up a non-profit, so they were able to apply for grants. There was a lot of detail and research that needed to go into it, and staff would pursue it as time allowed.

7) **ADJOURNMENT**

MOVED by Chair Annie Perkins, seconded by Councilmember Tom Armstrong to adjourn the meeting at 4:34 p.m.

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

Submitted: April 29, 2021.

By: *Traci Lavelle, Deputy Town Clerk*

Approved: May 18, 2021.