



Minutes
Work Study Session
Queen Creek Town Council
Queen Creek Town Hall, 22350 S. Ellsworth Road
Council Chambers
February 1, 2012
6:30pm

1. Call to Order

The Work Study was called to order at 6:30pm.

2. Roll Call (one or more members of the Council may participate by telephone)

Council Members present: Alston; Barnes; Benning; Oliphant; Wheatley (6:32pm); Vice Mayor Brown and Mayor Barney.

3. Motion to adjourn to Executive Session (to be held in the Saguaro Conference Room of the Municipal Services Building)for the following purposes:

A. Discussion and consultation with the Town Attorney for legal advice and to consider the Town's position and instruct the staff regarding acquisition real property located at 21114 S. 220th Place (Assessor's Parcel # 304-64-008X) from Joseph and Roberta Passarella. A.R.S. 38-431.03(A)(3),(4)and (7).

None.

ITEMS FOR DISCUSSION These items are for Council discussion only and no action will be taken. In general, no public comment will be taken.

4. Quarterly update on Communications & Marketing activities.

Public Information Officer Marnie Schubert provided an update on marketing activities for the period December 2011 – February 2012:

- Horseshoe Park & Equestrian Centre – monitored Yelp & Trip Advisor activity
- Facebook & Website activities/pages
- Marketing Partnership started with Queen Creek Olive Mill, Schnepf Farms, Barney Sports Complex and Queen Creek Performing Arts Center
- Magazine articles – Queen Creek featured in three
- Paid advertising in magazines & travel guides
- Horseshoe Park & Equestrian Centre advertising was focused on venue and audience

Council asked whether advertising was done in the Allegiant Airlines magazine. Ms. Schubert responded that rates are being negotiated with Allegiant as well as Spirit Airlines and Southwest Airlines.

5. Adjournment

Motion to adjourn Work Study at 6:38pm (Barnes/Wheatley/Unanimous)

TOWN OF QUEEN CREEK

Gail Barney, Mayor

Attest:

Jennifer F. Robinson, MMC

I, Jennifer F. Robinson, do hereby certify that, to the best of my knowledge and belief, the foregoing Minutes are a true and correct copy of the Minutes of the February 1, 2012 Work Study Session of the Queen Creek Town Council. I further certify that the meeting was duly called and that a quorum was present.

Jennifer F. Robinson, MMC

Passed and approved on February 15, 2012.