

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

**TUESDAY, APRIL 26, 2022
TIME 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; Cyndi Thomas, Community Services Manager; Maggie
Present: Tidaback, Economic Development Project Manager
Attendees: Max Bledsoe, Yavapai College

1) CALL TO ORDER

Vice-Mayor 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 22, 2022, regular meeting minutes.

MOVED by Councilmember Eric Granillo, seconded by Councilmember Tom Armstrong to approve the March 22, 2022, 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 Invitation for Bids (IFB) for an RV park developer at Old Home Manor.

Ms. Tidaback presented the following:

- Since the last meeting, the potential RV developer who had submitted a bid had decided they wanted to proceed with the project, but on the parcel to the north of the original parcel. They also wanted the full 40-acres. They would still fall under the \$1.5 million threshold. From a legal standpoint, this was a change from the original request for bids (RFB) and grounds for another party to question the process.
- The property was closer to utilities.
- The RFB was readvertised, and staff had received some inquiries and thought they would get a better response this time. It would close on June 23, 2022.

- b)** Update and discussion regarding the relocation of the Arizona Department of Transportation (ADOT) yard.

Ms. Tidaback presented the following:

- ADOT staff had been following up with staff on a regular basis.
- It was a complicated work in progress.
- A representative from the State Land Department explained that the parcels that staff thought were potential sites for ADOT's yard would not work because the State Land Department would not sell a small portion of a larger total lot.
- The process may involve the Town buying a parcel and swapping it with ADOT.
- A viable option might be for someone to buy the parcel from ADOT, but they would still need a replacement parcel.

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

Ms. Tidaback presented the following:

- Civiltec provided an updated quote for wayfinding signs on the ADOT State Route 89 right-of-way.
- The cost was approximately \$45,000. The cost included construction plans and bid documents.
- Staff would be meeting with Morgan Sign Company to discuss the initial design for both the highway and the offsite signage.

- d)** Update and discussion regarding Arizona Public Service (APS) solar covered parking.

Ms. Tidaback presented the following:

- They had originally thought a good location for the solar covered parking would be at the new police station, but APS explained it would not work because of a nearby cell tower which would cause sun interference at peak hours.
- They will now be looking at the Municipal Court at Memory Park and the library. It would be a good spot because of all the community activities in the area.
- Members were reluctant to put it at the other campuses because the future of the facilities was unknown.
- Members discussed looking at the parking lot between the pool and the Community Center area.

- e) Update and discussion regarding the Trust Public Land's (TPL) interest in purchasing the Eastern Portion of Del Rio Ranch for preservation purposes.

Ms. Tidaback presented the following:

- A leadership meeting was held the previous week.
- A new map of the Peavine Trail was produced that showed the areas that still needed to be acquired and protected to continue the trail.
- They had a verbal understanding, and it would be formalized soon, so they could start the appraisal process to get the purchase price of the land.
- They had 18 letters of support throughout the County.
- Protection of the area would reduce groundwater pumping in the area because it would not be subject to becoming homes.

- f) Update and discussion regarding the Arizona Office of Tourism - Rural Cooperative program, Destination Marketing Office (DMO), and Arizona Visitor Information Center (AVIC).

Ms. Tidaback presented the following:

- Council had adopted the Resolution making the Town the official destination marketing organization through Arizona Office of Tourism.
- The partnership would give the Town more free marketing throughout the State.
- The AVIC and Chamber partnership was already underway.
- The Town had become the DMO after building the Town's website and erecting the billboards.

6) NEW BUSINESS

- a) Consideration and discussion regarding new retail recruitment.

Ms. Tidaback presented the following:

Goodwill

- There had been several new Goodwill's built throughout the area.
- They were using a real estate company to develop the buildings.
- Goodwill knew exactly what and where they wanted their building in Town. They wanted to

be on a main corner.

- Goodwill's interest in the land behind Burger King was discussed.
- If the locations did not work, staff would put in the work to find another location.
- The building needed to be 22,500 square feet on 3.5 acres.

Circle K

- The Circle K was still coming in at the Outer Loop area.
- They were still negotiating with ADOT. ADOT said they would get to it when they could.

Ocean Blue Carwash

- They were still in negotiations with the property owner.
- There was a letter of intent, but staff was unclear if there was a signed contract yet.
- The land adjacent to National Bank was overviewed for the Committee.
- It was a great site because of the water and sewer availability.

ICSC (International Council of Shopping Centers) Conference

- Staff would be attending the largest retail conference in the world.
- Meetings were set up with retailers on different days to sell the community.
- Staff had already setup meetings with Jack-in-the-Box.
- The area was truly a quad-city and the towns were no longer separate. They needed hotels in the area. The Day's Inn revenue went up 45%.

Safeway

- Members discussed the parking lot issues at the local Safeway and the need for a new grocery store.
- The Safeway was the second-highest performer in the southwest and only behind Sedona.

- b) Consideration and discussion regarding the economic impact of the AZ Off Road Promotions event on April 16, 2022.

Ms. Tidaback presented the following:

- The event was an overall success and there were over 600 racers at the event.
- Staff took responsibility for telling them April was a good time to come. It was very dry and windy. They would look at fall dates in the future.
- The Arizona Office of Tourism had a formula to determine an economic impact that staff was able to estimate that the Town pulled in approximately \$80,000 for the event.
- There was only one accident during the event.
- There would be another event in May.

- c) Consideration and discussion regarding Chamber of Commerce updates.

Max Bledsoe presented the following:

- The Chamber would be having a VIP Grand Opening on April 27th, and a community Grand Opening on May 19th.
- They were finishing up final preparation for the new facility.

7) **ADJOURNMENT**

MOVED by Chair Annie Perkins, seconded by Councilmember Tom Armstrong to adjourn the meeting at 4:43 p.m.

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

Submitted: May 3, 2022.

By: *Sara Burchill, Deputy Town Clerk*

Approved: July 26, 2022.